



## 2018 Arkansas State Police Arkansas Motorist Survey

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LR** SURVEY RESEARCH CENTER

**2018 Arkansas State Police  
Arkansas Motorist Survey**  
UA Little Rock Survey Research Center  
October 2018

## **Introduction**

The UA Little Rock Survey Research Center (SRC) conducted a telephone survey sponsored and funded by the Arkansas State Police Highway Safety Office (ASP-HSO). The goal of the annual survey was to track attitudes, self-reported driving and riding behaviors, and awareness of traffic safety enforcement and campaign activities. In addition, the survey assessed knowledge and opinions regarding laws related to cell phone use.

## **Methodology**

The target population for the survey was Arkansas residents 16 years of age or older. The survey was conducted between June 7 and August 6, 2018. The survey was conducted in English only. Up to 12 contact attempts were made on different days and times to increase the likelihood of participation. In all, 400 interviews were completed: 94% of the interviews were completed on a wireless phone and 6% of the interviews were completed on a landline phone. For cell phone participants, the presence of a landline phone in the household or its percentage of use was not screened. With this level of completed interviews, one can say with 95 percent confidence that the margin of sampling error was approximately  $\pm 5\%$ . The margin of sampling error was not adjusted for design effects due to weighting.

The combined response rate for the survey is 36% (RR3, according to the AAPOR 2015 Standard Definitions). This rate represents the number of completed interviews expressed as a percentage of all eligible participants with a viable phone number regardless of whether a survey interviewer was able to make direct contact or not. The cooperation rate is 84% for cell phone respondents and 57% for landline respondents. This rate represents the number of all completed and partially completed interviews expressed as a percentage of all eligible persons ever contacted (COOP3).

Both the stratified cell phone and the RDD landline sample were generated by Scientific Telephone Samples.

To strengthen the validity of the survey the data were weighted to reflect the representative proportions of Arkansas residents based upon age and gender. The data were weighted in order to bring the sample representations in line with the actual population proportions in the state for residents 16 years of age and older. The 2010 Census Summary File 1 provided the population data used to form the basis for weighting.

There were 7 age-groups: 16 to 20 years of age, 21 to 25, 26 to 34, 35 to 44, 45 to 54, 55 to 64, and 65+. This weighting process resulted in the formation of 14 weighted groups (7 age groups x 2 gender categories).

Each sheet in this report contains the exact wording of the question presented to the respondents, a table and chart of the counts and percentage results.

When applicable, data from two prior annual surveys are shown in order to identify changes and progress over time. Baseline data from 2005 is presented since this was the first year this survey was conducted. Data from 2010 is presented to assess any changes that occurred over the five-year period.

The questionnaire used in this survey is available at:

*[ualr.edu/publicaffairs/survey-research-center/src-projects/aspdriving18/](http://ualr.edu/publicaffairs/survey-research-center/src-projects/aspdriving18/)*

For more information about this study, contact Cindy Bennett, Director, UA Little Rock Survey Research Center at [clbennett@ualr.edu](mailto:clbennett@ualr.edu). This research was conducted in accordance with protocols and procedures approved by the UA Little Rock Institutional Review Board for Human Subjects Research (Protocol # 11-190 C4).

## GENERAL FINDINGS

- There was no significant change in seat belt usage over the past 30 days for more than 9 out of 10 respondents (94%).
- Thoughts regarding the chances of getting tickets for not wearing seat belts are basically equal across all probabilities. This finding is interesting in that it demonstrates that seat belts are worn for reasons other than avoiding a seat belt ticket.
- Four years after a state law went into effect, close to 1 out of 5 (19%) respondents believe there is not a texting ban or do not know if there is a texting ban while driving. This data shows further education is needed.
- Over half (52%) of all respondents said they believe that someone will get arrested for driving after drinking "Always" or "Most of the time."
- More than 4 out of 10 (44%) respondents say that they make calls while driving.
- Close to one-fifth (19%) of respondents use a hand-held cell phone while driving, placing them at greater risk for distracted driving due to visual distractions.
- One third (33%) of respondents recalled hearing messages associated with the "Take Two" campaign with almost half (49%) reporting they saw the ads on TV.
- The safety slogan that was recognized by the highest percent of respondents was "Click It or Ticket". The slogan recognized by the lowest percent of respondents was "Obey the Sign or Pay the Fine".
- A total of 40% of the respondents support a state law banning all talking on a hand-held cell phone while driving.



## COMPARATIVE FINDINGS

- More than 8 out of 10 (85%) Arkansans surveyed said they drive a vehicle "Almost every day." Compared to the respondent pool in 2010, this represents a 9-percentage point increase in the number of drivers within the respondent pool.
- The majority (88%) of respondents stated they "Strongly agree" that they would want to have their seat belts on if involved in car crashes. This percentage has gradually increased from the 82% level in 2005.
- When asked if it is important for police to enforce the seat belt laws, 3 out of 4 respondents (75%) stated they "Strongly agree" that enforcement is important. This represents an increase of 11-percentage points compared to 2005, demonstrating support of seat belt law enforcement.
- Close to half (49%) of the respondents said that in the past month they were aware of special efforts by police in addressing seat belt violations. This represents a 13-percentage point increase in awareness compared to 2010. However, this is an 8-percentage point decrease compared to the level of awareness in 2005.
- Of those respondents who recalled seeing or hearing of special efforts by police, over 4 out of 10 respondents (44%) reported seeing the special efforts through TV. This represents a 15-percentage point decrease in TV as an information source compared to 2010. Highway sign and billboard recognition has increased significantly since 2005.
- Arkansans remain unaware of actual laws related to hand-held cell phone use. A total of 43% of the respondents reported they believe that Arkansas has a law banning all talking on hand-held cell phones while driving. In 2016, a similar percent of respondents held this belief.

- The majority (82%) of respondents stated they "Always" wear their seatbelts when driving or riding. This represents a 6-percentage point increase compared to 2005.
- A total of 6 out of 10 respondents reported they recalled reading, seeing, and/or hearing about speed enforcement efforts by police in the past year. These results show a significant increase in awareness compared to 2010.
- More than 8 out of 10 (82%) respondents said they were aware of some type of police enforcement for impaired/drunk driving during the past year. This is a 21-percentage point increase in this awareness when compared to 2010.

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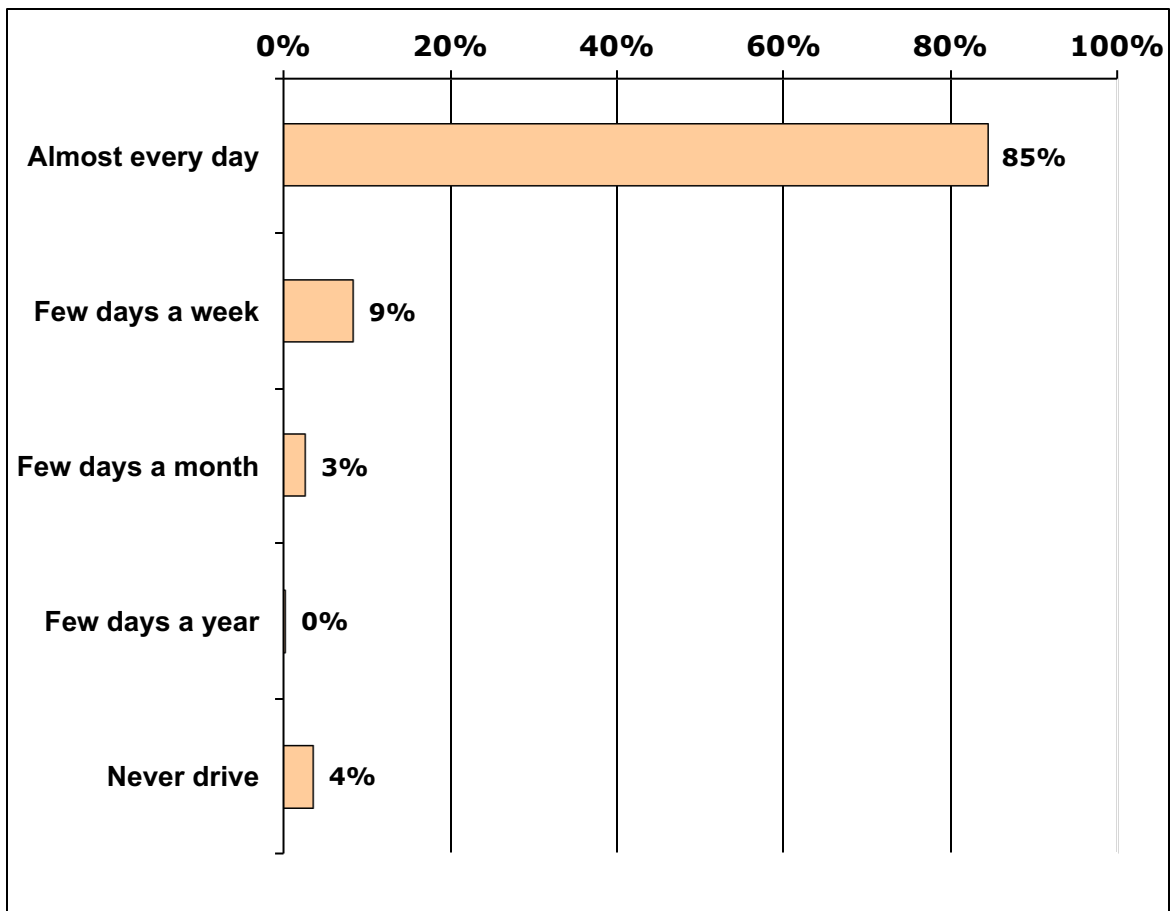
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## Driving Frequency

*How often do you drive a motor vehicle? Would you say almost every day, a few days a week, a few days a month, a few days a year, or do you never drive?*

More than 8 out of 10 (85%) Arkansans surveyed said they drive a vehicle "Almost every day." Compared to the respondent pool in 2010, this represents a 9-percentage point increase in the number of drivers within the respondent pool.

n=400			n=519	
	Count	2018 Percent	2010 Percent	
Almost every day	338	85%	74%	
Few days a week	34	9%	13%	
Few days a month	11	3%	2%	
Few days a year	2	0%	1%	
Never drive	15	4%	10%	
Total	400	100%	100%	



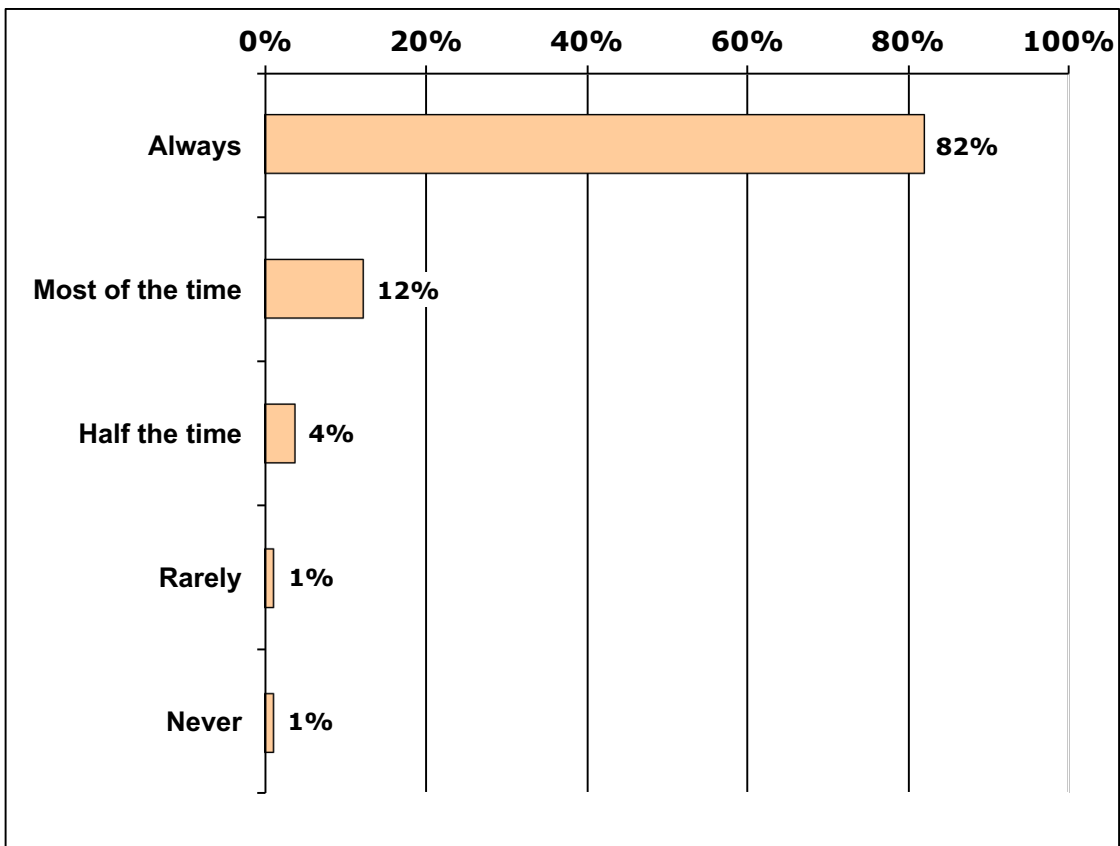


## Seat Belt Usage

*How often do you use seat belts when you drive or ride in a car, van, sport utility vehicle, or pick up? Would you say always, most of the time, half the time, rarely, or never?*

The majority (82%) of respondents stated they "Always" wear their seatbelts when driving or riding. This represents a 6-percentage point increase compared to 2005.

n=400			n=388	
	Count	2018 Percent	2005 Percent	
Always	327	82%	76%	
Most of the time	49	12%	14%	
Half the time	15	4%	3%	
Rarely	5	1%	3%	
Never	4	1%	3%	
Don't know	1	0%	0%	
Total	400	100%	99%	

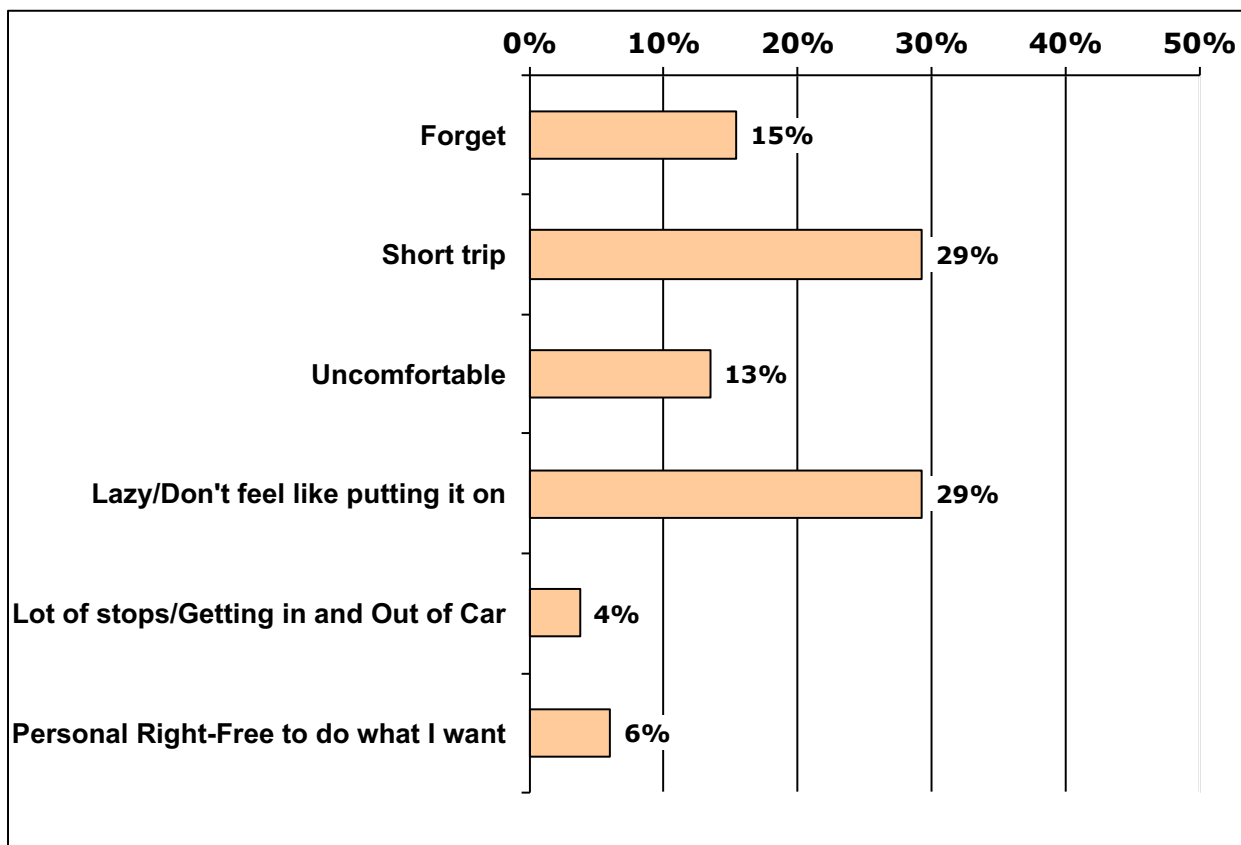


## Seat Belt Usage: Reasons for Non-Usage

*What is the main reason you do not wear your seat belt all of the time while driving or riding?*

