

RAZORBACKS GIVE RAZOR-THIN EDGE TO BUSH OVER KERRY, 47% TO 45%



IN 2000, BUSH CARRIED ARKANSAS BY 5 PTS, 51% TO 46%

- * IN AN ELECTION FOR PRESIDENT OF THE UNITED STATES IN ARKANSAS TODAY, 200 DAYS TO THE VOTE, GEORGE W. BUSH & JOHN KERRY ARE STATISTICALLY TIED, ACCORDING TO LATEST SURVEYUSA POLL OF 565 LIKELY AR VOTERS, CONDUCTED 4/14 - 4/15.
- * TODAY: IT'S BUSH 47%, KERRY 45%. KERRY LEADS BY 5 PTS IN RURAL AR, IS TIED IN URBAN AREAS BUT TRAILS BUSH BY 23 PTS IN SUBURBAN AREAS. BUSH LEADS 2:1 AMONG PRO-LIFE VOTERS, TRAILS 2:1 AMONG PRO-CHOICE VOTERS. BUSH LEADS BY 26 PTS AMONG HOUSEHOLDS EARNING MORE THAN \$80K/YR, TRAILS BY 15 PTS AMONG HOUSEHOLDS EARNING LESS THAN \$40K.
- * BUSH LEADS BY 12 AMONG REGULAR CHURCHGOERS, TRAILS AMONG THOSE WHO ATTEND LESS OFTEN.
- * KERRY LEADS BY 19 PTS AMONG THOSE AGE 65+, BUSH LEADS AMONG ALL OTHER AGE GROUPS.

RESEARCH CONDUCTED E.T.

