

2-MAN RACE IN ARIZONA: 7 WEEKS TO DEM PRIMARY, DEAN & CLARK TIED

* EXCLUSIVE SURVEYUSA RESEARCH RESULTS *

YOU MUST CREDIT SURVEYUSA IF YOU AIR, CITE

OR REPRINT THESE RESULTS IN WHOLE OR PART

LIEBERMAN, GEPHARDT & KERRY 20 POINTS BACK, IN BATTLE FOR 3RD PLACE

- IN A DEMOCRATIC PRIMARY FOR PRESIDENT OF THE UNITED STATES IN ARIZONA TODAY, HOWARD DEAN AND WESLEY CLARK BATTLE FOR TOP SPOT, ACCORDING TO SURVEYUSA POLL OF 414 CERTAIN AZ PRIMARY VOTERS CONDUCTED 12/13 + 12/14 + 12/15.
- TODAY, 7 WEEKS TO PRIMARY, DEAN GETS 31%, CLARK 29%. THE CONTEST IS EFFECTIVELY TIED.
- JOE LIEBERMAN WITH 10%, RICHARD GEPHARDT WITH 9% & JOHN KERRY WITH 7% BATTLE FOR A DISTANT 3RD PLACE. 14% OF VOTERS CHOOSE ANOTHER DEMOCRAT OR ARE UNDECIDED.
- DEAN'S SUPPORT SKEWS YOUNG, CLARK'S SUPPORT SKEWS OLD. DEAN DOES BETTER WITH WOMEN.
- LIBERALS ARE MORE LIKELY TO VOTE FOR DEAN, CONSERVATIVES SLIGHTLY PREFER CLARK.

RESEARCH CONDUCTED E.T.