Respondents who stated they do not always wear seat belts while gave various responses for non-usage. The most common reasons were that respondents are "Lazy/Don't feel like it" (29%) or they were "Not going far" (29%).

	n=72		n=87
	Count	2018 Percent	2005 Percent
Forget/Don't think about it	11	15%	30%
Short trip/Not going far	21	29%	28%
Seatbelt is uncomfortable/Bothers me	10	13%	17%
Other	15	21%	2%
Lazy/Don't feel like putting it on	21	29%	19%
Lot of stops/Getting in and Out of Car	3	4%	1%
Personal Right-Free to do what I want	4	6%	n/a

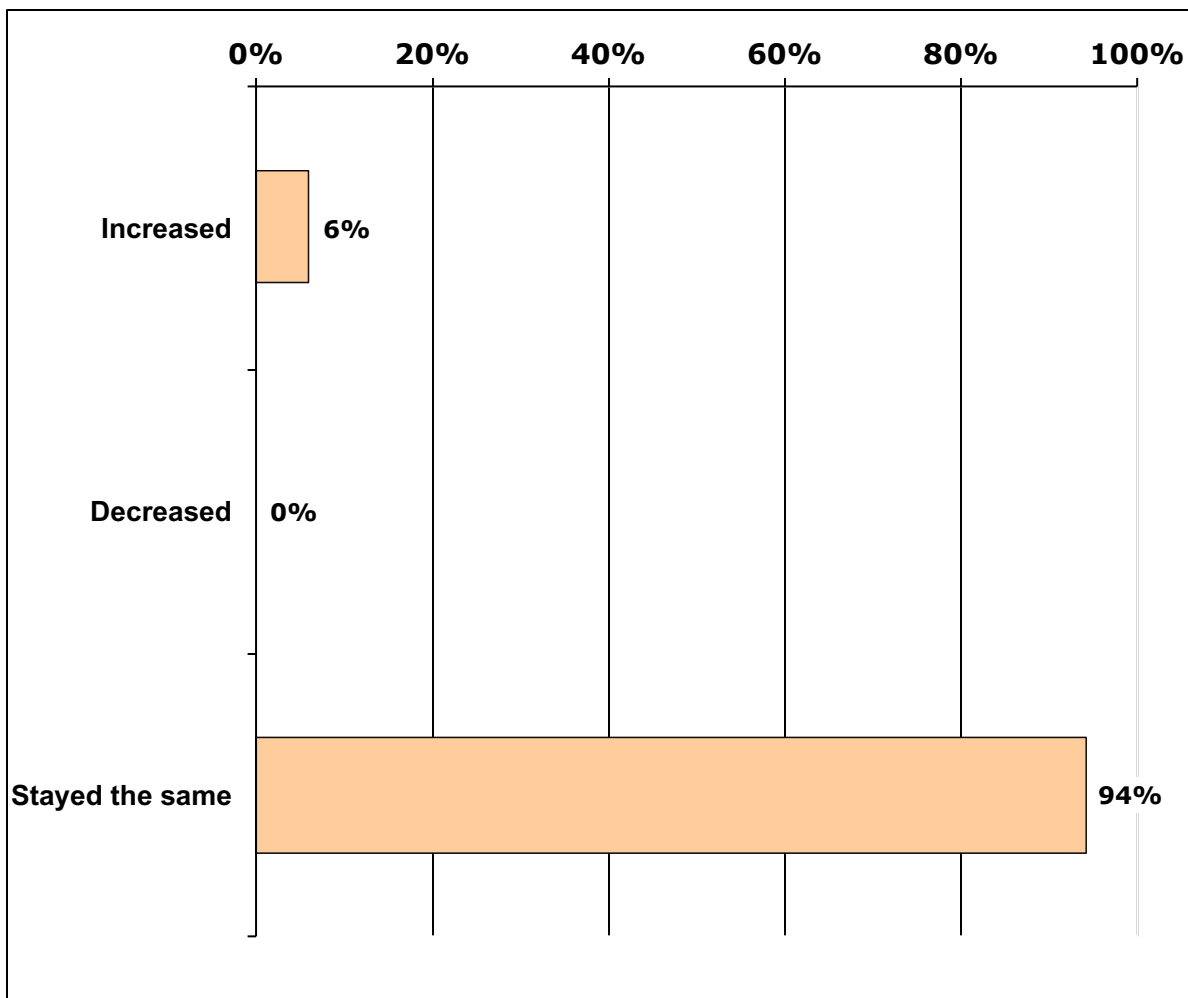


## Seat Belt Usage Past 30 Days

*In the past 30 days, has your use of seat belts when driving/riding in your vehicle increased, decreased, or stayed the same?*

There was no significant change in seat belt usage over the past 30 days for more than 9 out of 10 respondents (94%).

	n=400		n=519		n=393	
	Count	2018 Percent	2010 Percent	2005 Percent	2005 Percent	2005 Percent
Increased	24	6%	6%	10%	10%	10%
Decreased	0	0%	0%	0%	0%	0%
Stayed the same	376	94%	92%	90%	90%	90%
Don't know/Refused	1	0%	2%	0%	0%	0%
Total	401	100%	100%	100%	100%	100%

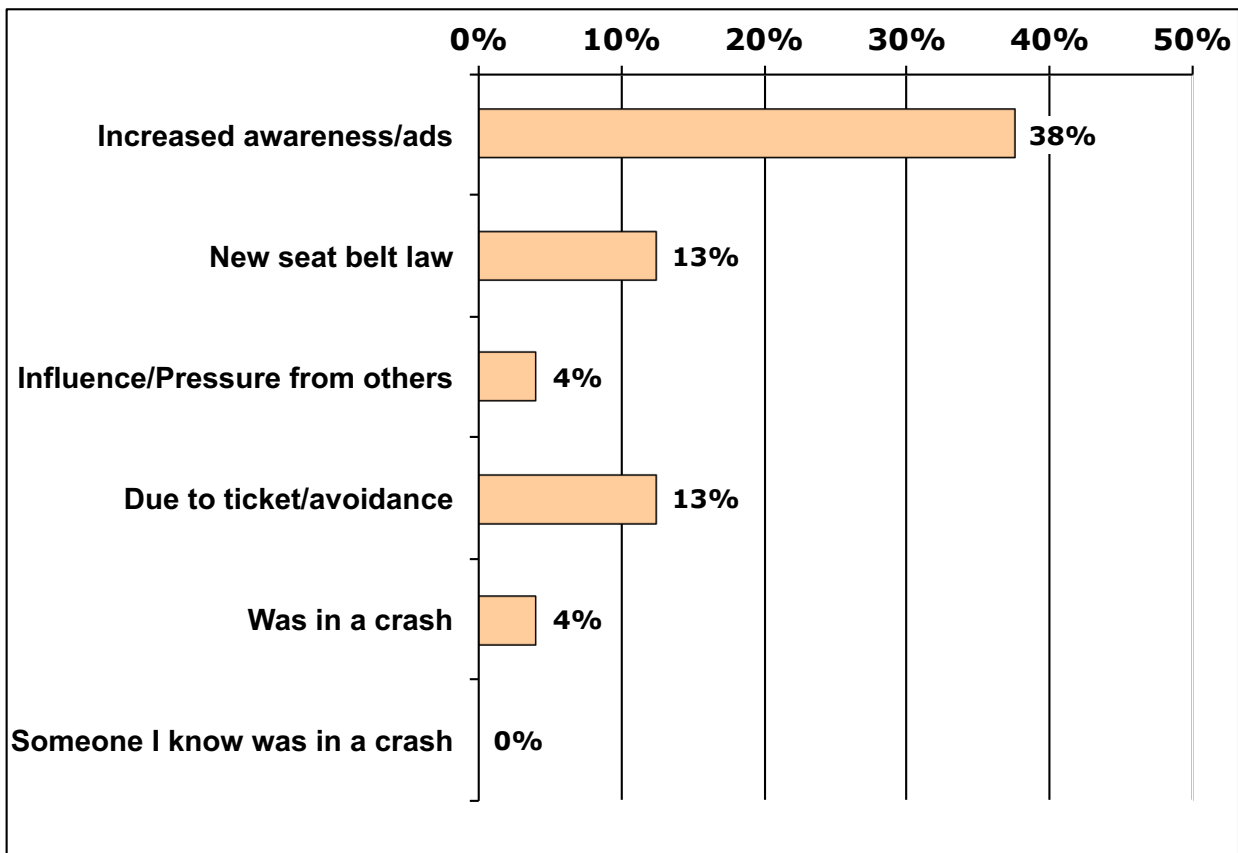


## Reasons for Increase in Seat Belt Usage

*What caused your use of seat belts to increase?*

Of the small group of respondents who increased their seat belt use in the last 30 days, the top reason for doing so was increased awareness of safety through advertisements.

	n=24		n=32		n=44	
	Count	2018 Percent	2010 Percent	2005 Percent		
Increased awareness/ads	9	38%	31%	32%		
New seat belt law	3	13%	16%	19%		
Influence/Pressure from others	1	4%	22%	15%		
Due to ticket/avoidance	3	13%	28%	13%		
Was in a crash	1	4%	13%	3%		
Someone I know was in a crash	0	0%	3%	3%		
Other	2	8%	3%	0%		
Don't Know	5	21%	0%	6%		



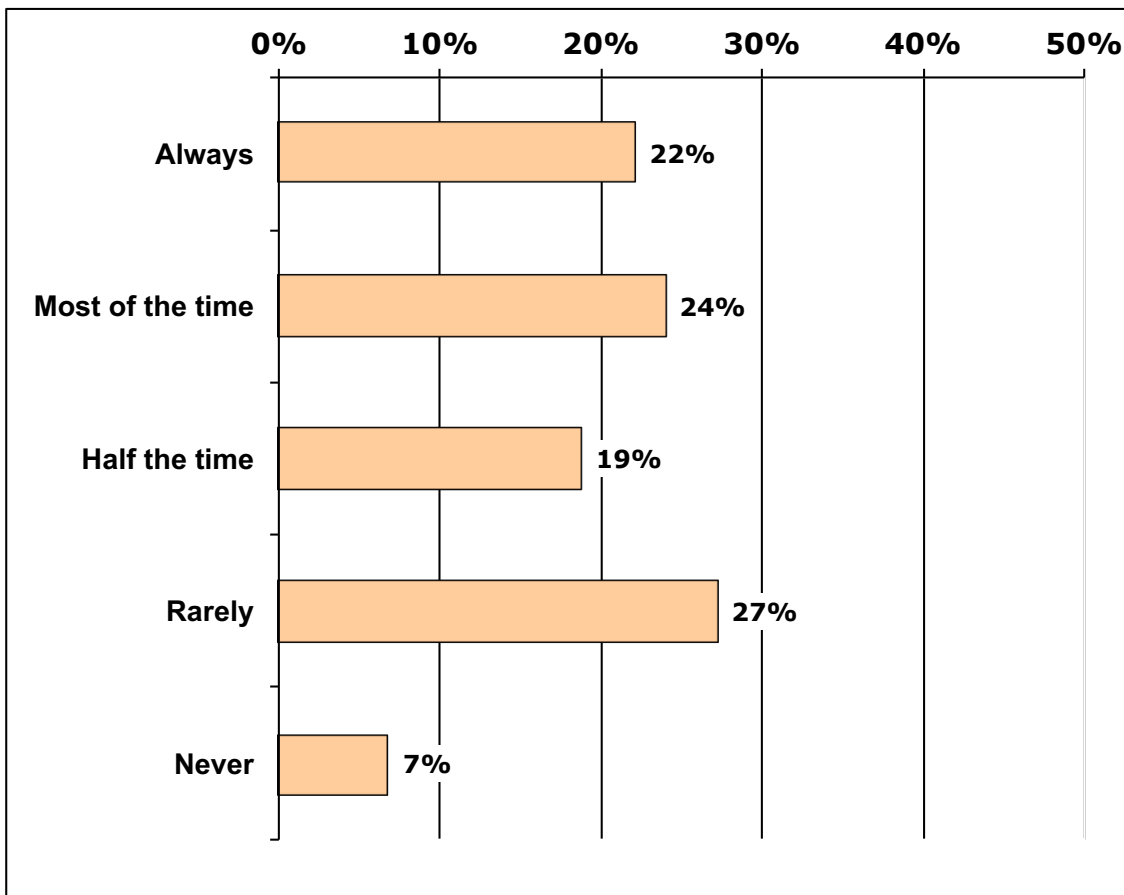


## Non-Usage of Seat Belts

*What do you think the chances are of getting a ticket if you don't wear your safety belt? Would you say always, most of the time, half the time, rarely, or never?*

Thoughts regarding the chances of getting a ticket for not wearing seat belts are basically equal across all probabilities. This finding is interesting in that it demonstrates that seat belts are worn for reasons other than avoiding a seat belt ticket.

	n=400		n=519	
	Count	2018 Percent	2010 Percent	
Always	88	22%	25%	
Most of the time	96	24%	23%	
Half the time	75	19%	20%	
Rarely	109	27%	24%	
Never	27	7%	4%	
Don't know/Refused	4	1%	3%	
Total	400	100%	3%	



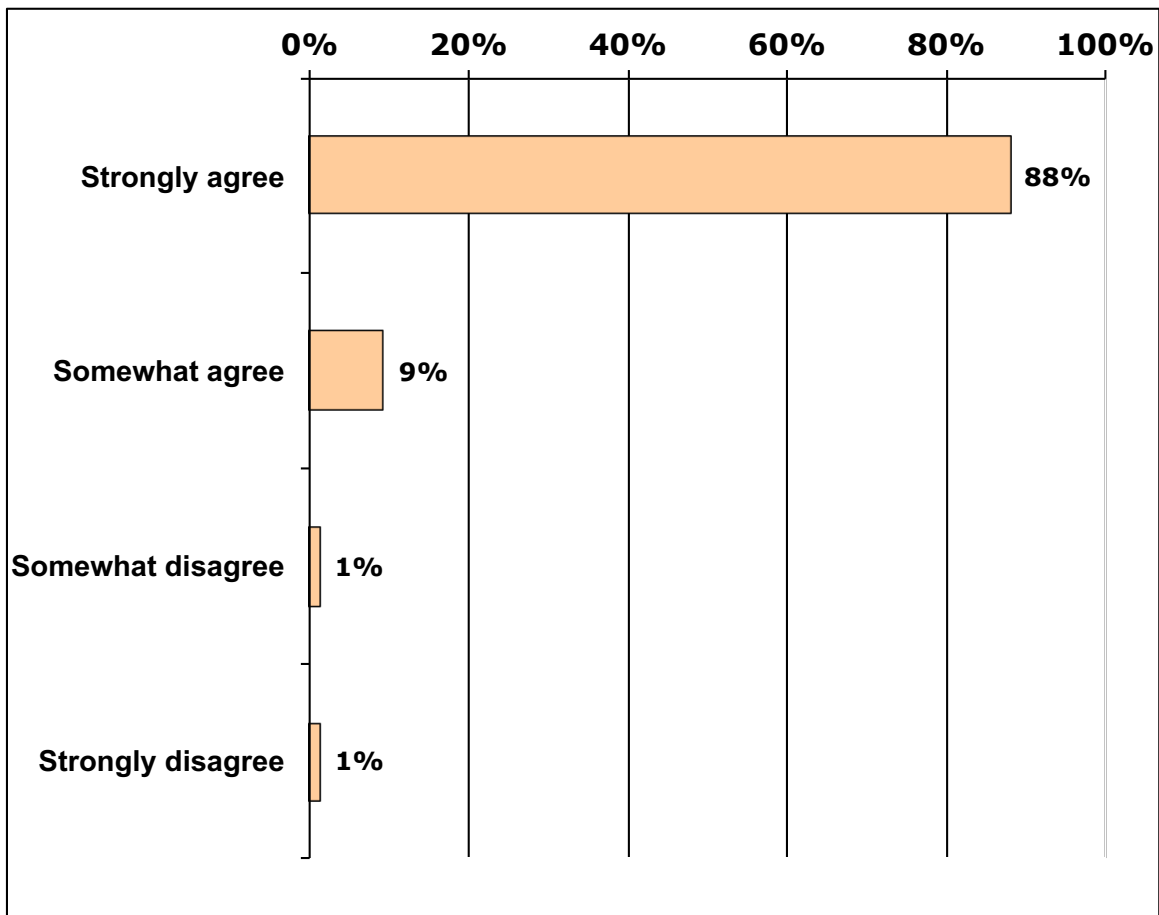
## Seat Belt Usage in Car Crash

*Please tell me whether you agree or disagree with the following statements:*

*If I were involved in a car crash, I would want to have my seat belt on.*

The majority (88%) of respondents stated they "Strongly agree" that they would want to have their seat belts on if involved in car crashes. This percentage has gradually increased from the 82% level in 2005.