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RESPONDENTS DRAWN FROM

THE ENTIRE STATE OF ARKANSAS

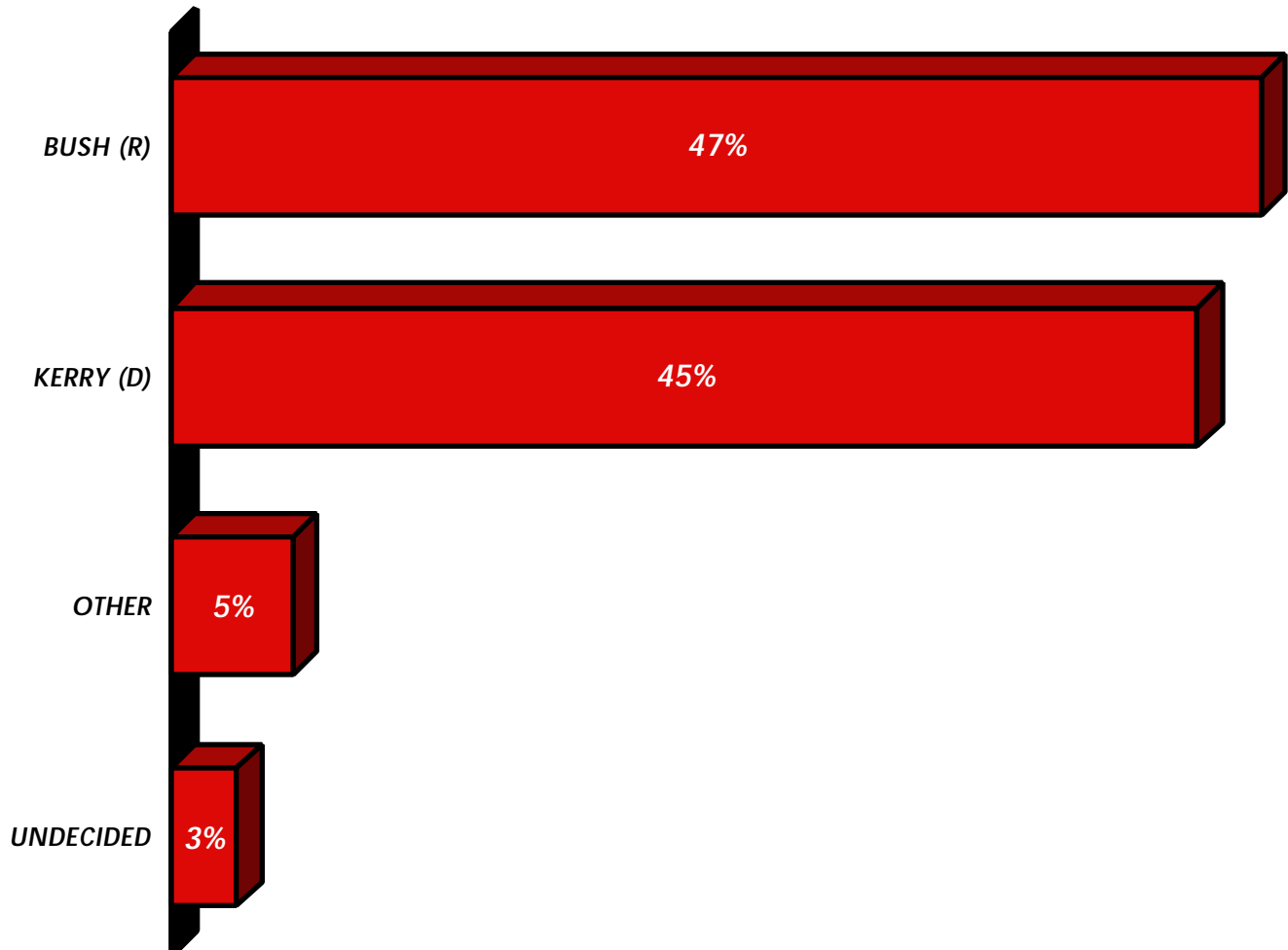
RANDOM SAMPLE SELECTED BY

SURVEY SAMPLING INC.

RESEARCH CONDUCTED FOR KTHV-TV LITTLE ROCK

VOTE FOR PRESIDENT / ALL LIKELY VOTERS

ON NOVEMBER 2ND, AMERICANS WILL ELECT A PRESIDENT. IF THE ELECTION FOR PRESIDENT OF THE UNITED STATES WERE TODAY, AND YOU WERE STANDING IN THE VOTING BOOTH RIGHT NOW, WHO WOULD YOU VOTE FOR? REPUBLICAN GEORGE W. BUSH? DEMOCRAT JOHN KERRY? OR SOME OTHER CANDIDATE?



THIS IS A SURVEY OF	565	LIKELY VOTERS FROM THE ENTIRE STATE OF ARKANSAS
OVERALL RESULTS CONSIDERED SIGNIFICANT	±4.2%	A LARGER ± APPLIES TO SUBPOPULATIONS

RESULTS MAY NOT ADD TO 100%, BECAUSE PERCENTAGES ARE ROUNDED TO WHOLE NUMBERS

VOTE FOR PRESIDENT / RESPONSES COMPARED BY PERCENTAGES AND BY INDEX

	OVERALL	CERTAIN	PROBABLE	MALE	FEMALE	18-34	35-49	50-64	65+	WHITE	BLACK	HISPANIC	ASIAN/OTHER	UNION	NON-UNION
RESPONSES SORTED BY DEMOGRAPHIC CATEGORY															
BUSH (R)	47%	49%	38%	51%	44%	51%	48%	53%	37%	54%	8%	53%	55%	29%	50%
KERRY (D)	45%	44%	48%	42%	47%	42%	41%	42%	56%	39%	78%	43%	33%	63%	42%
OTHER	5%	5%	9%	4%	6%	6%	8%	3%	2%	5%	9%	3%	0%	7%	5%
UNDECIDED	3%	3%	5%	2%	4%	2%	3%	2%	4%	2%	6%	0%	12%	2%	3%
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

	OVERALL	CERTAIN	PROBABLE	MALE	FEMALE	50-64	65+	50-64	35-49	WHITE	BLACK	HISPANIC	ASIAN/OTHER	UNION	NON-UNION
DEMOGRAPHIC SUBPOPULATIONS INDEXED TO OVERALL RESPONSES															
BUSH (R)	100	103	79	109	92	107	100	111	79	113	17	112	117	60	106
KERRY (D)	100	99	109	94	105	94	92	93	126	88	174	97	73	141	94
OTHER	100	88	178	85	114	106	161	66	46	91	167	67	0	126	98
UNDECIDED	100	90	166	73	124	69	111	81	139	81	194	0	425	64	91

VOTE FOR PRESIDENT / RESPONSES COMPARED BY PERCENTAGES AND BY INDEX

OVERALL
 REPUBLICAN
 DEMOCRAT
 INDEPENDENT/OTHER
 CONSERVATIVE
 MODERATE
 LIBERAL
 FOR CANDIDATE
 AGAINST CANDIDATE
 BUSH (R)
 KERRY (D)

