

Arkansas GOP Primary Survey Wave 2

Political Benchmarks

Q. Generally speaking, do you believe things in the United States are heading in the right direction or are they off on the wrong track?

Response	Count	Overall	MAGA R	Trad R
Right direction	287	83%	89%	76%
Wrong track	48	13%	7%	23%
Don't know	12	4%	4%	1%

Q. Now, thinking about Arkansas specifically, do you believe things are heading in the right direction or are they off on the wrong track?

Response	Count	Overall	MAGA R	Trad R
Right direction	268	76%	80%	75%
Wrong track	47	14%	9%	18%
Don't know	32	10%	11%	7%

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

Response	Count	Overall	MAGA R	Trad R
Strongly approve	250	72%	84%	52%
Somewhat approve	70	21%	15%	35%
Somewhat disapprove	9	2%	0%	4%
Strongly disapprove	18	5%	0%	9%
Don't know	0	0%	0%	0%
Net		+86%	+98%	+73%

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

Response	Count	Overall	MAGA R	Trad R
Strongly approve	202	60%	64%	58%
Somewhat approve	90	25%	25%	24%
Somewhat disapprove	23	7%	6%	8%
Strongly disapprove	26	7%	3%	9%
Don't know	6	2%	2%	1%
Net		+71%	+80%	+66%

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

Response	Count	Overall	MAGA R	Trad R
Strongly approve	178	52%	54%	53%
Somewhat approve	103	29%	31%	28%
Somewhat disapprove	30	9%	9%	7%
Strongly disapprove	25	6%	3%	9%
Don't know	11	3%	3%	1%
Net		+67%	+73%	+65%

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.

Item	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of
Senator Tom Cotton	53%	29%	9%	7%	2%	0%
Governor Sarah Huckabee Sanders	63%	22%	8%	6%	1%	0%
Senator John Boozman	29%	37%	15%	8%	10%	1%
Jeb Little	2%	6%	1%	1%	17%	73%
Micah Ashby	2%	5%	1%	1%	16%	75%
Hallie Shoffner	3%	6%	4%	10%	14%	63%
President Donald Trump	75%	17%	2%	5%	0%	0%

Compact Q6

Item	Fav	Unfav	Net	Name ID
President Donald Trump	93%	7%	+86	100%
Governor Sarah Huckabee Sanders	86%	14%	+72	100%
Senator Tom Cotton	82%	16%	+66	100%
Senator John Boozman	66%	23%	+43	99%
Jeb Little	8%	2%	+6	27%
Micah Ashby	7%	2%	+5	25%
Hallie Shoffner	9%	14%	-5	37%

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	MAGA R	Trad R
Cutting waste, fraud, and abuse in government spending	98	26%	25%	27%
Securing the border and deporting illegal immigrants	79	21%	26%	13%
Lowering inflation and the cost of living	51	16%	14%	19%
Stopping woke ideology in schools and government	41	14%	17%	9%
Growing the economy and creating jobs	22	8%	6%	10%
Lowering healthcare costs for working families	15	5%	3%	11%
Cracking down on violent crime and supporting police	17	5%	6%	4%
National security and standing up to China	11	3%	3%	3%
Supporting farmers and rural communities	7	2%	1%	4%
Something else	6	1%	2%	0%
Don't know	0	0%	0%	0%

Re-Elect / General Election

Q. Looking ahead, if the 2026 election for U.S. Senate were held today, would you vote to re-elect Senator Tom Cotton, or do you think it's time for someone new?

Response	Count	Overall	MAGA R	Trad R
Definitely vote to re-elect Senator Cotton	187	55%	57%	53%
Probably vote to re-elect Senator Cotton	79	23%	25%	23%
Time for someone new	59	15%	10%	21%
Don't know	22	7%	9%	3%

Q. If the election for U.S. Senate were held today, and you had to make a choice, would you vote for the Republican or Democratic candidate?

