

ARKANSAS: BUSH UP 9 OVER KERRY; SENATE: LINCOLN UP 14 OVER HOLT



IN 2000, BUSH CARRIED ARKANSAS BY 5 PTS ... LEADS TODAY BY 9 ... 6 ELECTORAL VOTES

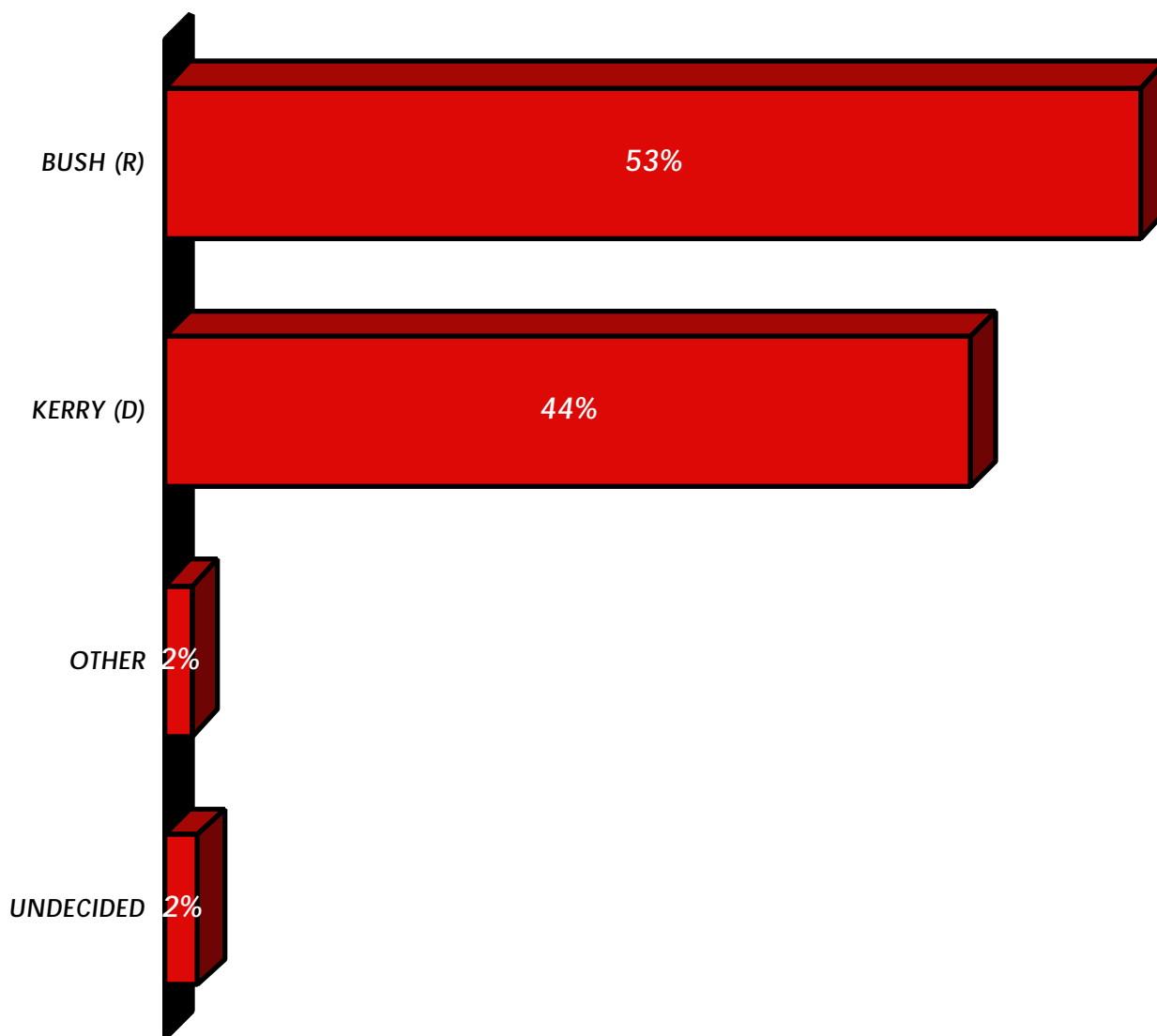
- ✦ IN AN ELECTION IN AR TODAY, 33 DAYS TO THE VOTE & ON THE EVE OF THE 1ST PRESIDENTIAL DEBATE, GEORGE W BUSH DEFEATS JOHN KERRY 53% TO 44% TO CAPTURE 6 ELECTORAL VOTES & DEMOCRATIC INCUMBENT U. S. SENATOR BLANCHE LINCOLN DEFEATS REPUBLICAN CHALLENGER JIM HOLT 54% TO 40%, ACCORDING TO SURVEYUSA POLL OF 579 LIKELY VOTERS TAKEN 9/27 - 9/29.
- ✦ IN JULY, BUSH LED BY 2 PTS IN ARKANSAS. IN AUGUST, BUSH LED BY 1 PT, NOW 9, AN 8-PT SWING TO GOP IN PAST 5 WEEKS. BUSH LEADS BY 20 AMONG MEN, TRAILS BY 1 AMONG WOMEN, A 21-PT GENDER GAP. BUSH LEADS BY 36 PTS AMONG INDEPENDENT VOTERS.
- ✦ IN IDENTICAL TRACKING POLLS IN JULY & AUGUST, LINCOLN HAD LED BY 24 PTS, NOW 14, A 10-PT SWING TO GOP IN PAST 5 WEEKS. 1 IN 4 BUSH VOTERS SPLITS TICKET TO VOTE LINCOLN.

