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Margin of Error +/- 4.4%

July 30, 2026 - August 2, 2026

AR Sen Brushfire Wave 4

Political Benchmarks

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

Response	Count	Overall	Rep	Ind	Dem
Strongly approve	161	32%	60%	11%	0%
Somewhat approve	95	19%	28%	18%	0%
Somewhat disapprove	32	6%	5%	14%	0%
Strongly disapprove	204	41%	5%	55%	99%
Don't know	8	2%	1%	2%	1%
Total Approve		51%	89%	28%	0%
Total Disapprove		47%	10%	69%	99%
Net		+4%	+79%	-41%	-99%

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

Response	Count	Overall	Rep	Ind	Dem
Strongly approve	139	28%	53%	8%	0%
Somewhat approve	115	23%	31%	25%	2%
Somewhat disapprove	72	14%	11%	19%	16%
Strongly disapprove	162	32%	4%	44%	79%
Don't know	12	2%	1%	5%	2%
Total Approve		51%	85%	32%	2%
Total Disapprove		47%	14%	63%	96%
Net		+4%	+71%	-31%	-94%

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
Hallie Shoffner	37%	27%	79%	64%	+10
Tim Griffin	34%	28%	81%	62%	+6
John Boozman	42%	39%	93%	81%	+3
Jeff Wadlin	8%	5%	33%	13%	+3
Sarah Huckabee Sanders	50%	48%	100%	98%	+2
Tom Cotton	47%	47%	98%	95%	+0
Leslie Rutledge	32%	32%	82%	64%	+0

Detailed Breakout

Item	Very fav	Somewhat fav	Somewhat unfav	Very unfav	Heard / No Opinion	Never heard of
Tom Cotton	31%	16%	9%	39%	3%	2%
Sarah Huckabee Sanders	30%	20%	14%	35%	1%	0%
Hallie Shoffner	23%	15%	4%	23%	15%	21%
John Boozman	14%	28%	17%	22%	12%	7%
Tim Griffin	14%	21%	10%	18%	19%	19%
Leslie Rutledge	13%	19%	10%	22%	18%	18%
Jeff Wadlin	2%	7%	2%	3%	19%	67%

Senate Ballot

Q. If the election for U.S. Senate were held today, who would you vote for if the candidates were Tom Cotton, the Republican, Hallie Shoffner, the Democrat, and Jeff Wadlin, the Libertarian?

Response	Count	Overall	Rep	Ind	Dem
Tom Cotton, the Republican	245	49%	86%	25%	0%
Hallie Shoffner, the Democrat	183	37%	3%	50%	93%
Jeff Wadlin, the Libertarian	31	6%	5%	12%	2%
Don't know	41	8%	6%	13%	6%
Net Cotton		R+12	R+83	D+25	D+93

[G1a] asked only among respondents who selected Tom Cotton, the Republican, Hallie Shoffner, the Democrat, or Jeff Wadlin, the Libertarian for 'If the election for U.S. Senate were held today, who would you vote for if the candidates were Tom Cotton, the Republican, Hallie Shoffner, the Democrat, and Jeff Wadlin, the Libertarian?'.
Base: respondents who named a candidate at G1.

Q. Are you definitely voting for that candidate, or could you change your mind before November?

Cotton

Response	Percent
Definitely voting for that candidate	85%
Could change my mind	12%
Don't know	3%

Shoffner

Response	Percent
Definitely voting for that candidate	78%
Could change my mind	22%
Don't know	0%

Wadlin

Response	Percent
Definitely voting for that candidate	13%
Could change my mind	76%
Don't know	12%

Q. And if the only two candidates for U.S. Senate were Tom Cotton, the Republican, and Hallie Shoffner, the Democrat, for whom would you vote?

