

BUSH MAINTAINS RAZOR-THIN EDGE AMONG RAZORBACKS; UP BY 1 PT



IN 2000, BUSH CARRIED AR BY 5 PTS ... TIED TODAY ... 6 ELECTORAL VOTES IN PLAY

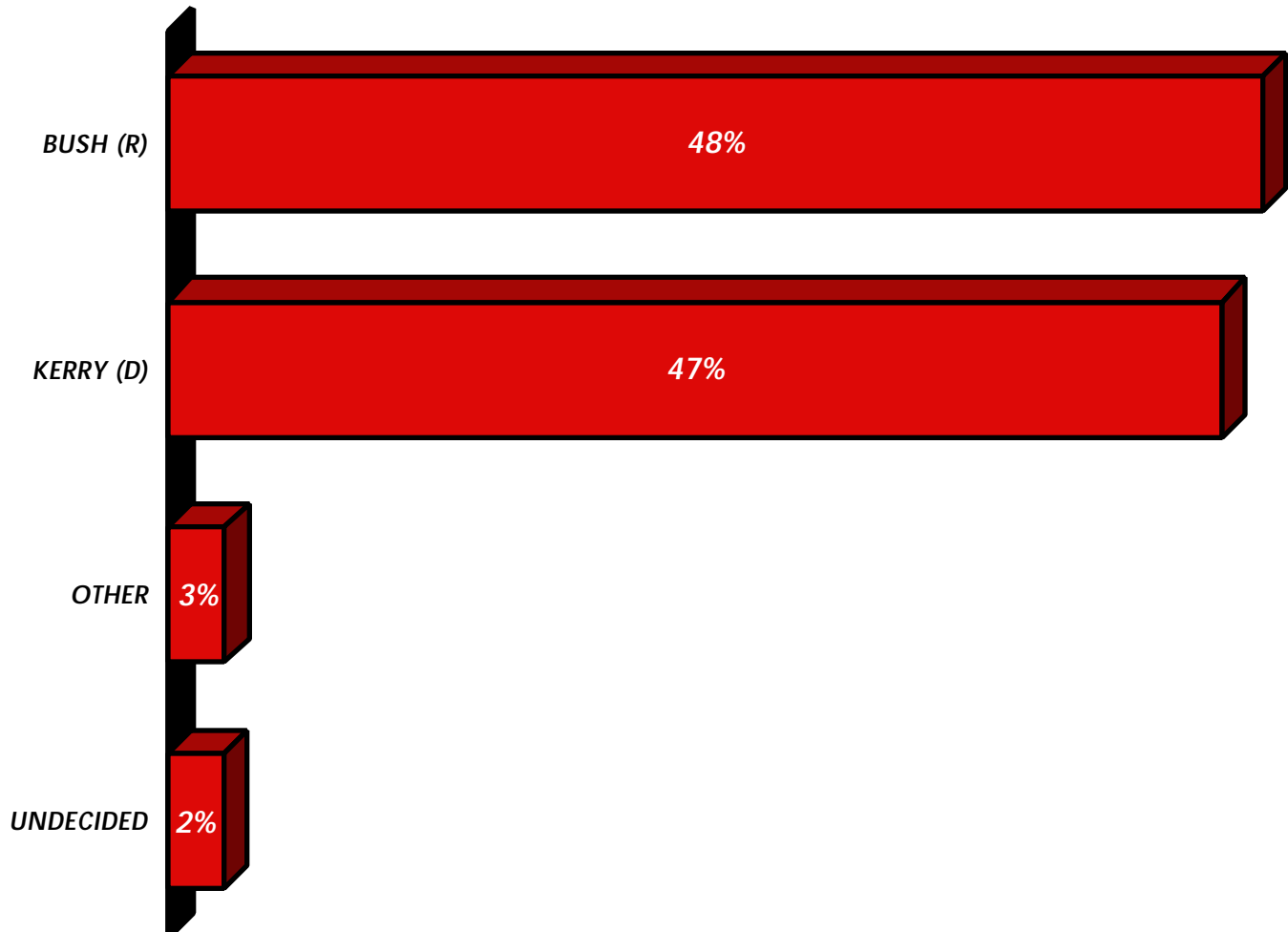
- * IN AN ELECTION FOR PRESIDENT IN ARKANSAS TODAY, 10 WKS OUT, GEORGE W BUSH & JOHN KERRY TIE, ACCORDING TO SURVEYUSA POLL OF 567 LIKELY VOTERS CONDUCTED 8/20 - 8/22.
- * TODAY IT'S 48% BUSH TO 47% KERRY, STATISTICALLY UNCHANGED FROM TRACKING POLL 6 WKS AGO WHICH SHOWED BUSH 49%, KERRY 47%.
- * IN AN ELECTION FOR U. S. SENATE TODAY, DEMOCRAT BLANCHE LINCOLN DEFEATS REPUBLICAN JIM HOLT 58% TO 34%, UNCHANGED FROM TRACKING POLL 6 WKS AGO, WHEN LINCOLN LED BY 24 PTS.
- * BUSH UP 16 AMONG MEN, DOWN 11 AMONG WOMEN. BUSH UP 13 AMONG WHITES, DOWN 80 AMONG BLACKS. BUSH UP 17 AMONG REGULAR CHURCH-GOERS, TRAILS AMONG LESS FREQUENT ATTENDEES.