	n=400		n=519		n=425	
	Count	2018 Percent	2010 Percent	2005 Percent		
Strongly agree	352	88%	85%	82%		
Somewhat agree	38	9%	8%	11%		
Somewhat disagree	5	1%	1%	2%		
Strongly disagree	5	1%	3%	3%		
Don't know/Refused	0	0%	3%	2%		
Total	400	100%	100%	100%		



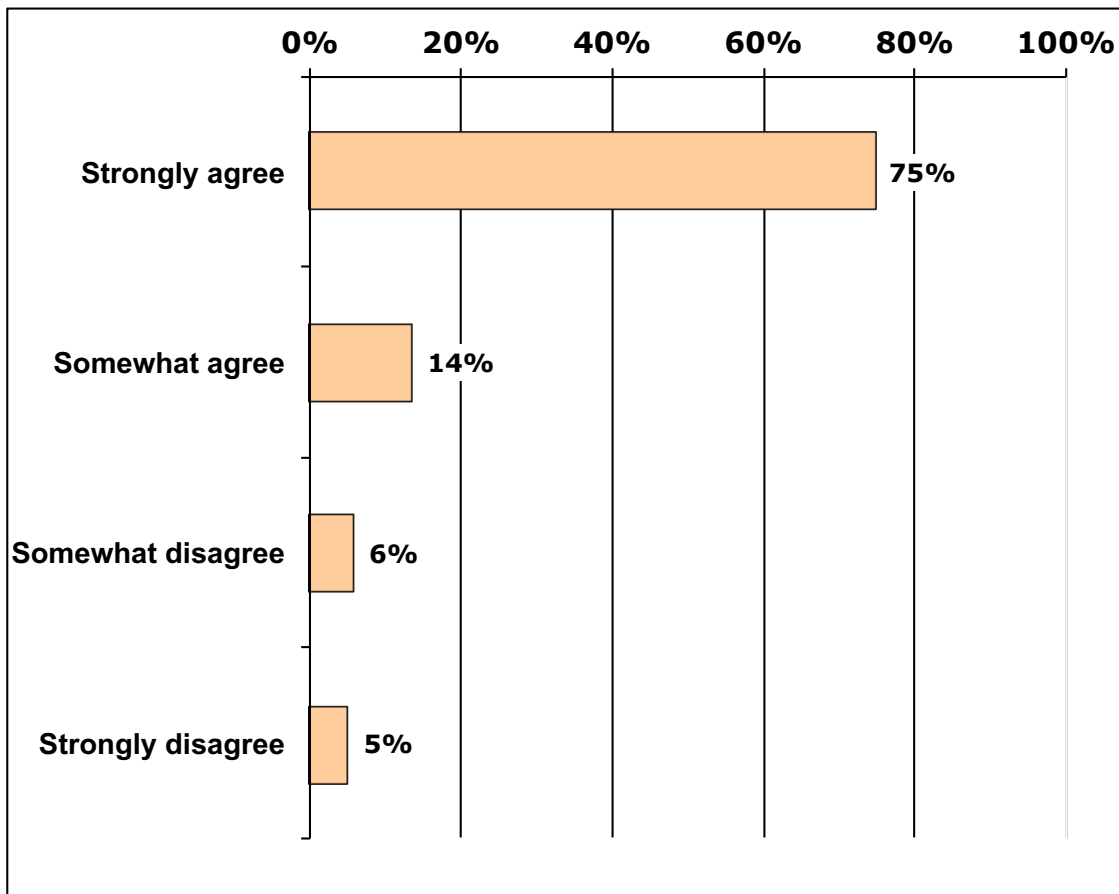
## Importance of Seat Belt Law Enforcement

*Please tell me whether you agree or disagree with the following statements:*

*It is important for police to enforce the seat belt laws.*

When asked if it is important for police to enforce the seat belt laws, 3 out of 4 respondents (75%) stated they "Strongly agree" that enforcement is important. This represents an increase of 11-percentage points compared to 2005, demonstrating support of seat belt law enforcement.

	n=400		n=425
	Count	2018 Percent	2005 Percent
Strongly agree	298	75%	64%
Somewhat agree	54	14%	21%
Somewhat disagree	24	6%	5%
Strongly disagree	21	5%	10%
Don't know/Refused	3	0%	0%
Total	400	100%	100%

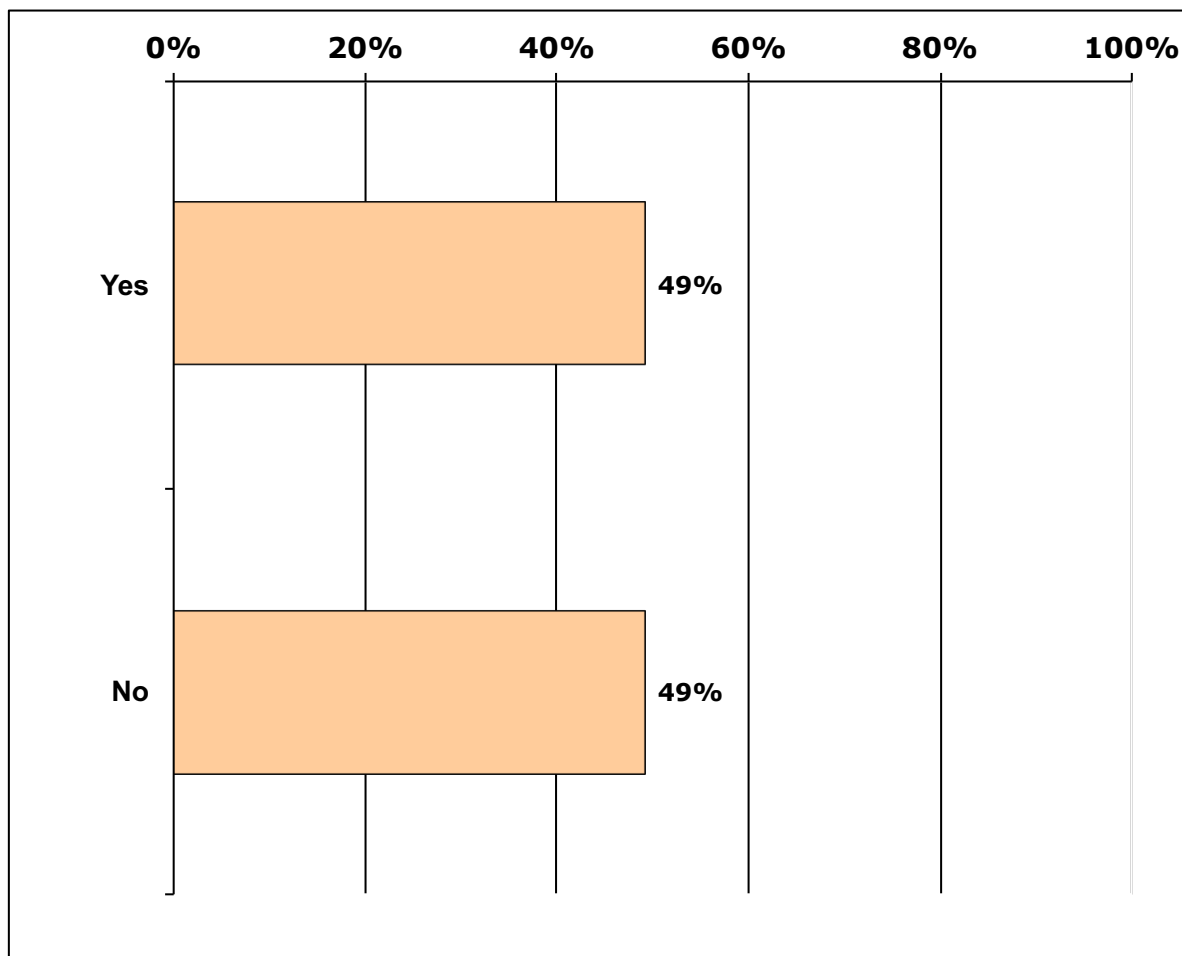


## Seat Belt Enforcement Efforts

*In the past 30 days have you read, seen, or heard anything promoting the use of seat belts?*

Close to half (49%) of the respondents said that in the past month they were aware of special efforts by police in addressing seat belt violations. This represents a 13-percentage point increase in awareness compared to 2010. However, this is an 8-percentage point decrease compared to the level of awareness in 2005.

	n=400		n=519		n=409	
	Count	2018 Percent	2010 Percent	2010 Percent	2005 Percent	2005 Percent
Yes	196	49%	36%	36%	57%	57%
No	196	49%	61%	61%	42%	42%
Don't know/Refused	8	2%	2%	2%	1%	1%
Total	400	100%	100%	100%	100%	100%



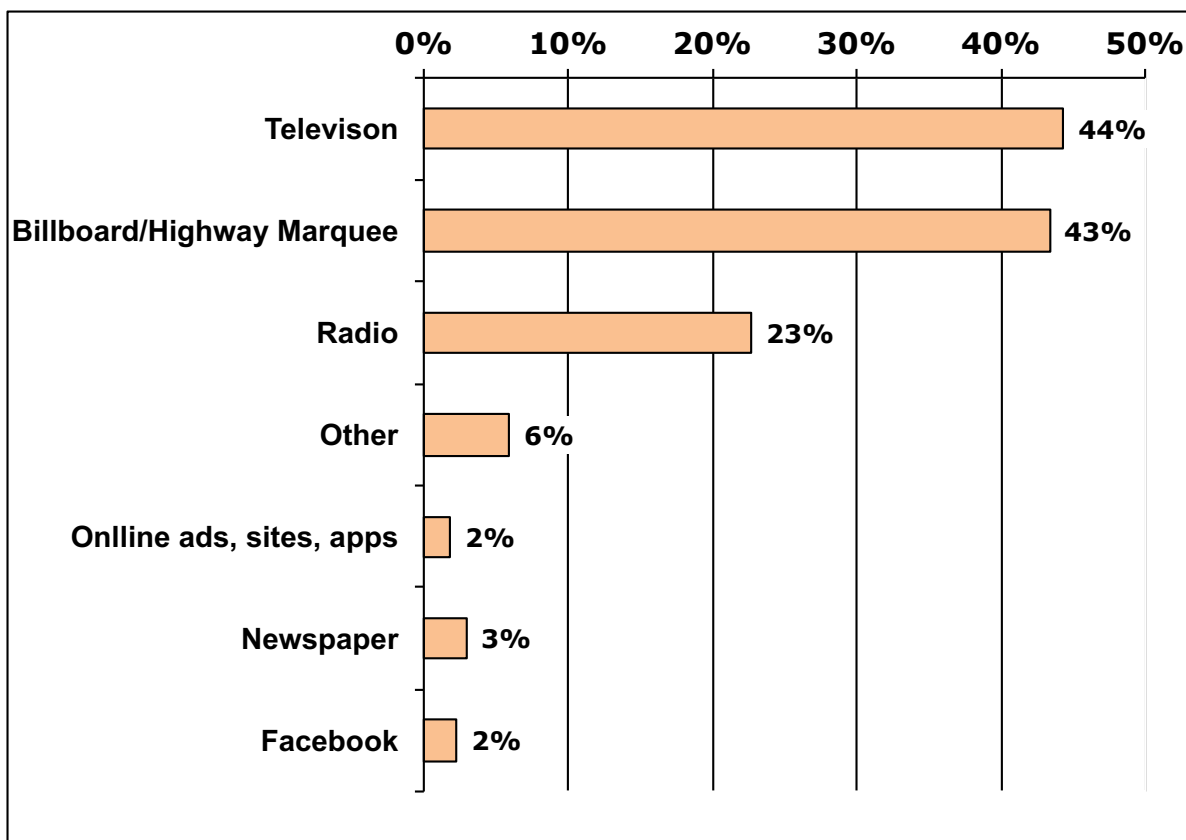


## Information About Special Efforts to Ticket

*Where did you see or hear about this special effort?*

Of those respondents who recalled seeing or hearing of special efforts by police, over 4 out of 10 respondents (44%) reported seeing the special efforts through TV. This represents a 15-percentage point decrease in TV as an information source compared to 2010. Highway sign and billboard recognition has increased significantly since 2005.

<i>multiple response</i>	n=196		n=188	
	Count	2018 Percent	2010 Percent	
Television	87	44%	59%	
Billboard/Highway Marquee	85	43%	19%	
Radio	45	23%	8%	
Other	12	6%	3%	
Baseball Field	3	2%	n/a	
Online ads, sites, apps	4	2%	n/a	
Newspaper	6	3%	22%	
Facebook	4	2%	n/a	
Friend/Relative	2	1%	12%	



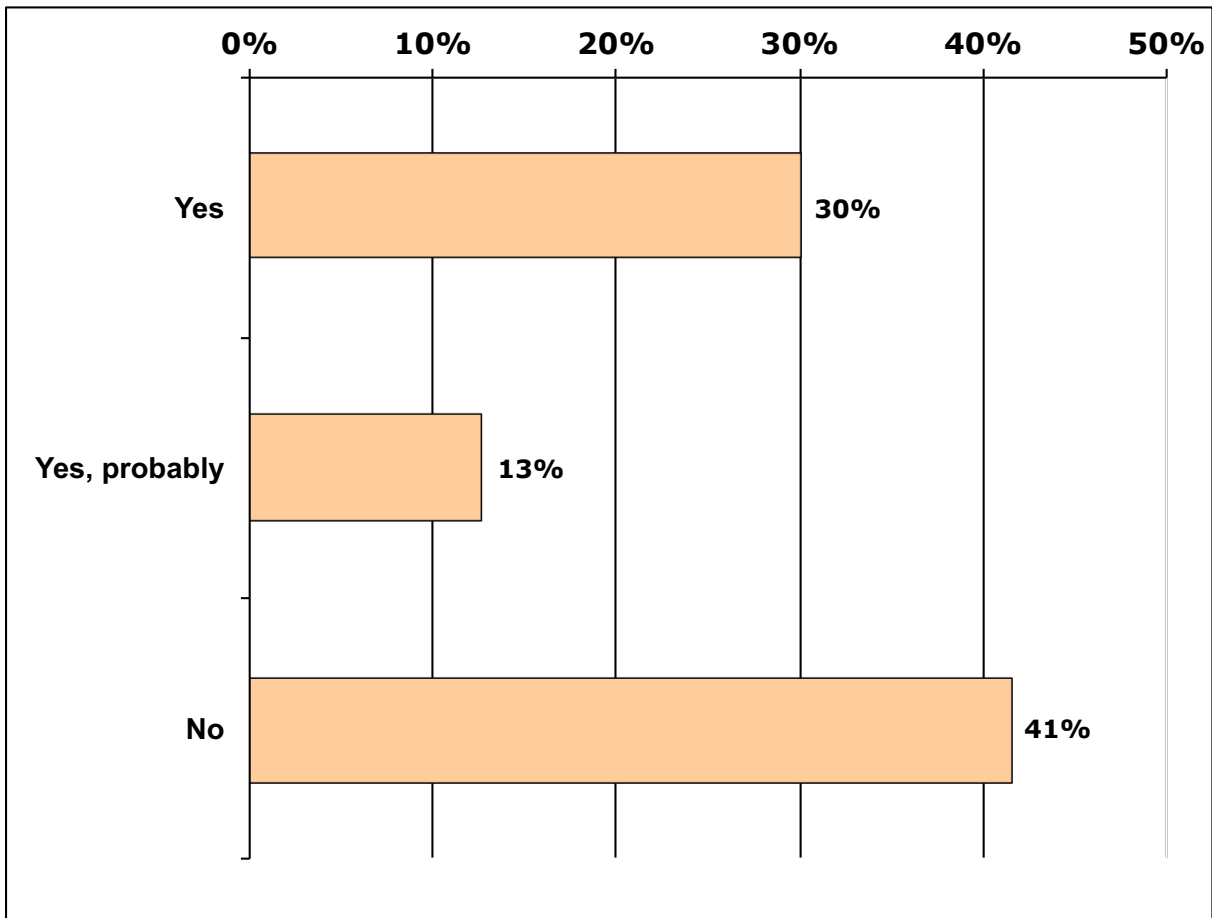
## Talking on Cell Phone Law

*To your knowledge, does Arkansas have a law banning all talking on a hand-held cell phone while driving?*

Arkansans remain unaware of actual laws related to hand-held cell phone use. A total of 43% of the respondents reported they believe that Arkansas has a law banning all talking on hand-held cell phones while driving. In 2016, a similar percent of respondents held this belief.

