# NO BIG BOUNCE FROM BUBBA VISIT: BUSH HOLDS-ON TO WIN ARKANSAS



### FINAL TRACKING POLL NUMBERS: BUSH 51%, KERRY 46%

- ON ELECTION EVE, GEORGE W BUSH IS POSITIONED TO CARRY ARKANSAS, DEFEATING JOHN KERRY 51% TO 46%, ACCORDING TO FINAL SURVEYUSA POLL OF 550 LIKELY VOTERS 10/31 11/1.
- THOUGH WEEKEND DATA APPEARED TO SHOW UNEXPECTED LATE MOVEMENT TO KERRY IN ARKANSAS, FOLLOWING THE RE-EMERGENCE OF BILL CLINTON FROM BYPASS SURGERY, WHEN JUST-COMPLETED INTERVIEWS FROM 11/1 WERE INCLUDED, THE DATA FELL BACK INTO A FAMILIAR RANGE.
- BUSH HAS LED BY 5 OR 6 PTS IN 3 OCTOBER TRACKING POLLS. HE LEADS BY 5, 12 HRS TO GO.
- INCLUMBENT DEMOCRAT SENATOR BLANCHE LINCOLN IS RE-ELECTED IN ARKANSAS, HOLDING OFF A LATE CHARGE FROM GOP CHALLENGER JIM HOLT. LINCOLN LEADS 53% TO 43% AT CAMPAIGN'S END.

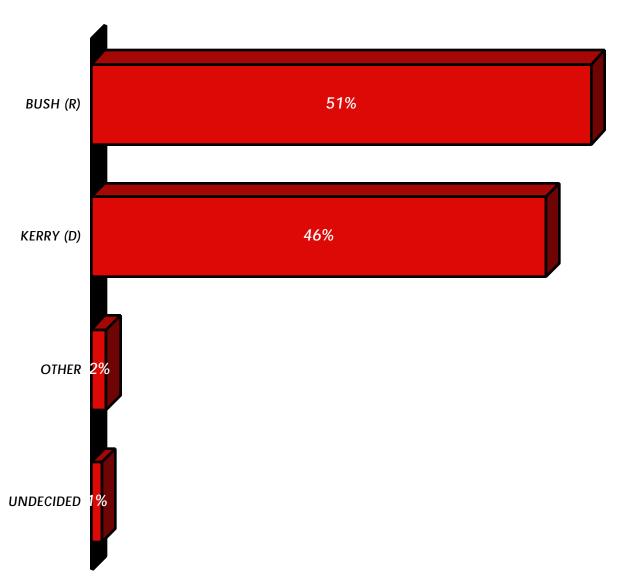
RESEARCH CONDUCTED E.T.	041031 13: 31-18: 57 041101 17: 31-20: 19 ET
RESPONDENTS DRAWN FROM	THE ENTIRE STATE OF ARKANSAS
RANDOM SAMPLE SELECTED BY	SURVEY SAMPLING INC.

### RESEARCH CONDUCTED FOR KTHV-TV LITTLE ROCK

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# **VOTE FOR PRESIDENT / ALL LIKELY VOTERS**

TOMORROW, 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?