RESEARCH CONDUCTED E.T.	040820 16: 52- 20: 50 040821 17: 51- 21: 40 040822 15: 02- 20: 22 ET
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?

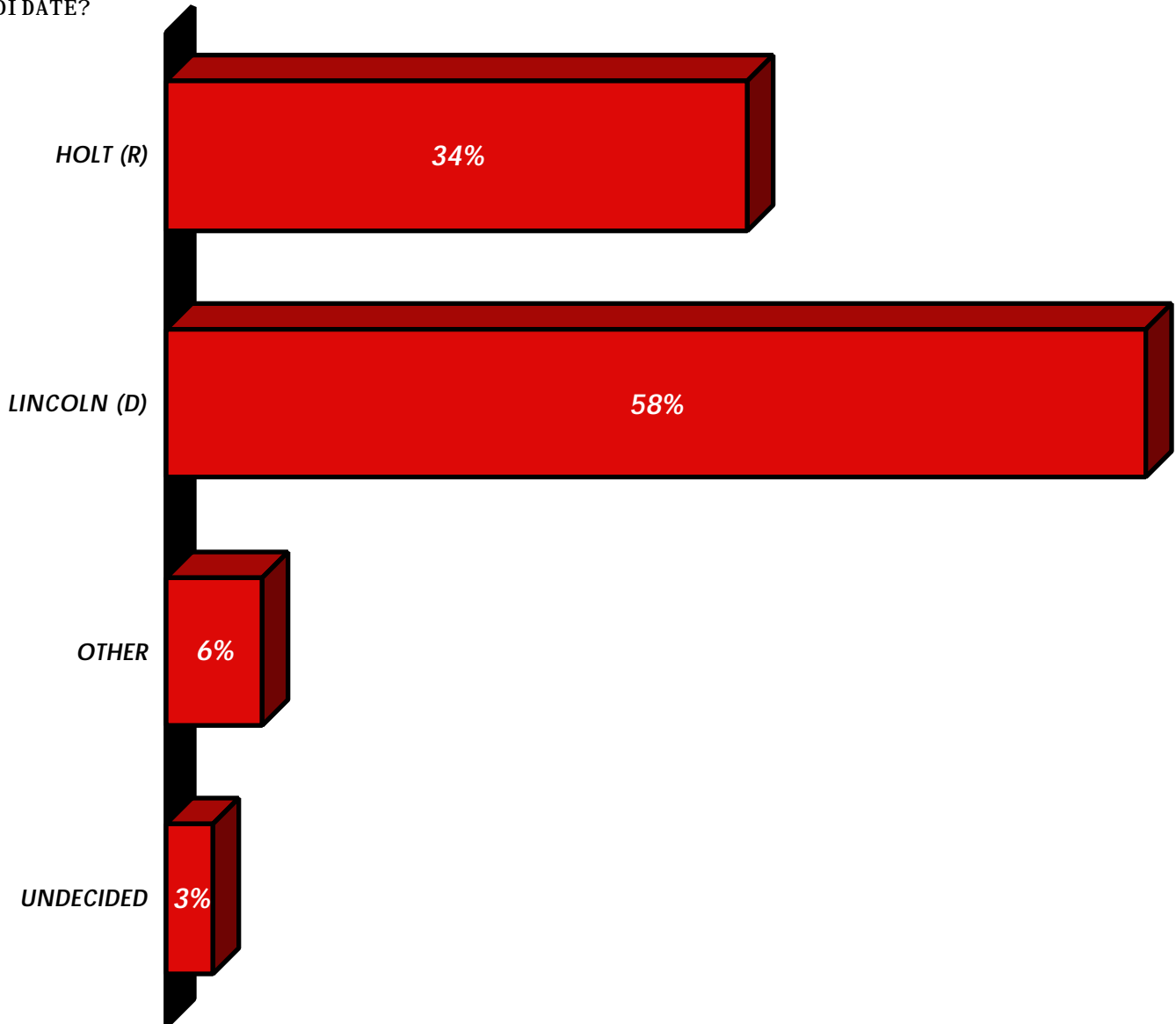


THIS IS A SURVEY OF	567	LIKELY VOTERS FROM THE ENTIRE STATE OF ARKANSAS
OVERALL RESULTS CONSIDERED SIGNIFICANT	±4.2%	A LARGER ± APPLIES TO SUBPOPULATIONS

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