Response	Count	Overall	MAGA R	Trad R
Definitely the Republican	283	83%	89%	79%
Probably the Republican	41	11%	10%	12%
Probably the Democrat	5	1%	0%	3%
Definitely the Democrat	8	2%	0%	2%
Don't know	10	2%	1%	4%

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	MAGA R	Trad R
Senator Tom Cotton, the Republican	310	90%	97%	85%
Hallie Shoffner, the Democrat	18	5%	0%	9%
Don't know	19	5%	3%	6%

Republican Primary

Q. If the Republican Primary Election for U.S. Senate were being held today, who would you vote for if the candidates were...

Response	Count	Overall	MAGA R	Trad R
Senator Tom Cotton	234	69%	71%	69%
Jeb Little	9	2%	1%	4%
Micah Ashby	8	2%	1%	1%
Don't know	96	27%	27%	26%

Q. To the best of your knowledge, has President Trump endorsed a candidate in this race, and if so, who?

Response	Count	Overall	MAGA R	Trad R
Senator Tom Cotton	131	37%	35%	38%
Jeb Little	1	0%	0%	1%
Micah Ashby	0	0%	0%	0%
Has not endorsed anyone	27	8%	8%	8%
Don't know	188	55%	57%	53%

Q. President Donald Trump has endorsed Senator Tom Cotton for U.S. Senate. Knowing this, if the Republican Primary Election for U.S. Senate were being held today, who would you vote for if the candidates were...

Response	Count	Overall	MAGA R	Trad R
Senator Tom Cotton	251	74%	79%	69%
Jeb Little	12	3%	1%	6%
Micah Ashby	6	1%	0%	1%
Don't know	78	22%	20%	24%

Wave-Over-Wave Tracking

Wave 1 (Dec 2025) vs. Current Wave (Feb 2026)

	Wave 1 (Dec 2025)	Current Wave (Feb 2026)	Δ Change
GOP Primary Ballot			
Primary Ballot (Uninformed)			
Cotton	65%	69%	+4 ↑
Little + Ashby	6%	4%	-2 ↓
NET	+59	+65	+6 ↑
Primary Ballot (After Trump Endorsement)			
Cotton	69%	74%	+5 ↑
Little + Ashby	7%	4%	-3 ↓
NET	+62	+70	+8 ↑
Cotton Standing			
Tom Cotton Favorability			
Favorable	77%	82%	+5 ↑
Unfavorable	21%	16%	-5 ↓
NET	+56	+66	+10 ↑
Cotton Re-Elect			
Re-Elect	79%	78%	-1 ↓
Time for New	17%	15%	-2 ↓
NET	+62	+63	+1 ↑

NET = Positive – Negative (percentage points). Δ Change = current wave minus prior wave. ↑ = improvement, ↓ = decline.

Canvas & Awareness

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

Response	Count	Overall	MAGA R	Trad R
Yes, I have	248	70%	68%	73%
No, I have not	83	25%	28%	19%
Don't know	16	5%	3%	8%

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

Response	Count	Overall	MAGA R	Trad R
Much more favorable	97	40%	44%	32%
Neither more nor less favorable	73	29%	27%	33%
Slightly more favorable	47	20%	22%	20%
Much less favorable	19	6%	2%	10%
Slightly less favorable	9	3%	2%	6%
Don't know	3	1%	2%	0%
Net		+86%	+93%	+81%

Shoffner Messages — Pairwise Ranking

Respondents were shown pairs of statements about Hallie Shoffner and, for each pair, selected which one was more concerning. Those head-to-head choices were analyzed with a Bayesian Bradley-Terry model. **ModelNet** is the statement's average modeled win probability versus all other statements, so higher Model Net means a message is more concerning to voters.