n=400		
	Count	2018 Percent
Yes	121	30%
Yes, probably	51	13%
No	166	41%
Don't know/Refused	62	16%
Total	400	100%

n=567	
	2016 Percent
	41%
	8%
	42%
	9%
	n/a



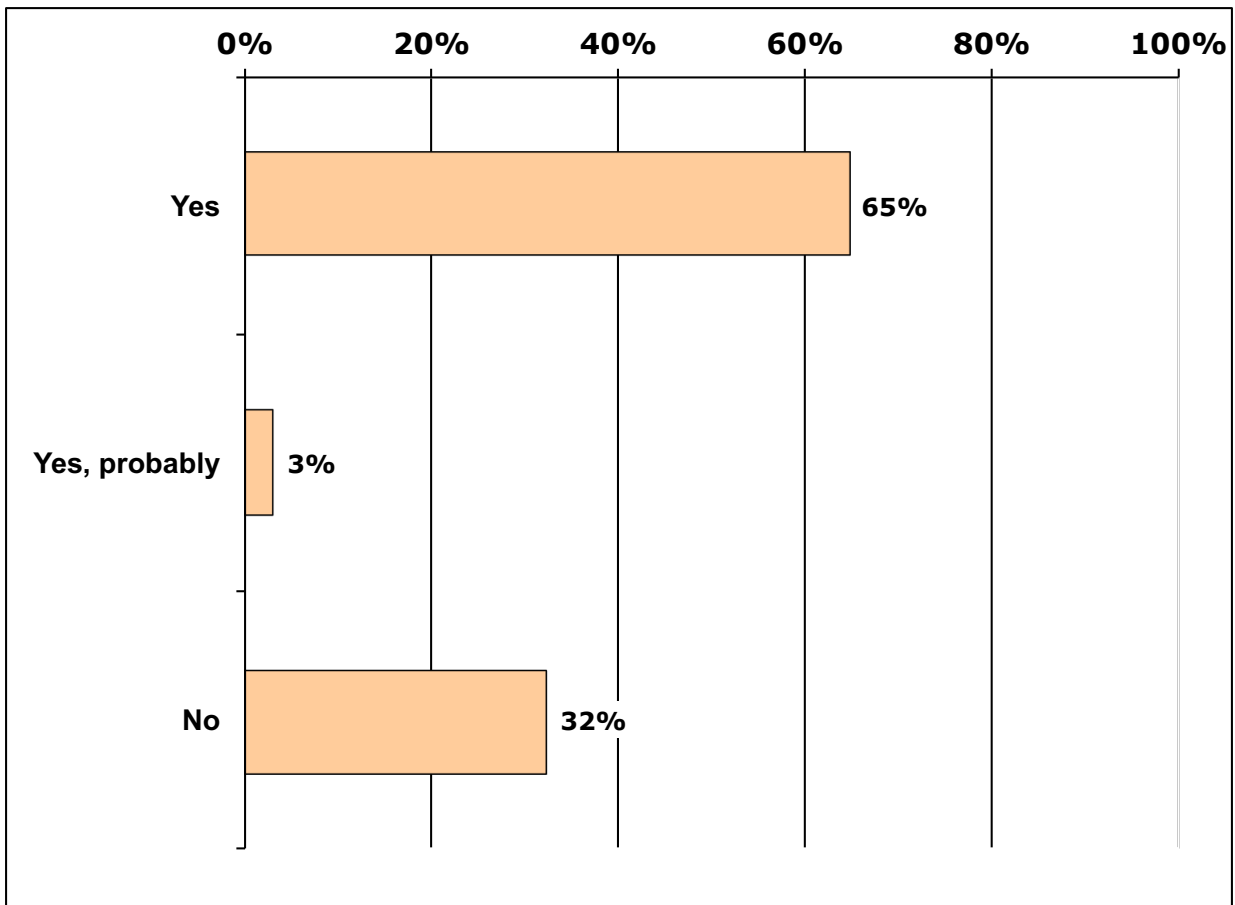
## Support for Cell Phone Law

***Would you support a state law banning all talking on a hand-held cell phone while driving?***

A total of 65% of all respondents indicated they would support a state law banning all talk on a hand-held cell phone while driving.

n=400

	Count	2018 Percent
Yes	258	65%
Yes, probably	12	3%
No	129	32%
Don't know/Refused	1	0%
Total	400	100%

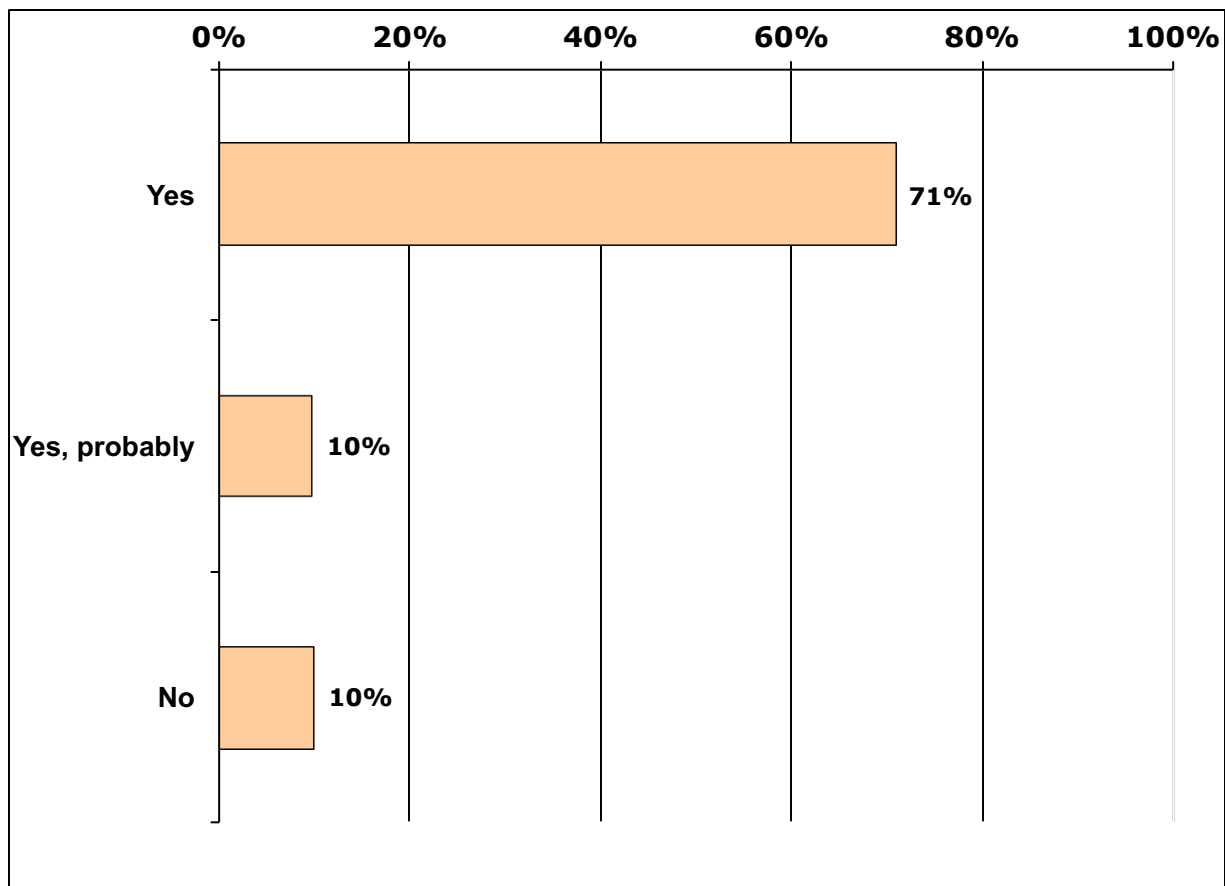


## Texting Law

***To your knowledge, does Arkansas have a law banning the writing, sending, and reading of texts while driving?***

Four years after a state law went into effect, close to 1 out of 5 (19%) respondents believe there is not a texting ban or do not know if there is a text ing ban while driving. This data shows further education is needed.

	n=400	
	Count	2018 Percent
Yes	283	71%
Yes, probably	39	10%
No	40	10%
Don't know	38	9%
Total	400	100%





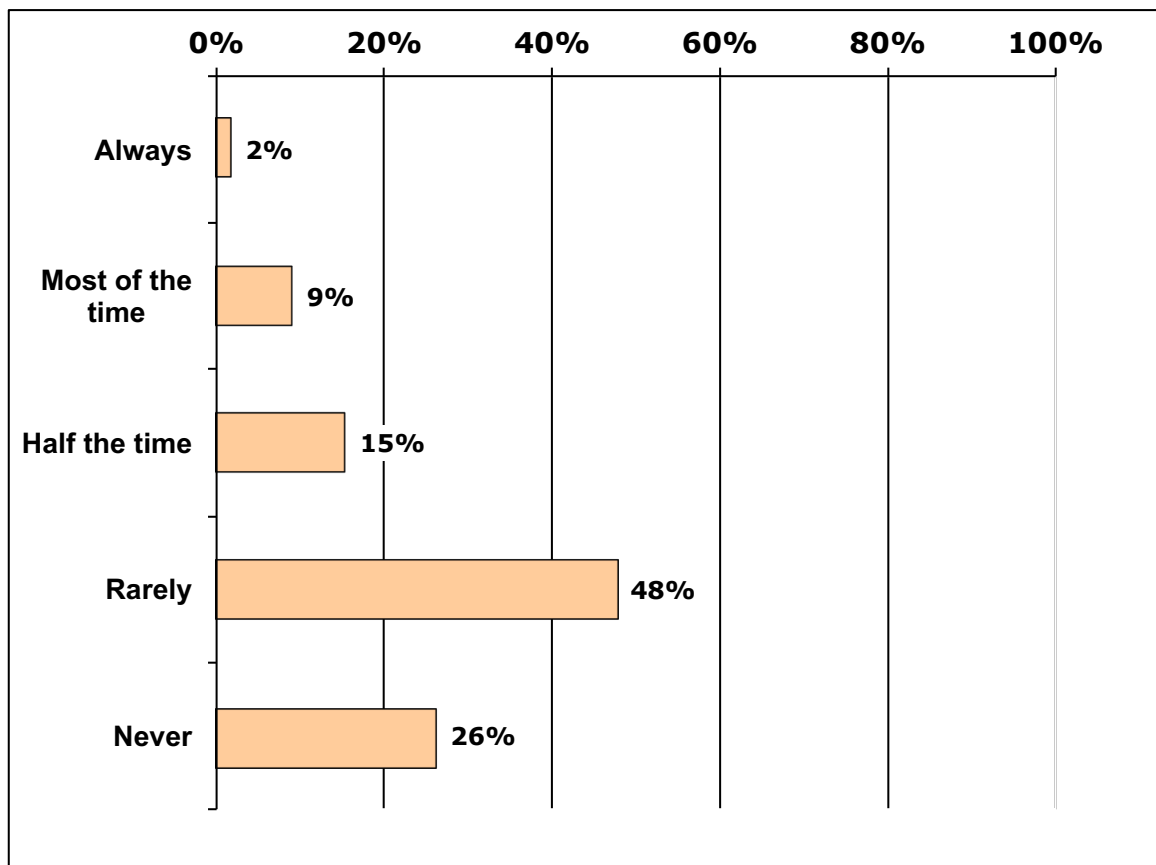
## Exceeding the Speed Limit: 30 mph

*On a local road with a speed limit of 30 miles per hour, how often do you drive faster than 40 miles per hour? Would you say always, most of the time, half the time, rarely, or never?*

Close to half (48%) of the respondents who drive said they "Rarely" exceed the speed limit by more than 10 miles per hour in 30 mph zones.

n=386

	Count	2018 Percent
Always	7	2%
Most of the time	35	9%
Half the time	59	15%
Rarely	184	48%
Never	101	26%
Don't Know / Refused	0	0%
Total	386	100%



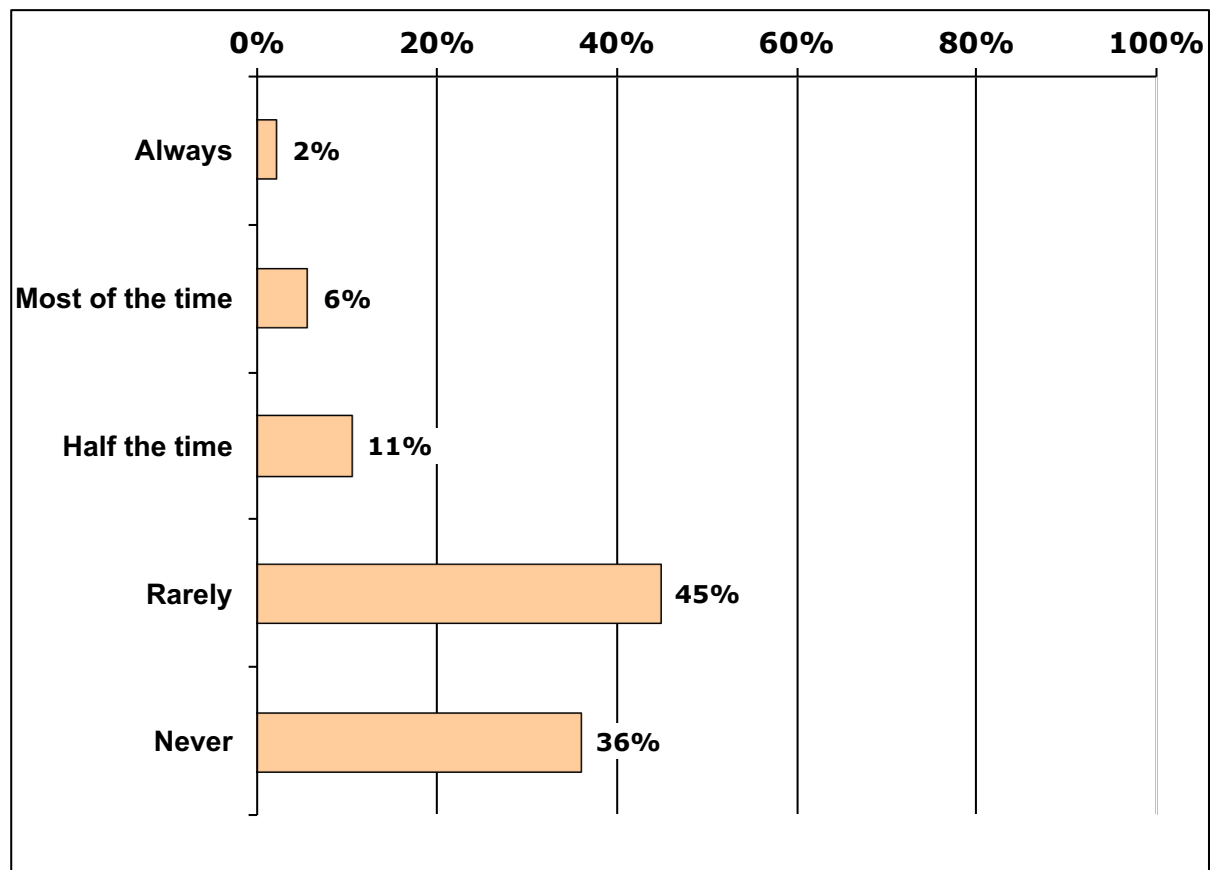
## Exceeding the Speed Limit: 65 mph

*On a road with a speed limit of 65 miles per hour, how often do you drive faster than 75 miles per hour? Would you say always, most of the time, half the time, rarely, or never?*

About one-third (36%) said they "Never" exceed the speed limit by more than 10 miles per hour in 65 mph zones.

n=386

	Count	2018 Percent
Always	9	2%
Most of the time	22	6%
Half the time	41	11%
Rarely	173	45%
Never	139	36%
Refused	1	0%
Total	386	100%

