

N = 550
Margin of Error +/- 4.2%
September 30-October 4, 2026

Arkansas Statewide Poll, Wave 5

Wave-Over-Wave Trends

Trump Job Approval

Metric	12/2025	02/2026	04/2026	08/2026	10/2026
Trump - Approve	61%	62%	57%	51%	52%
Trump - Disapprove	39%	37%	42%	47%	45%
Trump - Net	+21	+26	+15	+4	+7

Sanders Job Approval

Metric	12/2025	02/2026	04/2026	08/2026	10/2026
Sanders - Approve	56%	59%	57%	51%	50%
Sanders - Disapprove	41%	38%	41%	47%	49%
Sanders - Net	+16	+21	+16	+4	+1

Cotton vs. Shoffner

Metric	12/2025	02/2026	04/2026	08/2026	10/2026
Senate Ballot - Cotton	56%	58%	55%	52%	50%
Senate Ballot - Shoffner	34%	36%	37%	40%	39%
Senate Ballot - Net	+22	+22	+19	+12	+11

Tom Cotton Favorability

Metric	12/2025	02/2026	04/2026	08/2026	10/2026
Tom Cotton - Favorable	52%	52%	49%	47%	51%
Tom Cotton - Unfavorable	43%	40%	45%	47%	45%
Tom Cotton - Net	+8	+12	+4	0	+6

Sarah Huckabee Sanders Favorability

Metric	12/2025	02/2026	04/2026	08/2026	10/2026
Sarah Huckabee Sanders - Favorable	58%	58%	56%	50%	50%
Sarah Huckabee Sanders - Unfavorable	41%	39%	42%	48%	49%
Sarah Huckabee Sanders - Net	+17	+20	+14	+2	+1

John Boozman Favorability

Metric	12/2025	02/2026	04/2026	08/2026	10/2026
John Boozman - Favorable	48%	42%	44%	42%	42%
John Boozman - Unfavorable	34%	39%	35%	39%	34%
John Boozman - Net	+15	+3	+9	+3	+8

Hallie Shoffner Favorability

Metric	12/2025	02/2026	04/2026	08/2026	10/2026
Hallie Shoffner - Favorable	21%	25%	30%	37%	39%
Hallie Shoffner - Unfavorable	6%	7%	16%	27%	37%
Hallie Shoffner - Net	+15	+17	+14	+10	+2

Jeff Wadlin Favorability

Metric	12/2025	02/2026	04/2026	08/2026	10/2026
Jeff Wadlin - Favorable	n/a	n/a	n/a	8%	7%
Jeff Wadlin - Unfavorable	n/a	n/a	n/a	5%	7%
Jeff Wadlin - Net	n/a	n/a	n/a	+3	0

Voter Enthusiasm

Q. Thinking about the election this November, which of the following best describes you?

Response	Count	Overall	REP	IND	DEM
I am definitely going to vote, and I'm very excited and motivated to vote in November	423	77%	78%	73%	81%
I will definitely vote, but I'm not particularly excited about voting	113	21%	21%	26%	12%
I'm planning to vote this year, but if I don't like the candidates, I might not vote	14	2%	2%	1%	6%

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	Total Fav	Total Unfav	Name ID	W/Opn.	Net Fav
John Boozman	42%	34%	92%	76%	+8
Tom Cotton	51%	45%	99%	96%	+6
Hallie Shoffner	39%	37%	85%	76%	+2
Sarah Huckabee Sanders	50%	49%	100%	98%	+1
Jeff Wadlin	7%	7%	28%	14%	0

Detailed Breakout

Item	Very fav	Somewhat fav	Somewhat unfav	Very unfav	Heard / No Opinion	Never heard of
Tom Cotton	32%	19%	6%	39%	4%	1%
Sarah Huckabee Sanders	34%	16%	6%	43%	2%	0%
John Boozman	20%	23%	15%	18%	17%	8%
Hallie Shoffner	31%	8%	8%	30%	9%	15%
Jeff Wadlin	1%	6%	5%	2%	14%	72%

2026 U.S. Senate Ballot

Q. In the election for U.S. Senate this November, who do you plan to vote for between Tom Cotton, the Republican, Hallie Shoffner, the Democrat, and Jeff Wadlin, the Libertarian?

