METHODOLOGY

Embold Research surveyed 1011 adults in Arkansas from June 9-18, 2026. We used the following sources to recruit respondents:

- *targeted advertisements on Facebook and Instagram, as well as across the web via Facebook's ad platform (485 respondents)*
- *text messages sent, via the Echo19 platform, to cell phone numbers listed on the voter file for individuals who qualified for the survey's sample universe, based on their voter file data (128 respondents)*
- *PureSpectrum, which aggregates participants from various online survey panel providers (398 respondents)*

Regardless of which source a respondent came from, they were directed to a survey hosted on Surveymonkey's website.

Ads placed on social media targeted adults in Arkansas. Those who indicated that they lived outside of Arkansas were excluded. As the survey fielded, Embold Research used dynamic online sampling: adjusting ad budgets, lowering budgets for ads targeting groups that were overrepresented, and raising budgets for ads targeting groups that were underrepresented, so that the final sample was roughly representative of the population across different groups. The survey was conducted in English.

The survey was commissioned by Civic News Company and conducted online by Embold Research. Post-stratification weighting was performed on age, gender, education, race/ethnicity, region ,and 2024 presidential vote. Weighting parameters were based on census data; that is, if x% of adults were women, then women would be weighted to x% of the sample.

The modeled margin of error for this survey is 3.3%, which uses effective sample sizes** that adjust for the design effect of weighting. This research, like all public opinion research, does entail some additional unmeasured error.*

** We adopt The Pew Research Center's convention for the term "modeled margin of error"(1) (mMOE) to indicate that our surveys are not simple random samples in the pure sense, similar to any survey that has either non-response bias or for which the general population was not invited at random. A common, if imperfect, convention for reporting survey results is to use a single, survey-level mMOE based on a normal approximation. This is a poor approximation for proportion estimates close to 0 or 1. However, it is a useful communication tool in many settings and is reasonable in places where the proportion of interest is close to 50%. We report this normal approximation for our surveys assuming a proportion estimate of 50%.*
*** The effective sample size adjusts for the weighting applied to respondents and is calculated using Kish's approximation (2).*
(1) https://www.pewresearch.org/methods/2018/01/26/for-weighting-online-opt-in-samples-what-matters-most/
(2) Kish, Leslie. Survey Sampling, 1965.

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REPORTED QUESTIONS

*1. Are you:
- A man
- A woman
- Another identity

*2. In what year were you born? [TEXT BOX]

*3a. In what ZIP code do you currently live? [TEXT BOX]

*4a. What is your race? [MULTI-SELECT]
- White / Caucasian
- Hispanic or Latino/a
- Black or African American
- Asian / Pacific Islander
- American Indian or Alaska Native
- Other (please specify): [TEXT BOX]

*4b. [IF HISPANIC/LATINO NOT SELECTED] Are you from a Hispanic, Latino/a, or Spanish-speaking background?
- Yes
- No

*5. What is the highest level of education you have completed?
- High school diploma or less
- Some college, but no degree
- Associate's degree, or two-year college degree
- Bachelor's degree, or four-year college degree
- Graduate degree

*6. Are you registered to vote in Arkansas?
- Yes
- No
- Not sure

7. What is your annual household income?
- Less than $20,000
- $20,000 to $34,999
- $35,000 to $49,999
- $50,000 to $74,999
- $75,000 to $99,999
- $100,000 to $149,999
- $150,000 to $199,999
- $200,000 or more
- Prefer not to say

CONTENT QUESTIONS:

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8. How **difficult** is it for you to get information about each of the following in your day-to-day life? *[Very difficult | Somewhat difficult | Not that difficult | Not difficult at all]* [RANDOMIZE]

- What's happening in my neighborhood
- What's happening in my city/town
- What's happening in my county
- What's happening in my state
- What's happening nationally
- What's happening around the world

9. How important is it for you to get information about each of the following topics in your everyday life? *[Very important | Somewhat important | Not that important | Not important at all]* [RANDOMIZE]

- Local weather
- Local sports (including local professional teams, youth sports, and recreational leagues)
- Local education (including school programs, curriculum, and quality)
- Local transportation (including transit schedules, costs, and traffic)
- Local health and well-being (including access to quality care and community needs and trends)
- Local economic opportunities (including jobs, personal finance, and business environment)
- Local political information (including voting, elected officials, and public policy initiatives)
- Local environment (including air/water quality, sanitation, and access to recreation)
- Local public safety (including crime, fire and police departments, and neighborhood safety)
- Local emergency and disaster preparedness (including evacuation routes, emergency alerts, and disaster response)
- Local community organizations and events (including churches, libraries, clubs, and cultural events)
- Local housing (including property listings and housing assistance services)
- Local dining and entertainment (including restaurants, music, and activities)

10. When you seek out news and information about each of the following topics, how **satisfied or unsatisfied** are you with the information you are able to get? [RANDOMIZE]
[Very satisfied | Somewhat satisfied | Neither satisfied nor unsatisfied | Somewhat unsatisfied | Very unsatisfied]