RESPONSES SORTED BY DEMOGRAPHIC CATEGORY

BUSH (R)	47%	93%	13%	53%	73%	31%	13%	65%	20%								
KERRY (D)	45%	5%	79%	36%	22%	60%	76%	31%	70%								
OTHER	5%	1%	5%	8%	3%	7%	9%	2%	9%								
UNDECIDED	3%	1%	3%	3%	2%	3%	3%	2%	1%								
VOTED 'FOR' CANDIDATE																84%	42%
'AGAINST' OTHER CAND.																15%	56%
	100%	100%	100%	100%	100%	100%	100%	100%	100%								

DEMOGRAPHIC SUBPOPULATIONS INDEXED TO OVERALL RESPONSES

BUSH (R)	100	196	28	111	155	66	27	137	42								
KERRY (D)	100	10	177	82	49	134	170	69	157								
OTHER	100	27	99	157	53	128	169	47	169								
UNDECIDED	100	32	100	97	76	92	93	68	42								

OVERALL
 BUSH IN 2000
 NO 2000 VOTE
 OTHER IN 2000
 DEMOCRAT
 INDEPENDENT/OTHER
 NOT SURE
 LIBERAL
 MODERATE
 LIBERAL
 AGAINST CANDIDATE
 FOR CANDIDATE

VOTE FOR PRESIDENT / RESPONSES COMPARED BY PERCENTAGES AND BY INDEX

	OVERALL	GRAD SCHOOL	COLLEGE GRAD	SOME COLLEGE	NO COLLEGE	MILITARY	NOT MILITARY	NO CHURCH	OCCASIONAL CHURCH	REGULAR CHURCH	PRO-CHOICE	PRO-LIFE	<\$40,000	\$40-80,000	\$80,000+
RESPONSES SORTED BY DEMOGRAPHIC CATEGORY															
BUSH (R)	47%	48%	46%	50%	45%	47%	48%	42%	38%	53%	29%	66%	38%	53%	58%
KERRY (D)	45%	45%	45%	42%	47%	44%	45%	48%	52%	41%	61%	29%	53%	41%	32%
OTHER	5%	4%	6%	6%	5%	6%	5%	8%	7%	4%	7%	4%	6%	4%	8%
UNDECIDED	3%	3%	3%	3%	3%	3%	2%	2%	3%	3%	2%	1%	3%	2%	2%
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

	OVERALL	NO COLLEGE	SOME COLLEGE	GRAD SCHOOL	COLLEGE GRAD	#NAME?	#NAME?	REGULAR CHURCH	OCCASIONAL CHURCH	REGULAR CHURCH	PRO-CHOICE	PRO-LIFE	<\$40,000	\$40-80,000	\$80,000+
DEMOGRAPHIC SUBPOPULATIONS INDEXED TO OVERALL RESPONSES															
BUSH (R)	100	101	97	105	95	99	101	89	80	111	61	139	80	113	122
KERRY (D)	100	102	100	95	106	100	101	107	116	92	138	66	119	91	72
OTHER	100	82	114	110	96	107	93	144	142	75	138	70	112	76	155
UNDECIDED	100	90	118	89	95	99	84	87	108	90	86	42	117	70	73

VOTE FOR PRESIDENT / RESPONSES COMPARED BY PERCENTAGES AND BY INDEX

OVERALL
LITTLE ROCK AREA
REST OF STATE
URBAN
SUBURBAN
RURAL

RESPONSES SORTED BY DEMOGRAPHIC CATEGORY													
BUSH (R)	47%	47%	48%	46%	58%	43%							
KERRY (D)	45%	44%	45%	46%	35%	48%							
OTHER	5%	6%	5%	4%	5%	6%							
UNDECIDED	3%	3%	2%	3%	3%	3%							
	100%	100%	100%	100%	100%	100%							

DEMOGRAPHIC SUBPOPULATIONS INDEXED TO OVERALL RESPONSES													
BUSH (R)	100	98	102	98	122	91							
KERRY (D)	100	99	101	104	79	108							
OTHER	100	110	89	81	91	114							
UNDECIDED	100	121	77	98	89	106							

OVERALL
LITTLE ROCK AREA
REST OF STATE
URBAN
SUBURBAN
RURAL

RAW COUNTS FOR ALL RESPONSE CHOICES

THE RESPONSES OF A SUBPOPULATION OF 100 WOULD TYPICALLY BE CONSIDERED ACCURATE \pm 10%.
PLEASE EXERCISE EXTREME CAUTION IN DRAWING CONCLUSIONS FROM SUBPOPULATIONS SMALLER THAN 100