031213 15:00-22:59 031214 16:00-23:01 031215 11:00-23:02 ET

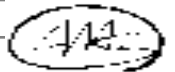
APPROVED

RESPONDENTS DRAWN FROM

THE STATE OF ARIZONA

RANDOM SAMPLE SELECTED BY

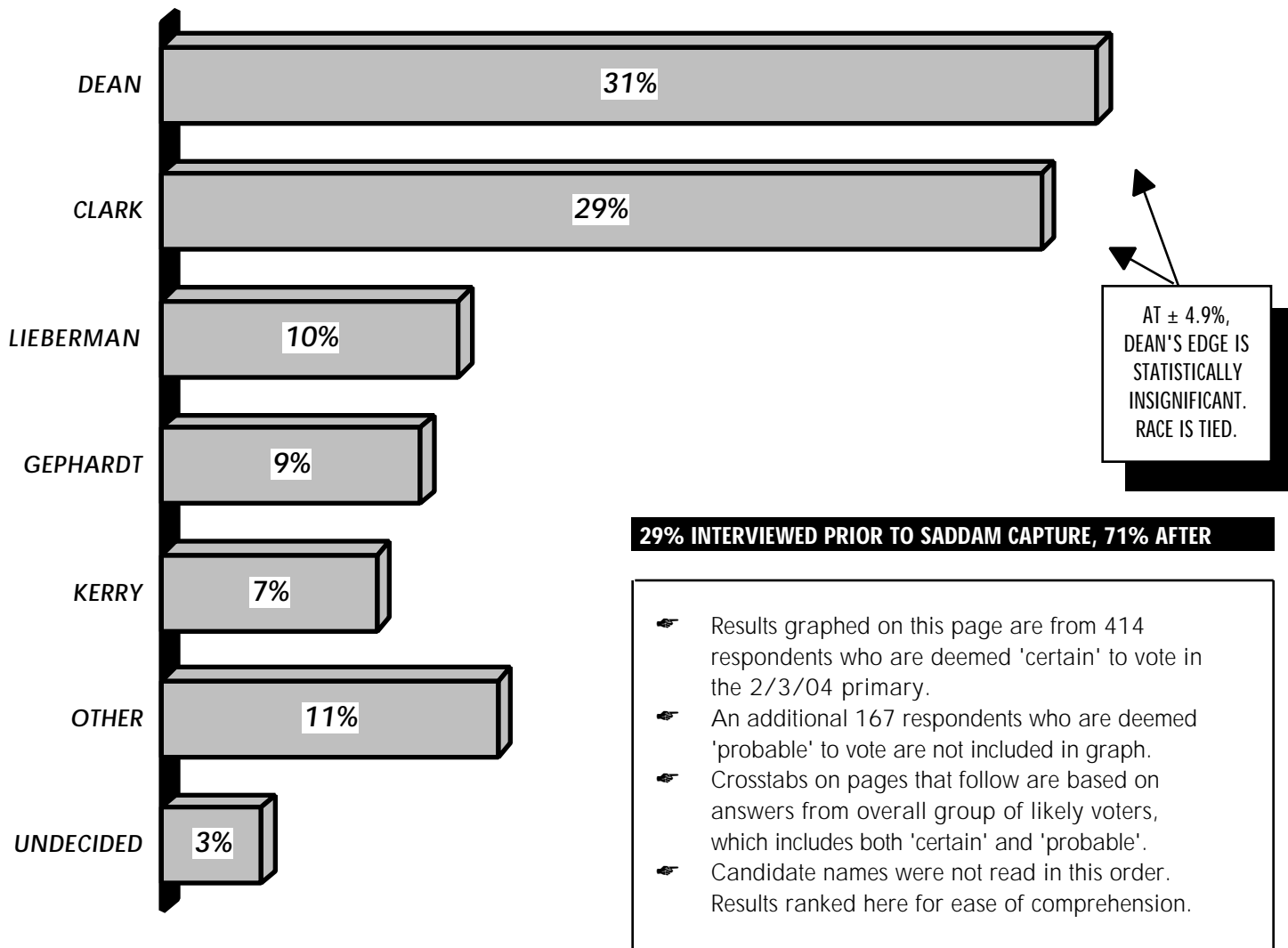
SURVEY SAMPLING, INC.



RESEARCH CONDUCTED FOR KVOA-TV TUCSON, KPNX-TV PHOENIX, KSL-TV SALT LAKE CITY & KVBC-TV LAS VEGAS

VOTE FOR CANDIDATE / ALL CERTAIN DEMOCRATIC VOTERS

DEMOCRATS IN ARIZONA WILL VOTE FOR PRESIDENTIAL CANDIDATES IN A DEMOCRATIC PRIMARY ON FEBRUARY 3RD. IF THE ARIZONA PRESIDENTIAL PRIMARY WERE TODAY, AND YOU WERE STANDING IN THE VOTING BOOTH RIGHT NOW, WHO WOULD YOU VOTE FOR? WESLEY CLARK? HOWARD DEAN? RICHARD GEPHARDT? JOHN KERRY? JOE LIEBERMAN? OR SOME OTHER CANDIDATE?



THIS IS A SURVEY OF	414	CERTAIN DEMOCRATIC VOTERS FROM THE STATE OF ARIZONA
OVERALL RESULTS CONSIDERED SIGNIFICANT	± 4.9%	A LARGER ± APPLIES TO SUBPOPULATIONS

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

VOTE FOR CANDIDATE / RESPONSES COMPARED BY PERCENTAGES AND BY INDEX

	CERTAIN	PROBABLE	OVERALL	MALE	FEMALE	AGE 18 - 34	AGE 35 - 54	AGE 55+	WHITE	BLACK	HI SPANI C	OTHER	CONSERVATIVE	MODERATE	LI BERAL
RESPONSES SORTED BY DEMOGRAPHIC CATEGORY															
CLARK	29%	21%	27%	27%	26%	19%	26%	32%	28%	19%	28%	15%	25%	28%	24%
DEAN	31%	20%	28%	27%	29%	31%	27%	27%	30%	13%	25%	26%	20%	27%	36%
GEPHARDT	9%	12%	10%	10%	9%	8%	11%	9%	9%	9%	9%	14%	13%	10%	6%
KERRY	7%	6%	7%	10%	5%	8%	8%	5%	7%	10%	6%	6%	5%	7%	9%
LI EBERMAN	10%	18%	12%	14%	11%	13%	10%	13%	11%	15%	12%	15%	11%	12%	12%
OTHER	11%	16%	13%	11%	13%	16%	13%	11%	10%	25%	16%	17%	24%	9%	9%
UNDECI DED	3%	8%	5%	2%	7%	4%	6%	4%	5%	8%	4%	7%	2%	5%	5%
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