Response	Count	Overall	Rep	Ind	Dem
Tom Cotton, the Republican	261	52%	90%	31%	0%
Hallie Shoffner, the Democrat	201	40%	4%	55%	98%
Don't know	38	8%	6%	14%	2%
Net Cotton		R+12	R+86	D+24	D+98

Tom Cotton: Awareness & Associations

Q. Have you seen, read, or heard anything about Tom Cotton in the last few weeks?

Response	Count	Overall	Rep	Ind	Dem
Yes, I have	337	67%	69%	61%	73%
No, I have not	139	28%	27%	33%	22%
Don't know	24	5%	4%	6%	5%

Q. What content did you see in the last few weeks about Tom Cotton?

WHAT RESPONDENTS SAW, READ, OR HEARD ABOUT TOM COTTON



ADVERTISING/CONTACT CHANNELS MENTIONED

TV / video 44 News 35 Ads (unspecified) 25 Digital / social 21 Text / SMS 5 Radio / audio 2

Highlighted Verbatims — Tom Cotton

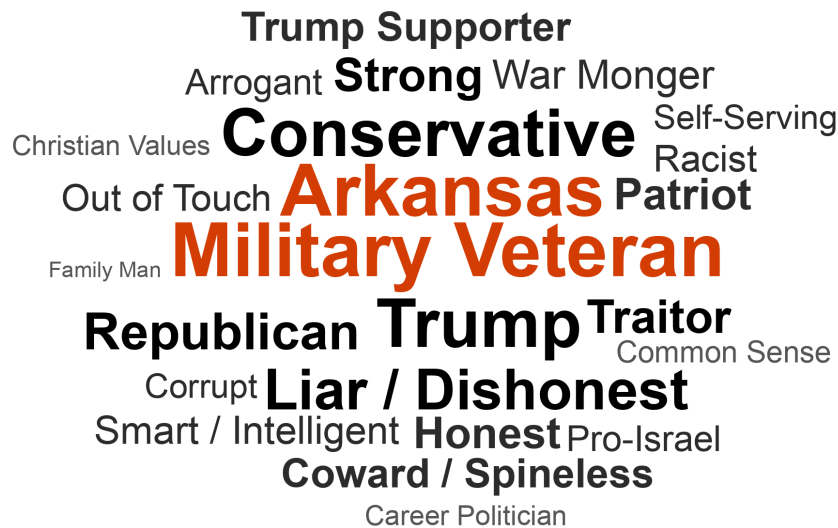
Quote	Respondent info
"The thing with Tom Cotton, you usually don't hear from him until election time. With ad I saw of him he was discussing the Fauci debacle with the Senate when he was questioned and pleaded the fifth on every question."	2024 Vote: Trump Ballot: Tom Cotton Party ID: Republican
"He is solid pro America first, lower taxes and pro-growth capitalism, strong supporter of the US military and veterans, pro law and order and supports law enforcement"	2024 Vote: Trump Ballot: Tom Cotton Party ID: Republican
"He stands for the American people and against Islam taking over the American government and believes illegals should not be here."	2024 Vote: Trump Ballot: Tom Cotton Party ID: Republican
"I disagree with the steadfast support of Israel. Though I don't think we should stop Israel from handling their own matters."	2024 Vote: Trump Ballot: Tom Cotton Party ID: Republican