RESEARCH CONDUCTED E.T.	040927 16:34-21:49 040928 16:34-21:45 040929 16:32-21:48 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?

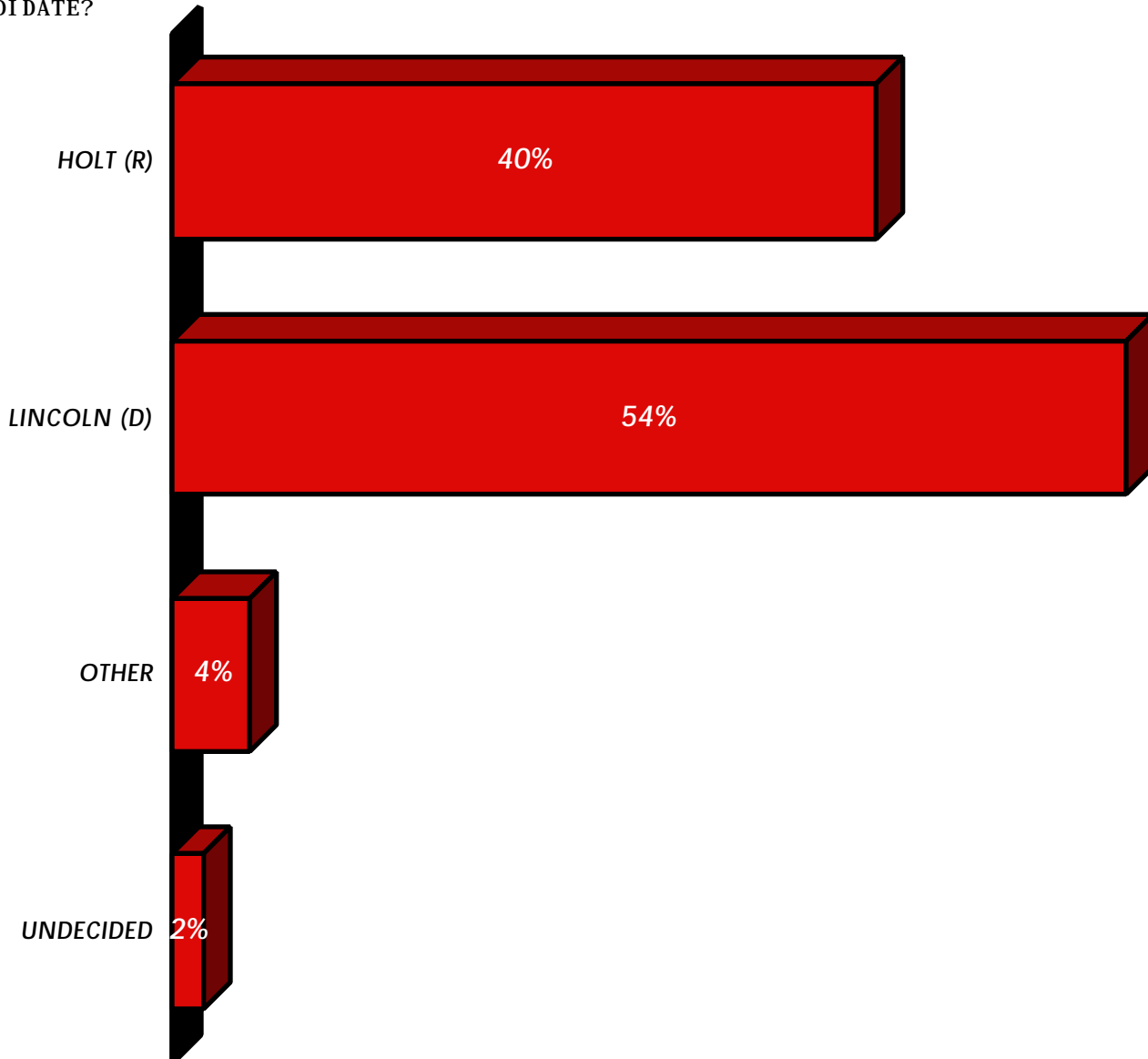


THIS IS A SURVEY OF	579	LIKELY VOTERS FROM THE ENTIRE STATE OF ARKANSAS
OVERALL RESULTS CONSIDERED SIGNIFICANT	$\pm 4.2\%$	A LARGER \pm APPLIES TO SUBPOPULATIONS