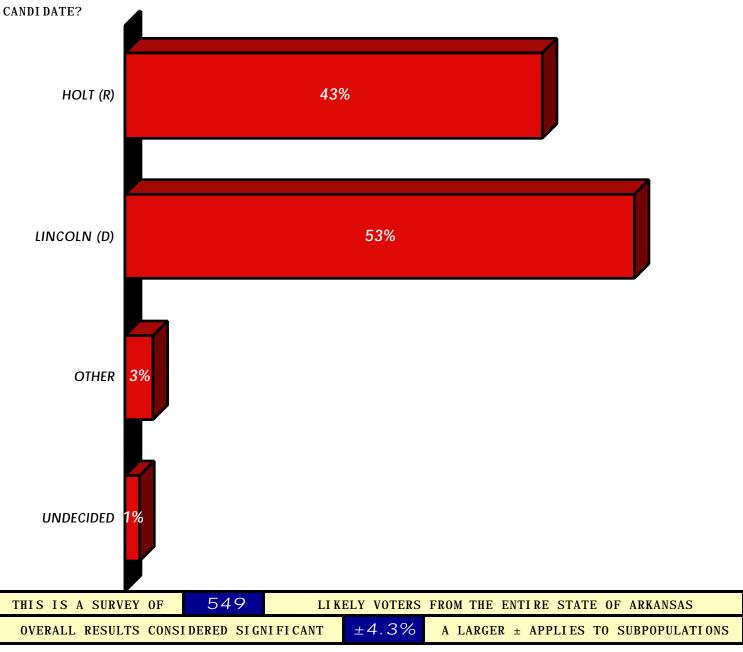


THIS IS A SURVEY OF	550 LII	KELY VOTERS	FROM THE ENTIRE STATE OF ARKANSAS
OVERALL RESULTS CONS	IDERED SIGNIFICANT	±4.3%	A LARGER ± APPLIES TO SUBPOPULATIONS

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

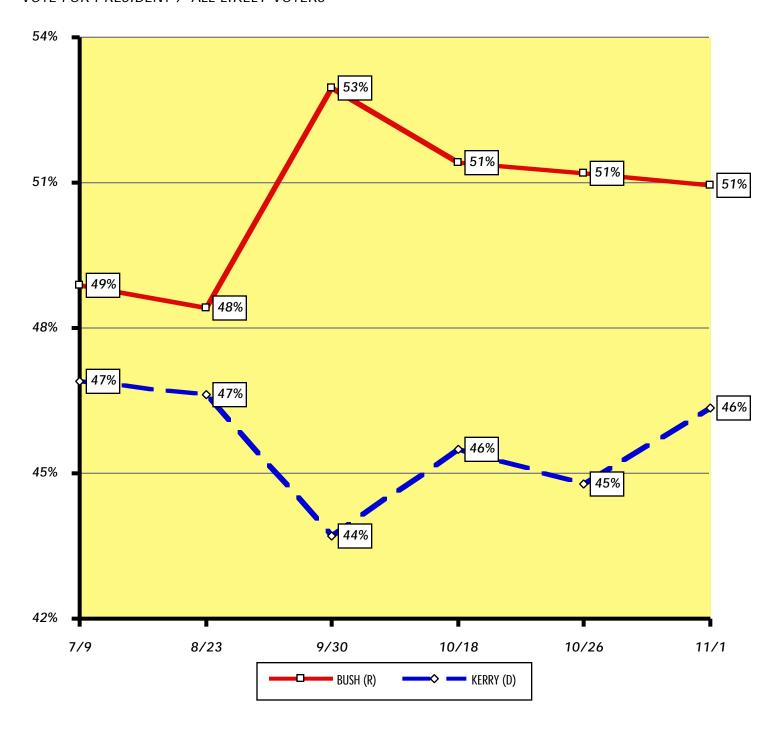
### VOTE FOR SENATOR / ALL LIKELY VOTERS