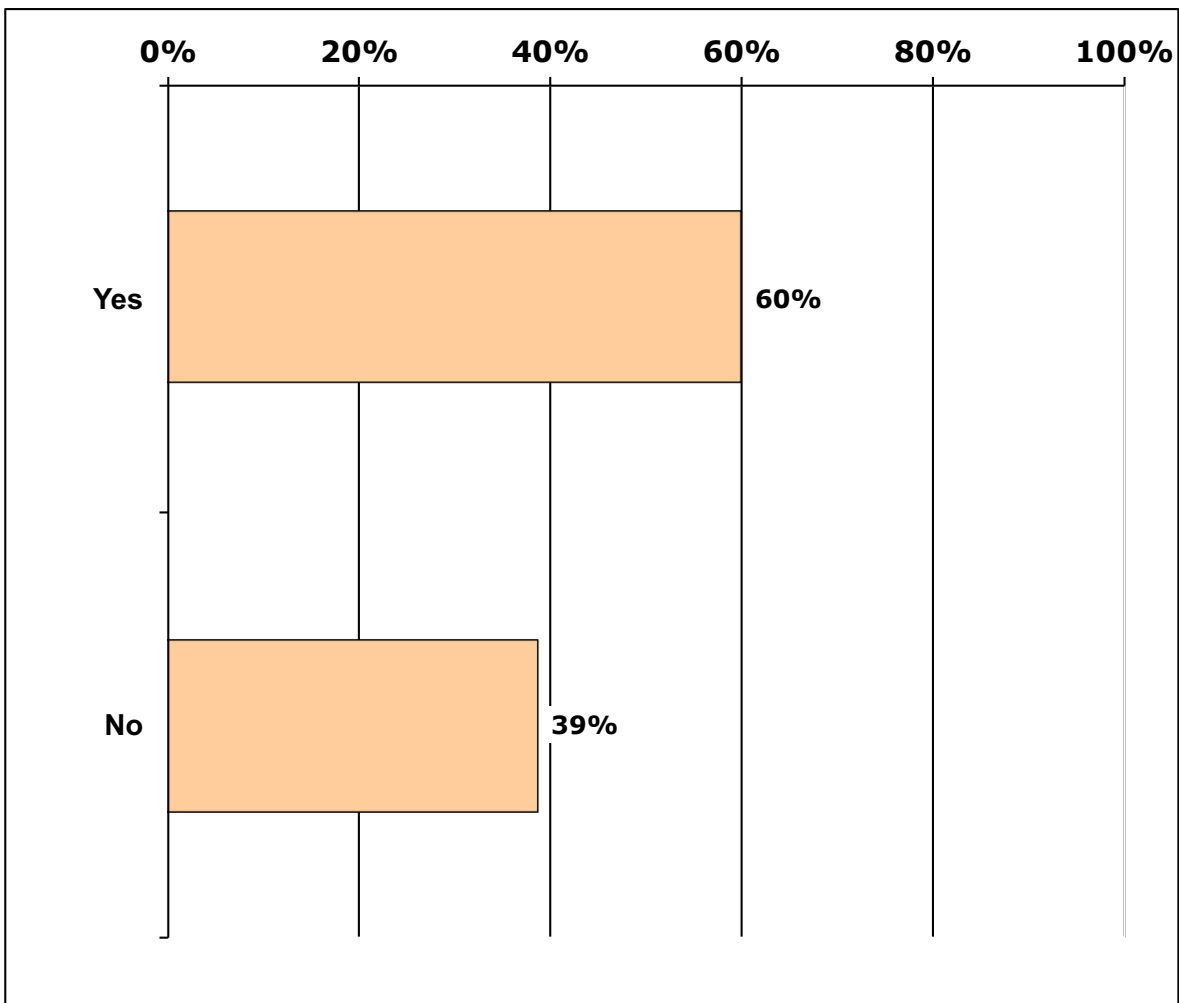


## Aware of Speed Enforcement

*In the past year have you read, seen, or heard anything about speed enforcement by police?*

A total of 6 out of 10 of the respondents reported they recalled reading, seeing, and/or hearing about speed enforcement efforts by police in the past year. These results show a significant increase in awareness compared to 2010.

	n=386		n=469
	Count	2018 Percent	2010 Percent
Yes	231	60%	27%
No	149	39%	70%
Don't know	6	2%	8%
Total	386	100%	3%



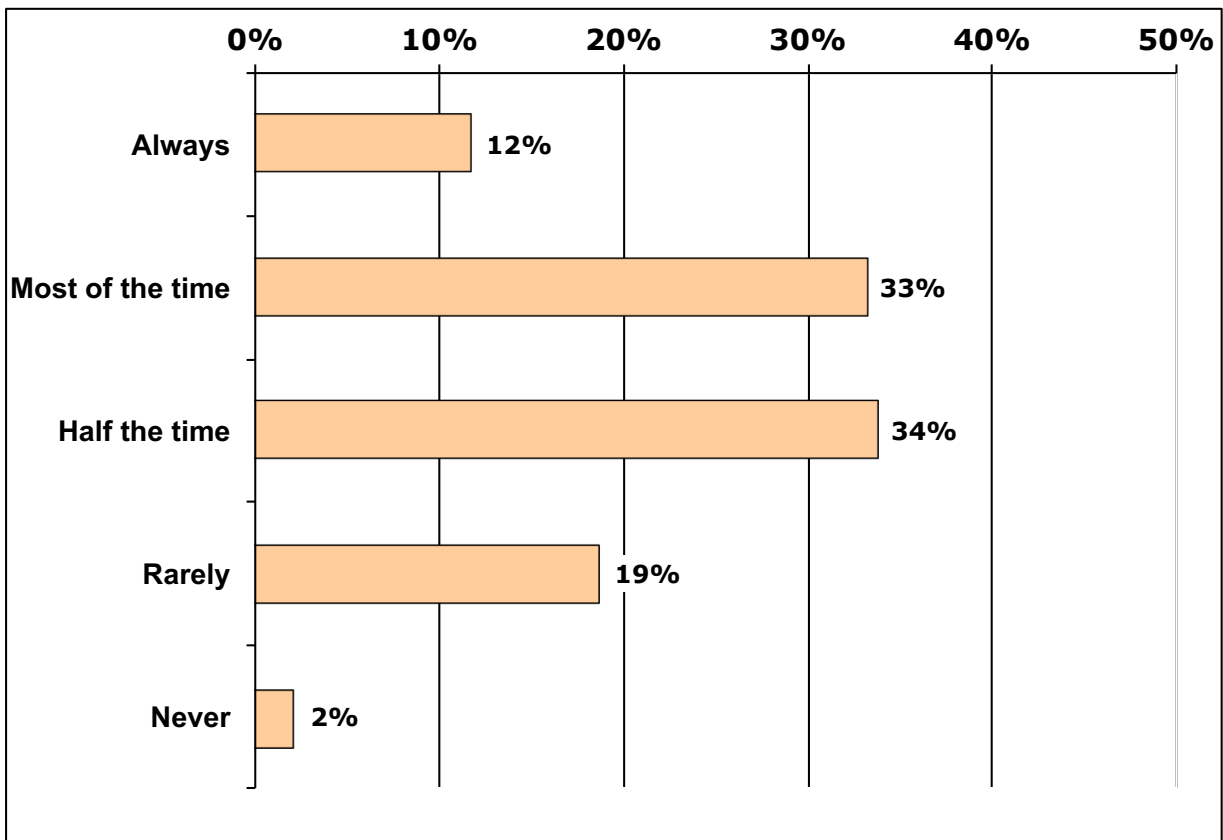
## Chances of Tickets for Speeding

*What do you think the chances are of getting a ticket if you drive over the speed limit? Would you say always, most of the time, half the time, rarely, or never?*

Responses varied when drivers were asked about their chances of getting a ticket if they were to drive over the speed limit. About one-fifth (21%) of the respondents said the likelihood of getting a ticket would be "Rarely" or "Never."

	n=400	
	Count	2018 Percent
Always	47	12%
Most of the time	132	33%
Half the time	135	34%
Rarely	75	19%
Never	9	2%
Don't Know/Refused	2	0%
Total	400	100%

	n=469	
	2010 Percent	
Always	12%	
Most of the time	33%	
Half the time	33%	
Rarely	18%	
Never	1%	
Don't Know/Refused	3%	
Total	100%	

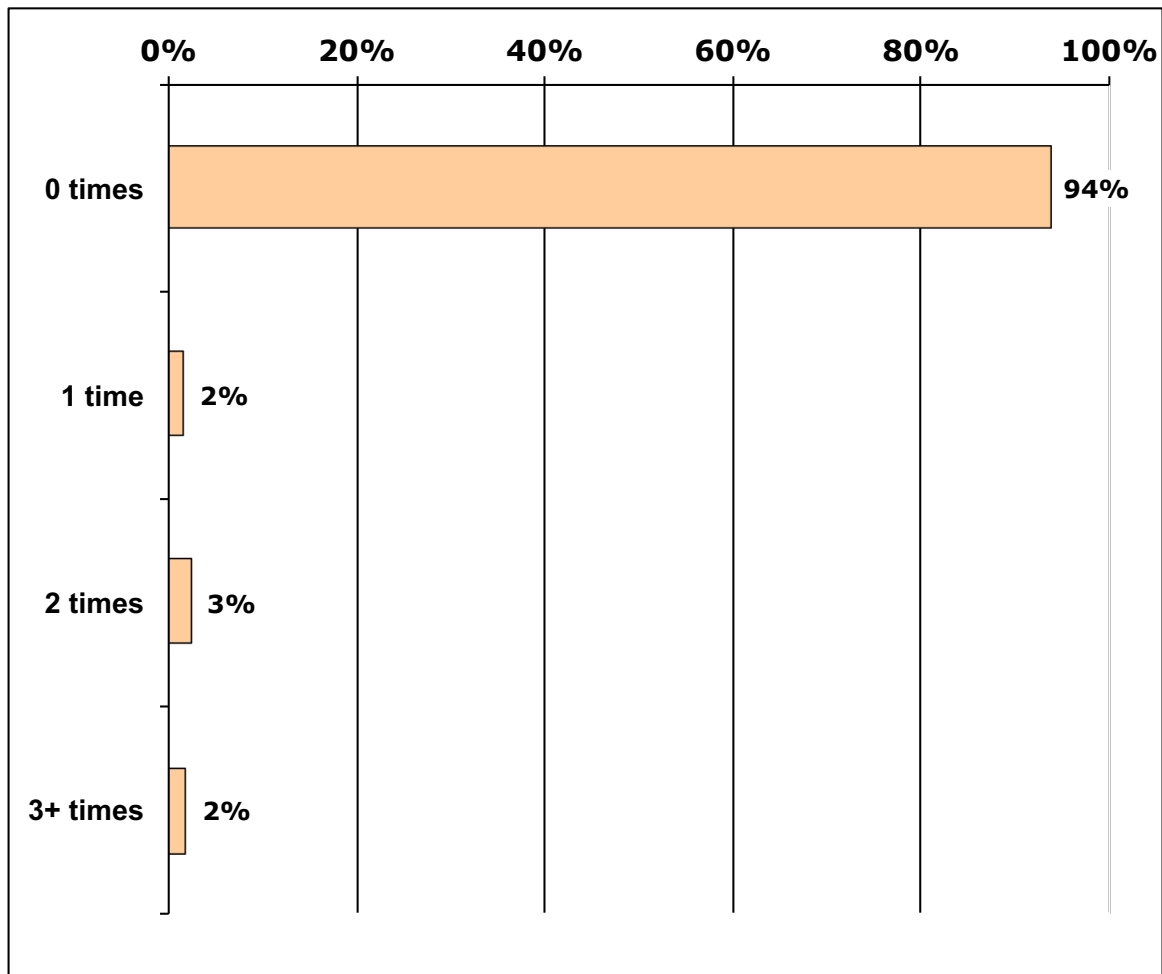


## Driving After Drinking

*In the past 30 days, how many times have you driven a motor vehicle within 2 hours after drinking alcoholic beverages?*

More than 9 out of 10 (94%) respondents said they had not driven a motor vehicle within 2 hours of drinking alcohol in the past 30 days.

n=391			n=469	
	Count	2018 Percent	2010 Percent	
0 times	366	94%	92%	
1 time	7	2%	3%	
2 times	10	3%	1%	
3+ times	8	2%	1%	
Don't Know	0	0%	3%	
Total	391	100%	100%	



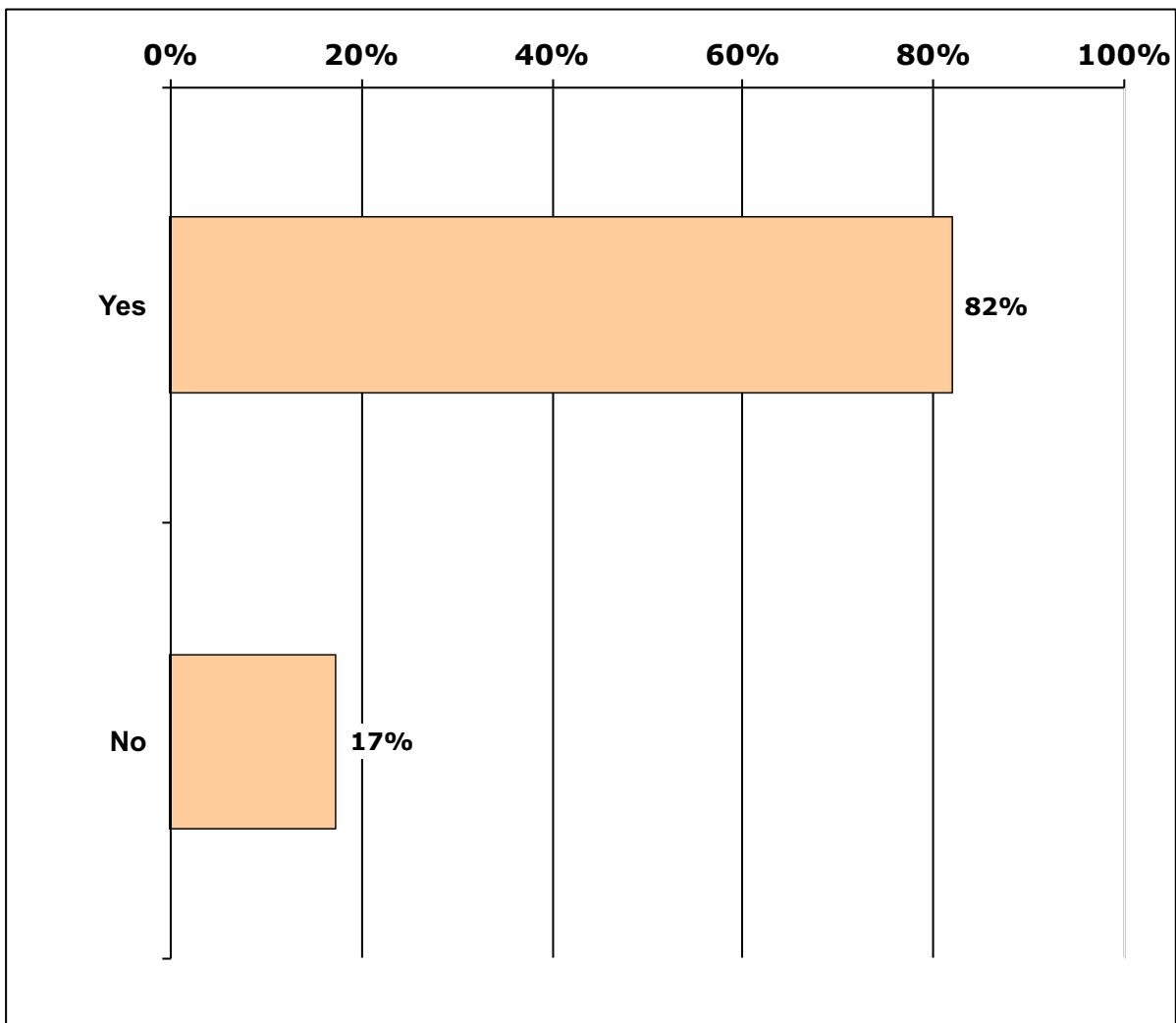
## Awareness of Impaired Driving Enforcement

*In the past year, have you read, seen, or heard anything about alcohol impaired driving or drunk driving enforcement by police?*

More than 8 out of 10 (82%) respondents said they were aware of some type of police enforcement for impaired/drunk driving during the past year. This is a 21-percentage point increase in awareness compared to 2010.