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

VOTE FOR SENATOR / ALL LIKELY VOTERS

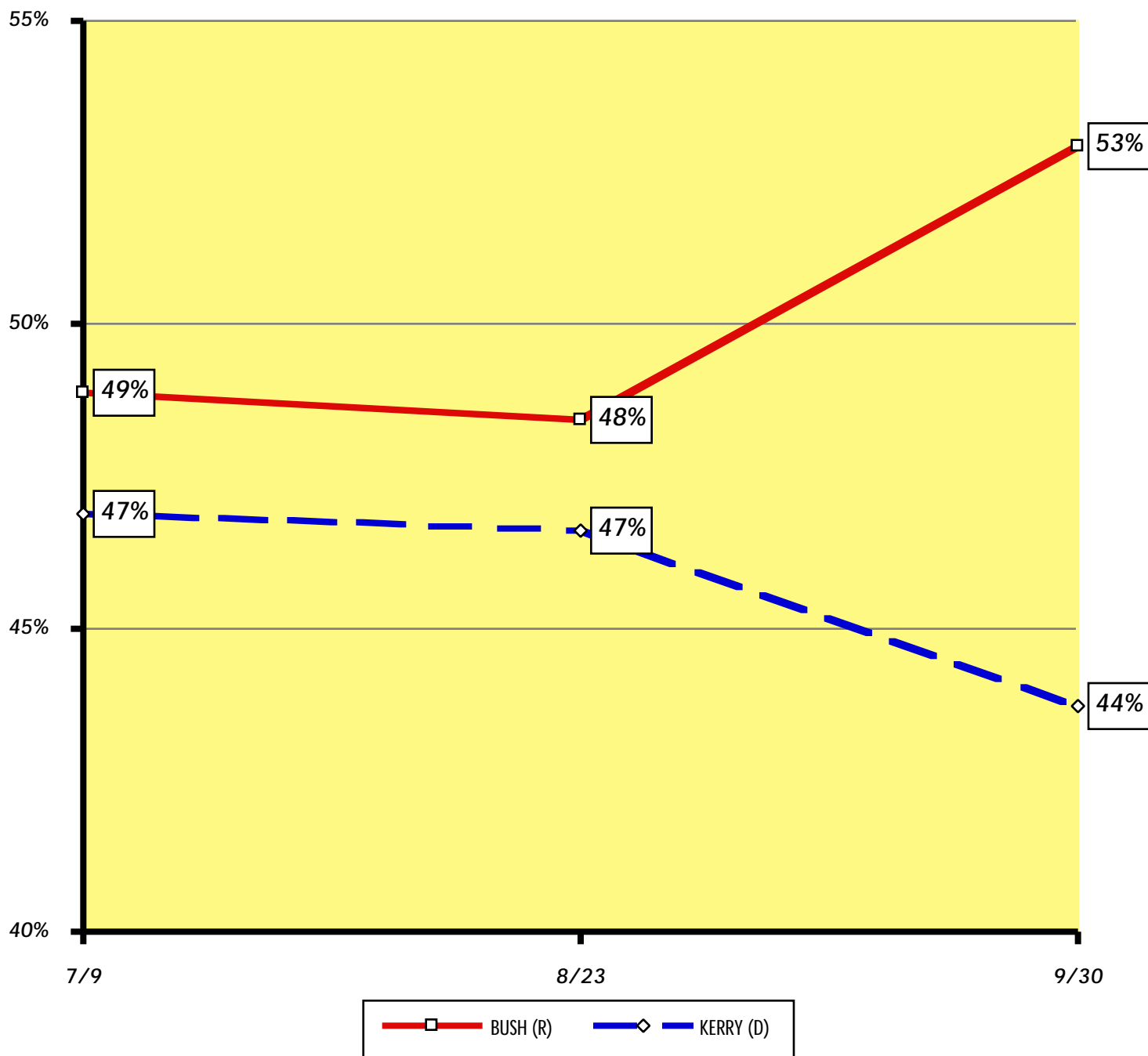
ARKANSAS VOTERS MAY ALSO VOTE IN AN ELECTION FOR UNITED STATES SENATOR. IF THE ELECTION FOR U. S. SENATOR FROM ARKANSAS WERE TODAY AND YOU WERE STANDING IN THE VOTING BOOTH RIGHT NOW, WHO WOULD YOU VOTE FOR? REPUBLICAN JIM HOLT? DEMOCRAT BLANCHE LINCOLN? OR SOME OTHER CANDIDATE?



