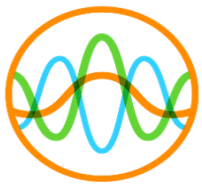

CYGNAL

Survey of Likely General Election Voters

Arkansas, Missouri, and Mississippi Statewide

Conducted August 17 - 20, 2025

n=800 | ±3.46%

Q1. **Vote Method**: How do you plan to vote in the 2026 general election for U.S. Congress and Governor?

	Freq.	%
Vote in-person on Election Day	**540**	**67.5%**
Definitely vote in-person on Election Day	383	47.8%
Probably vote in-person on Election Day	157	19.6%
Vote absentee by mail	**33**	**4.2%**
Definitely vote absentee by mail	23	2.9%
Probably vote absentee by mail	10	1.3%
Vote early in-person	**227**	**28.4%**
Definitely vote early in-person	109	13.7%
Probably vote early in-person	118	14.7%
Total	800	100.0%

Q2. **Generic Ballot**: If the election was held today, and you had to make a choice, would you vote for the Republican or Democratic candidate for U.S. Congress?

	Freq.	%
Republican candidate	**429**	**53.6%**
Definitely the Republican candidate	350	43.7%
Probably the Republican candidate	80	9.9%
Democratic candidate	**271**	**33.9%**
Probably the Democratic candidate	45	5.6%
Definitely the Democratic candidate	226	28.3%
Unsure	99	12.4%
Total	800	100.0%

Q3. **Energy Cost**: Thinking about energy in your area... How concerned are you about the affordability of your utility bills and rising energy costs?

	Freq.	%
Concerned	**707**	**88.4%**
Very concerned	484	60.5%
Somewhat concerned	223	27.9%
Not concerned	**86**	**10.8%**
Not too concerned	67	8.3%
Not concerned at all	20	2.5%
Unsure	6	0.8%
Total	800	100.0%

Q4. **Top Energy Priorities**: Which energy policy goals are most important to you? Select up to two options.

	Freq.	%
Keeping electricity costs affordable for families	547	68.3%
Ensuring the electricity grid is reliable and blackout-proof	311	38.9%
Expanding American energy independence	186	23.2%
Utilizing clean energy	145	18.2%
Protecting the rights of local communities and property owners when building energy projects	125	15.6%
Establishing American energy dominance	88	11.0%

Unsure	21	2.6%
Total	800	100.0%

Q5. **Initial Grid Expansion**: Thinking about the "electricity transmission grid", the network of large, tall, steel towers and high-voltage power lines that carry electricity across the state and region... Do you support or oppose making investments in America's "electricity transmission grid" to improve reliability, reduce costs, unlock economic growth in communities, and meet future power needs?

	Freq.	%
Support	**604**	**75.4%**
Strongly support	408	51.0%
Somewhat support	196	24.5%
Neither support nor oppose	**75**	**9.4%**
Oppose	**37**	**4.7%**
Somewhat oppose	26	3.2%
Strongly oppose	12	1.4%
Unsure	84	10.5%
Total	800	100.0%

Q6. **Grid Upgrade Opinion**: Which of the following comes closest to your view of our electricity transmission grid?

	Freq.	%
Our current electricity grid is generally sufficient and does not require major upgrades	34	4.2%
The grid works for now but will need targeted improvements in the near future	161	20.2%
The grid is aging and requires significant modernization and expansion to meet future demands	306	38.2%
I don't know much about the grid, but I trust experts should determine what upgrades are needed	222	27.8%
Unsure	77	9.6%
Total	800	100.0%

Q7. **Grid Reliability**: How concerned are you about the reliability of the electricity transmission grid – for example, the risk of blackouts or power outages in your area?

	Freq.	%
Concerned	**508**	**63.5%**
Very concerned	211	26.4%
Somewhat concerned	296	37.0%
Not concerned	**269**	**33.6%**
Not too concerned	214	26.7%
Not concerned at all	55	6.9%
Unsure	23	2.9%
Total	800	100.0%

Q8. National Grid Upgrade: Do you agree or disagree with the following statement? Upgrading our electricity transmission grid is important for national security – it protects us from foreign cyber-attacks and blackouts.