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

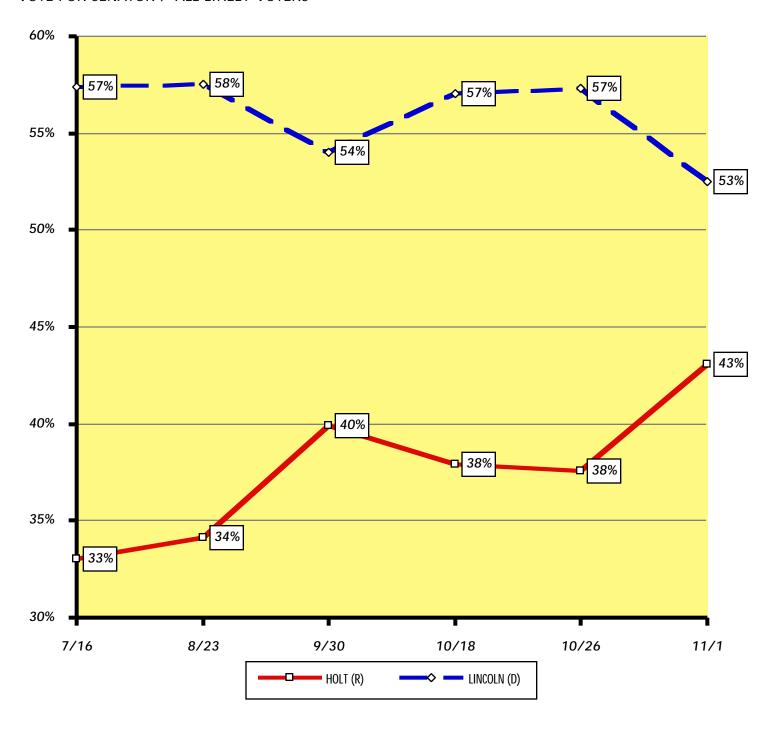


RESULTS MAY NOT ADD TO 100%, BECAUSE PERCENTAGES ARE ROUNDED TO WHOLE NUMBERS

# **VOTE FOR PRESIDENT / ALL LIKELY VOTERS**



# **VOTE FOR SENATOR / ALL LIKELY VOTERS**



### VOTE FOR PRESIDENT / RESPONSES COMPARED BY PERCENTAGES AND BY INDEX

RALL	AIN	BABLE	ш	ALE	18-34	35-49	50-64	<b>65</b> +	ш	¥
OVE	ERT	2RO	MALI	EM.	₫.	₹GE	₹GE	4GE	MHIT	3LAC

BUSH (R) KERRY (D) OTHER Undecided

		RE	SPOI	VSES	SORT	ED B	Y DEN	ЛОGR	2APHI	C CA	TEGO	RY	
51%	52%	40%	56%	47%	52%	53%	54%	42%	58%	15%			
46%	46%	51%	42%	50%	44%	44%	44%	56%	40%	81%			
2%	1%	5%	1%	2%	3%	2%	1%	0%	1%	3%			
1%	1%	3%	0%	2%	1%	1%	1%	2%	1%	1%			
100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%			

BUSH (R) KERRY (D) OTHER Undecided

D	ЕМО	GRAF	PHIC S	SUBPO	OPUL,	ATIOI	VS IN	DEXE	D TO	OVE	RALL	RESP	ONSE	S
100	101	79	109	92	103	104	106	83	114	29				
100	99	111	92	107	95	95	94	121	86	174				
100	86	334	95	105	163	126	82	0	85	188				
100	88	298	35	157	78	95	81	160	99	133				

CERTAIN
CERTAIN
PROBABLE
MALE
FEMALE
AGE 18-34
AGE 50-64
AGE 65+
WHITE
WHITE
BLACK
HISPANIC

VOTE FOR PRESIDE	OVERALL	GRAD SCHOOL	COLLEGE GRAD	SOME COLLEGE	NO COLLEGE	CONSERVATIVE	MODERATE	LIBERAL	NO RELIGIOUS SERV	OCCASIONAL RELIGIOUS SERVICES	REGULAR RELIGIOUS X RVICES X	REPUBLICAN	DEMOCRAT	INDEPENDENT/OTHER	
DUOU (D)	<b>-</b>						ED BY							<b>2</b> 0 0 /	
BUSH (R)	51%	54%	58%	55%	42%	77%	33%	11%	40%	42%	57%	92%	9%	59%	
KERRY (D)	46%	45%	39%	42%	54%	21%	63%	88%	58%	55%	40%	2%	87%	34%	
OTHER	2%	0%	2%	2%	2%	1%	3%	1%	1%	2%	1%	1%	1%	3%	
UNDECIDED	1%	1%	1%	1%	1%	0%	2%	0%	1%	0%	1%	5%	2%	3%	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
	Γ	PEMO	GRAP	HIC S	SURPO	DPLIL	ΔΤΙΩΝ	IS IN	DEXE	D TO	OVE	2Δ11	RESP	ONSE	S
BUSH (R)	100	106	114	108	83	152	65	21	78	83	112	181	19	116	<u>J</u>
KERRY (D)	100	98	84	92	117	46	135	189	125	119	87	4	188	74	
OTHER	100	0	106	101	135	58	176	88	94	129	91	37	68	212	
UNDECIDED	100	63	97	101	104	34	158	0	99	42	120	476	210	302	
0	100	00	0.	101	101		100	-			120	11.0	210	002	
	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	