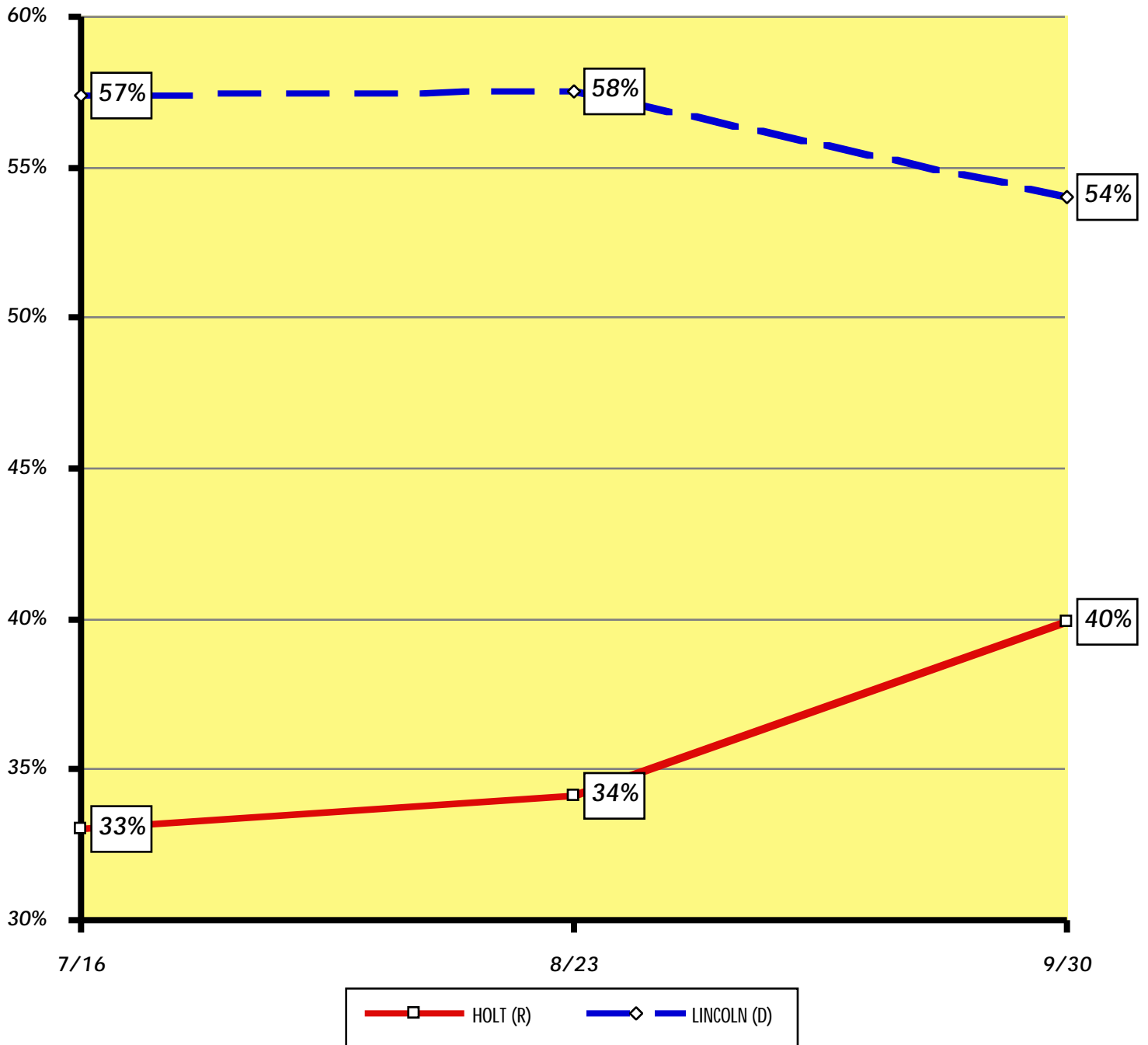
THIS IS A SURVEY OF	575	LIKELY VOTERS FROM THE ENTIRE STATE OF ARKANSAS
OVERALL RESULTS CONSIDERED SIGNIFICANT	±4.2%	A LARGER ± APPLIES TO SUBPOPULATIONS

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)	53%	53%	49%	59%	47%	51%	60%	56%	42%	60%	11%	39%	55%		
KERRY (D)	44%	44%	44%	39%	48%	46%	36%	41%	54%	37%	83%	45%	45%		
OTHER	2%	1%	5%	1%	2%	2%	1%	3%	1%	1%	2%	16%	0%		
UNDECIDED	2%	2%	2%	0%	3%	1%	3%	0%	3%	2%	4%	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															
BUSH (R)	100	101	93	112	89	97	114	106	79	113	20	74	103		
KERRY (D)	100	100	100	89	110	106	82	94	124	85	191	103	104		
OTHER	100	75	326	93	107	102	67	174	58	84	152	1049	0		
UNDECIDED	100	99	110	22	172	42	169	17	171	88	197	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 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)	53%	72%	29%	53%	53%	44%	58%	67%										
KERRY (D)	44%	25%	68%	44%	43%	52%	39%	31%										
OTHER	2%	1%	2%	1%	2%	2%	2%	0%										
UNDECIDED	2%	2%	1%	2%	1%	2%	1%	2%										
VOTED 'FOR' CANDIDATE																		
'AGAINST' OTHER CAND.																	80%	44%
																	19%	54%
	100%	100%	100%	100%	100%	100%	100%	100%										

DEMOGRAPHIC SUBPOPULATIONS INDEXED TO OVERALL RESPONSES

BUSH (R)	100	137	55	100	100	83	110	126										
KERRY (D)	100	57	156	101	99	120	90	72										
OTHER	100	59	124	80	143	143	114	0										
UNDECIDED	100	101	54	91	82	90	43	97										