VOTE FOR SENATOR / ALL LIKELY VOTERS

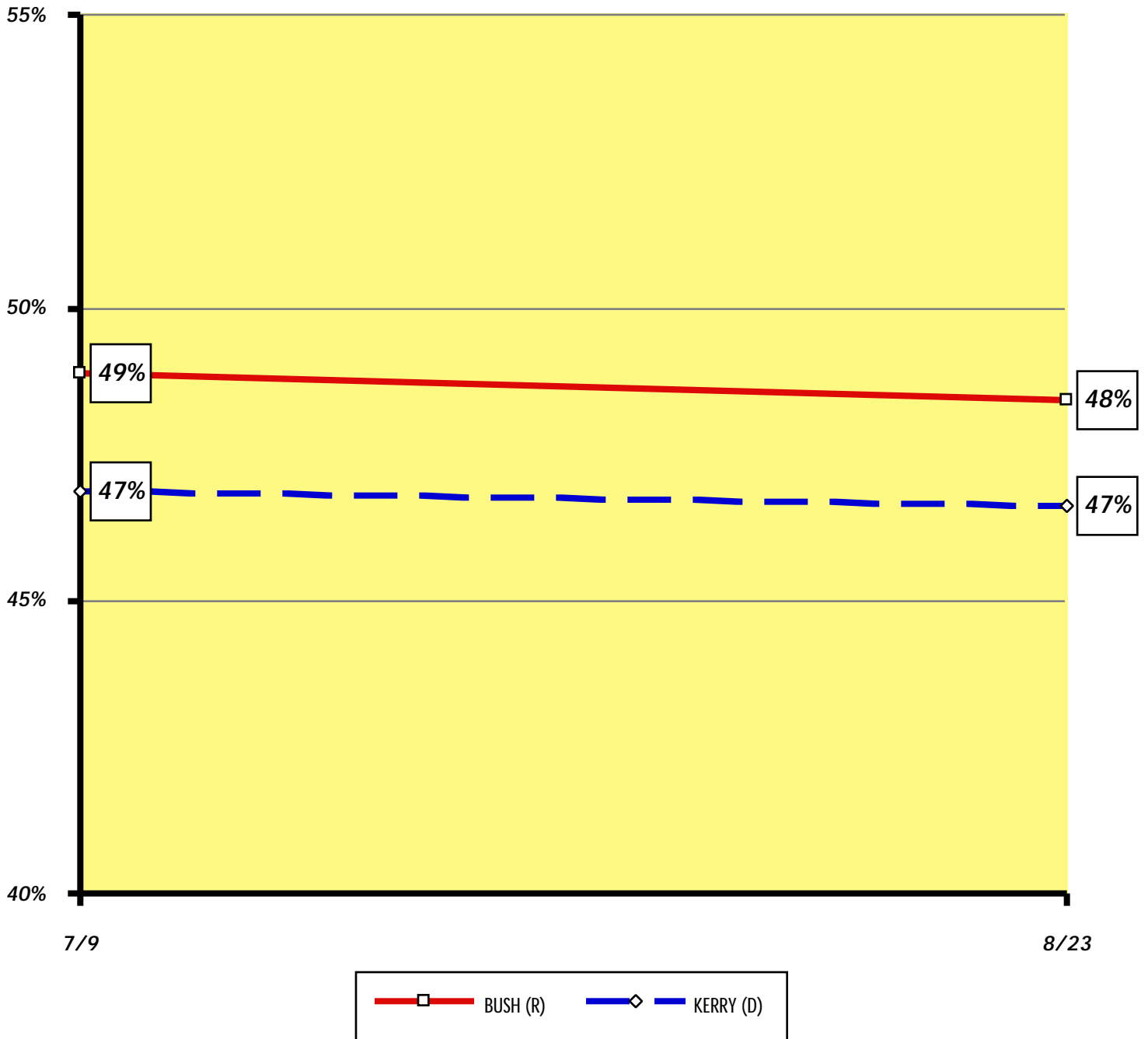
ARKANSAS VOTERS MAY ALSO VOTE IN AN ELECTION FOR UNITED STATES SENATOR. IF THE ELECTION FOR U. S. SENATOR FROM ARKANSAS WERE TODAY AND YOU WERE STANDING IN THE VOTING BOOTH RIGHT NOW, WHO WOULD YOU VOTE FOR? REPUBLICAN JIM HOLT? DEMOCRAT BLANCHE LINCOLN? OR SOME OTHER CANDIDATE?