	CERTAIN	PROBABLE	OVERALL	MALE	FEMALE	AGE 18 - 34	AGE 35 - 54	AGE 55+	WHITE	BLACK	HI SPANI C	OTHER	CONSERVATIVE	MODERATE	LI BERAL
DEMOGRAPHIC SUBPOPULATIONS INDEXED TO OVERALL RESPONSES															
CLARK	109	77	100	101	99	73	98	118	105	72	105	57	94	107	90
DEAN	112	71	100	96	103	112	96	97	109	48	90	95	73	99	129
GEPHARDT	90	126	100	104	97	87	115	91	95	95	99	144	141	104	59
KERRY	105	87	100	141	71	115	111	79	105	150	86	92	69	105	126
LI EBERMAN	82	146	100	114	91	111	85	110	95	121	102	121	92	104	100
OTHER	88	129	100	90	107	129	99	84	76	202	125	138	189	73	70
UNDECI DED	71	172	100	40	141	86	127	79	99	175	81	143	44	116	114

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 - 54	AGE 55+	WHITE	BLACK	HISPANIC	OTHER	CONSERVATIVE	MODERATE	LIBERAL		
REGISTERED	1874	914	960	534	750	590	1348	043	367	116	729	847	260		
DEMOCRAT	654	265	389	155	265	233	379	026	200	049	144	337	159		
CERTAIN	414	171	244	071	165	178	254	017	116	027	087	215	106		
PROBABLE	167	067	100	056	071	040	087	006	055	019	038	094	031		
CLARK	155	064	091	025	061	069	096	004	048	007	031	088	033		
DEAN	161	063	098	039	063	059	103	003	043	012	025	085	049		
GEPHARDT	055	024	032	011	026	019	031	002	016	006	017	031	008		
KERRY	039	023	017	010	018	012	024	002	010	003	006	022	012		
LIEBERMAN	070	032	037	017	024	029	039	003	021	007	014	039	017		
OTHER	073	027	046	021	029	023	032	006	027	008	030	028	012		
UNDECIDED	027	004	023	005	014	008	016	002	006	003	003	017	007		
TOTAL	2500	1223	1277	823	936	741	1748	065	520	167	729	847	260		
COMPOSITION OF ADULTS	100%	49%	51%	33%	37%	30%	70%	3%	21%	7%	29%	34%	10%		
COMP. OF REGISTERED	100%	49%	51%	28%	40%	31%	72%	2%	20%	6%	39%	45%	14%		
COMP. OF DEMOCRATIC VOTERS	100%	40%	60%	24%	41%	36%	58%	4%	31%	8%	22%	51%	24%		
COMP. LIKELY VOTERS	100%	41%	59%	22%	41%	38%	59%	4%	29%	8%	21%	53%	24%		
COMP. CERTAIN VOTERS	100%	41%	59%	17%	40%	43%	61%	4%	28%	7%	21%	52%	26%		

2500 ARIZONA ADULTS INTERVIEWED STATEWIDE 12/13 - 12/15.
 OF THEM, 1874 WERE REGISTERED TO VOTE.
 OF THEM, 654 WERE REGISTERED DEMOCRATS.
 OF THEM, 581 WERE JUDGED TO BE 'LIKELY' PRIMARY VOTERS.
 OF THEM, 414 WERE JUDGED TO BE 'CERTAIN' PRIMARY VOTERS.
 GRAPHS REFLECT CERTAIN PRIMARY 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.