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)	53%	52%	54%	44%	58%	55%								
KERRY (D)	44%	44%	43%	52%	40%	41%								
OTHER	2%	2%	1%	3%	1%	1%								
UNDECIDED	2%	2%	2%	1%	1%	2%								
	100%	100%	100%	100%	100%	100%								

DEMOGRAPHIC SUBPOPULATIONS INDEXED TO OVERALL RESPONSES														
BUSH (R)	100	98	102	83	109	105								
KERRY (D)	100	101	99	119	90	94								
OTHER	100	133	64	193	78	62								
UNDECIDED	100	95	105	61	77	130								

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	BUUSH (R)	KERRY (D)
RESPONSES SORTED BY DEMOGRAPHIC CATEGORY															
HOLT (R)	40%	40%	37%	45%	35%	43%	44%	39%	31%	45%	16%	27%	20%	69%	6%
LINCOLN (D)	54%	54%	54%	50%	58%	52%	46%	57%	64%	50%	78%	73%	43%	24%	90%
OTHER	4%	4%	7%	4%	5%	4%	6%	4%	3%	4%	4%	0%	37%	5%	3%
UNDECIDED	2%	2%	2%	1%	2%	1%	4%	0%	2%	2%	3%	0%	0%	2%	1%
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
DEMOGRAPHIC SUBPOPULATIONS INDEXED TO OVERALL RESPONSES															
HOLT (R)	100	101	93	113	88	108	111	98	78	112	39	68	49	172	15
LINCOLN (D)	100	100	101	92	107	96	85	106	118	93	144	135	79	45	167
OTHER	100	95	153	90	109	92	142	81	73	82	91	0	860	120	75
UNDECIDED	100	98	122	67	131	42	213	28	98	95	157	0	0	121	37
	OVERALL	CERTAIN	PROBABLE	MALE	FEMALE	AGE 18-34	AGE 35-49	AGE 50-64	AGE 65+	WHITE	BLACK	HISPANIC	ASIAN/OTHER	BUUSH (R)	KERRY (D)

VOTE FOR SENATOR / RESPONSES COMPARED BY PERCENTAGES AND BY INDEX

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)	40%	39%	47%	44%	34%	61%	22%	18%	33%	35%	43%	81%	8%	42%
LINCOLN (D)	54%	57%	50%	51%	57%	32%	72%	82%	58%	60%	51%	15%	88%	47%
OTHER	4%	3%	3%	4%	6%	4%	5%	0%	6%	4%	4%	2%	3%	9%
UNDECIDED	2%	1%	0%	1%	3%	2%	1%	0%	3%	1%	2%	2%	1%	2%
100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

DEMOGRAPHIC SUBPOPULATIONS INDEXED TO OVERALL RESPONSES														
HOLT (R)	100	98	118	111	85	154	56	45	82	87	108	204	20	106
LINCOLN (D)	100	105	92	95	105	60	133	152	107	111	94	27	163	88
OTHER	100	77	75	81	134	93	109	0	138	102	91	56	58	198
UNDECIDED	100	38	0	69	192	131	75	0	183	58	106	90	84	111

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)	40%	56%	20%	38%	42%	32%	44%	51%	37%	43%	35%	45%	40%		
LINCOLN (D)	54%	38%	76%	56%	52%	60%	51%	45%	57%	51%	62%	50%	52%		
OTHER	4%	5%	4%	4%	5%	6%	3%	4%	5%	4%	2%	4%	6%		
UNDECIDED	2%	2%	1%	2%	1%	2%	1%	0%	1%	3%	1%	2%	2%		
	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	140	50	96	105	81	111	129	94	107	87	113	101		
LINCOLN (D)	100	70	140	103	96	110	95	83	106	94	115	92	96		
OTHER	100	108	87	92	114	139	67	90	106	94	55	81	131		
UNDECIDED	100	102	41	100	66	128	81	0	50	154	61	89	125		