OVERALL

OVERALL

OVERALL

NON-MILITARY / VET

NON-MILITARY / VET

\* \$40K / YR

\* \$40K / YR

\* \$40K / YR

\* \$80K / YR

\* \$80K / YR

\* \$40K / YR

\* \$

KERRY (D)

BUSH (R) KERRY (D) **OTHER** UNDECIDED

**VOTED 'FOR' CANDIDATE** 'AGAINST' OTHER CAND.

		RE	SPOI	VSES	SORT	ED B	Y DEN	ЛОGR	RAPHI	C CA	TEGO	RY		
51%	72%	25%	48%	56%	40%	62%	58%							
46%	25%	74%	49%	42%	56%	37%	39%							
2%	2%	1%	1%	2%	3%	1%	1%							
1%	2%	0%	1%	1%	1%	1%	1%							
													78%	54%
													21%	43%
100%	100%	100%	100%	100%	100%	100%	100%							

BUSH (R) KERRY (D) **OTHER** UNDECIDED

D	EMO	GRAF	PHIC S	SUBPO	OPUL,	ATIOI	VS IN	DEXE	D TO	OVE	RALL	RESP	ONSE	S
100	140	48	94	109	79	121	114							
100	54	159	106	90	122	79	85							
100	108	76	93	123	164	36	70							
100	134	39	112	72	94	85	131							

OVERALL PRO-LIFE < \$40K/YR \$40K - \$80K/YR > \$80K/YR PRO-CHOICE NON-MILITARY/VET MILITARY/VET

# VOTE FOR PRESIDENT / RESPONSES COMPARED BY PERCENTAGES AND BY INDEX

OVERALL
LITTLE ROCK AREA
REST OF STATE
URBAN
SUBURBAN

BUSH (R) KERRY (D) OTHER UNDECIDED

		RE	SPOI	VSES	SORT	ED B	Y DEN	ЛОGF	RAPHI	C CA	TEGO	RY	
51%	51%	51%	43%	57%	52%								
46%	47%	46%	53%	42%	45%								
2%	2%	2%	3%	0%	2%								
1%	1%	1%	1%	1%	1%								
100%	100%	100%	100%	100%	100%								

BUSH (R) KERRY (D) OTHER Undecided

L	DEMO	GRAF	PHIC S	SUBPO	OPUL	OITA	NS IN	DEXE	D TO	OVE	RALL	RESP	ONSE	S
100	99	101	84	112	103									
100	101	99	115	91	97									
100	97	103	165	0	111									
100	79	121	95	83	109									