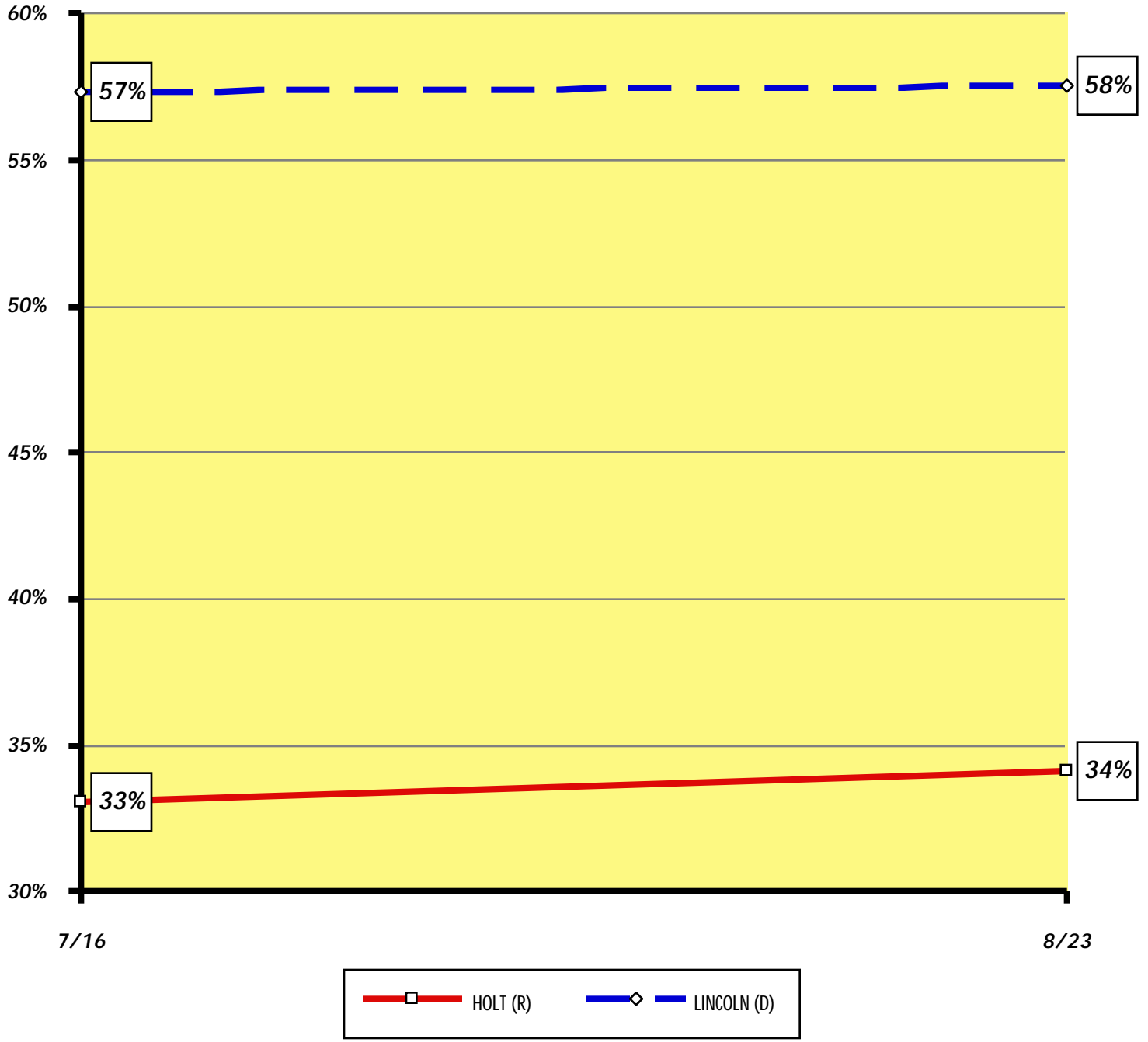
THIS IS A SURVEY OF	561	LIKELY VOTERS FROM THE ENTIRE STATE OF ARKANSAS
OVERALL RESULTS CONSIDERED SIGNIFICANT	±4.2%	A LARGER ± APPLIES TO SUBPOPULATIONS