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	MALE	FEMALE	AGE 18-34	AGE 35-49	AGE 50-64	AGE 65+	WHITE	BLACK	HISPANIC	ASIAN/OTHER	REPUBLICAN	DEMOCRAT	INDEPENDENT/OTHER	NOT SURE
REGISTERED	653	305	348	173	189	153	138	540	091	005	017	182	252	210	009
CERTAIN	523	251	272	134	154	127	108	436	070	005	011	155	205	158	005
PROBABLE	057	028	029	015	014	014	013	047	008	000	002	012	022	022	001
BUSH (R)	307	165	142	076	101	079	051	289	008	002	007	158	026	119	004
KERRY (D)	253	109	144	069	060	058	066	180	065	002	006	007	194	051	001
OTHER	009	004	005	002	002	004	001	006	002	001	000	000	000	008	000
UNDECIDED	011	001	009	001	005	000	004	008	003	000	000	001	006	001	001
HOLT (R)	229	125	104	063	073	055	038	213	012	001	003	135	018	075	001
LINCOLN (D)	311	139	172	076	077	080	078	241	061	004	006	024	198	084	004
OTHER	025	011	014	006	010	005	004	017	003	000	005	004	006	015	000
WON'T VOTE	004	001	004	002	002	001	000	004	000	000	000	002	001	002	000
UNDECIDED	010	003	007	001	006	001	002	008	002	000	000	003	003	003	001
TOTAL	800	384	416	248	234	168	150	648	111	022	019	182	252	210	009
COMPOSITION OF ADULTS	100%	48%	52%	31%	29%	21%	19%	81%	14%	3%	2%	23%	32%	26%	1%
COMP. OF REG. VOTERS	100%	47%	53%	27%	29%	23%	21%	83%	14%	1%	3%	28%	39%	32%	1%
COMP. OF LIKELY VOTERS	100%	48%	52%	26%	29%	24%	21%	83%	13%	1%	2%	29%	39%	31%	1%

800 ARKANSAS ADULTS INTERVIEWED BY TELEPHONE 9/27 - 9/29. OF THEM, 653 WERE REGISTERED TO VOTE. OF THEM, 579 WERE JUDGED TO BE ' LIKELY' 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	PRO-LIFE	PRO-CHOICE	NOT SURE	MILITARY/VET	NON-MILITARY/VET	<\$40,000	\$40-\$80,000	\$80,000+	DECLINE	FOR CANDIDATE	AGAINST OTHER CAND.	NOT SURE
REGISTERED	653	353	259	026	398	234	252	229	097	028			
CERTAIN	523	286	210	019	328	181	185	192	089	023			
PROBABLE	057	028	022	004	033	020	027	019	003	001			
BUSH (R)	307	227	067	006	192	107	093	123	062	010	247	059	001
KERRY (D)	253	078	159	012	159	088	111	083	029	013	111	137	005
OTHER	009	003	004	002	004	004	005	004	000	000	000	000	000
UNDECIDED	011	006	002	002	006	003	003	002	002	002	000	000	000
HOLT (R)	229	174	046	004	137	084	067	093	047	007			
LINCOLN (D)	311	118	174	015	200	104	124	108	041	015			
OTHER	025	015	009	001	014	010	013	006	004	001			
WON'T VOTE	004	002	002	000	004	000	003	001	001	000			
UNDECIDED	010	005	002	003	006	002	005	003	000	001			
TOTAL	800	425	306	034	459	293	333	254	102	033			
COMPOSITION OF ADULTS	100%	53%	38%	4%	57%	37%	42%	32%	13%	4%			
COMP. OF REG. VOTERS	100%	54%	40%	4%	61%	36%	39%	35%	15%	4%			
COMP. OF LIKELY VOTERS	100%	54%	40%	4%	62%	35%	37%	36%	16%	4%			

800 ARKANSAS ADULTS INTERVIEWED BY TELEPHONE 9/27 - 9/29. OF THEM, 653 WERE REGISTERED TO VOTE. OF THEM, 579 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.