Quote	Respondent info
"That he's for securing our borders, helping our veterans and helping our farmers and keeping the Chinese people away"	2024 Vote: Trump Ballot: Tom Cotton Party ID: Republican
"Tom was walking with a group of men the commercial expressed that Tom was the appropriate candidate for Senator"	2024 Vote: Trump Ballot: Tom Cotton Party ID: Independent
"His support for the current administration and the elimination of the Iranian leadership and regime."	2024 Vote: Trump Ballot: Tom Cotton Party ID: Independent
"Watch ads on his campaign. But as a veteran myself the American people can count on and trust"	2024 Vote: Trump Ballot: Tom Cotton Party ID: Republican
"He supports the direction our country should be heading, he's former military and a patriot"	2024 Vote: Trump Ballot: Tom Cotton Party ID: Republican
"I like what he stands for, and is a military man. Would vote him in as president."	2024 Vote: Trump Ballot: Tom Cotton Party ID: Republican
"Spam text campaign promoting Cotton only by berating and demonizing his opponents, which did not cease even after trying to opt-out"	2024 Vote: Trump Ballot: Hallie Shoffner Party ID: Independent
"Something about chips and Russia"	2024 Vote: Trump Ballot: Hallie Shoffner Party ID: Republican
"China's cash flow"	2024 Vote: Trump Ballot: Hallie Shoffner Party ID: Republican
"How crooked he is"	2024 Vote: Trump Ballot: Hallie Shoffner Party ID: Independent
"Social Security"	2024 Vote: Trump Ballot: Hallie Shoffner Party ID: Independent
"He met with Netanyahu recently and supports the war in Iran. He doesn't care about genocide. His ties with Palantir are questionable in the least. He makes horrible decisions for Arkansas and embarrasses us on national news."	2024 Vote: Harris Ballot: Hallie Shoffner Party ID: Democrat
"He had a meeting with Netanyahu in DC and smiled for a pic with him and voted to merge our military with Israel and to send Israel billions of American tax dollars to aid in their genocide of Gaza"	2024 Vote: Someone else Ballot: Hallie Shoffner Party ID: Independent
"Lots of ads saying how great he is paid for by right leaning PAC's but I'm fully aware how much he sucks and does not care one bit about Arkansans only being a warmonger."	2024 Vote: Harris Ballot: Hallie Shoffner Party ID: Democrat
"Emails or texts trying to convince me he is doing good for Arkansans but not true at all. He is a strong supporter of the current administration."	2024 Vote: Harris Ballot: Hallie Shoffner Party ID: Independent
"He refers to anyone not a Trump supporter as a communist and thinks someone wants sharia law in Arkansas even though he is never here"	2024 Vote: Harris Ballot: Hallie Shoffner Party ID: Democrat
"How he is supposedly suddenly concerned about Chinese property ownership. He's been in office for years and is barely now waking up."	2024 Vote: Don't know Ballot: Hallie Shoffner Party ID: Independent
"I've seen him prioritize the interests of Israel, a foreign nation, over his country time and time again. Get lost you sad sack of"	2024 Vote: Harris Ballot: Hallie Shoffner Party ID: Democrat
"He has not supported the Senate staying and voting on the Save Act. He has not shown me much support for the Save Act. He does not have the best interest of the Constitution and the Country in his mind."	2024 Vote: Trump Ballot: Jeff Wadlin Party ID: Independent

Quote	Respondent info
"I see him consistently vote for things in favor of Israel, not Arkansans best interest"	2024 Vote: Trump Ballot: Undecided Party ID: Don't know party
"Text telling me Tom hasn't done what he promised"	2024 Vote: Trump Ballot: Undecided Party ID: Republican
"His opponents distaste for his politics"	2024 Vote: Trump Ballot: Undecided Party ID: Independent
"Him and Netenyahu sitting talking"	2024 Vote: Trump Ballot: Undecided Party ID: Republican
"That he had an opponent"	2024 Vote: Trump Ballot: Undecided Party ID: Republican
"He wanted to have a vote on an issue, but Donald Trump said a certain proposal Trump was making had to be voted on first,"	2024 Vote: Harris Ballot: Undecided Party ID: Independent
"Mentioned on tucker Carlson show."	2024 Vote: Don't know Ballot: Undecided Party ID: Independent