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

VOTE FOR PRESIDENT / ALL LIKELY VOTERS



VOTE FOR SENATOR / ALL LIKELY VOTERS



VOTE FOR PRESIDENT / RESPONSES COMPARED BY PERCENTAGES AND BY INDEX

	OVERALL	CERTAIN	PROBABLE	MALE	FEMALE	AGE 18-34	AGE 35-49	AGE 50-64	AGE 65+	WHITE	BLACK	HISPANIC	ASIAN/OTHER		
RESPONSES SORTED BY DEMOGRAPHIC CATEGORY															
BUSH (R)	48%	49%	47%	56%	42%	47%	51%	53%	41%	54%	9%	93%	27%		
KERRY (D)	47%	48%	34%	40%	53%	47%	42%	44%	56%	41%	89%	5%	56%		
OTHER	3%	2%	10%	2%	3%	4%	3%	1%	2%	3%	0%	0%	15%		
UNDECIDED	2%	2%	10%	2%	3%	2%	3%	3%	2%	3%	2%	2%	2%		
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%		

	OVERALL	CERTAIN	PROBABLE	MALE	FEMALE	AGE 18-34	AGE 35-49	AGE 50-64	AGE 65+	WHITE	BLACK	HISPANIC	ASIAN/OTHER		
DEMOGRAPHIC SUBPOPULATIONS INDEXED TO OVERALL RESPONSES															
BUSH (R)	100	100	98	115	86	98	106	109	84	112	18	193	55		
KERRY (D)	100	103	72	86	114	100	91	94	120	87	192	11	121		
OTHER	100	71	378	90	109	160	116	39	75	110	0	0	603		
UNDECIDED	100	69	392	85	114	77	138	107	67	104	80	76	72		