OVERALL
LITTLE ROCK AREA
REST OF STATE
URBAN

RURAL

SUBURBAN

# 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			BUSH (R)	KERRY (D)
		RE	SPON	ISES	SORT	ED BY	Y DEN	10GR	APHI	C CAT	EGO	RY		
43%	44%	34%	48%	39%	47%	45%	41%	37%	48%	19%			78%	6%
53%	53%	52%	47%	58%	46%	51%	55%	61%	49%	69%			19%	90%
3%	2%	9%	3%	2%	5%	3%	2%	0%	2%	7%			2%	3%
1%	1%	5%	2%	1%	1%	1%	2%	2%	1%	5%			1%	2%
100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%			100%	100%
			N 110 C		2011	A T. O. A	10 101	DEVE	D TO	O) (E)	2411	DECE	ONOF	
											RALL	RESP		
														13
														171
														88
100	86	329	119	83	80	/1	150	107	59	330			44	135
	43% 53% 3% 1%	100% 100%  DEMO 100 101 100 100 100 87	RE  43% 44% 34%  53% 53% 52%  3% 2% 9%  1% 1% 5%  100% 100% 100%  DEMOGRAP  100 101 78  100 100 100  100 87 319	RESPON  43% 44% 34% 48%  53% 53% 52% 47%  3% 2% 9% 3%  1% 1% 5% 2%  100% 100% 100% 100%  DEMOGRAPHIC S  100 101 78 111  100 100 100 89  100 87 319 120	RESPONSES  43% 44% 34% 48% 39%  53% 53% 52% 47% 58%  3% 2% 9% 3% 2%  1% 1% 5% 2% 1%  100% 100% 100% 100% 100%  DEMOGRAPHIC SUBPO  100 101 78 111 90  100 100 100 89 110  100 87 319 120 82	RESPONSES SORT  43% 44% 34% 48% 39% 47%  53% 53% 52% 47% 58% 46%  3% 2% 9% 3% 2% 5%  1% 1% 5% 2% 1% 1%  100% 100% 100% 100% 100% 100%  DEMOGRAPHIC SUBPOPUL  100 101 78 111 90 110  100 100 100 89 110 87  100 87 319 120 82 191	RESPONSES SORTED BY  43% 44% 34% 48% 39% 47% 45%  53% 53% 52% 47% 58% 46% 51%  3% 2% 9% 3% 2% 5% 3%  1% 1% 5% 2% 1% 1% 1% 1%  100% 100% 100% 100% 100%	RESPONSES SORTED BY DEN  43% 44% 34% 48% 39% 47% 45% 41%  53% 53% 52% 47% 58% 46% 51% 55%  3% 2% 9% 3% 2% 5% 3% 2%  1% 1% 5% 2% 1% 1% 1% 1% 2%  DEMOGRAPHIC SUBPOPULATIONS IN  100 101 78 111 90 110 104 95  100 100 100 89 110 87 97 105  100 87 319 120 82 191 107 60	RESPONSES SORTED BY DEMOGR  43% 44% 34% 48% 39% 47% 45% 41% 37%  53% 53% 52% 47% 58% 46% 51% 55% 61%  3% 2% 9% 3% 2% 5% 3% 2% 0%  1% 1% 5% 2% 1% 1% 1% 1% 2% 2%  DEMOGRAPHIC SUBPOPULATIONS INDEXE  100 101 78 111 90 110 104 95 86  100 100 100 89 110 87 97 105 116  100 87 319 120 82 191 107 60 16	RESPONSES SORTED BY DEMOGRAPHI  43% 44% 34% 48% 39% 47% 45% 41% 37% 48%  53% 53% 52% 47% 58% 46% 51% 55% 61% 49%  3% 2% 9% 3% 2% 5% 3% 2% 0% 2%  1% 1% 5% 2% 1% 1% 1% 1% 2% 2% 1%  DEMOGRAPHIC SUBPOPULATIONS INDEXED TO  100 101 78 111 90 110 104 95 86 111  100 100 100 89 110 87 97 105 116 94  100 87 319 120 82 191 107 60 16 78	RESPONSES SORTED BY DEMOGRAPHIC CAT  43% 44% 34% 48% 39% 47% 45% 41% 37% 48% 19%  53% 53% 52% 47% 58% 46% 51% 55% 61% 49% 69%  3% 2% 9% 3% 2% 5% 3% 2% 0% 2% 7%  1% 1% 5% 2% 1% 1% 1% 1% 2% 2% 1% 5%  DEMOGRAPHIC SUBPOPULATIONS INDEXED TO OVER  100 101 78 111 90 110 104 95 86 111 45  100 100 100 89 110 87 97 105 116 94 132  100 87 319 120 82 191 107 60 16 78 228	RESPONSES SORTED BY DEMOGRAPHIC CATEGO  43% 44% 34% 48% 39% 47% 45% 41% 37% 48% 19%  53% 53% 52% 47% 58% 46% 51% 55% 61% 49% 69%  3% 2% 9% 3% 2% 5% 3% 2% 0% 2% 7%  1% 1% 5% 2% 1% 1% 1% 1% 2% 2% 1% 5%  100% 100% 100% 100% 100% 100% 100% 10	RESPONSES SORTED BY DEMOGRAPHIC CATEGORY  43% 44% 34% 48% 39% 47% 45% 41% 37% 48% 19%  53% 53% 52% 47% 58% 46% 51% 55% 61% 49% 69%  3% 2% 9% 3% 2% 5% 3% 2% 0% 2% 7%  1% 1% 5% 2% 1% 1% 1% 1% 2% 2% 1% 5%  100% 100% 100% 100% 100% 100% 100% 10	RESPONSES SORTED BY DEMOGRAPHIC CATEGORY           43% 44% 34% 48% 39% 47% 45% 41% 37% 48% 19%         78%           53% 53% 52% 47% 58% 46% 51% 55% 61% 49% 69%         19%           3% 2% 9% 3% 2% 5% 3% 2% 0% 2% 7%         2%           1% 1% 5% 2% 11% 11% 11% 22% 2% 11% 55%         11%           100% 100% 100% 100% 100% 100% 100% 100%