	Freq.	%
Agree	**591**	**73.9%**
Strongly agree	389	48.6%
Somewhat agree	202	25.2%
Neither agree nor disagree	**65**	**8.1%**
Disagree	**86**	**10.7%**
Somewhat disagree	41	5.2%
Strongly disagree	44	5.5%
Unsure	58	7.3%
Total	800	100.0%

Q9 - Q12. Messages: The following is information about investing in America's electricity transmission grid that you may hear or see in the news or in advertisements. Select whether the information makes you more or less likely to support upgrading or expanding the electricity transmission grid.

	More likely	Much more likely	Makes no difference	Less likely	Much less likely	Unsure	Total
Positive Impacts for Americans: Upgrading the grid is worth it if it creates good-paying jobs for American workers, boosts economic development in communities, and uses American-made materials – even if it costs a little more – because it keeps our country strong.	**67.5%** **540**	35.5% 284	13.4% 107	**11.4%** **92**	4.4% 35	7.7% 62	100.0% 800
American Energy: Upgrading our electricity transmission grid will allow us to produce more energy here in our own state, reducing dependence on foreign countries. It is a key step toward future energy independence.	**69.4%** **555**	39.5% 316	14.0% 112	**8.0%** **64**	4.3% 35	8.6% 68	100.0% 800
Lower Costs: A modern electricity transmission grid helps open the door for more competition and innovation in energy, giving consumers more options with lower prices and better service.	**69.5%** **556**	35.3% 282	10.3% 82	**9.4%** **75**	4.3% 34	10.8% 86	100.0% 800
Prevent Blackouts: A stronger, smarter electricity transmission grid protects us from blackouts, cyberattacks, and natural disasters – keeping the lights on when it matters most.	**76.6%** **613**	45.6% 365	10.2% 81	**6.6%** **53**	3.0% 24	6.6% 53	100.0% 800

Q13. **Informed Grid Expansion**: Now knowing this information... Do you support or oppose making investments in America's "electricity transmission grid" to improve reliability, reduce costs, unlock economic growth in communities, and meet future power needs?

	Freq.	%
Support	**643**	**80.4%**
Strongly support	360	45.0%
Somewhat support	283	35.4%
Neither support nor oppose	**70**	**8.8%**
Oppose	**36**	**4.5%**
Somewhat oppose	22	2.7%
Strongly oppose	15	1.8%
Unsure	51	6.3%
Total	800	100.0%

Q14. **Local Project**: Now thinking about electricity transmission lines and the grid... If a new high-voltage (long-distance and high powered) electricity line was proposed in your area, would you generally support or oppose it?

	Freq.	%
Support	**473**	**59.2%**
Strongly support	201	25.1%
Somewhat support	273	34.1%
Neither support nor oppose	**115**	**14.4%**
Oppose	**98**	**12.3%**
Somewhat oppose	59	7.4%
Strongly oppose	39	4.9%
Unsure	113	14.1%
Total	800	100.0%

Q15. **New Power Line Support**: What would be the most important reason for you to support building a new power line or upgrading the electricity transmission grid?

	Freq.	%
Lowering electricity bills	311	38.9%
Improving reliability	221	27.7%
Promoting long-term economic growth in the community	106	13.2%
Increasing national security	81	10.1%
Creating local jobs	28	3.5%
Unsure	54	6.7%
Total	800	100.0%

Q16. **Project Concerns**: What would be your biggest concern about living near energy infrastructure like a transmission line, wind farm, natural gas facility, or solar array?

	Freq.	%
Health or safety risks	311	38.9%
Government or company taking private land	144	18.0%
No concern – I would be fine with it	100	12.5%
Negative impact on property value	73	9.2%
Loss of prime farmland	66	8.2%
Visual appearance or noise	53	6.7%

Unsure	52	6.5%
Total	800	100.0%

Q17. Clean Energy Integration: Do you support or oppose building more transmission lines, including across state borders, to connect clean energy sources and strengthen grid reliability?

	Freq.	%
Support	**517**	**64.6%**
Strongly support	234	29.2%
Somewhat support	283	35.4%
Neither support nor oppose	**124**	**15.5%**
Oppose	**76**	**9.5%**
Somewhat oppose	40	5.1%
Strongly oppose	35	4.4%
Unsure	83	10.4%
Total	800	100.0%

Q18. Pay for New Lines: Who should pay for building major power lines that benefit several states?