n=400		
	Count	2018 Percent
Yes	327	82%
No	69	17%
Don't Know	4	1%
Total	400	100%

n=519	
	2010 Percent
Yes	61%
No	35%
Don't Know	3%
Total	100%



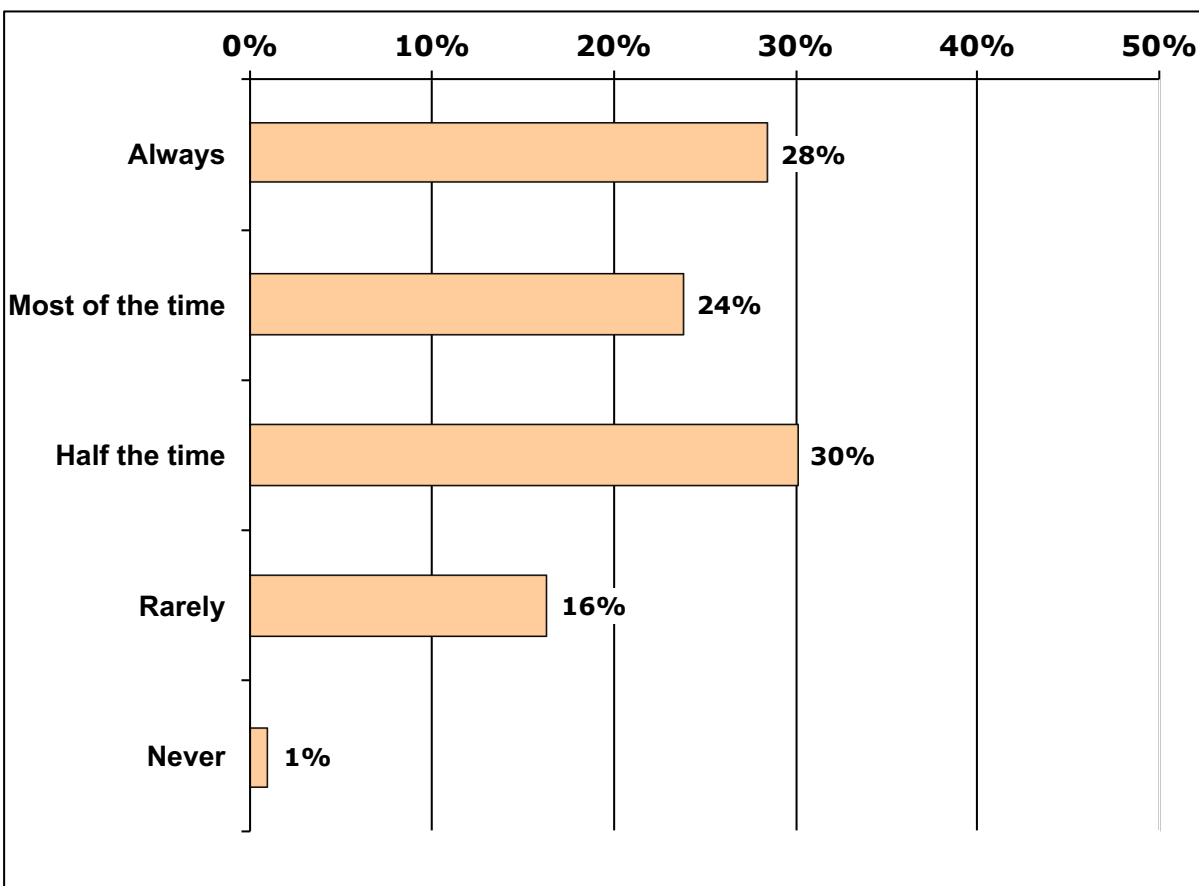
## Chances of Arrest for Impaired Driving

*What do you think the chances are of someone getting arrested if they drive after drinking? Would you say always, most of the time, half the time, rarely, or never?*

Over half (52%) of all respondents said they believe that someone will get arrested for driving after drinking "Always" or "Most of the time."

	n=400	
	Count	2018 Percent
Always	114	28%
Most of the time	95	24%
Half the time	120	30%
Rarely	65	16%
Never	4	1%
Don't know/Refused	2	0%
Total	400	100%

	n=519	
	2010 Percent	
Always	11%	
Most of the time	28%	
Half the time	32%	
Rarely	17%	
Never	0%	
Don't know/Refused	3%	
Total	100%	

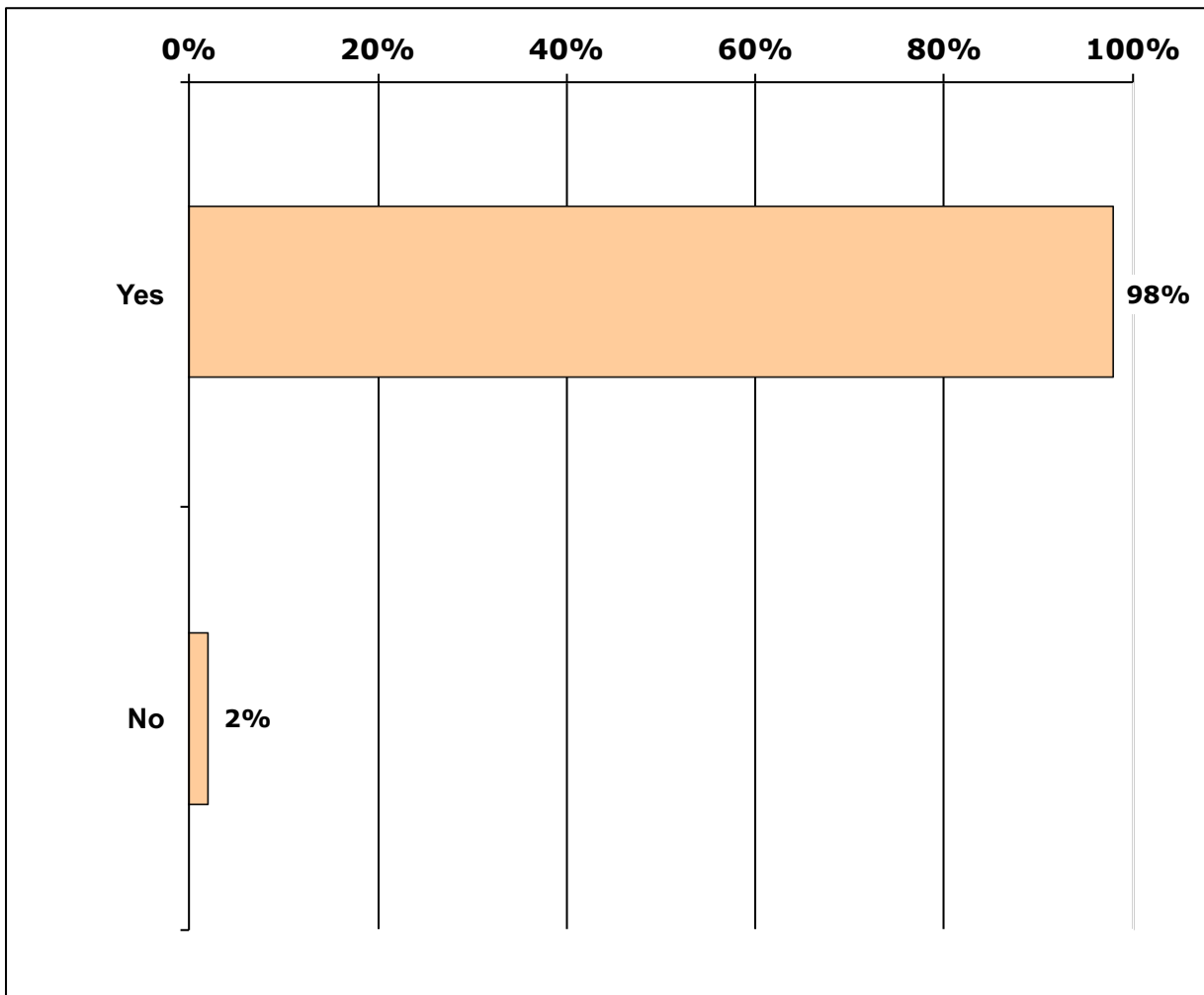


## Cell Phone Ownership

*Do you own a cell phone?*

Close to all (98%) of the respondents own a cell phone.

	n=400	
	Count	2018 Percent
Yes	391	98%
No	9	2%
Total	400	100%





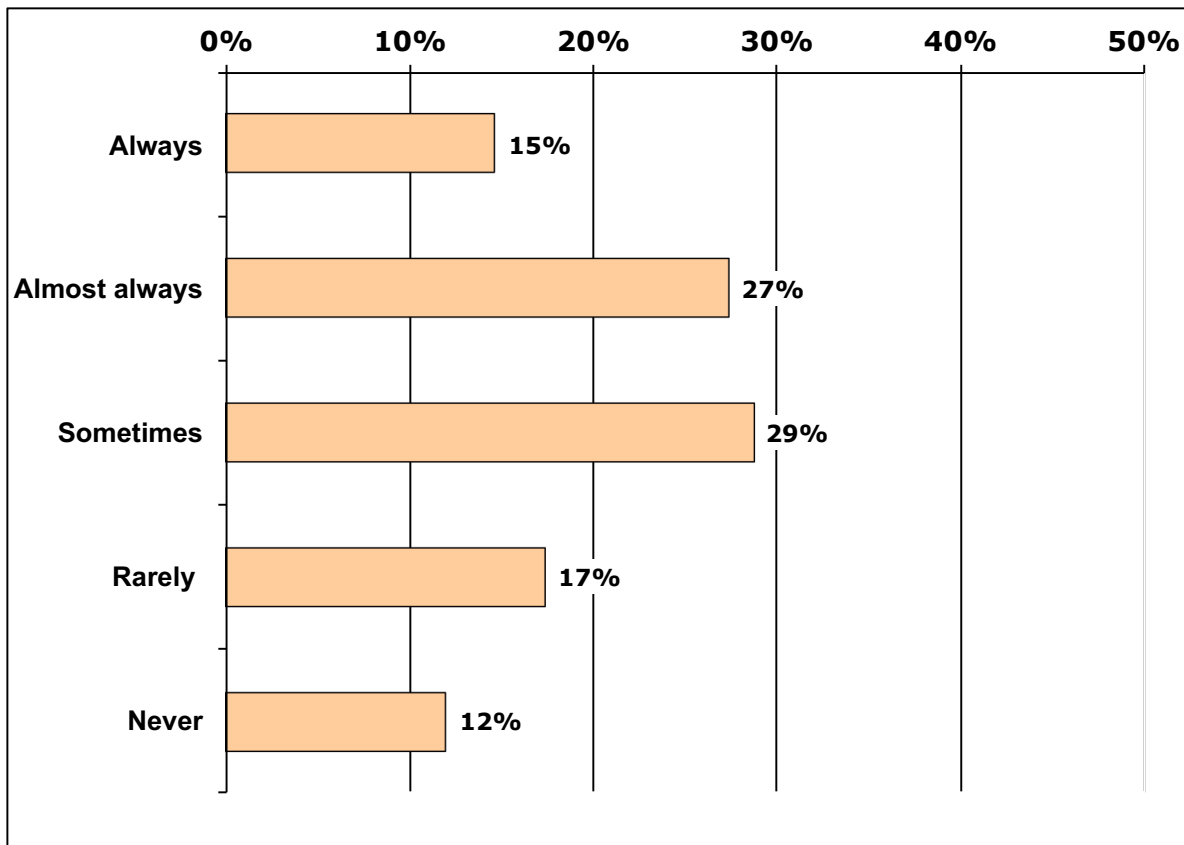
## Answering While Driving

### *How often do you answer calls while driving?*

Of the drivers than own a cell phone, 4 out of 10 (42%) said they "Always" or "Almost always" answer their cell phone while they are driving. Another 29% said they "Sometimes" answer their phones. Note that this question did not distinguish between methods of answering (hand-held, Bluetooth, etc.)

n=379

	Count	2018 Percent
Always	55	15%
Almost always	104	27%
Sometimes	109	29%
Rarely	66	17%
Never	45	12%
Don't know	1	0%
Total	379	100%



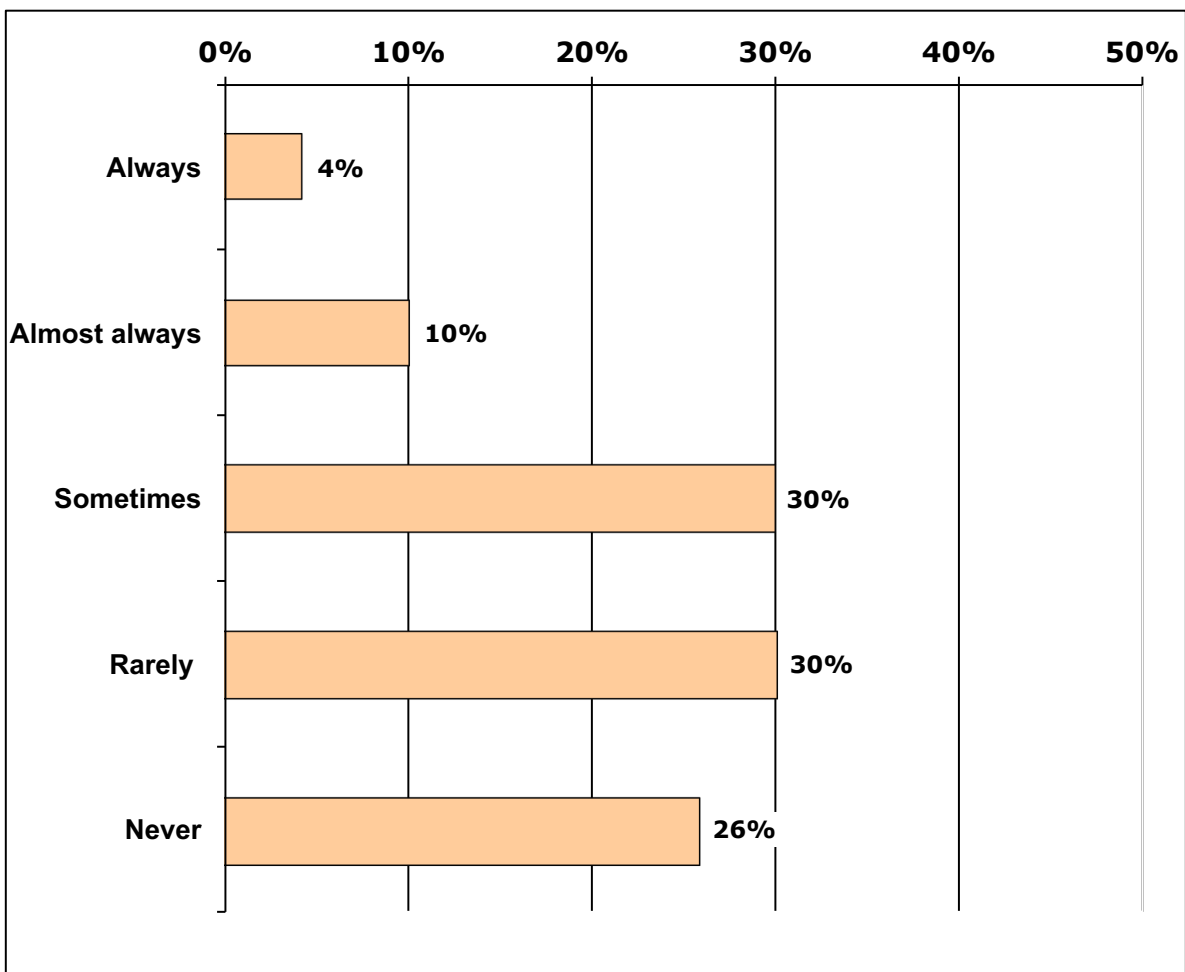
## Calling While Driving

*How often do you make calls while driving?*

More than 4 out of 10 (44%) respondents say they make calls while driving.

n=379

	Count	2018 Percent
Always	16	4%
Almost always	38	10%
Sometimes	113	30%
Rarely	114	30%
Never	98	26%
Total	379	100%



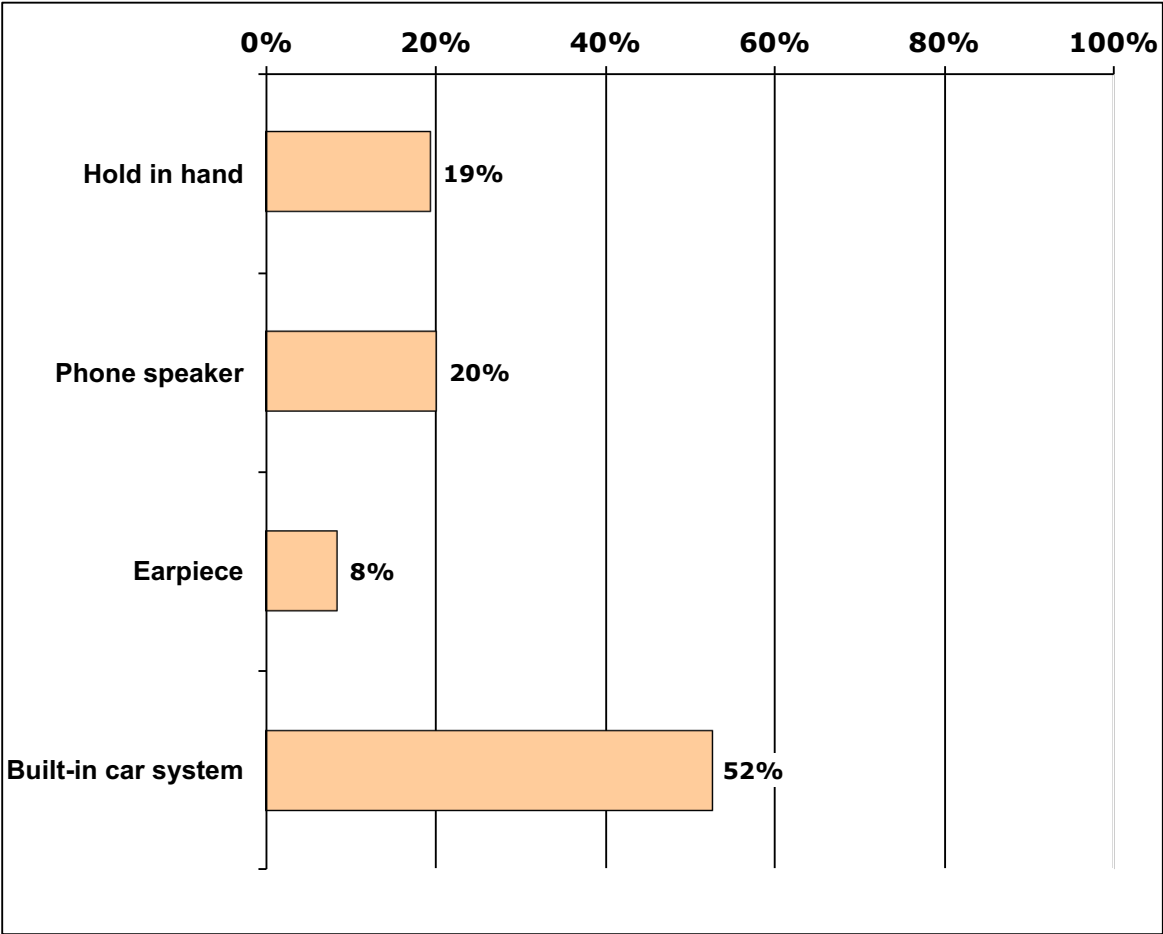
# Methods of Phone Use

*Which of the following do you most often do when making or receiving a call while driving?*