Q. What are some words or phrases that come to mind when you think of Tom Cotton?

WORDS AND PHRASES ASSOCIATED WITH TOM COTTON



Highlighted Verbatims — Tom Cotton

Quote	Respondent info
"Strong and calm, common sense, pro economic growth and capitalism, common sense, pro peace thru strong military and pro law and order with equal justice"	2024 Vote: Trump Ballot: Tom Cotton Party ID: Republican
"Stable, patriotic, smart, a strong Public Servant, a family man, a staunch conservative, responsive when I email or call his office"	2024 Vote: Trump Ballot: Tom Cotton Party ID: Republican
"Military background, chairman senate intelligence committee, Harvard grad, Arkansas farm family"	2024 Vote: Trump Ballot: Tom Cotton Party ID: Independent
"Honesty, True American, stands for the Christian foundation that this country stands for"	2024 Vote: Trump Ballot: Tom Cotton Party ID: Republican
"To. Is a more conservative candidate verses Hallie who is extremely liberal"	2024 Vote: Trump Ballot: Tom Cotton Party ID: Independent
"He's a putz sometimes but most of the time we agree. Useful idiot I guess."	2024 Vote: Trump Ballot: Tom Cotton Party ID: Republican
"Accountability, integrity, understands what people actually want and need"	2024 Vote: Trump Ballot: Tom Cotton Party ID: Republican
"Good vote nationally wished he paid more attention to Arkansas"	2024 Vote: Trump Ballot: Tom Cotton Party ID: Republican

Quote	Respondent info
"A very good man looking out for Americans and U. S. Farmers"	2024 Vote: Trump Ballot: Tom Cotton Party ID: Republican
"Veteran, strength, leadership, true honest American a"	2024 Vote: Trump Ballot: Tom Cotton Party ID: Republican
"Militant, supports military, ignores the growing problems faced by low income people/ Families/ Children, has declined to meet with local Head Start agen is even when Senator Womack made a genuine effort."	2024 Vote: Trump Ballot: Hallie Shoffner Party ID: Independent
"Not working for America any longer"	2024 Vote: Trump Ballot: Hallie Shoffner Party ID: Republican
"Using Trump for reelection"	2024 Vote: Trump Ballot: Hallie Shoffner Party ID: Independent
"Lockstep with Trump"	2024 Vote: Trump Ballot: Hallie Shoffner Party ID: Republican
"Tired, kinda a traitor. I was raised a Republican, raised one but that's changes with all the support to this president they let call the shots. Tom Cotton seems like a good old boy, helping not what the people needs but what the party wants. And I think he's running pro life but he's NOT. If he was pro life he'd look into school lunches and look into gun rights and do something about that. But if a guy transitions to a girl we don't want him to play sports and that's a big thing? I have a problem with that. I have a problem being pro life but not helping seniors"	2024 Vote: Harris Ballot: Hallie Shoffner Party ID: Independent
"Tom Cotton voted against the Farm Bill, against Medicaid, against economic development, and against disaster relief - while supporting tax cuts for billionaires and blowing up the national debt. Very sick of the greed in this country and he is helping it."	2024 Vote: Harris Ballot: Hallie Shoffner Party ID: Democrat
"Bought and paid for and militant, anti immigrant even though Arkansas farmers need them, and ICE supporter and supports hiding Epstein files"	2024 Vote: Harris Ballot: Hallie Shoffner Party ID: Democrat
"Coward, spineless, doormat, pedo protector, puppet, release the Epstein files, say no to AI data centers, won't protect our natural state"	2024 Vote: Harris Ballot: Hallie Shoffner Party ID: Democrat
"Not representative of the people of Arkansas-- he doesn't care and he is a trader-- I want or representative to care about the people"	2024 Vote: Harris Ballot: Hallie Shoffner Party ID: Independent
"Not really concerned about those at the bottom of the social stratum and not very respectful of women and their needs and concerns"	2024 Vote: Harris Ballot: Hallie Shoffner Party ID: Democrat
"Doesn't live here. Only cares about a future presidential run. Out of touch. Focussed on the wrong issues and not Arkansas"	2024 Vote: Did not vote Ballot: Hallie Shoffner Party ID: Independent
"He doesn't live in Arkansas, won't come to Arkansas, won't talk to his constituents, his staff won't answer the phone"	2024 Vote: Harris Ballot: Hallie Shoffner Party ID: Democrat
"Incompetent, coward, a Trump puppet, definitely not for the people"	2024 Vote: Harris Ballot: Jeff Wadlin Party ID: Independent
"Israel, sell out, could've been the best congressman we had but love the establishment too much"	2024 Vote: Trump Ballot: Undecided Party ID: Don't know party
"Veteran, American, Trump Supporter, unlikely to be unseated"	2024 Vote: Trump Ballot: Undecided Party ID: Don't know party