VOTE FOR SENATOR	OVERALL	GRAD SCHOOL								OCCASIONAL RELIGIOUS SERVICES		REPUBLICAN	DEMOCRAT	INDEPENDENT/OTHER	
					ISES .										
HOLT (R)	43%	43%	53%	43%	37%	70%	21%	13%	31%	34%	50%	88%	12%	40%	
LINCOLN (D)	53%	53%	44%	53%	57%	28%	75%	82%	68%	60%	46%	12%	84%	51%	
OTHER	3%	1%	2%	4%	3%	2%	4%	5%	1%	4%	3%	1%	2%	6%	
UNDECIDED	1%	2%	1%	1%	2%	1%	0%	0%	0%	2%	2%	0%	2%	2%	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
	_														
			GRAP												S
HOLT (R)	100	101	122	100	87	162	49	30	73	79	115	203	27	93	
LINCOLN (D)	100	101	84	100	109	52	143	157	129	115	88	22	161	97	
OTHER	100	41	73	125	121	58	127	160	40	132	96	29	73	220	
UNDECIDED	100	167	52	59	127	53	16	0	0	112	112	0	133	164	
	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	UON-MILITARY/VI	< \$40K/YR	540K - \$80K/YR	> \$80K/YR	ITTLE ROCK AREA	REST OF STATE	JRBAN	SUBURBAN	RURAL
>	~	쯪	₹	9	· · ·	4	•	=	Ħ	≅ .	⊋	≂

HOLT (R) LINCOLN (D) OTHER UNDECIDED

	RESPONSES SORTED BY DEMOGRAPHIC CATEGORY													
43%	63%	18%	42%	46%	36%	53%	47%	43%	43%	37%	48%	44%		
53%	34%	78%	54%	50%	59%	44%	49%	53%	52%	59%	49%	51%		
3%	2%	3%	3%	2%	4%	2%	3%	3%	3%	3%	1%	4%		
1%	0%	2%	1%	3%	2%	1%	1%	1%	2%	1%	2%	2%		
100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%		

HOLT (R) LINCOLN (D) OTHER UNDECIDED

DEMOGRAPHIC SUBPOPULATIONS INDEXED TO OVERALL RESPONSES														
100	147	41	98	106	83	122	110	99	101	86	110	102		
100	65	148	102	95	112	85	93	101	99	112	94	97		
100	83	96	119	61	128	70	103	108	92	94	49	124		
100	33	120	64	169	115	67	62	57	145	76	123	102		

