Arkansas CINC | Deep South Today | Toplines | June 2026

1011 Interviews with adults in Arkansas from June 9-18, 2026.
Margin of Error = +/- 3.3%.

Q1. How difficult is it for you to get information about each of the following in your day-to-day life?

	Difficult				***Total Difficult***	***Total Not***
	Very	**Smwt**	**Not Too**	**At All**		
What's happening in my city/town	9	28	36	27	***37***	***63***
What's happening in my county	12	25	36	27	***37***	***63***
What's happening in my neighborhood	13	23	36	28	***36***	***64***
What's happening in my state	9	27	39	26	***36***	***64***
What's happening around the world	9	19	37	35	***28***	***72***
What's happening nationally	9	19	37	35	***27***	***73***

Polling was conducted online from June 9-18, 2026. Using Dynamic Online Sampling to attain a representative sample, Embold Research polled adults in Arkansas. Post-stratification was performed on age, gender, race/ethnicity, education, region, and 2024 presidential vote. You can see a full methodology statement here, which complies with the requirements of AAPOR's Transparency Initiative. Members of the Transparency Initiative disclose all relevant details about our research, with the principle that the public should be able to evaluate and understand research-based findings, in order to instill and restore public confidence in survey results.

Q2. How important is it for you to get information about each of the following topics in your everyday life?

	Important				*Total Important*	*Total Not*
	Very	**Smwt**	**Not Too**	**At All**		
Local weather	66	27	6	2	***92***	***8***
Local public safety (including crime, fire and police departments, and neighborhood safety)	53	38	7	2	***91***	***9***
Local emergency and disaster preparedness (including evacuation routes, emergency alerts, and disaster response)	59	28	10	3	***87***	***13***
Local environment (including air/water quality, sanitation, and access to recreation)	48	36	13	4	***84***	***16***
Local health and well-being (including access to quality care and community needs and trends)	47	36	12	5	***83***	***17***
Local political information (including voting, elected officials, and public policy initiatives)	43	34	14	9	***77***	***23***
Local community organizations and events (including churches, libraries, clubs, and cultural events)	31	43	19	7	***74***	***26***
Local economic opportunities (including jobs, personal finance, and business environment)	36	36	20	8	***72***	***28***
Local dining and entertainment (including restaurants, music, and activities)	23	44	26	7	***67***	***33***
Local education (including school programs, curriculum, and quality)	33	33	22	11	***66***	***34***
Local housing (including property listings and housing assistance services)	28	31	27	14	***59***	***41***
Local transportation (including transit schedules, costs, and traffic)	23	27	28	22	***50***	***50***
Local sports (including local professional teams, youth sports, and recreational leagues)	13	27	33	27	***40***	***60***

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Q3. 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?

	Satisfied			Unsatisfied		*Total*	*Total*
	Very	**Smwt**	**Neither**	**Smwt**	**Very**	***Satisfied***	***Unsatisfied***
Local weather	38	33	19	7	3	***71***	***10***
Local emergency and disaster preparedness	23	31	27	13	6	***54***	***20***
Local dining and entertainment	21	33	34	8	4	***54***	***13***
Local public safety	19	32	28	13	8	***51***	***21***
Local health and well-being	18	33	31	12	7	***50***	***19***
Local environment	18	31	31	13	7	***48***	***20***
Local community organizations and events	16	31	34	13	6	***47***	***19***
Local education	16	27	40	10	7	***43***	***17***
Local economic opportunities	13	25	37	17	9	***38***	***25***
Local political information	13	25	33	16	13	***38***	***29***
Local housing	13	23	43	11	9	***37***	***21***
Local sports	16	21	55	6	2	***36***	***9***
Local transportation	12	20	48	10	10	***32***	***20***

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Q4. How satisfied or unsatisfied are you with your ability to get the information you need in the following situations?

	Satisfied			Unsatisfied				
	Very	Smwt	Neither	Smwt	Very	N/A	*Total Satisfied*	*Total Unsatisfied*
During an emergency weather situation	31	34	18	9	8	1	***64***	***17***
When making decisions about your health or accessing medical care	20	30	23	12	12	3	***51***	***24***
For local social or community events	17	27	33	12	6	4	***44***	***18***
When a crime occurs near you	16	28	21	16	17	2	***43***	***33***
Navigating road closures, road construction projects, or traffic incidents	15	26	27	17	11	3	***41***	***29***
When making decisions about choosing where to live	18	21	32	9	8	11	***39***	***18***
When there are changes in local and state policies or laws	11	24	26	19	18	2	***35***	***37***
When making decisions about choosing where to work	13	18	30	10	10	18	***31***	***20***
Reporting local infrastructure issues such as potholes, broken streetlights, or sidewalk damage	10	19	28	17	22	4	***29***	***39***
When looking for resources in languages other than English	10	11	34	3	4	39	***21***	***7***

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Q5. 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?