Quote	Respondent info
"Snake,untrustworthy,slimeball"	2024 Vote: Trump Ballot: Undecided Party ID: Republican
"Looks out for America"	2024 Vote: Trump Ballot: Undecided Party ID: Independent
"Military experience"	2024 Vote: Trump Ballot: Undecided Party ID: Republican
"Part of a two party system that doesn't adequately allow for options but has been strongly reinforced over years to where it feels that politicians must play within one of two lines to stand a chance."	2024 Vote: Did not vote Ballot: Undecided Party ID: Independent
"Self serving, using military background for personal gain"	2024 Vote: Someone else Ballot: Undecided Party ID: Independent

Hallie Shoffner: Awareness & Associations

Q. Have you seen, read, or heard anything about Hallie Shoffner in the last few weeks?

Response	Count	Overall	Rep	Ind	Dem
Yes, I have	290	58%	49%	64%	69%
No, I have not	189	38%	46%	33%	25%
Don't know	21	4%	5%	2%	6%

Q. What content did you see in the last few weeks about Hallie Shoffner?

WHAT RESPONDENTS SAW, READ, OR HEARD ABOUT HALLIE SHOFFNER



ADVERTISING/CONTACT CHANNELS MENTIONED

Digital / social 31 TV / video 31 Ads (unspecified) 23 News 14 Text / SMS 14 Signs / billboards 7

Highlighted Verbatims — Hallie Shoffner

Quote	Respondent info
"She strongly supports our farmers, but is a Democrat. The Democrat party opposes Christian principles and I will not support that. I am a farmer."	2024 Vote: Trump Ballot: Tom Cotton Party ID: Republican
"She gave up her 5 generation family farm, she wants to allow illegals into the country Scott free"	2024 Vote: Trump Ballot: Tom Cotton Party ID: Republican
"Woke extremist that supports leftist ideology that doesn't align with my personal beliefs."	2024 Vote: Trump Ballot: Tom Cotton Party ID: Independent
"A commercial stating she contributed to Planned parenthood the previous vice president"	2024 Vote: Trump Ballot: Tom Cotton Party ID: Independent