	OVERALL	MALE	FEMALE	18-34	35-49	50-64	65+	WHITE	BLACK	HISPANIC	ASIAN/OTHER	UNION	NON-UNION	NOT SURE
REGISTERED	645	307	338	166	191	151	137	526	098	013	008	069	524	013
CERTAIN	489	235	254	099	156	127	106	411	065	007	007	054	405	006
PROBABLE	076	029	047	029	017	014	015	060	013	002	001	009	061	001
LIKELY	565	264	301	129	174	141	121	471	078	009	008	063	465	007
BUSH (R)	268	136	132	065	083	075	045	252	006	005	004	018	234	004
KERRY (D)	252	111	141	054	071	059	068	185	060	004	002	040	196	003
OTHER	030	012	018	007	015	005	003	023	007	000	000	004	024	000
UNDECIDED	016	005	011	003	005	003	005	011	004	000	001	001	012	000
TOTAL	800	384	416	242	238	169	150	648	111	022	019	079	642	016
COMPOSITION OF ADULTS	100%	48%	52%	30%	30%	21%	19%	81%	14%	3%	2%	10%	80%	2%
COMP. OF REG. VOTERS	100%	48%	52%	26%	30%	23%	21%	82%	15%	2%	1%	11%	81%	2%
COMP. OF LIKELY VOTERS	100%	47%	53%	23%	31%	25%	21%	83%	14%	2%	1%	11%	82%	1%
COMP. OF CERTAIN. VOTERS	100%	48%	52%	20%	32%	26%	22%	84%	13%	1%	1%	11%	83%	1%

800 ARKANSAS ADULTS WERE INTERVIEWED BY TELEPHONE 4/14 - 4/15. OF THEM, 645 WERE REGISTERED TO VOTE. OF THEM, 565 WERE JUDGED TO BE 'LIKELY' PRESIDENTIAL VOTERS. OF THEM, 489 WERE JUDGED TO BE 'CERTAIN' PRESIDENTIAL VOTERS. GRAPHS REFLECT 'LIKELY' VOTERS.

RAW COUNTS FOR ALL RESPONSE CHOICES

THE RESPONSES OF A SUBPOPULATION OF 100 WOULD TYPICALLY BE CONSIDERED ACCURATE ± 10%. PLEASE EXERCISE EXTREME CAUTION IN DRAWING CONCLUSIONS FROM SUBPOPULATIONS SMALLER THAN 100

	OVERALL	REPUBLICAN	DEMOCRAT	INDEPENDENT/ OTHER	NOT SURE	CONSERVATIVE	MODERATE	LIBERAL	NOT SURE						
REGISTERED	645	171	277	184	013	267	265	067	036						
CERTAIN	489	145	207	125	012	215	200	047	024						
PROBABLE	076	015	030	031	000	031	033	007	004						
LIKELY	565	160	237	156	012	246	233	054	028						
BUSH (R)	268	149	031	082	005	180	072	007	007						
KERRY (D)	252	007	186	057	001	054	139	041	018						
OTHER	030	002	012	013	002	007	016	005	002						
UNDECIDED	016	001	007	004	004	005	006	001	002						
TOTAL	800	171	277	184	013	318	324	085	057						
COMPOSITION OF ADULTS	100%	21%	35%	23%	2%	40%	41%	11%	7%						
COMP. OF REG. VOTERS	100%	26%	43%	29%	2%	41%	41%	10%	6%						
COMP. OF LIKELY VOTERS	100%	28%	42%	28%	2%	43%	41%	9%	5%						
COMP. OF CERTAIN VOTERS	100%	30%	42%	26%	2%	44%	41%	10%	5%						

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RAW COUNTS FOR ALL RESPONSE CHOICES

THE RESPONSES OF A SUBPOPULATION OF 100 WOULD TYPICALLY BE CONSIDERED ACCURATE \pm 10%. PLEASE EXERCISE EXTREME CAUTION IN DRAWING CONCLUSIONS FROM SUBPOPULATIONS SMALLER THAN 100