Rank	Message	ModelNet	CI
1	Illegal Immigrant Org Hallie Shoffner founded an organization that helped illegal immigrants navigate U.S. government systems and get driver's licenses. Those licenses open the door to taxpayer-funded benefits. Shoffner built the organization that made it happen.	+31.8	[+27.7, +35.6]
2	DEI / Soros LGBTQ Hallie Shoffner ran an organization that hosted "anti-racist" study groups and DEI training sessions. She also worked for a group overseas that took George Soros funding to promote LGBTQ activism. That's the record she brought back to Arkansas.	+15.9	[+11.0, +20.6]
3	AOC / Green New Deal Donor Hallie Shoffner donated to Alexandria Ocasio-Cortez, the architect of the Green New Deal. That plan would devastate Arkansas agriculture, slash meat and dairy production, and cost families over \$74,000 in its first year. Shoffner helped bankroll the politician behind it.	+15.8	[+11.1, +20.5]
4	Trans Activism Peru Hallie Shoffner worked for a transgender activist group in Peru. She personally led a pro-transgender parade through the streets of Lima and called the experience of celebrating being "gay, lesbian, transexual, bisexual" "incredible." That's who she is when she thinks Arkansas isn't watching.	+10.3	[+5.5, +15.1]
5	Climate Activist Hallie Shoffner led liberal climate change groups that pushed for "big climate action." Her agenda would bring back the Obama-Biden environmental regulations that drove up costs for Arkansas farmers, ranchers, and small businesses. She put her activism ahead of their livelihoods.	+8.6	[+3.8, +13.4]
6	Fake Farm Branding Hallie Shoffner calls herself "FarmHerHallie." But before the farm branding, she was a left-wing activist and Democratic operative. She scrubbed her resume and reinvented herself as a small-town farmer just in time to run for Senate. The image is new. The politics aren't.	-5.5	[-10.2, -0.8]
7	Obama/Biden Ad Firm Hallie Shoffner says she's running against Washington insiders. But she hired Obama and Biden's ad firm to run her campaign. She sent 98% of her campaign money to out-of-state vendors. Out of \$203,000 in spending, only \$2,700 stayed in Arkansas.	-10.2	[-14.9, -5.3]
8	Deleted Blog / Scrubbed Record Before she launched her campaign, Hallie Shoffner deleted her entire blog. She scrubbed 18 posts from the internet. She removed her overseas activist work from LinkedIn and her campaign website. If her record is something to be proud of, why did she try so hard to erase it?	-10.2	[-15.0, -5.4]
9	Attacked RFK Jr. / MAHA Hallie Shoffner called RFK Jr. and the Make America Healthy Again movement "dangerous." She said it was "just another attempt to divide and distract." Then she deleted the post before launching her campaign. She attacked the movement, then tried to cover her tracks.	-10.7	[-15.5, -5.8]
10	Wall Street Hypocrisy Hallie Shoffner says she's fighting for the people against greedy corporations. But her own financial disclosure tells a different story. She owns up to \$1.5 million in corporate stocks, including BlackRock, Goldman Sachs, and JPMorgan. She's not taking on Wall Street. She's invested in it.	-18.3	[-22.8, -13.7]
11	Elitist Background Hallie Shoffner went to Vanderbilt, got a master's from the Clinton School, and spent years working overseas for international nonprofits. She even hired Washington D.C. political consultants to run her campaign. She claims to speak for working Arkansans, but she's spent most of her career in the same elite circles as the politicians she criticizes.	-27.5	[-31.6, -23.2]

Informed Re-Ballot

Q. Now, with everything you've heard in mind, 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	MAGA R	Trad R
Senator Tom Cotton, the Republican	310	90%	97%	85%
Hallie Shoffner, the Democrat	15	4%	0%	7%
Don't know	22	6%	3%	9%

Q. After everything you've heard today, would you say your overall impression of Hallie Shoffner is...

Response	Count	Overall	MAGA R	Trad R
Very favorable	7	2%	0%	2%
Somewhat favorable	6	1%	0%	3%
Somewhat unfavorable	15	4%	3%	5%
Very unfavorable	299	87%	94%	78%
No opinion / Don't know	20	6%	2%	12%
Net		-88%	-97%	-78%