Quote	Respondent info
"She hopes to change our conservative policies and is open to illegal immigration"	2024 Vote: Trump Ballot: Tom Cotton Party ID: Republican
"Pushing the Far Left agenda. LGBTQ, Open Borders, Defund Police and ICE etc."	2024 Vote: Trump Ballot: Tom Cotton Party ID: Republican
"Her LGBTQ support in South America. Utterly disgusting and disqualifying"	2024 Vote: Trump Ballot: Tom Cotton Party ID: Republican
"Supports transgender, is pro choice, does not condemn boys in sports"	2024 Vote: Trump Ballot: Tom Cotton Party ID: Republican
"She's a commie that has failed her own family. She is anti-American"	2024 Vote: Trump Ballot: Tom Cotton Party ID: Republican
"Received a text about some of her policies so I looked her up"	2024 Vote: Trump Ballot: Tom Cotton Party ID: Republican
"Lots. It's all over and she clearly stands for Arkansans unlike Huckabee Sanders and Cotton who are crooks and belong in jail for treason"	2024 Vote: Trump Ballot: Hallie Shoffner Party ID: Independent
"She has been ceaselessly mentioned in Tom Cotton's ad campaigns in which she is spoken of hatefully for her opinions and beliefs."	2024 Vote: Trump Ballot: Hallie Shoffner Party ID: Independent
"Facebook, ticktock and news"	2024 Vote: Trump Ballot: Hallie Shoffner Party ID: Republican
"Undocumented citizens"	2024 Vote: Trump Ballot: Hallie Shoffner Party ID: Independent
"Defund ICE AS IT IS"	2024 Vote: Trump Ballot: Hallie Shoffner Party ID: Republican
"Comes forth"	2024 Vote: Trump Ballot: Hallie Shoffner Party ID: Independent
"Facebook"	2024 Vote: Trump Ballot: Hallie Shoffner Party ID: Independent
"Wow, have you seen this? Hallie Shoffner looked Arkansans in the eye and said: Yeah. I would vote to defund ICE as it exists right now (KATV, 7/16/ 26). She's not hiding it anymore: open borders, defunding law enforcement, rolling out the welcome mat for drug smugglers and human traffickers. That's her plan. Don't let her impose it on Arkansas! Vote NO on Hallie Shoffner. Paid for by America One. Not authorized by any candidate or candidate's committee. Reply STOP to Opt-Out"	2024 Vote: Harris Ballot: Hallie Shoffner Party ID: Democrat
"Her concern with Northwest Arkansas's green areas and their protection convinces me of her concerns for our general environment, something that many politicians clearly are not concerned about. Her concern with the well-being of people is manifested by her interest in making childcare more available and affordable for working people."	2024 Vote: Harris Ballot: Hallie Shoffner Party ID: Democrat
"Online some things and online some things, Mostly online. She seems to have a plan for farmers and interested in talking to people. Tom Cotton will not talk to anybody, but she seems interested in our state."	2024 Vote: Harris Ballot: Hallie Shoffner Party ID: Independent
"She listens to the constituents. She knows Arkansas is at the bottom for food insecurity, education, and healthcare. She doesn't support the war in Iran."	2024 Vote: Harris Ballot: Hallie Shoffner Party ID: Democrat

Quote	Respondent info
"Senseless attacks from tom cotton about her supporting Kamala Harris. He can't find any substantial dirt on her so that's the best he has."	2024 Vote: Someone else Ballot: Hallie Shoffner Party ID: Independent
"Been getting cold calls and texts talking poorly about her, as well as locals both supporting and denouncing her."	2024 Vote: Harris Ballot: Hallie Shoffner Party ID: Democrat
"Town hall meetings, more, more positive messages for people who actually believe in democracy not boot licking!"	2024 Vote: Harris Ballot: Hallie Shoffner Party ID: Democrat
"She's a libtard who totally buys the climate change conspiracy and wants to release all of the criminals to create chaos in the streets so that the government can come in and seize more power out of the chaos"	2024 Vote: Trump Ballot: Jeff Wadlin Party ID: Independent
"Saving farms in Arkansas, she strongly opposes tariffs set by Donald Trump, she refuses to give straight forward answers on cultural issues"	2024 Vote: Trump Ballot: Undecided Party ID: Don't know party
"That she is extremely liberal socially"	2024 Vote: Trump Ballot: Undecided Party ID: Don't know party
"Negative slamder"	2024 Vote: Trump Ballot: Undecided Party ID: Republican
"Stranger at her house. Sold her family's farm couple years ago."	2024 Vote: Don't know Ballot: Undecided Party ID: Independent
"Ad on her stance on things from republicans attacking her."	2024 Vote: Someone else Ballot: Undecided Party ID: Democrat