Close to one-fifth (19%) of respondents who make calls while driving use a hand-held phone. This places them at a greater risk for distracted driving due to the visual distraction of hand-held phone use.

n=336

	Count	2018 Percent
Hold the phone in your hand	65	19%
Use the speaker on the phone	67	20%
Use an earpiece or headphones	28	8%
Use a built-in car system	176	52%

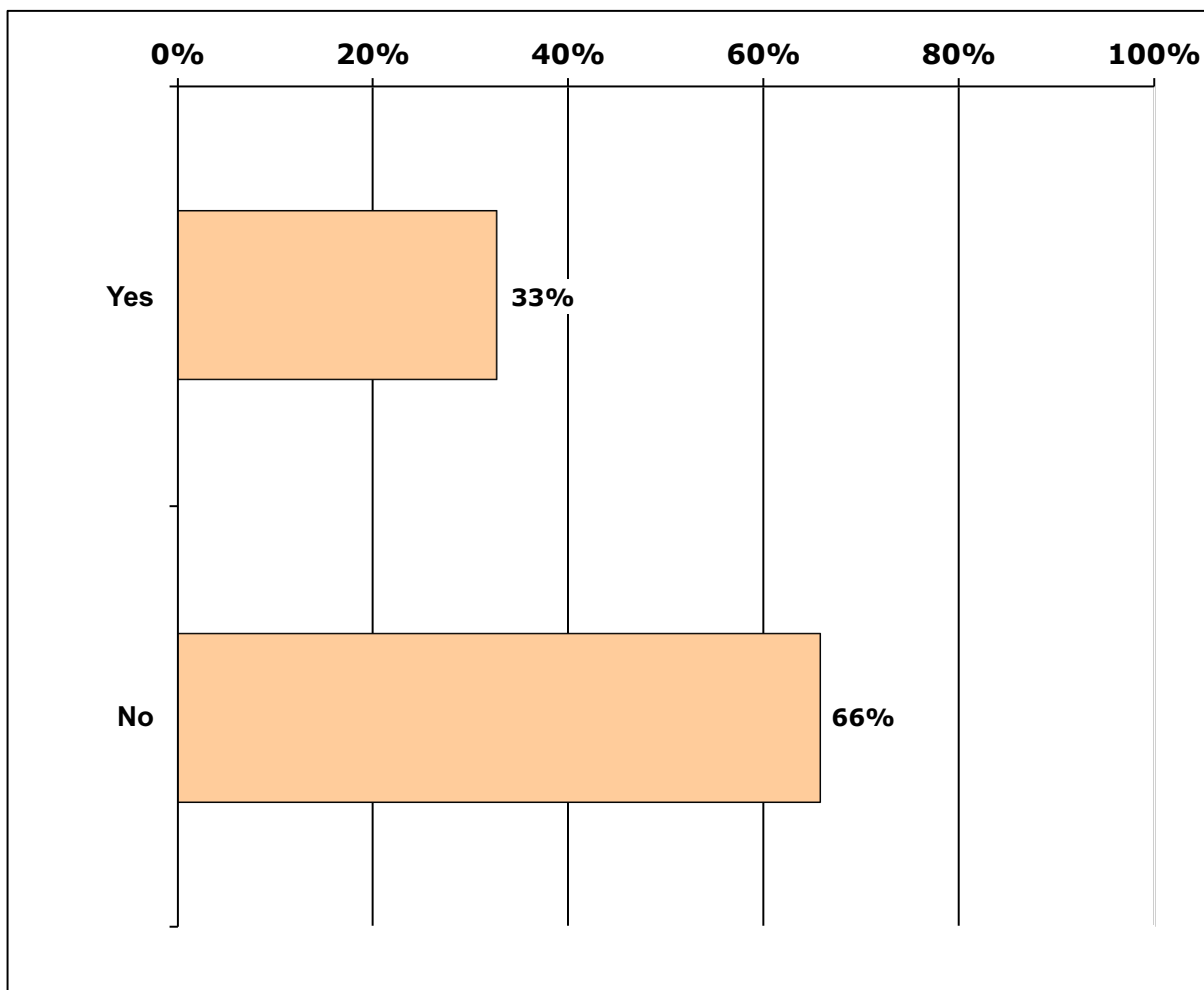


## Awareness of "Two Seconds" Campaign

*In the past 30 days, have you seen or heard any messages about "taking two seconds to buckle your seat belt"?*

One third (33%) of respondents recalled seeing or hearing messages associated with the "Take Two" campaign.

n=400		
	Count	2018 Percent
Yes	131	33%
No	262	66%
Don't know/Refused	7	2%
Total	400	100%

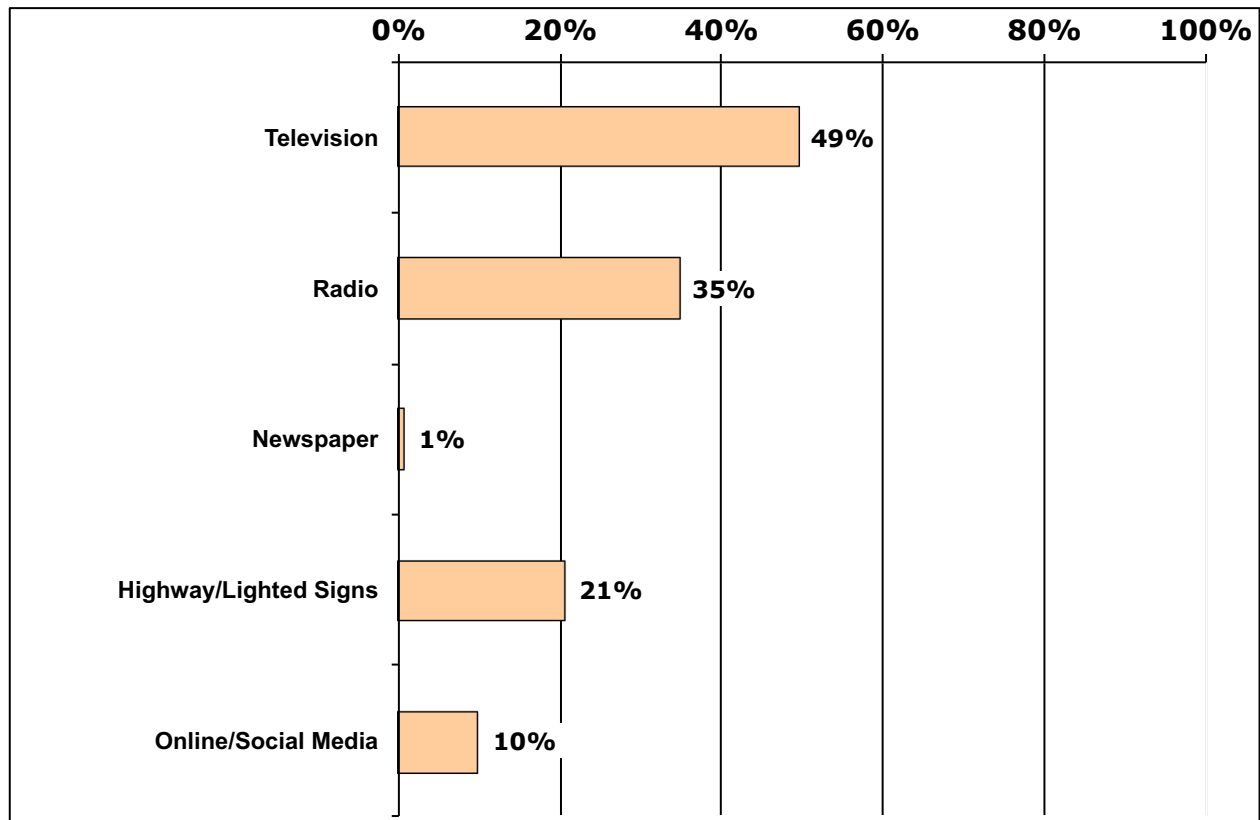


## Ways of Hearing/Seeing "Two Seconds" Ad

*Where did you see or hear these messages?*

Of the respondents who had seen or heard the "Take Two" campaign, almost half (49%) saw the ads on TV and a third (35%) reported hearing the ad on the radio.

	Count	2018 Percent
Television	65	49%
Radio	45	35%
Newspaper	1	1%
Highway/Lighted Signs	27	21%
Online/Social Media	13	10%
Traveler's Game/JumboTron/Scoreboard	1	1%
Don't know	1	1%

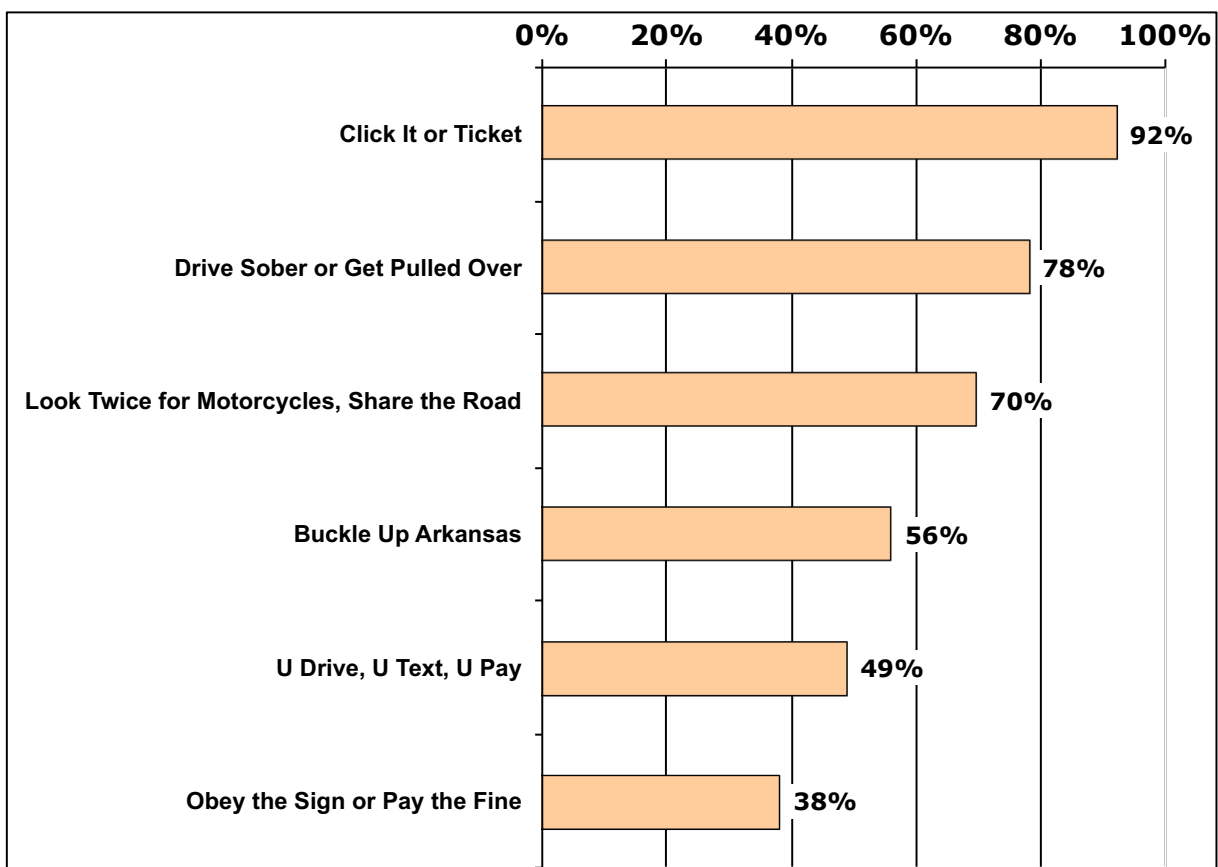


## Slogan Recognition

*Do you recall hearing or seeing the following slogans in the past 30 days? How about the slogan . . .*

The slogan that was recognized by the highest percent of respondents was "Click It or Ticket." The slogan recognized by the lowest percent of respondents was "Obey the Sign or Pay the Fine".

n=391		
	Count	2018 Percent
Click It or Ticket	360	92%
Drive Sober or Get Pulled Over	305	78%
Look Twice for Motorcycles, Share the Road	272	70%
Buckle Up Arkansas	219	56%
U Drive, U Text, U Pay	191	49%
Obey the Sign or Pay the Fine	149	38%

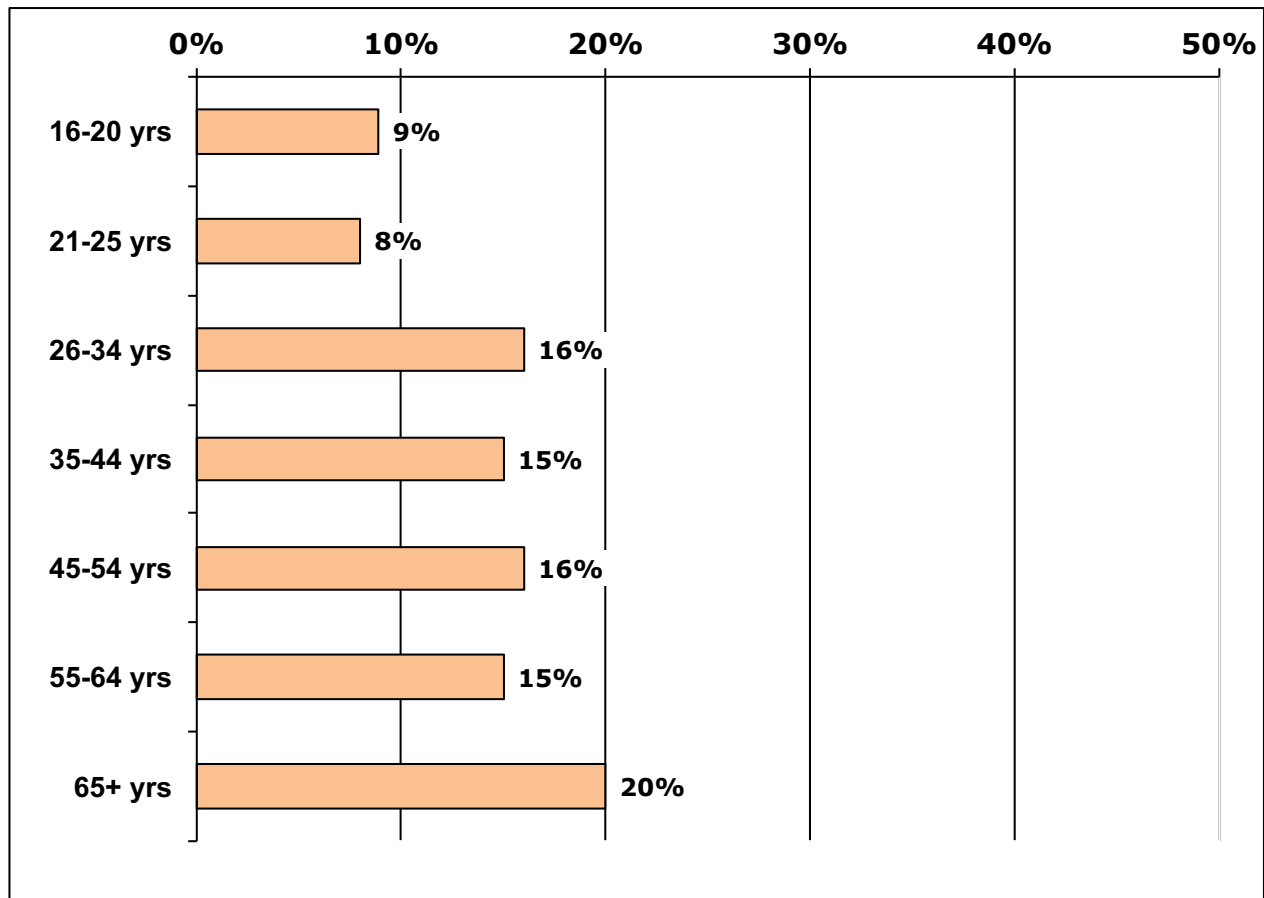


## Age of Respondent

*What is your age?*

Data were weighted to be proportional to the age composition of the 16+ year old population of Arkansas.