Response	Count	Overall	REP	IND	DEM
Tom Cotton, the Republican	276	50%	86%	29%	4%
Hallie Shoffner, the Democrat	215	39%	5%	57%	85%
Jeff Wadlin, the Libertarian	21	4%	2%	4%	8%
Don't know	38	7%	7%	10%	3%
NET		R+11	R+81	D+28	D+81

Base: respondents who did not name a candidate at G1.

Q. Even if you have not made up your mind, which way do you lean in the election for U.S. Senate: toward Tom Cotton, the Republican, Hallie Shoffner, the Democrat, or Jeff Wadlin, the Libertarian?

Pushed Ballot Among Undecideds

Response	Count	Overall	REP	IND	DEM
Lean Hallie Shoffner, the Democrat	5	14%	0%	15%	89%
Lean Tom Cotton, the Republican	4	12%	19%	7%	0%
Lean Jeff Wadlin, the Libertarian	3	9%	9%	10%	0%
Don't know	24	65%	73%	67%	11%
NET		D+2	R+19	D+8	D+89

Merged Pushed Ballot

Response	Count	Overall	REP	IND	DEM
Tom Cotton, the Republican	280	51%	87%	30%	4%
Hallie Shoffner, the Democrat	220	40%	5%	59%	88%
Jeff Wadlin, the Libertarian	25	4%	3%	5%	8%
Don't know	24	4%	5%	7%	0%
NET		R+11	R+82	D+29	D+84

2026 Governor Ballot

Q. In the election for Governor this November, who do you plan to vote for between Sarah Huckabee Sanders, the Republican, Fredrick Love, the Democrat, and Colt Shelby, the Libertarian?

Response	Count	Overall	REP	IND	DEM
Sarah Huckabee Sanders, the Republican	263	48%	81%	30%	2%
Fredrick Love, the Democrat	195	35%	3%	46%	90%
Colt Shelby, the Libertarian	43	8%	7%	12%	4%
Don't know	49	9%	9%	12%	4%
NET		R+13	R+78	D+16	D+88

Base: respondents who did not name a candidate at G3.

Q. Even if you have not made up your mind, which way do you lean in the election for Governor: toward Sarah Huckabee Sanders, the Republican, Fredrick Love, the Democrat, or Colt Shelby, the Libertarian?

Pushed Ballot Among Undecideds

Response	Count	Overall	REP	IND	DEM
Lean Fredrick Love, the Democrat	4	8%	9%	9%	0%
Lean Sarah Huckabee Sanders, the Republican	3	7%	14%	0%	0%
Lean Colt Shelby, the Libertarian	3	5%	6%	5%	0%
Don't know	39	80%	71%	85%	100%
NET		D+1	R+5	D+9	EVEN

Merged Pushed Ballot

Response	Count	Overall	REP	IND	DEM
Sarah Huckabee Sanders, the Republican	266	48%	83%	30%	2%
Fredrick Love, the Democrat	199	36%	3%	47%	90%
Colt Shelby, the Libertarian	45	8%	7%	13%	4%
Don't know	39	7%	6%	11%	4%
NET		R+12	R+80	D+17	D+88

Tom Cotton: What Voters Have Seen

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	467	85%	86%	81%	88%
No, I have not	76	14%	14%	16%	12%
Don't know	7	1%	0%	4%	1%

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



Where Voters Saw It

Base: 482 coded answers. Count is the number of answers naming each channel; percentages are weighted shares of coded answers. An answer can name more than one channel, so shares can total more than 100%.