	Easy		Difficult		Don't	*Total*	*Total*
	Very	**Smwt**	**Smwt**	**Very**	**Need**	***Easy***	***Difficult***
Healthcare and medical services	22	35	24	12	8	***56***	***36***
K–12 education and childcare	15	22	13	6	44	***37***	***19***
Mental health and substance use services	14	22	19	14	31	***36***	***33***
Public assistance programs and food assistance	14	21	22	14	30	***35***	***36***
Educational or skills-building opportunities for adults	12	23	22	12	31	***35***	***35***
Employment and job training opportunities	10	19	22	15	34	***29***	***37***
Affordable housing resources	9	17	22	18	34	***27***	***40***
Social and career opportunities for young people	10	18	22	15	36	***27***	***37***

Q6. Which of the following sources are the most useful when it comes to getting high quality, local information? Select up to THREE.

40% Friends, family, colleagues and/or neighbors
38 Local online groups or communities (e.g. Facebook Groups, Reddit, Nextdoor neighborhood)
38 Online search (Google, Bing, etc)
27 Local TV stations
22 Local digital news (online-only news source, or associated with a newspaper or radio or TV broadcaster)
18 Local radio stations
17 Government agencies (through their websites, phone services, offices, or social media)
15 Content creators on social media (e.g. YouTube, TikTok, Instagram, etc.)
10 Local print newspapers
9 Local libraries or community centers
7 Your religious leaders or congregation
7 Local schools, parent-teacher associations, or parenting groups
6 Email newsletters
3 Local podcasts
3 Other (please specify)

Q7. When figuring out whether local news or information is trustworthy, which of the following matter most to you? Select up to THREE.

41% It doesn't seem to have a political agenda
37 Multiple different sources are reporting the same thing
36 It includes specific details like names, dates, and places
30 It comes from a source I've used and relied on before
24 It includes input from named experts or credentialed sources
19 It matches what I've seen or experienced myself
18 It comes from someone with direct, lived experience on the topic
17 The reporter or outlet has strong ties to the local community
14 Someone I personally know recommended or shared it
13 The outlet has a long track record
4 Other (please specify)

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Q8. 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?

46% Much more than they currently do
28 Somewhat more than they currently do
22 About the same amount they currently do
2 Somewhat less than they currently do
2 Much less than they currently do

74% Total More
4 Total Less

Q9. 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.

34% A social media post highlighting the main findings
32 An interactive webpage where you can explore the details yourself
22 A short video clip (under 5 minutes)
18 A long-form video documentary (15 minutes or longer)
17 A short written summary of the key findings
15 A long written article
12 A podcast or audio story
9 None of these
7 An email newsletter

Q10. 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.

41% I have not done any of these
26 Contacted an elected official (via email, phone call, letter, etc)
24 Volunteered with an association or organization (including a child's school or youth organization)
17 Attended a town hall or community forum
17 Advocated for or worked on positive changes in your city, county, or state, such as improving public services, local programs, or government policies.
14 Participated in a community organizing meeting or effort (separate from a town hall)
13 Attended a demonstration for or against a candidate, person, or issue
12 Participated in a mutual aid network or community support group

Q10b. [SEEN BY THOSE WHO SELECTED 'ADVOCATED OR WORKED ON'] Thinking about the ways you get involved in your city, county, or state, which of the following best describes you?

15% Trying to improve local or state services, programs, or policies is a part of my job or career.
36 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.
34 I sometimes get involved in efforts to improve local or state services, programs, or policies.
15 I rarely get involved in efforts to improve local or state services, programs, or policies.

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D1. Are you:

48%	A man
51	A woman
1	Another identity

D2. Age

29%	18 to 34
24	35 to 49
24	50 to 64
23	65+

D3. Race/ethnicity

72%	White / Caucasian
17	Black or African American
7	Hispanic or Latino/a
2	American Indian or Alaska Native
1	Asian / Pacific Islander
2	Other

D4. What is the highest level of education you have completed?

36%	High school diploma or less
26	Some college, but no degree
15	Associate's degree, or two-year college degree
14	Bachelor's degree, or four-year college degree
9	Graduate degree

D5. Are you registered to vote in Arkansas?

78%	Yes
19	No
3	Not sure

D5b. [SEEN BY REGISTERED VOTERS ONLY] How did you vote in the 2024 election for President, or for some reason were you unable to vote?

29%	Kamala Harris, the Democrat
56	Donald Trump, the Republican
2	A third party candidate
1	Not registered/Too young/Ineligible
12	Did not vote

D6. Party Identification

15%	Strong Democrats
6	Weak Democrats
8	Independent lean Democrats
25	Pure independents
12	Independent lean Republicans
10	Weak Republicans
24	Strong Republicans

29%	**Democrats**
25	**Pure independents**
46	**Republicans**

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D7. What is your annual household income?

20%	Less than $20,000
18	$20,000 to $34,999
14	$35,000 to $49,999
16	$50,000 to $74,999
8	$75,000 to $99,999
7	$100,000 to $149,999
3	$150,000 to $199,999
3	$200,000 or more
10	Prefer not to say

D8. Region

13%	Northeast
30	Northwest
13	Pulaski County
37	Rest of Little Rock
7	South

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