

N 550 LV
 Margin of Error +/- 4.2%
 2/7 - 2/9/2026

Arkansas Statewide Survey

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	Rep	Dem	Ind
Right direction	280	55%	84%	3%	37%
Wrong track	236	40%	9%	93%	58%
Don't know	29	5%	6%	4%	4%

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	Rep	Dem	Ind
Right direction	274	51%	78%	3%	36%
Wrong track	216	38%	11%	88%	50%
Don't know	55	11%	11%	9%	14%

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

Response	Count	Overall	Rep	Dem	Ind
Strongly approve	244	50%	79%	1%	30%
Somewhat approve	85	13%	16%	0%	15%
Somewhat disapprove	23	2%	1%	2%	5%
Strongly disapprove	191	34%	3%	94%	49%
Don't know	2	1%	0%	3%	1%
Net		+26%	+92%	-95%	-8%

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

Response	Count	Overall	Rep	Dem	Ind
Strongly approve	189	36%	58%	1%	20%
Somewhat approve	127	23%	29%	4%	25%
Somewhat disapprove	71	13%	5%	27%	19%
Strongly disapprove	139	25%	5%	67%	29%
Don't know	19	4%	2%	2%	7%
Net		+21%	+78%	-90%	-3%

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

Response	Count	Overall	Rep	Dem	Ind
Strongly approve	163	32%	50%	0%	21%
Somewhat approve	104	18%	27%	3%	12%
Somewhat disapprove	50	9%	9%	7%	10%
Strongly disapprove	184	32%	5%	84%	44%
Don't know	44	9%	9%	6%	14%
Net		+9%	+63%	-88%	-22%

Wave-Over-Wave Tracking

	Wave 1 (Dec 2025)	Wave 2 (Feb 2026)	Δ Change
Political Benchmarks			
Direction of Country			
Right Direction	52%	55%	+3 ↑
Wrong Track	42%	40%	-2 ↓
NET	+10	+15	+5 ↑
Trump Job Approval			
Approve	62%	62%	+0 ↑
Disapprove	38%	37%	-1 ↓
NET	+24	+26	+2 ↑
Favorability			
Tom Cotton			
Favorable	53%	52%	-1 ↓
Unfavorable	42%	40%	-2 ↓
NET	+11	+12	+1 ↑
Hallie Shoffner			
Favorable	20%	25%	+5 ↑
Unfavorable	6%	8%	+2 ↑
NET	+14	+17	+3 ↑
Hallie Shoffner Name ID			
Heard Of	40%	46%	+6 ↑
Ballot / Re-Elect			
Cotton vs. Shoffner (Named)			
Cotton (R)	58%	58%	-0 ↓
Shoffner (D)	33%	36%	+3 ↑
NET	+25	+22	-3 ↓
Cotton Re-Elect			
Re-Elect	54%	47%	-7 ↓
Time for New	42%	43%	+1 ↑
NET	+12	+4	-8 ↓

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	32%	20%	7%	33%	6%	3%
Governor Sarah Huckabee Sanders	36%	22%	12%	27%	2%	1%
Senator John Boozman	17%	25%	18%	21%	12%	7%
Jeb Little	2%	5%	2%	3%	16%	72%
Micah Ashby	1%	4%	2%	3%	15%	74%
Hallie Shoffner	13%	12%	2%	5%	14%	54%
President Donald Trump	51%	11%	2%	35%	1%	0%

Compact Q6

Item	Fav	Unfav	Net	Name ID
President Donald Trump	62%	37%	+25	100%
Governor Sarah Huckabee Sanders	58%	39%	+20	99%
Hallie Shoffner	25%	7%	+17	46%
Senator Tom Cotton	52%	40%	+12	97%
Senator John Boozman	42%	39%	+3	93%
Jeb Little	7%	5%	+2	28%
Micah Ashby	5%	5%	+0	26%

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	Dem	Ind
Lowering inflation and the cost of living	137	24%	15%	42%	26%
Cutting waste, fraud, and abuse in government spending	97	18%	28%	5%	11%
Lowering healthcare costs for working families	64	12%	3%	30%	16%
Securing the border and deporting illegal immigrants	60	11%	18%	0%	7%
Stopping woke ideology in schools and government	48	11%	17%	0%	8%
Growing the economy and creating jobs	45	8%	5%	8%	13%
Cracking down on violent crime and supporting police	26	5%	7%	1%	4%
Supporting farmers and rural communities	19	3%	2%	3%	3%
National security and standing up to China	9	2%	3%	0%	0%
Something else	33	5%	2%	8%	12%
Don't know	7	1%	1%	3%	2%

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	Rep	Dem	Ind
Definitely vote to re-elect Senator Cotton	159	31%	49%	0%	20%
Probably vote to re-elect Senator Cotton	93	16%	22%	1%	14%
Time for someone new	242	43%	17%	94%	54%
Don't know	51	10%	12%	4%	12%