	Freq.	%
Each state pays for its portion	307	38.4%
The federal government	209	26.1%
Private companies	148	18.5%
Beneficiaries	32	3.9%
Unsure	104	13.0%
Total	800	100.0%

Q19. Willingness to Pay More: Would you be willing to pay a few extra dollars per month on your electricity bill in the short term if it helped upgrade the grid to reduce outages and lower electricity costs over time?

	Freq.	%
Yes	**478**	**59.8%**
Definitely yes	155	19.4%
Probably yes	323	40.4%
No	**259**	**32.4%**
Probably no	106	13.3%
Definitely no	153	19.2%
Unsure	63	7.8%
Total	800	100.0%

Q20. Interstate Authority: Who should have the primary say in approving new interstate transmission line routes?

	Freq.	%
Local communities and landowners	413	51.7%
State government	198	24.8%
Federal government	93	11.6%
Unsure	96	12.0%
Total	800	100.0%

Q21. **Community Impact**: Some people say that major energy projects such as upgrades to transmission lines don't help the local community. Others say these projects can provide local benefits like improving energy reliability (e.g. fewer power outages), lowering long-term energy bill costs for community members, and providing other kinds of community benefits (e.g. increased tax revenue or other non-monetary benefits). Which statement comes closer to your view about transmission upgrade projects in your community?

	Freq.	%
My community would benefit directly	228	28.5%
My community would benefit indirectly	229	28.6%
My community would not benefit	90	11.3%
Unsure	253	31.6%
Total	800	100.0%

Q22. **Landowners Refusal**: Should landowners be allowed to block construction of transmission lines on their property, or should projects be built over landowner objections if fair compensation is offered?

	Freq.	%
Landowners can refuse	396	49.4%
Proceed with compensation	276	34.5%
Unsure	128	16.0%
Total	800	100.0%

Q23. **Electricity Production**: Now thinking about energy in terms of the free market and government... In your opinion, should landowners, local officials, state officials, or the federal government choose how their electricity is produced?

	Freq.	%
Landowners	182	22.8%
Local officials	158	19.8%
State officials	221	27.6%
Federal officials	72	9.0%
Unsure	166	20.8%
Total	800	100.0%

Q24. **Grid Infrastructure Competition**: Should private companies, not utilities, be allowed to compete in building power lines to speed up upgrades and lower electricity costs?

	Freq.	%
Yes	**505**	**63.1%**
Definitely yes	211	26.4%
Probably yes	294	36.8%
No	**150**	**18.8%**
Probably no	81	10.1%
Definitely no	69	8.7%
Unsure	145	18.1%
Total	800	100.0%

Q25. **Speed Up Permitting**: Do you support or oppose streamlining regulations to speed up permitting for new power lines and energy infrastructure?

	Freq.	%
Support	**397**	**49.6%**
Strongly support	173	21.7%
Somewhat support	223	27.9%
Neither support nor oppose	**127**	**15.9%**

Oppose	**142**	**17.8%**
Somewhat oppose	78	9.8%
Strongly oppose	64	8.0%
Unsure	134	16.7%
Total	800	100.0%

Q26. **Consumer Choice**: Would you support or oppose having the ability to choose your electricity providers to potentially lower costs of your power bills?

	Freq.	%
Support	**639**	**79.8%**
Strongly support	407	50.8%
Somewhat support	232	29.0%
Neither support nor oppose	**64**	**8.1%**
Oppose	**44**	**5.5%**
Somewhat oppose	22	2.8%
Strongly oppose	22	2.7%
Unsure	53	6.7%
Total	800	100.0%

Q27. **Candidate Impact**: If you were deciding between candidates, and one supported updating the electric grid to improve reliability and lower costs, would you be more or less likely to vote for that candidate?

	Freq.	%
More likely	**487**	**60.8%**
Much more likely	188	23.5%
Somewhat more likely	299	37.3%
Makes no difference	**154**	**19.3%**
Less likely	**29**	**3.6%**
Somewhat less likely	15	1.9%
Much less likely	14	1.7%
Unsure	131	16.3%
Total	800	100.0%

Q28. **Homeownership**: Do you currently own or rent your residence?