Channel	Count	% of answers
TV/digital ads	186	38%
Social media	42	9%
News coverage	28	5%
Other sources	9	2%
Debates/events	6	2%
Text messages	5	1%
Mail	2	0%
Word of mouth	2	1%
Phone calls	1	0%

Highlighted Verbatims

Highlighted verbatim	Respondent info
Price of fuel & Utilities R out-raegeous	Key ballot: Tom Cotton, the Republican Party ID: Republican DMA: Little Rock-Pine Bluff
He sucks	Key ballot: Hallie Shoffner, the Democrat Party ID: Democrat DMA: Little Rock-Pine Bluff
A commercial that he's a hometown candidate	Key ballot: Hallie Shoffner, the Democrat Party ID: Independent / Other DMA: Ft. Smith-Fay-Sprngdl-Rgrs
Good leader, military veteran, smart and representing the Arkansas people well.	Key ballot: Tom Cotton, the Republican Party ID: Republican DMA: Ft. Smith-Fay-Sprngdl-Rgrs
Commercial helping farmers. Lmao	Key ballot: Hallie Shoffner, the Democrat Party ID: Democrat DMA: Little Rock-Pine Bluff
One of his campaign ads. It was full of BS. He does not actually care about Arkansans. He's a power/ Money hungry traitor to our state.	Key ballot: Hallie Shoffner, the Democrat Party ID: Independent / Other DMA: Little Rock-Pine Bluff
A summary of his work in the state and in Washington.	Key ballot: Tom Cotton, the Republican Party ID: Republican DMA: Little Rock-Pine Bluff
Supports our farmers and tries to keep our state safe	Key ballot: Tom Cotton, the Republican Party ID: Republican DMA: Little Rock-Pine Bluff
Lying advertisements by him.	Key ballot: Hallie Shoffner, the Democrat Party ID: Democrat DMA: Little Rock-Pine Bluff

Highlighted verbatim	Respondent info
Excessive advertising on television. Full of lies if you go and do your own research. He has been in office since 2015 so the problems of Arkansas is already on his back somewhat could he possibly do? Just sick sick sick of the lies!	Key ballot: Hallie Shoffner, the Democrat Party ID: Independent / Other DMA: Little Rock-Pine Bluff
I have seen both favourable and unfavourable information regarding Cotton.	Key ballot: Tom Cotton, the Republican Party ID: Independent / Other DMA: Little Rock-Pine Bluff
His despicable position on immigration	Key ballot: Hallie Shoffner, the Democrat Party ID: Independent / Other DMA: Ft. Smith-Fay-Sprngdl-Rgrs
Talking about current bills up for vote	Key ballot: Tom Cotton, the Republican Party ID: Independent / Other DMA: Little Rock-Pine Bluff
His vile attack ads	Key ballot: Hallie Shoffner, the Democrat Party ID: Democrat DMA: Ft. Smith-Fay-Sprngdl-Rgrs
Enabling the Epstein administration	Key ballot: Hallie Shoffner, the Democrat Party ID: Independent / Other DMA: Ft. Smith-Fay-Sprngdl-Rgrs
Position on military action involving Iran	Key ballot: Tom Cotton, the Republican Party ID: Republican DMA: Little Rock-Pine Bluff
Exposing is liberal opponent desire to defund ice	Key ballot: Tom Cotton, the Republican Party ID: Republican DMA: Springfield MO
He did not help the Save Act. He is a globalist but still better than the alternatives	Key ballot: Tom Cotton, the Republican Party ID: Republican DMA: Little Rock-Pine Bluff
Various senate actions and deliberations.	Key ballot: Tom Cotton, the Republican Party ID: Republican DMA: Ft. Smith-Fay-Sprngdl-Rgrs
Cotton backing the people trying to save us money	Key ballot: Tom Cotton, the Republican Party ID: Republican DMA: Ft. Smith-Fay-Sprngdl-Rgrs
President Trump gave out his cellphone number.	Key ballot: Tom Cotton, the Republican Party ID: Republican DMA: Ft. Smith-Fay-Sprngdl-Rgrs
Its time for new person he is complacent	Key ballot: Jeff Wadlin, the Libertarian Party ID: Independent / Other DMA: Little Rock-Pine Bluff