Issue Questions

Q. Do you have a favorable or unfavorable opinion of ICE, that is, Immigration and Customs Enforcement?

Response	Count	Overall	MAGA R	Trad R
Very favorable	258	74%	85%	56%
Somewhat favorable	62	19%	13%	32%
Somewhat unfavorable	8	2%	1%	6%
Very unfavorable	16	4%	0%	6%
Heard of, no opinion	3	1%	0%	1%
Never heard of	0	0%	0%	0%
Net		+87%	+98%	+75%

Q. Do you support or oppose deporting immigrants who are in the country illegally and have criminal records?

Response	Count	Overall	MAGA R	Trad R
Strongly support	325	94%	99%	89%
Somewhat support	12	3%	0%	9%
Somewhat oppose	5	1%	0%	2%
Strongly oppose	5	1%	1%	1%
Don't know	0	0%	0%	0%
Net		+95%	+98%	+95%

Q. Do you support or oppose deporting all immigrants who are in the country illegally?

Response	Count	Overall	MAGA R	Trad R
Strongly support	245	73%	85%	52%
Somewhat support	66	18%	12%	32%
Somewhat oppose	18	5%	2%	10%
Strongly oppose	16	4%	1%	6%
Don't know	2	1%	1%	0%
Net		+82%	+94%	+69%

Q. Which of the following statements comes closer to your view, even if neither is exactly right?

Response	Count	Overall	MAGA R	Trad R
Tariffs are necessary to protect American manufacturing and stand up to countries like China, even if they raise prices on some goods	287	82%	87%	77%
Tariffs are raising costs for consumers and hurting Arkansas businesses that rely on exports, and we need a different approach	39	12%	8%	15%
Don't know	21	6%	5%	9%

Weighted Sample Demographics

Gender

Gender	Overall
Female	51%
Male	49%

Education

Education	Overall
Less than 4-year degree	70%
4-year degree or higher	30%

Race

Race	Overall
White	91%
Black	4%
Hispanic	3%
Asian	1%
Other	1%

Age

Age	Overall
65+	48%
50-64	29%
30-49	18%
18-29	5%

Region

Region	Overall
Little Rock-Pine Bluff	48%
Ft. Smith-Fay-Sprngdl-Rgrs	27%
Jonesboro	8%
Springfield Mo	7%
Memphis	5%
Shreveport	3%
Monroe-El Dorado	2%

Vote Recall 2024

Vote Recall 2024	Overall
Donald Trump	95%
Kamala Harris	3%
Someone else	2%
Did not vote	1%

Party ID with Leaners

Party ID with Leaners	Overall
Republican w/leaners	96%
True Independent	3%
Democrat w/leaners	1%

Party ID (Raw S4)

Party ID (Raw S4)	Overall
Republican	87%
Independent/Other	11%
Democrat	1%

Methodology

Interview Dates	February 7-9, 2026
Target Population	(1) Arkansas likely voters for general-election measurement, and (2) likely Republican primary electorate for GOP ballot testing.
Sampling Method	<p>The survey was administered using a mixed-mode design combining SMS text-to-web invitations (60%) and live interviewer calls (40%). The sample was drawn from an Arkansas voter file, enriched with consumer data.</p> <p>Quota controls were applied during recruitment to ensure representative coverage across age, gender, race/ethnicity, educational attainment, county, and party registration. For GOP-primary recruitment, additional soft quotas tracked GOP primary turnout patterns and voters were screened for likelihood to vote.</p>
Weighting	<p>The general-election sample (n=550) was weighted using iterative proportional fitting (raking) adjusted for demographics (age, gender, education, race/ethnicity), geography, party self-identification, turnout history, and recalled 2024 presidential vote. Weighting targets were derived from 2024 certified election returns, U.S. Census data, and the 2025 statewide voter file and modeled to a likely midterm electorate.</p> <p>The GOP-primary sample (n=350) received a dedicated weight raked to gender, age, education, race, county, and primary turnout history.</p>
Number of respondents	General election: 550 GOP primary: 350
Margin of error	+/- 4.2% (95% CI) for the general-election sample +/- 5.2% (95% CI) for the GOP-primary sample
Survey Modes	Mixed-mode: 60% SMS text-to-web, 40% live interviews to mobile phones