OVERALL CERTAIN PROBABLE MALE FEMALE AGE 18-34 AGE 35-49 AGE 50-64 AGE 65+ WHITE BLACK HISPANIC ASIAN/OTHER

VOTE FOR PRESIDENT / RESPONSES COMPARED BY PERCENTAGES AND BY INDEX

OVERALL
 PRO-LIFE
 PRO-CHOICE
 MILITARY/VET
 NON-MILITARY/VET
 <\$40,000
 \$40-\$80,000
 \$80,000+
 BUSH (R)
 KERRY (D)

RESPONSES SORTED BY DEMOGRAPHIC CATEGORY

BUSH (R)	48%	66%	26%	49%	48%	41%	57%	52%										
KERRY (D)	47%	28%	71%	46%	47%	53%	37%	47%										
OTHER	3%	3%	2%	3%	1%	2%	4%	0%										
UNDECIDED	2%	2%	2%	2%	4%	3%	2%	1%										
VOTED 'FOR' CANDIDATE																	76%	49%
'AGAINST' OTHER CAND.																	22%	49%
	100%	100%	100%	100%	100%	100%	100%	100%										

DEMOGRAPHIC SUBPOPULATIONS INDEXED TO OVERALL RESPONSES

BUSH (R)	100	137	53	102	100	85	119	108										
KERRY (D)	100	61	151	98	100	114	79	100										
OTHER	100	121	61	130	54	91	147	0										
UNDECIDED	100	94	93	71	151	139	80	50										

OVERALL
 PRO-LIFE
 PRO-CHOICE
 MILITARY/VET
 NON-MILITARY/VET
 <\$40,000
 \$40-\$80,000
 \$80,000+

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)	48%	48%	49%	40%	61%	46%						
KERRY (D)	47%	48%	46%	56%	36%	47%						
OTHER	3%	1%	4%	2%	0%	4%						
UNDECIDED	2%	3%	2%	2%	3%	3%						
	100%	100%	100%	100%	100%	100%						

	DEMOGRAPHIC SUBPOPULATIONS INDEXED TO OVERALL RESPONSES											
BUSH (R)	100	100	100	83	127	95						
KERRY (D)	100	102	98	120	76	101						
OTHER	100	49	155	80	0	157						
UNDECIDED	100	118	81	67	125	105						

OVERALL
LITTLE ROCK AREA
REST OF STATE
URBAN
SUBURBAN
RURAL

VOTE FOR SENATOR / RESPONSES COMPARED BY PERCENTAGES AND BY INDEX

	OVERALL	CERTAIN	PROBABLE	MALE	FEMALE	AGE 18-34	AGE 35-49	AGE 50-64	AGE 65+	WHITE	BLACK	HISPANIC	ASIAN/OTHER		
RESPONSES SORTED BY DEMOGRAPHIC CATEGORY															
HOLT (R)	34%	35%	24%	40%	28%	29%	37%	38%	31%	38%	8%	31%	35%		
LINCOLN (D)	58%	57%	58%	51%	64%	57%	54%	55%	64%	54%	78%	69%	36%		
OTHER	6%	5%	13%	6%	5%	10%	6%	4%	3%	5%	8%	0%	29%		
UNDECIDED	3%	2%	5%	3%	3%	4%	2%	3%	1%	2%	6%	0%	0%		
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%		

	OVERALL	CERTAIN	PROBABLE	MALE	FEMALE	AGE 18-34	AGE 35-49	AGE 50-64	AGE 65+	WHITE	BLACK	HISPANIC	ASIAN/OTHER		
DEMOGRAPHIC SUBPOPULATIONS INDEXED TO OVERALL RESPONSES															
HOLT (R)	100	103	70	118	83	84	110	112	92	113	23	90	102		
LINCOLN (D)	100	100	102	89	111	100	94	96	112	94	136	121	62		
OTHER	100	86	229	103	98	172	102	64	53	88	141	0	528		
UNDECIDED	100	91	184	104	96	159	91	103	40	86	215	0	0		