	Freq.	%
Own	616	77.0%
Rent	139	17.4%
Neither (e.g. living with family, temporary housing)	36	4.5%
Unsure	10	1.2%
Total	800	100.0%

Q29. **News Source**: What are your primary sources for news? Select up to three options.

	Freq.	%
National broadcast television news (i.e. NBC, ABC, CBS)	267	33.3%
Local broadcast television news	265	33.1%
Cable news (i.e. Fox News, MSNBC, CNN)	279	34.9%
Streaming app(s) (i.e. YouTube TV, Hulu)	85	10.6%
Social Media	273	34.1%

TikTok	45	5.6%
Facebook	147	18.4%
Twitter / X	44	5.5%
YouTube	99	12.4%
Newspaper	85	10.6%
Talk radio	94	11.8%
Podcasts	102	12.8%
AI tools (like ChatGPT or Google Bard)	14	1.7%
Other websites	145	18.2%
Friends, family, or community conversations	170	21.3%
Unsure	21	2.6%
Total	800	100.0%

Q30. Gender

	Freq.	%
Female	431	53.9%
Male	369	46.1%
Total	800	100.0%

Q31. Age Range

	Freq.	%
Under 55	**388**	**48.5%**
18 - 29	80	10.0%
30 - 44	166	20.8%
45 - 54	142	17.7%
55 and Over	**412**	**51.5%**
55 - 64	186	23.2%
65+	226	28.3%
Total	800	100.0%

Q32. Partisanship by Response

	Freq.	%
Republican	**394**	**49.3%**
Strongly Republican	243	30.4%
Mostly Republican	151	18.9%
Independent	**185**	**23.1%**
Democratic	**198**	**24.7%**
Mostly Democratic	65	8.1%
Strongly Democratic	133	16.6%
Unsure	23	2.8%
Total	800	100.0%

Q33. Ideology

	Freq.	%
Conservative	**482**	**60.3%**
Extremely conservative	78	9.7%
Very conservative	232	29.0%
Somewhat conservative	173	21.6%
Moderate	**162**	**20.3%**
Liberal	**117**	**14.7%**

Unsure	38	4.7%
Total	800	100.0%

Q34. Community Type

	Freq.	%
Rural	361	45.1%
Suburban	339	42.3%
Urban	100	12.5%
Total	800	100.0%

Q35. Income by Response

	Freq.	%
Less than $25,000	68	8.5%
$25,000 - $49,999	137	17.2%
$50,000 - $74,999	148	18.5%
$75,000 - $99,999	117	14.6%
$100,000 - $124,999	115	14.4%
$125,000 - $199,999	107	13.4%
$200,000+	54	6.8%
Unsure	53	6.7%
Total	800	100.0%

Q36. Union HH

	Freq.	%
Yes	**106**	**13.2%**
Yes, I am a union member	67	8.3%
Yes, someone else in my household is a union member	39	4.9%
No, no one in my household is a union member	**673**	**84.2%**
Unsure	21	2.6%
Total	800	100.0%

Q37. Race/Ethnicity

	Freq.	%
White or Caucasian	639	79.8%
Asian or Pacific Islander	2	0.2%
Black or African American	111	13.9%
Hispanic or Latino	12	1.6%
Other	26	3.3%
Unsure	10	1.2%
Total	800	100.0%

Q38. 2024 Retro Ballot

	Freq.	%
Republican Donald Trump	461	57.6%
Democrat Kamala Harris	251	31.4%
Another candidate	27	3.4%
Did not vote in 2024	27	3.4%
Unsure	33	4.2%
Total	800	100.0%

Q39. Education Level

	Freq.	%
No degree	**469**	**58.6%**
Some high school	14	1.8%
High school diploma/GED	115	14.4%
Technical Certification	44	5.5%
Some college or Associate's Degree	296	37.0%
At least College	**323**	**40.4%**
Four-year undergraduate or Bachelor's Degree	184	22.9%
Graduate degree or further	139	17.4%
Unsure	8	1.0%
Total	800	100.0%

Q40. General Election X of 4

	Freq.	%
0 of 4	8	1.0%
1 of 4	86	10.8%
2 of 4	149	18.7%
3 of 4	151	18.9%
4 of 4	405	50.7%
Total	800	100.0%