- Local weather
- Local sports
- Local education
- Local transportation
- Local health and well-being
- Local economic opportunities
- Local political information
- Local environment
- Local public safety
- Local emergency and disaster preparedness
- Local community organizations and events
- Local housing
- Local dining and entertainment

11. How satisfied or unsatisfied are you with your ability to get the information you need in the following situations? *[Very satisfied | Somewhat satisfied | Neither satisfied nor unsatisfied | Somewhat unsatisfied | Very unsatisfied | Not applicable]* [RANDOMIZE]

- During an emergency weather situation
- When making decisions about choosing where to live
- When making decisions about choosing where to work
- When there are changes in local and state policies or laws
- When a crime occurs near you
- For local social or community events

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- When making decisions about your health or accessing medical care
- Reporting local infrastructure issues such as potholes, broken streetlights, or sidewalk damage
- Navigating road closures, road construction projects, or traffic incidents
- When looking for resources in languages other than English

12. How easy or difficult is it to find reliable information about each of the following services and resources in your local area when you need them? *[Very easy | Somewhat easy | Somewhat difficult | Very difficult | I don't need this type of information]* [RANDOMIZE]

- Healthcare and medical services
- Mental health and substance use services
- Public assistance programs and food assistance
- Affordable housing resources
- Employment and job training opportunities
- K–12 education and childcare
- Educational or skills-building opportunities for adults
- Social and career opportunities for young people

13. Which of the following sources are the **most useful** when it comes to getting high quality, local information? Select up to THREE. [RANDOMIZE]

- Friends, family, colleagues and/or neighbors
- Government agencies (through their websites, phone services, offices, or social media)
- Local libraries or community centers
- Your religious leaders or congregation
- Local print newspapers
- Local digital news (online-only news source, or associated with a newspaper or radio or TV broadcaster)
- Local TV stations
- Local radio stations
- Local podcasts
- Email newsletters
- Local online groups or communities (e.g. Facebook Groups, Reddit, Nextdoor neighborhood)
- Content creators on social media (e.g. YouTube, TikTok, Instagram, etc.)
- Online search (Google, Bing, etc)
- Local schools, parent-teacher associations, or parenting groups
- Other (please specify): [ANCHOR]

14. When figuring out whether local news or information is trustworthy, which of the following matter most to you? Select up to THREE. [RANDOMIZE]

- It comes from a source I've used and relied on before
- Someone I personally know recommended or shared it
- The reporter or outlet has strong ties to the local community
- Multiple different sources are reporting the same thing
- It matches what I've seen or experienced myself
- It includes input from named experts or credentialed sources
- The outlet has a long track record
- It comes from someone with direct, lived experience on the topic
- It doesn't seem to have a political agenda
- It includes specific details like names, dates, and places
- Other (please specify) [TEXT BOX] [Anchor]

15. Some news stories take weeks or months to complete. Reporters dig deep into a single topic — looking into problems in government, business, or the community — to find out what is really going on. They often uncover

wrongdoing or share information that powerful people would rather keep hidden. This type of reporting is called investigative journalism.

In your opinion, should news organizations in Arkansas do more investigative reporting, about the same amount, or less investigative reporting than they currently do?

- Much more than they currently do
- Somewhat more than they currently do
- About the same amount they currently do
- Somewhat less than they currently do
- Much less than they currently do

15b. If a news organization published an investigative report, which of the following formats would you be most likely to use to get the information? Please choose up to TWO. [RANDOMIZE]

- A long written article
- A short written summary of the key findings
- A long-form video documentary (15 minutes or longer)
- A short video clip (under 5 minutes)
- A podcast or audio story
- An email newsletter
- A social media post highlighting the main findings
- An interactive webpage where you can explore the details yourself
- None of these [Single-select, Anchor]

16. Here is a list of some ways people get involved with and try to improve the community or state they live in. Which of the following, if any, have you done in the last 12 months? Select all that apply. [RANDOMIZE]

- Volunteered with an association or organization (including a child's school or youth organization)
- Attended a town hall or community forum
- Contacted an elected official (via email, phone call, letter, etc)
- Attended a demonstration for or against a candidate, person, or issue
- Participated in a community organizing meeting or effort (separate from a town hall)
- Participated in a mutual aid network or community support group
- Advocated for or worked on positive changes in your city, county, or state, such as improving public services, local programs, or government policies.
- I have not done any of these [EXCLUSIVE, ANCHOR]

17. **[ASKED ONLY OF PEOPLE WHO SELECT "Advocated for or worked on…." in Q16]** Thinking about the ways you get involved in your city, county, or state, which of the following best describes you?

- Trying to improve local or state services, programs, or policies is a part of my job or career
- I often get involved in efforts to improve local or state services, programs, or policies, but it is not part of my job or career
- I sometimes get involved in efforts to improve local or state services, programs, or policies.
- I rarely get involved in efforts to improve local or state services, programs, or policies.

18. How did you vote in the 2024 election for President, or for some reason were you unable to vote?

- Kamala Harris, the Democrat
- Donald Trump, the Republican
- A third party candidate
- Not registered/Too young/Ineligible
- Did not vote

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