Highlighted verbatim**Respondent info**

Visits to the state on economy

Key ballot: Don't know
Party ID: Republican
DMA: Monroe-El Dorado

He needs to be replaced

Key ballot: Don't know
Party ID: Republican
DMA: Little Rock-Pine Bluff

Hallie Shoffner: What Voters Have Seen

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	397	72%	62%	81%	82%
No, I have not	129	23%	31%	16%	17%
Don't know	24	4%	7%	3%	1%

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



Where Voters Saw It

Base: 411 coded answers. Count is the number of answers naming each channel; percentages are weighted shares of coded answers. An answer can name more than one channel, so shares can total more than 100%.

Channel	Count	% of answers
TV/digital ads	129	31%
Social media	43	10%
News coverage	31	7%
Other sources	13	2%
Debates/events	9	1%
Text messages	5	2%
Word of mouth	3	1%
Mail	1	0%

Highlighted Verbatims

Highlighted verbatim	Respondent info
Never. She isa commie	Key ballot: Don't know Party ID: Republican DMA: Little Rock-Pine Bluff
Community events she attends. See Cotton's posts attacking her	Key ballot: Hallie Shoffner, the Democrat Party ID: Independent / Other DMA: Ft. Smith-Fay-Sprngdl-Rgrs
Hallie Shoffner has a hard time understanding why we should deport illegals that could be doing labor jobs in our country. She doesn't think it would be beneficial to America or make a difference that they should be legal abiding citizens.	Key ballot: Tom Cotton, the Republican Party ID: Republican DMA: Little Rock-Pine Bluff
Not someone I would vote for	Key ballot: Tom Cotton, the Republican Party ID: Republican DMA: Little Rock-Pine Bluff
Lots of lies from Tom	Key ballot: Hallie Shoffner, the Democrat Party ID: Independent / Other DMA: Little Rock-Pine Bluff
She supports farmers & Cotton was too scared to debate her	Key ballot: Hallie Shoffner, the Democrat Party ID: Democrat DMA: Little Rock-Pine Bluff
She's meeting with people all over the state to hear about their concerns.	Key ballot: Hallie Shoffner, the Democrat Party ID: Democrat DMA: Ft. Smith-Fay-Sprngdl-Rgrs
She made much better points and much more prepared in there interview with Diana Davis Kait tv! Will bot for Cotton only because he is a republican	Key ballot: Tom Cotton, the Republican Party ID: Republican DMA: Jonesboro
Her support and willingness to help working Arkansans.	Key ballot: Hallie Shoffner, the Democrat Party ID: Democrat DMA: Little Rock-Pine Bluff

Highlighted verbatim	Respondent info
Critical ads. But I'm not an idiot. I'm not voting against my own best interest.	Key ballot: Hallie Shoffner, the Democrat Party ID: Democrat DMA: Little Rock-Pine Bluff
Support the farmers	Key ballot: Hallie Shoffner, the Democrat Party ID: Independent / Other DMA: Little Rock-Pine Bluff
She is for open borders	Key ballot: Tom Cotton, the Republican Party ID: Republican DMA: Little Rock-Pine Bluff
Her opinion on immigrants being better than American citizens	Key ballot: Tom Cotton, the Republican Party ID: Independent / Other DMA: Little Rock-Pine Bluff
How bad she would be	Key ballot: Hallie Shoffner, the Democrat Party ID: Democrat DMA: Jonesboro
Not favourable in my opinion	Key ballot: Tom Cotton, the Republican Party ID: Republican DMA: Memphis
She actually lives in Arkansas	Key ballot: Hallie Shoffner, the Democrat Party ID: Democrat DMA: Ft. Smith-Fay-Sprngdl-Rgrs
She against ICE removing illegals and she wants to open our borders.	Key ballot: Tom Cotton, the Republican Party ID: Republican DMA: Jonesboro
She wants to raise taxes with her policies	Key ballot: Tom Cotton, the Republican Party ID: Republican DMA: Little Rock-Pine Bluff
Attack ads from Cotton	Key ballot: Tom Cotton, the Republican Party ID: Independent / Other DMA: Little Rock-Pine Bluff
Putting Senator Cotton down by stating letting down farmers	Key ballot: Tom Cotton, the Republican Party ID: Independent / Other DMA: Ft. Smith-Fay-Sprngdl-Rgrs
That she is masquerading as farmer, is ultra liberal, took money from inner city blacks in NLR and gave to illegal immigrants.	Key ballot: Tom Cotton, the Republican Party ID: Republican DMA: Ft. Smith-Fay-Sprngdl-Rgrs
An ad with a farmer	Key ballot: Tom Cotton, the Republican Party ID: Republican DMA: Ft. Smith-Fay-Sprngdl-Rgrs