Q41. Geo - DMA

	Freq.	%
St. Louis	**181**	**22.6%**
North MO	**162**	**20.2%**
Columbia-Jefferson City	24	3.0%
Kansas City	128	16.0%
Ottumwa-Kirksville	1	0.1%
Quincy-Hannibal-Keokuk	5	0.6%
St. Joseph	3	0.3%
Omaha	1	0.1%
Little Rock/ Ft.Smith	**148**	**18.5%**
Ft. Smith-Fay-Sprngdl-Rgrs	57	7.1%
Little Rock-Pine Bluff	82	10.3%
Monroe-El Dorado	4	0.6%
Shreveport	5	0.6%
South MO/North AR	**127**	**15.9%**
Jonesboro	10	1.2%
Joplin-Pittsburg	20	2.6%
Paducah-Cape Girard-Harsbg	22	2.7%
Springfield MO	75	9.4%
MS	**182**	**22.7%**
Mobile-Pensacola (Ft Walt)	0	0.0%
Biloxi-Gulfport	21	2.7%
Columbus-Tupelo-West Point	30	3.8%
Greenwood-Greenville	14	1.8%
Hattiesburg-Laurel	11	1.4%
Jackson MS	50	6.2%
Memphis	37	4.7%

Meridian	10	1.2%
New Orleans	7	0.9%
Baton Rouge	1	0.1%
Total	800	100.0%

Q42. Geo - State

	Freq.	%
AR	178	22.2%
MO	449	56.2%
MS	173	21.6%
Total	800	100.0%

Q43. Geo - CD

	Freq.	%
1	145	18.3%
2	141	17.7%
3	162	20.4%
4	146	18.3%
5	54	6.8%
6	52	6.6%
7	54	6.8%
8	40	5.1%
Total	796	100.0%

Q44. Gender + Age

	Freq.	%
F 18 - 29	34	4.2%
F 30 - 44	88	11.0%
F 45 - 54	77	9.6%
F 55 - 64	102	12.8%
F 65+	131	16.4%
M 18 - 29	47	5.8%
M 30 - 44	79	9.8%
M 45 - 54	65	8.1%
M 55 - 64	83	10.4%
M 65+	95	11.9%
Total	800	100.0%

Q45. Race + Gender

	Freq.	%
White Female	340	42.5%
White Male	299	37.3%
Asian Male	1	0.1%
Asian Female	1	0.1%
Black Female	69	8.6%
Black Male	42	5.3%
Hispanic Female	5	0.7%
Hispanic Male	7	0.9%
Other Female	11	1.3%
Other Male	16	2.0%
Unsure	10	1.2%
Total	800	100.0%

Q46. Gender + Education

	Freq.	%
Female At least College	176	22.1%
Female No degree	250	31.3%

Male At least College	146	18.3%
Male No degree	219	27.3%
Unsure	8	1.0%
Total	800	100.0%

Q47. Partisanship + Gender

	Freq.	%
F GOP	197	24.7%
M GOP	197	24.6%
F DEM	136	17.0%
M DEM	61	7.7%
F IND	82	10.2%
M IND	103	12.9%
Unsure	23	2.8%
Total	800	100.0%

Q48. Partisanship + Vote History

	Freq.	%
R 0-2/4	98	12.3%
R 3-4/4	296	37.0%
D 0-2/4	59	7.4%
D 3-4/4	138	17.3%
I 0-2/4	76	9.5%
I 3-4/4	109	13.6%
Unsure	23	2.8%
Total	800	100.0%

METHODOLOGY

This probabilistic survey was conducted August 17 - 20, 2025, with 3.46 likely general election voters. It has a margin of error of ±3.46%. Known registered voters were interviewed via live phones and SMS. This survey was weighted to a likely general election voters universe.

ABOUT THE FIRM

Cygnal is an award-winning international polling, public opinion, and predictive analytics firm that pioneered multi-mode polling, text-to-web collection, and emotive analysis. Cygnal consistently ranks as the most accurate firm, and clients rely on Cygnal's ability to create intelligence for action. Its team members have worked in all 50 states and multiple countries on more than 3,000 corporate, public affairs, and political campaigns.