OVERALL CERTAIN PROBABLE MALE FEMALE AGE 18-34 AGE 35-49 AGE 50-64 AGE 65+ WHITE BLACK HISPANIC ASIAN/OTHER

VOTE FOR SENATOR / RESPONSES COMPARED BY PERCENTAGES AND BY INDEXED RESPONSES

OVERALL
 GRAD SCHOOL
 COLLEGE GRAD
 SOME COLLEGE
 NO COLLEGE
 CONSERVATIVE
 MODERATE
 LIBERAL
 NO RELIGIOUS SERVICES
 OCCASIONAL RELIGIOUS SERVICES
 REGULAR RELIGIOUS SERVICES
 REPUBLICAN
 DEMOCRAT
 INDEPENDENT/OTHER

RESPONSES SORTED BY DEMOGRAPHIC CATEGORY

HOLT (R)	34%	31%	44%	34%	32%	56%	17%	9%	27%	25%	40%	74%	4%	36%
LINCOLN (D)	58%	65%	50%	58%	57%	37%	75%	79%	65%	64%	52%	21%	90%	51%
OTHER	6%	3%	4%	5%	7%	5%	6%	11%	8%	6%	5%	3%	4%	10%
UNDECIDED	3%	1%	2%	3%	4%	2%	3%	1%	1%	4%	2%	2%	2%	3%
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

DEMOGRAPHIC SUBPOPULATIONS INDEXED TO OVERALL RESPONSES

HOLT (R)	100	91	128	99	93	165	49	25	78	75	118	217	11	104
LINCOLN (D)	100	113	87	101	100	65	130	138	113	112	91	36	157	89
OTHER	100	58	68	90	133	81	102	201	138	107	89	51	81	171
UNDECIDED	100	22	82	97	130	77	95	28	21	157	88	79	58	126

OVERALL
 GRAD SCHOOL
 COLLEGE GRAD
 SOME COLLEGE
 NO COLLEGE
 CONSERVATIVE
 MODERATE
 LIBERAL
 NO RELIGIOUS SERVICES
 OCCASIONAL RELIGIOUS SERVICES
 REGULAR RELIGIOUS SERVICES
 REPUBLICAN
 DEMOCRAT
 INDEPENDENT/OTHER

VOTE FOR SENATOR / RESPONSES COMPARED BY PERCENTAGES AND BY INDEX

	OVERALL	PRO-LIFE	PRO-CHOICE	MILITARY/VET	NON-MILITARY/VET	<\$40,000	\$40-\$80,000	\$80,000+	LITTLE ROCK AREA	REST OF STATE	URBAN	SUBURBAN	RURAL		
RESPONSES SORTED BY DEMOGRAPHIC CATEGORY															
HOLT (R)	34%	49%	14%	35%	35%	27%	43%	34%	29%	39%	30%	38%	34%		
LINCOLN (D)	58%	42%	79%	58%	56%	63%	50%	59%	63%	51%	65%	54%	56%		
OTHER	6%	5%	6%	5%	6%	6%	5%	5%	5%	6%	5%	4%	7%		
UNDECIDED	3%	3%	2%	3%	3%	4%	2%	2%	2%	3%	1%	4%	3%		
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%		

	OVERALL	PRO-LIFE	PRO-CHOICE	MILITARY/VET	NON-MILITARY/VET	<\$40,000	\$40-\$80,000	\$80,000+	LITTLE ROCK AREA	REST OF STATE	URBAN	SUBURBAN	RURAL		
DEMOGRAPHIC SUBPOPULATIONS INDEXED TO OVERALL RESPONSES															
HOLT (R)	100	145	40	101	102	80	127	101	86	115	87	112	100		
LINCOLN (D)	100	73	137	100	97	110	86	102	110	89	113	94	97		
OTHER	100	97	99	95	115	104	93	82	92	109	81	78	120		
UNDECIDED	100	115	69	97	104	131	62	89	82	119	27	133	122		

OVERALL
 PRO-LIFE
 PRO-CHOICE
 MILITARY/VET
 NON-MILITARY/VET
 <\$40,000
 \$40-\$80,000
 \$80,000+
 LITTLE ROCK AREA
 REST OF STATE
 URBAN
 SUBURBAN
 RURAL

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.