Highlighted verbatim

Respondent info

I saw an interview she did where she said she'd trade 5 Americans for 1 illegal.

Key ballot: Don't know
Party ID: Independent / Other
DMA: Little Rock-Pine Bluff

Tom cotton slamming her

Key ballot: Jeff Wadlin, the Libertarian
Party ID: Republican
DMA: Jonesboro

Job Approval

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

Response	Count	Overall	REP	IND	DEM
Strongly approve	178	32%	57%	15%	4%
Somewhat approve	110	20%	30%	19%	0%
Somewhat disapprove	20	4%	4%	5%	1%
Strongly disapprove	228	42%	7%	56%	95%
Don't know	14	3%	2%	5%	0%
Total Approve		52%	87%	34%	4%
Total Disapprove		45%	10%	62%	96%
Net		+7%	+77%	-28%	-92%

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

Response	Count	Overall	REP	IND	DEM
Strongly approve	179	33%	61%	10%	4%
Somewhat approve	94	17%	22%	21%	3%
Somewhat disapprove	72	13%	9%	21%	11%
Strongly disapprove	196	36%	9%	43%	82%
Don't know	9	2%	0%	5%	0%
Total Approve		50%	82%	30%	8%
Total Disapprove		49%	18%	65%	92%
Net		+1%	+64%	-35%	-84%

Shoffner Message Test

Q. Next, here are some things you may hear about Hallie Shoffner, the Democrat running for U.S. Senate. For each one, please tell me how concerned it makes you about her as a candidate: very concerned, somewhat concerned, not too concerned, or not at all concerned.

Statement	Concerned	Not Concerned	Don't know	Net Concerned
Transgender Parade In Peru Hallie Shoffner led a transgender activist parade in Peru aimed at stamping out "gender stereotypes." That's the same agenda that would force Arkansas girls to compete against biological boys in sports and face grown men in bathrooms and locker rooms.	57%	37%	6%	+20%
Donated To AOC And The Green New Deal Hallie Shoffner donated to Alexandria Ocasio-Cortez, the architect of the Green New Deal, a plan that would devastate Arkansas agriculture and slash meat and dairy production.	55%	40%	5%	+15%
Planned Parenthood Contribution Hallie Shoffner contributed to Planned Parenthood, the largest abortion provider in the country.	55%	40%	5%	+15%
Licenses For Illegal Immigrants Hallie Shoffner founded an organization that helped illegal immigrants navigate government systems and get driver's licenses, opening the door to taxpayer-funded benefits.	55%	41%	4%	+14%
Trade Five Americans For One Illegal Immigrant Hallie Shoffner said she would trade five Americans for one illegal immigrant. Those are her exact words, on video, to a local Arkansas reporter just a few weeks ago: "We'd trade five Americans for just one of them." Five hardworking Americans for one illegal immigrant. That is what Hallie Shoffner thinks of Arkansas farmers and workers. You can look it up yourself.	54%	41%	5%	+13%
Defund ICE In a television interview, Hallie Shoffner said she supports defunding ICE, the agency that arrests and deports illegal immigrants, including those with criminal records.	54%	43%	4%	+11%
Scrubbed Record And Farm Rebrand Before launching her campaign, Hallie Shoffner deleted her blog and scrubbed her overseas activist work from her resume, then reinvented herself as a small-town farmer just in time to run for Senate. The image is new. The politics aren't.	53%	42%	5%	+11%