	n=400	
	Count	2018 Percent
16-20	38	9%
21-25	36	8%
26-34	61	16%
35-44	67	15%
45-54	74	16%
55-64	64	15%
65+	76	20%
Don't know/Refused	9	1%
Total	425	100%



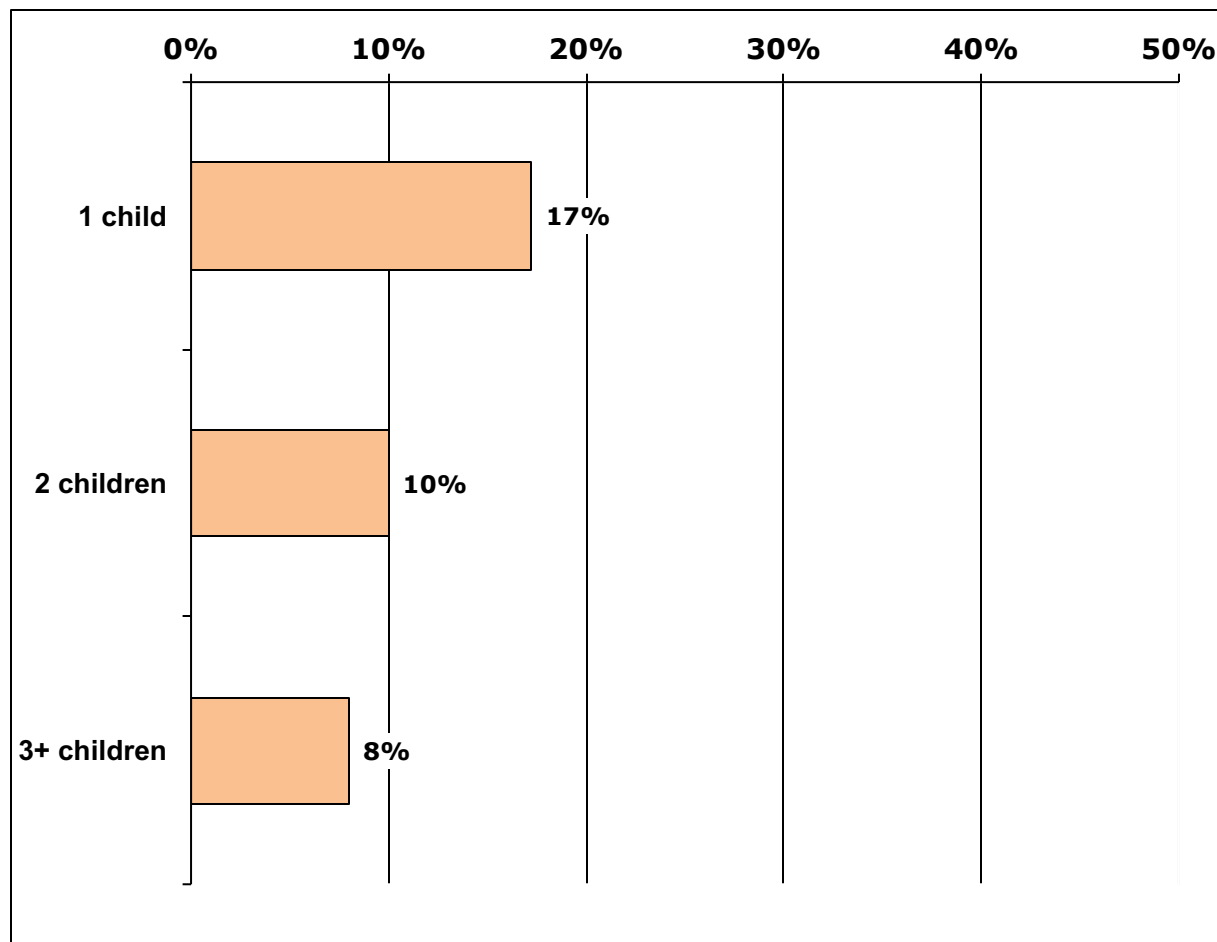
## Children in Household

*How many children age 18 or younger are living in your household at least half of the time or consider it their primary residence?*

About 4 out of 10 (39%) respondents have children living in the household.

n=400

	Count	2018 Percent
No children	242	61%
1 child	69	17%
2 children	56	14%
3+ children	30	8%
Refused	3	1%
Total	400	100%



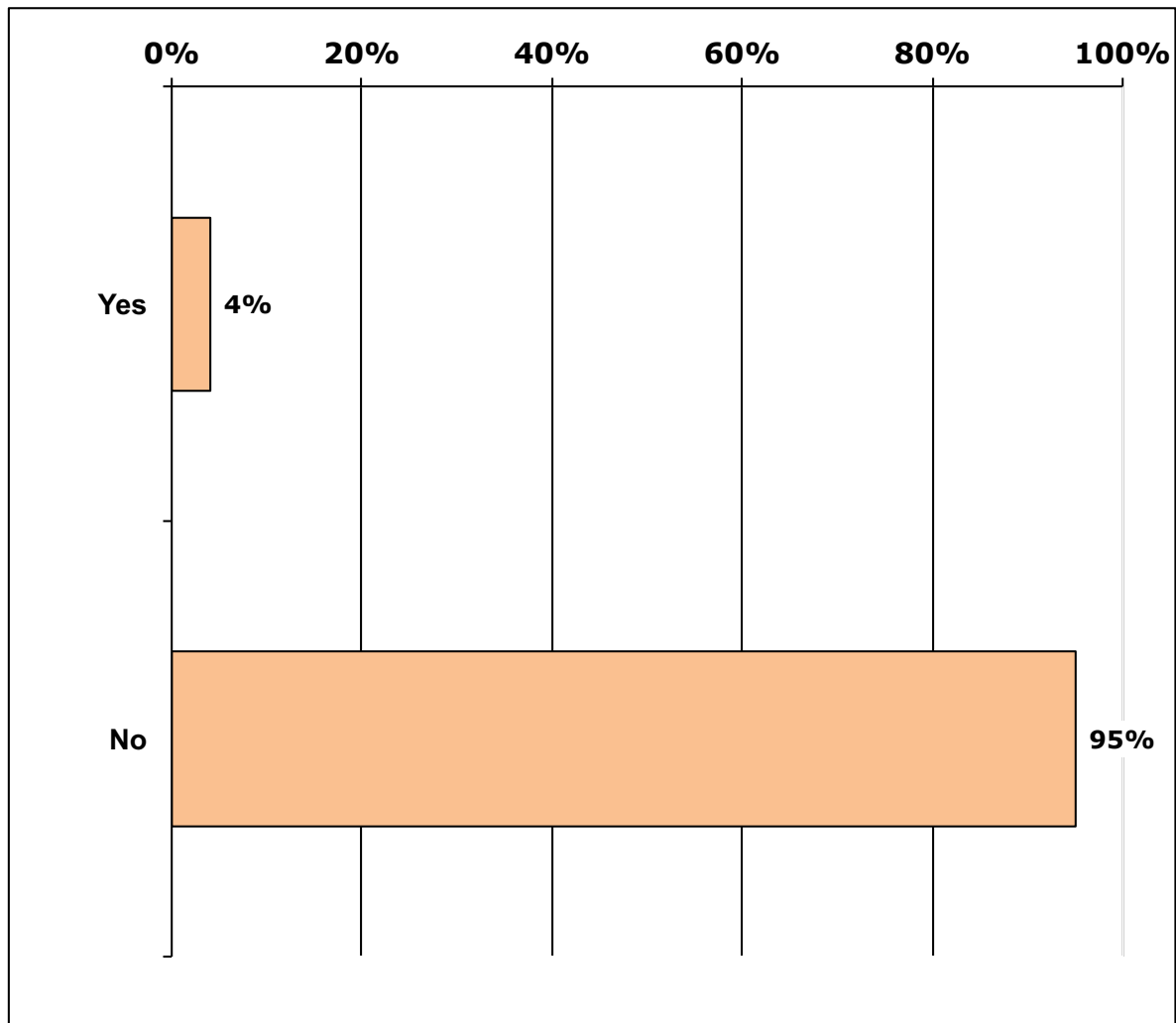


## Ethnicity

*Are you Hispanic or Latino?*

Four percent of the respondents identified as Hispanic.

	n=400	
	Count	2018 Percent
Yes	17	4%
No	381	95%
Refused	2	1%
Total	400	100%

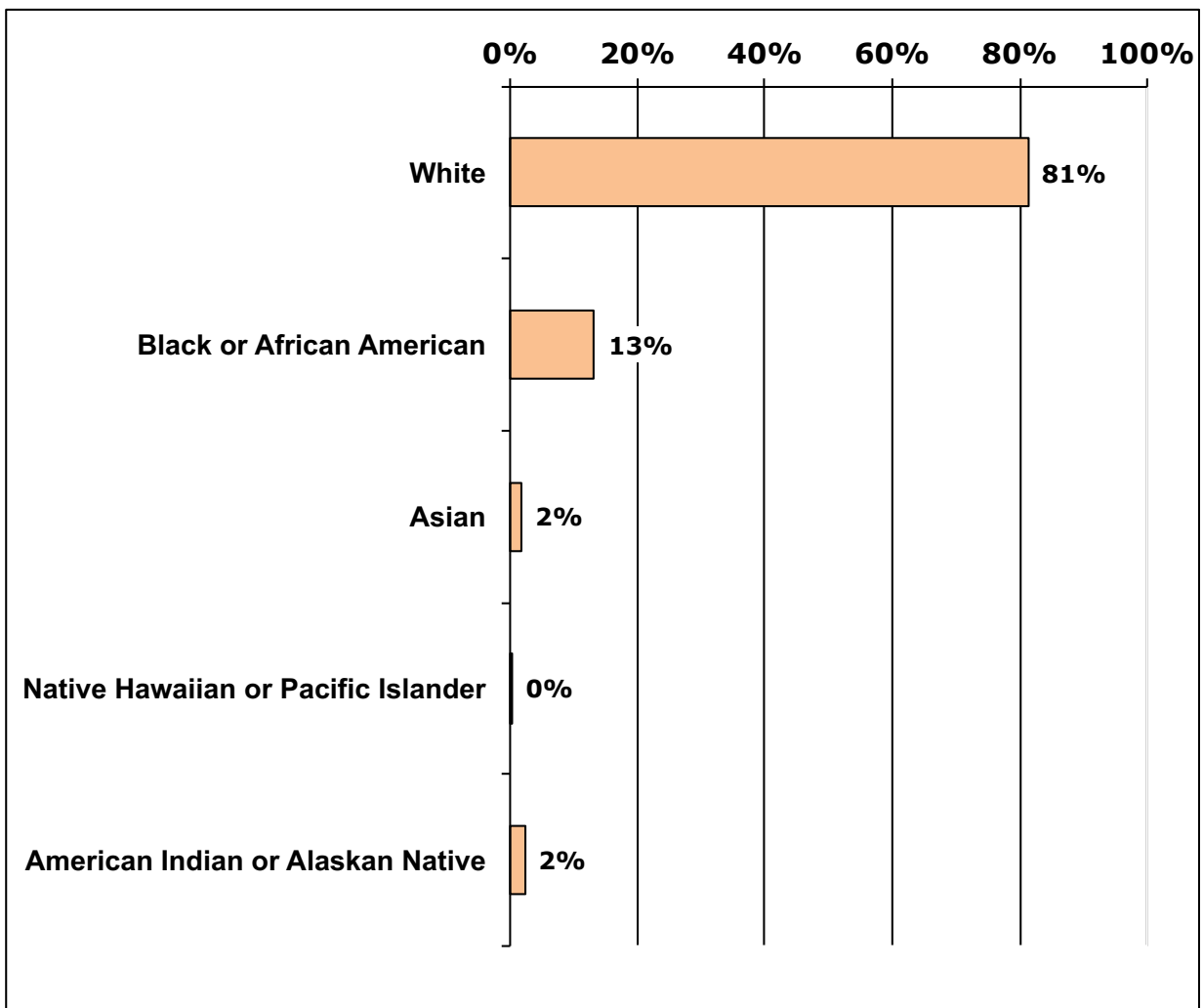


## Race

*Which one or more of the following best describes your race?*

The racial composition of the respondent pool parallels the racial composition of the 16+ year old Arkansans.

n=400			
	Count	2018 Percent	2010 Census
White	325	81%	83%
Black or African American	53	13%	15%
Asian	7	2%	1%
Native Hawaiian or Pacific Islander	1	0%	0%
American Indian or Alaskan Native	9	2%	1%
Other	3	1%	-
Don't know/Refused	9	2%	-

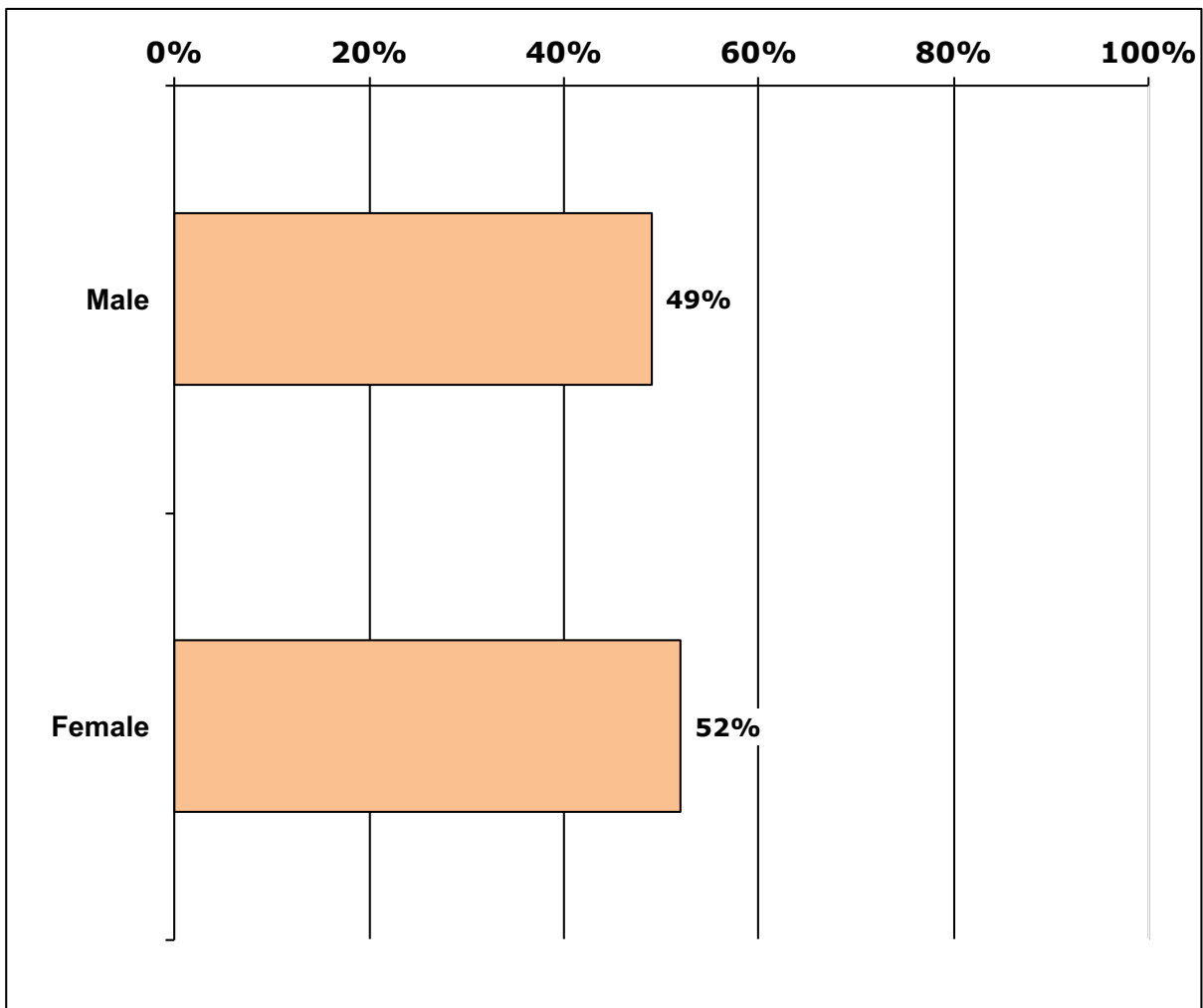


## Gender

*Are you male or female?*

Data were weighted to be proportional to the gender composition of the 16+ year old population of Arkansas.

n=400		
	Count	2018 Percent
Male	194	49%
Female	206	52%
Total	400	100%





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