Q. What are some words or phrases that come to mind when you think of Hallie Shoffner?

WORDS AND PHRASES ASSOCIATED WITH HALLIE SHOFFNER



Highlighted Verbatims — Hallie Shoffner

Quote	Respondent info
"She sounds defensive in her advertising. Not excited about serving but more angry and disgusted. She doesn't smile and wears a hat sometimes so we can't see expressions."	2024 Vote: Trump Ballot: Tom Cotton Party ID: Republican
"Woke, anti-American, anti-common sense, pro open borders and wants to defund ICE and to not enforce Federal immigration laws."	2024 Vote: Trump Ballot: Tom Cotton Party ID: Republican
"Stupid myopic view of the world and a u. S. Senators role at the federal level."	2024 Vote: Trump Ballot: Tom Cotton Party ID: Independent
"Leftist, extremist, LGBTQ, fabricator, socialist, communist (association)"	2024 Vote: Trump Ballot: Tom Cotton Party ID: Independent
"Being a Democrat probably needs help. The departmentalizing priorities"	2024 Vote: Trump Ballot: Tom Cotton Party ID: Republican
"Democrat, bleeding heart, suicidally empathetic, lacking common sense"	2024 Vote: Trump Ballot: Tom Cotton Party ID: Republican
"She wants everyone to have a free ride she thinks like Manami"	2024 Vote: Trump Ballot: Tom Cotton Party ID: Republican
"Affliction jeans and ball caps. Not very professional."	2024 Vote: Trump Ballot: Tom Cotton Party ID: Republican

Quote	Respondent info
"Trying to convince folks she's not a liberal democrat"	2024 Vote: Trump Ballot: Tom Cotton Party ID: Republican
"DSA, Democrats are useful idiots, easily manipulated"	2024 Vote: Trump Ballot: Tom Cotton Party ID: Republican
"Liberal, unqualified, farmer-paux, anti-Arkansas"	2024 Vote: Trump Ballot: Tom Cotton Party ID: Republican
"Untainted by being in office too long, new approach for Arkansas future"	2024 Vote: Trump Ballot: Hallie Shoffner Party ID: Independent
"Smart, intelligent, caring, serves the people"	2024 Vote: Trump Ballot: Hallie Shoffner Party ID: Independent
"Progressive, empathetic, and aware"	2024 Vote: Trump Ballot: Hallie Shoffner Party ID: Independent
"Is not a Trump ass kisser"	2024 Vote: Trump Ballot: Hallie Shoffner Party ID: Independent
"More honest than Cotton"	2024 Vote: Trump Ballot: Hallie Shoffner Party ID: Republican
"Love of farmers"	2024 Vote: Trump Ballot: Hallie Shoffner Party ID: Independent
"She is like a 3rd generation farmer and understands farming, she seems to under stand the general public and things we need for our state and putting our state first."	2024 Vote: Harris Ballot: Hallie Shoffner Party ID: Independent
"Out of the political cesspool, understands the working class, didn't want to run but chooses to better this state and country."	2024 Vote: Harris Ballot: Hallie Shoffner Party ID: Democrat
"Help Arkansas get out of the hole we are in. Help Arkansans to help afford housing, groceries and utilities"	2024 Vote: Harris Ballot: Hallie Shoffner Party ID: Independent
"Real American who cares about working people not Jeff Bazos, mark suckeberg, Elon musk and the list goes on"	2024 Vote: Harris Ballot: Hallie Shoffner Party ID: Independent
"That she's a strong woman and she probably cares about the people more than the republican right now."	2024 Vote: Harris Ballot: Hallie Shoffner Party ID: Independent
"Appears to be honest and aligned with what Americans values should be. Taking care of our own"	2024 Vote: Harris Ballot: Hallie Shoffner Party ID: Democrat
"A person in touch with Arkansan needs, and somebody actually understanding our struggle."	2024 Vote: Harris Ballot: Hallie Shoffner Party ID: Democrat
"Better campaigning, get your name out there more, fight the good fight"	2024 Vote: Harris Ballot: Jeff Wadlin Party ID: Democrat
"Hard working, problem solver"	2024 Vote: Trump Ballot: Undecided Party ID: Don't know party
"Sell out, Peru pride parade"	2024 Vote: Trump Ballot: Undecided Party ID: Don't know party
"Insincere, unlikely to win"	2024 Vote: Trump Ballot: Undecided Party ID: Don't know party