Party ID Net Concerned

Statement	Overall	REP	IND	DEM
Transgender Parade In Peru	+20%	+89%	-25%	-63%
Donated To AOC And The Green New Deal	+15%	+85%	-27%	-71%
Planned Parenthood Contribution	+15%	+83%	-30%	-68%
Licenses For Illegal Immigrants	+14%	+83%	-23%	-81%
Trade Five Americans For One Illegal Immigrant	+13%	+82%	-32%	-67%
Defund ICE	+11%	+81%	-24%	-87%
Scrubbed Record And Farm Rebrand	+11%	+79%	-36%	-64%

Informed Senate Ballot

Q. Now, In the election for U.S. Senate this November, who do you plan to vote for between Tom Cotton, the Republican, Hallie Shoffner, the Democrat, and Jeff Wadlin, the Libertarian?

Response	Count	Overall	REP	IND	DEM
Tom Cotton, the Republican	279	51%	87%	29%	4%
Hallie Shoffner, the Democrat	212	39%	5%	56%	86%
Jeff Wadlin, the Libertarian	23	4%	2%	4%	8%
Don't know	37	7%	6%	11%	2%
NET		R+12	R+82	D+27	D+82

2024 Presidential Vote

Q. Looking back, who did you vote for in the 2024 presidential election between Republican Donald Trump and Democrat Kamala Harris, or did you not vote?

Response	Count	Overall	REP	IND	DEM
Donald Trump, the Republican	335	61%	96%	45%	8%
Kamala Harris, the Democrat	178	32%	1%	43%	84%
Someone else	5	1%	1%	2%	1%
Did not vote	26	5%	1%	9%	6%
Don't know	5	1%	1%	2%	0%

Weighted Demographics

Party ID

Response	Overall
Republican	47%
Democrat	22%
Independent / Other	30%

Gender

Response	Overall
Female	53%
Male	47%

Age

Response	Overall
18-29	10%
30-49	26%
50-64	29%
65+	35%

Education

Response	Overall
Less than 4-year degree	67%
4-year degree or more	33%

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%

Primary-Election History

Response	Overall
0 of 4	32%
1-2 of 4	42%
3-4 of 4	26%

General-Election History

Response	Overall
0-1 of 4	16%
2-3 of 4	30%
4 of 4	54%

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%

Community Type

Response	Overall
Rural	50%
Suburban	32%
Urban	15%
Don't know	4%

Methodology

Interview Dates	September 30-October 4, 2026
Target Population	Likely November 2026 general election voters in statewide Arkansas
Sampling Method	Voter-file sample of registered voters in statewide Arkansas, fielded to quotas on political engagement, media market, and key demographics. Interviews were completed through a blend of live calls to cell phones, live calls to landlines, and SMS text-to-web.
Weighting	Weighted by iterative proportional fitting (raking) to represent the likely November 2026 electorate in statewide Arkansas, using targets derived from the voter file and electorate modeling. The weights balance party identification, recalled 2024 presidential vote, gender, age, education, race, age x gender, age x education, media market, community type, and interview mode. Final weights are calibrated to GrayHouse's political engagement modeling, which aligns the sample with the turnout behavior of the expected electorate rather than relying on self-reported likelihood to vote alone. Counts shown in tables are rounded weighted counts; percentages and breakouts are weighted.
Number of respondents	550
Margin of error	+/- 4.2% at 95% confidence
Survey Modes	A blend of live calls to cell phones, live calls to landlines, and SMS text-to-web.