OVERALL
PRO-LIFE
PRO-CHOICE
MILITARY/VET

< \$40K/YR

\$40K - \$80K/YR

> \$80K/YR

LITTLE ROCK AREA

URBAN
SUBURBAN

### RAW COUNTS FOR ALL RESPONSE CHOICES

THE RESPONSES OF A SUBPOPULATION OF 100 WOULD TYPICALLY BE CONSIDERED ACCURATE ± 250%.  PLEASE EXERCISE EXTREME CAUTION IN DRAWING CONCLUSIONS FROM SUBPOPULATIONS SMALLER TEAN															
	OVERALL	MALE	FEMALE	AGE 18-34	AGE 35-49	AGE 50-64	AGE 65+	WHITE	BLACK	HISPANIC	ASIAN/OTHER	REPUBLICAN	DEMOCRAT	INDEPENDENT/O	NOT SURE
REGISTERED	607	289	319	172	169	145	121	499	083	013	013	185	239	176	009
CERTAIN	518	241	277	137	142	131	107	431	069	010	009	161	209	144	004
PROBABLE	032	017	016	010	014	005	003	026	005	000	001	008	016	008	000
BUSH (R)	280	143	137	077	083	074	046	264	011	003	002	163	022	092	004
KERRY (D)	255	109	146	065	069	059	061	181	059	007	007	003	198	054	000
OTHER	009	004	005	004	003	002	000	006	002	000	000	001	002	005	000
UNDECIDED	006	001	005	001	002	001	002	005	001	000	000	001	003	002	000
HOLT (R)	237	123	113	070	070	056	040	218	014	003	002	147	026	061	003
LINCOLN (D)	288	120	168	068	080	075	066	224	051	007	006	019	190	078	001
OTHER	016	009	007	008	005	002	001	010	005	000	001	001	005	010	000
WON'T VOTE	001	000	001	000	000	000	001	001	000	000	000	000	000	000	000
UNDECIDED	008	005	004	002	002	003	002	004	004	000	001	000	004	004	000
TOTAL	700	336	364	216	200	154	131	567	097	019	017	185	239	176	009
COMPOSITION OF ADULTS	100%	48%	52%	31%	29%	22%	19%	81%	14%	3%	2%	26%	34%	25%	1%
COMP. OF REG. VOTERS	100%	48%	52%	28%	28%	24%	20%	82%	14%	2%	2%	30%	39%	29%	1%
COMP. OF LIKELY VOTERS	100%	47%	53%	27%	28%	25%	20%	83%	13%	2%	2%	31%	41%	28%	1%
	~~~	ADVA	VG A G	A D TEE	ma -		·	D D**			·	/01			
	700	ARKA	NSAS	ADUL	TS I	NTER	VI EWE	D BY	TEL	EPHON	VE 10	731-	11/1.		

OF THEM, 550 WERE JUDGED TO BE 'LIKELY' PRESIDENTIAL VOTERS.

OF THEM, 607 WERE REGISTERED TO VOTE.

GRAPHS REFLECT 'LIKELY' VOTERS.

### RAW COUNTS FOR ALL RESPONSE CHOICES

THE RESPONSES	OF A	SUBPO	PULAT	ION O	F 100	WOUL.	D TYP	I CALL	Y BE	CORST.	DE <b>R</b> ED	A E CU	RATE	+ 10%	
PLEASE EXERCISE E	EXTREM	E CAU	TION	IN DR	AWI NG	CONC	LUSI 0	NS FR	OM SU	BP PU	LASE 0	NS∰SM	ALLER	THAN	100
	OVERALL	GRAD SCHOOL	COLLEGE GRAD	SOME COLLEGE	NO COLLEGE	CONSERVATIVE	MODERATE	LIBERAL	NOT SURE	NO RELIGIOUS SE	OCCASIONAL RE	REGULAR RELIGI	CERTAIN	PROBABLE	
REGISTERED	607	078	117	169	236	288	211	072	029	083	165	350	518	032	
CERTAIN	518	071	108	145	188	249	180	061	021	064	131	315	518	000	
PROBABLE	032	003	006	013	011	011	013	005	003	006	014	012	000	032	
BUSH (R)	280	040	067	086	084	201	064	007	005	028	061	187	267	013	
KERRY (D)	255	033	045	067	108	055	121	058	018	041	080	131	238	016	
OTHER	009	000	002	003	004	002	005	001	000	001	003	005	007	002	
UNDECIDED	006	001	001	002	002	001	003	000	001	001	001	004	005	001	
HOLT (R)	237	032	060	067	074	182	040	009	003	022	049	162	226	011	
LINCOLN (D)	288	039	051	082	114	071	145	054	015	047	087	150	272	017	
OTHER	016	001	002	006	007	004	007	003	001	001	005	009	013	003	
WON'T VOTE	001	000	000	001	000	001	000	000	000	000	000	000	001	000	
UNDECIDED	008	002	001	001	004	002	000	000	005	000	002	005	007	002	
TOTAL	700	083	124	185	297	325	241	084	039	107	200	379	518	032	