Quote	Respondent info
"I can't think of anything"	2024 Vote: Harris Ballot: Undecided Party ID: Democrat
"I don't think of her"	2024 Vote: Someone else Ballot: Undecided Party ID: Democrat

Wave-Over-Wave Tracking

Trump Job Approval

Metric	12/2025	02/2026	04/2026	08/2026
Trump - Approve	61%	62%	57%	51%
Trump - Disapprove	39%	37%	42%	47%
Trump - Net	+21	+26	+15	+4

Tom Cotton Favorability

Metric	12/2025	02/2026	04/2026	08/2026
Tom Cotton - Favorable	52%	52%	49%	47%
Tom Cotton - Unfavorable	43%	40%	45%	47%
Tom Cotton - Net	+8	+12	+4	0

Cotton vs. Shoffner

Metric	12/2025	02/2026	04/2026	08/2026
Senate Ballot - Cotton	56%	58%	55%	52%
Senate Ballot - Shoffner	34%	36%	37%	40%
Senate Ballot - Net	+22	+22	+19	+12

Weighted Survey Demographics

Gender

Response	Overall
Female	53%
Male	47%

Education

Response	Overall
Less than 4-year degree	70%
4-year degree or more	30%

Race/Ethnicity

Response	Overall
White	85%
Black or African American	10%
Hispanic or Latino	3%
Asian or Pacific Islander	1%
Other, incl. Native American	1%

2024 Vote

Response	Overall
Trump	60%
Harris	33%
Someone else	1%
Don't know	1%
Did not vote	5%

Primary History

Response	Overall
0 of 4	30%
1-2 of 4	42%
3-4 of 4	28%

DMA

Response	Overall
Little Rock-Pine Bluff	51%
Ft. Smith-Fay-Sprngdl-Rgrs	28%
Jonesboro	6%
Springfield MO	6%
Memphis	4%
Shreveport	4%
Monroe-El Dorado	2%

General Participation

Response	Overall
0-1 of 4	7%
2-3 of 4	32%
4 of 4	61%

Partisan Identity w/ Leaners

Response	Overall
Republican	48%
Independent / Other	30%
Democrat	22%

Mode

Response	Overall
Live phone / cell	10%
Text/web	90%

Density

Response	Overall
Rural	49%
Suburban	34%
Urban	16%
Don't know	1%

Party Registration

Response	Overall
Republican	22%
Democrat	6%
Unaffiliated/Non-Partisan	72%
Libertarian	1%

Survey Mode

Response	Overall
SMS	70%
Live-to-cell	30%
Live landline	0%

Methodology

Interview Dates	July 30–August 2, 2026
Target Population	Likely 2026 general election voters in Arkansas
Sampling Method	The survey was administered using a mixed-mode design combining SMS text-to-web invitations (70%; n=350) and live interviewer calls to mobile phones (30%; n=150). The sample was drawn from a voter file and related contact records, enriched where available with appended consumer data. Recruitment was monitored against quota and coverage targets to maintain balanced coverage across age, gender, education, race/ethnicity, geography, recalled presidential vote, primary-election participation history, and interview mode within the target likely-voter electorate.
Weighting	The sample was weighted using iterative proportional fitting (raking) to represent the target likely-voter electorate, adjusting for gender, age, education, race/ethnicity, recalled 2024 presidential vote, region and other proprietary engagement metrics. Counts shown in tables are rounded weighted counts; percentages and breakouts are weighted.
Number of respondents	500
Margin of error	+/- 4.4%
Survey Modes	SMS text-to-web and live-to-cell