	OVERALL	FOR CANDIDATE	AGAINST CANDIDATE	NOT SURE	GRAD SCHOOL	COLLEGE GRAD	SOME COLLEGE	NO COLLEGE	MILITARY	NOT MILITARY	NO CHURCH	OCCASIONAL CHURCH	REGULAR CHURCH		
REGISTERED	645	347	202	016	138	108	207	187	380	253	097	175	354		
CERTAIN	489	306	171	013	110	087	158	132	288	196	067	117	295		
PROBABLE	076	041	031	003	012	007	030	027	043	032	012	026	036		
LIKELY	565	347	202	016	122	094	188	159	331	228	079	143	331		
BUSH (R)	268	225	040	002	058	043	093	072	156	109	034	054	174		
KERRY (D)	252	106	142	004	055	042	079	075	147	102	038	073	135		
OTHER	030	009	018	003	005	006	011	008	019	011	006	011	013		
UNDECIDED	016	007	002	007	003	003	005	004	009	005	002	004	008		
TOTAL	800	347	202	016	163	127	248	253	450	327	141	229	397		
COMPOSITION OF ADULTS	100%	43%	25%	2%	20%	16%	31%	32%	56%	41%	18%	29%	50%		
COMP. OF REG. VOTERS	100%	54%	31%	2%	21%	17%	32%	29%	59%	39%	15%	27%	55%		
COMP. OF LIKELY VOTERS	100%	61%	36%	3%	22%	17%	33%	28%	59%	40%	14%	25%	59%		
COMP. OF CERTAIN. VOTERS	100%	63%	35%	3%	22%	18%	32%	27%	59%	40%	14%	24%	60%		

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RAW COUNTS FOR ALL RESPONSE CHOICES

THE RESPONSES OF A SUBPOPULATION OF 100 WOULD TYPICALLY BE CONSIDERED ACCURATE ± 10%.
PLEASE EXERCISE EXTREME CAUTION IN DRAWING CONCLUSIONS FROM SUBPOPULATIONS SMALLER THAN 100

	OVERALL	PRO-LIFE	PRO-CHOICE	NOT SURE	<\$40,000	\$40-80,000	\$80,000+	DECLINE	LITTLE ROCK AREA	REST OF STATE	URBAN	SUBURBAN	RURAL	CERTAIN	PROBABLE
REGISTERED	645	314	257	053	258	244	081	012	341	304	162	160	323	489	076
CERTAIN	489	246	197	036	176	198	073	009	250	239	131	119	239	489	000
PROBABLE	076	035	030	008	037	027	004	002	042	034	017	015	043	000	076
LIKELY	565	280	227	044	212	225	077	011	292	273	148	134	283	489	076
BUSH (R)	268	185	065	010	080	120	044	008	136	132	069	077	121	239	028
KERRY (D)	252	082	139	025	113	091	025	003	129	123	069	047	136	215	037
OTHER	030	010	016	003	012	009	006	000	017	013	006	006	017	023	007
UNDECIDED	016	003	006	006	007	004	002	000	010	006	004	003	009	013	004
TOTAL	800	386	302	070	338	284	088	015	414	386	200	191	409	489	076
COMPOSITION OF ADULTS	100%	48%	38%	9%	42%	35%	11%	2%	52%	48%	25%	24%	51%	61%	9%
COMP. OF REG. VOTERS	100%	49%	40%	8%	40%	38%	13%	2%	53%	47%	25%	25%	50%	76%	12%
COMP. OF LIKELY VOTERS	100%	50%	40%	8%	38%	40%	14%	2%	52%	48%	26%	24%	50%	87%	13%
COMP. OF CERTAIN VOTERS	100%	50%	40%	7%	36%	40%	15%	2%	51%	49%	27%	24%	49%	100%	0%

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The following is a material part of this report and should be included when data is referenced:

How this poll was conducted: This SurveyUSA poll was conducted by telephone in the voice of a professional announcer. All respondents heard the questions asked identically. Page 1 of this report contains: the geography that was surveyed; the dates interviews were conducted; the news organization that paid for the research; and the name of the random sample provider. The universe of respondents and the margin of error are stated on Page 2 of this report, and if restated on one or more subsequent pages, it is because the universe and margin of error changed for those subsequent questions. Where necessary, responses were weighted according to age, gender, ethnic origin, geographical area and number of adults and number of voice telephone lines in the household, so that the sample would reflect the actual demographic proportions in the population, using most recent U.S. Census estimates. In theory, with the stated sample size, one can say with 95% certainty that the results would not vary by more than the stated margin of error, in one direction or the other, had the entire universe of respondents been interviewed with complete accuracy. There are other possible sources of error in all surveys that may be more serious than theoretical calculations of sampling error. These include refusals to be interviewed, question wording and question order, weighting by demographic control data and the manner in which respondents are filtered (such as, determining who is a likely voter). It is difficult to quantify the errors that may result from these factors. Fieldwork for this survey was done by SurveyUSA of Verona, NJ. These statements conform to the principles of disclosure of the National Council on Public Polls.