COMPOSITION OF ADULTS	100%	12%	18%	26%	42%	46%	34%	12%	6%	15%	29%	54%	74%	5%	
COMP. OF REG. VOTERS	100%	13%	19%	28%	39%	47%	35%	12%	5%	14%	27%	58%	85%	5%	
COMP. OF LIKELY VOTERS	100%	13%	21%	29%	36%	47%	35%	12%	4%	13%	26%	59%	94%	6%	

700 ARKANSAS ADULTS INTERVIEWED BY TELEPHONE 10/31-11/1.
OF THEM, 607 WERE REGISTERED TO VOTE.
OF THEM, 550 WERE JUDGED TO BE 'LIKELY' PRESIDENTIAL VOTERS.
GRAPHS REFLECT 'LIKELY' VOTERS.

THE RESPONSES OF A SUBPOPULATION OF 100 WOULD TYPICALLY BE CONSIDE													ESED ASCUDATE . 100				
PLEASE EXERCISE E	OF A SEXTREM	SUBPO E CAU	PULAT TION	ION O	F 100 AWI NG	CANC	D TYP	ICALL NS FR	ү ве OM SU	CONSI BPOPU	DESEED DESEED	A <b>g</b> UU NS <b>≃</b> SM	RATE ALLER	± 10%. THAN	100		
	OVERALL	PRO-LIFE	PRO-CHOICE	NOT SURE	MILITARY/VET	NON-MILITARY	< \$40K/YR	\$40K - \$80K/YR	> \$80K/YR	DECLINE	VOTED 'FOR' CAN	'AGAINST' OTHE	NOT SURE				
REGISTERED	607	338	226	031	384	201	264	184	099	060							
CERTAIN	518	292	187	027	332	168	212	168	091	047							
PROBABLE	032	013	018	001	021	011	018	007	005	002							
BUSH (R)	280	219	050	005	170	100	092	108	056	024	219	058	003				
KERRY (D)	255	077	152	022	173	075	130	064	038	023	137	110	008				
OTHER	009	005	002	001	005	003	006	001	001	001	000	000	000				
UNDECIDED	006	005	001	000	004	001	002	002	001	001	000	000	000				
HOLT (R)	237	193	036	004	148	082	082	092	046	017							
LINCOLN (D)	288	103	160	019	189	089	135	078	047	029							
OTHER	016	007	006	002	012	003	008	004	003	001							
WON'T VOTE	001	001	000	000	000	001	000	000	000	000							
UNDECIDED	008	002	004	003	003	005	004	002	001	002							
TOTAL	700	381	261	040	429	237	317	199	107	076							
COMPOSITION OF ADULTS	100%	54%	37%	6%	61%	34%	45%	28%	15%	11%							
COMP. OF LIKELY VOTERS	100%	56%	37%	5%	63%	33%	43%	30%	16%	10%							
COMP. OF LIKELY VOTERS	100%	56%	37%	5%	64%	33%	42%	32%	18%	9%							
	700	ARKA	NSAS	ADUL	TS I	NTER	VIEWE	D BY	TIEL	EPHON	VE 10	/31-	11/1.				
	OF T	HEM,	607	WERE	REG	I STE	RED T	o vo	TE.					ΓERS.			
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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 AUTION IN DRAWING CONCLUSIONS FROM SUBPOPULATIONS SMALLER THAN 100

	OVERALL	LITTLE ROCK ARE	REST OF STATE	URBAN	SUBURBAN	RURAL	BUSH (R)	KERRY (D)				
REGISTERED	607	309	299	150	133	324						
CERTAIN	518	263	254	126	114	278						
PROBABLE	032	017	015	011	007	014						
BUSH (R)	280	142	138	059	069	153						
KERRY (D)	255	132	123	073	051	131						
OTHER	009	004	004	004	000	005						
UNDECIDED	006	002	004	001	001	004						
HOLT (R)	237	120	117	051	058	128	218	015				
LINCOLN (D)	288	149	139	080	059	148	053	228				
OTHER	016	009	007	004	002	010	006	006				
WON'T VOTE	001	000	001	000	000	000	001	000				
UNDECIDED	008	002	006	002	002	004	002	005				
TOTAL	700	355	345	169	155	377						
COMPOSITION OF ADULTS	100%	51%	49%	24%	22%	54%						
COMP. OF REG. VOTERS	100%	51%	49%	25%	22%	53%						
COMP. OF LIKELY VOTERS	100%	51%	49%	25%	22%	53%						

700 ARKANSAS ADULTS INTERVIEWED BY TELEPHONE 10/31-11/1.

OF THEM, 607 WERE REGISTERED TO VOTE.

OF THEM, 550 WERE JUDGED TO BE 'LIKELY' PRESIDENTIAL VOTERS.

GRAPHS REFLECT 'LIKELY' VOTERS.

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.