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	Rep	Dem	Ind
Definitely the Republican	259	51%	84%	0%	27%
Probably the Republican	64	10%	10%	0%	17%
Probably the Democrat	56	9%	1%	13%	23%
Definitely the Democrat	135	26%	1%	86%	25%
Don't know	31	4%	4%	0%	8%
Total Republican		61%	94%	0%	44%
Total Democrat		35%	2%	99%	48%

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	Dem	Ind
Senator Tom Cotton, the Republican	303	58%	89%	0%	41%
Hallie Shoffner, the Democrat	197	36%	5%	97%	47%
Don't know	45	7%	6%	3%	11%

Canvas & Awareness

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

Response	Count	Overall	Rep	Dem	Ind
Yes, I have	379	69%	64%	74%	74%
No, I have not	142	27%	32%	21%	24%
Don't know	24	4%	4%	6%	2%

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

Response	Count	Overall	Rep	Dem	Ind
Much less favorable	119	30%	3%	79%	37%
Neither more nor less favorable	94	25%	26%	11%	34%
Much more favorable	73	21%	34%	1%	13%
Slightly more favorable	60	17%	29%	0%	9%
Slightly less favorable	26	6%	4%	9%	6%
Don't know	7	2%	3%	1%	0%
Net		+38%	+90%	-58%	+25%

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 to estimate each statement's underlying comparative strength while accounting for the strength of the statements it faced. **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.	+14.0	[+9.7, +18.3]
2	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.	+13.8	[+9.3, +18.3]
3	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?	+8.3	[+3.7, +12.9]
4	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.	+7.1	[+2.5, +11.8]
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.	+0.1	[-4.9, +5.1]
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.	-3.4	[-8.0, +1.2]
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.	-3.6	[-8.3, +1.1]
8	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.	-6.0	[-10.6, -1.3]
9	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.	-7.0	[-11.6, -2.4]
10	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.	-9.8	[-14.3, -5.3]
11	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.	-13.5	[-17.9, -9.0]

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	Rep	Dem	Ind
Senator Tom Cotton, the Republican	318	60%	92%	0%	45%
Hallie Shoffner, the Democrat	187	34%	4%	98%	41%
Don't know	40	6%	4%	2%	13%

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

Response	Count	Overall	Rep	Dem	Ind
Very favorable	91	17%	2%	50%	18%
Somewhat favorable	85	16%	2%	40%	22%
Somewhat unfavorable	42	6%	6%	2%	10%
Very unfavorable	292	56%	86%	2%	40%
No opinion / Don't know	35	6%	5%	4%	9%
Net		-30%	-88%	+86%	-11%

Issue Questions

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

Response	Count	Overall	Rep	Dem	Ind
Very favorable	242	49%	77%	0%	32%
Somewhat favorable	78	11%	15%	0%	12%
Somewhat unfavorable	26	5%	2%	8%	7%
Very unfavorable	186	33%	4%	90%	45%
Heard of, no opinion	12	2%	2%	1%	3%
Never heard of	1	0%	0%	0%	0%
Net		+22%	+86%	-98%	-8%

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

Response	Count	Overall	Rep	Dem	Ind
Strongly support	357	67%	92%	17%	58%
Somewhat support	112	17%	5%	37%	26%
Somewhat oppose	33	7%	0%	20%	9%
Strongly oppose	33	6%	2%	22%	3%
Don't know	10	2%	1%	4%	4%
Net		+71%	+95%	+12%	+72%

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

Response	Count	Overall	Rep	Dem	Ind
Strongly support	252	50%	76%	4%	35%
Somewhat support	100	17%	19%	12%	16%
Somewhat oppose	65	11%	3%	20%	19%
Strongly oppose	118	21%	2%	61%	28%
Don't know	10	1%	1%	3%	2%
Net		+34%	+89%	-65%	+5%

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

Response	Count	Overall	Rep	Dem	Ind
Tariffs are necessary to protect American manufacturing and stand up to countries like China, even if they raise prices on some goods	285	55%	85%	1%	39%
Tariffs are raising costs for consumers and hurting Arkansas businesses that rely on exports, and we need a different approach	226	39%	9%	92%	55%
Don't know	34	6%	6%	7%	6%

Weighted Sample Demographics

Gender

Gender	Overall
Female	52%
Male	48%

Education

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

Race

Race	Overall
White	85%
Black	10%
Other	2%
Hispanic	2%
Asian	0%

Age

Age	Overall
65+	37%
50-64	28%
30-49	25%
18-29	10%

Region

Region	Overall
Little Rock-Pine Bluff	50%
Ft. Smith-Fay-Sprngdl-Rgrs	28%
Jonesboro	7%
Springfield Mo	6%
Memphis	4%
Shreveport	4%
Monroe-El Dorado	2%

Vote Recall 2024

Vote Recall 2024	Overall
Donald Trump	62%
Kamala Harris	34%
Did not vote	3%
Don't know	0%
Someone else	0%

Party ID

Party ID (Raw S4)	Overall
Republican	53%
Independent/Other	25%
Democrat	22%

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