

ARKANSAS: NO OBVIOUS 'EDWARDS BOUNCE'; BUSH-KERRY DEADLOCKED



ALL INTERVIEWS CONDUCTED AFTER EDWARDS NAMED TO DEMOCRATIC TICKET ON 7/6

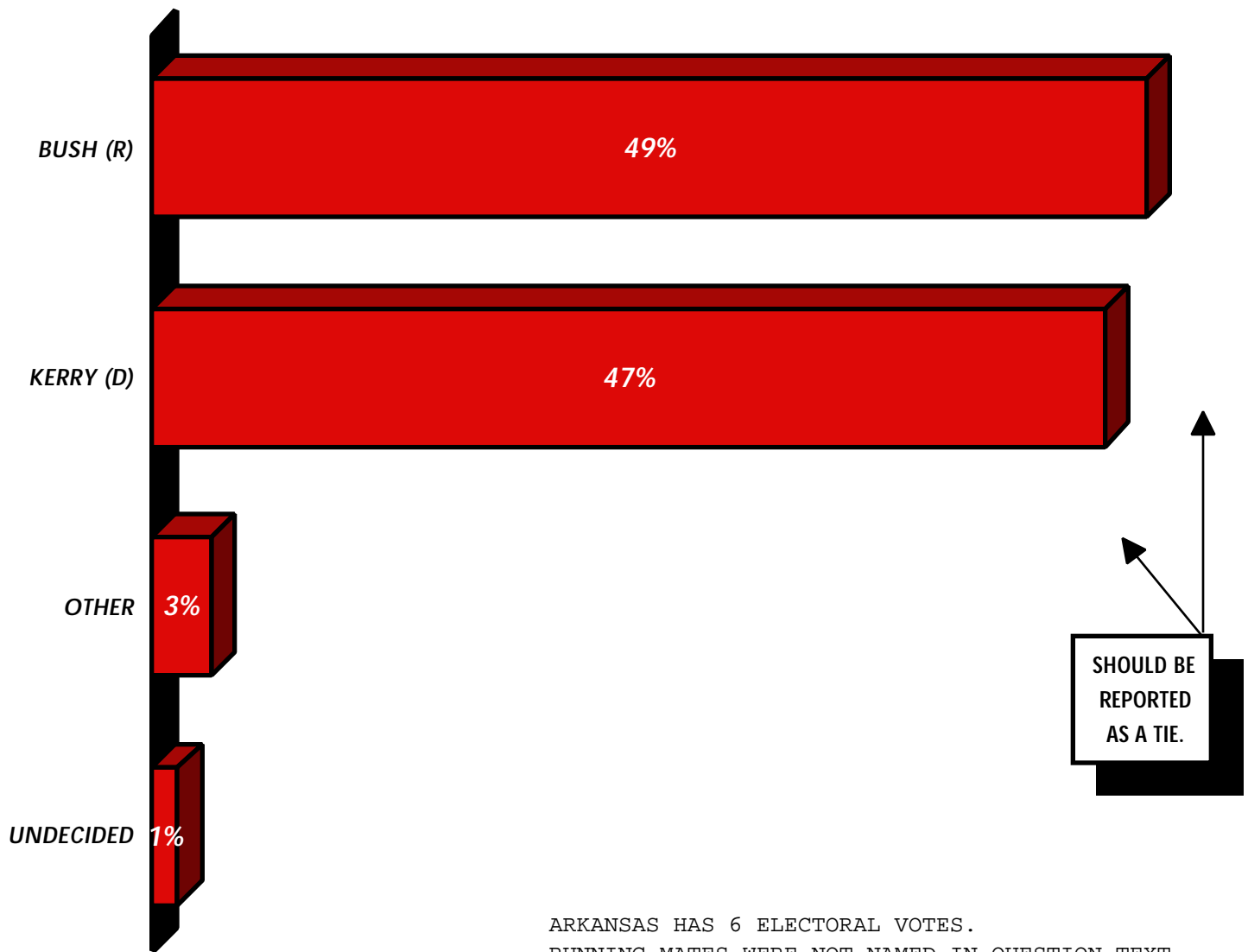
- * IN A PRESIDENTIAL ELECTION IN ARKANSAS TODAY, THE GOP TICKET OF GEORGE W BUSH & DICK CHENEY REMAIN A WHISKER IN FRONT OF THE DEMOCRATIC TICKET OF JOHN KERRY & JOHN EDWARDS, ACCORDING TO SURVEYUSA POLL OF 546 LIKELY AR VOTERS CONDUCTED 7/6 - 7/8.
- * TODAY IT'S BUSH 49%, KERRY 47%. AN IDENTICAL POLL 3 MOS AGO HAD: BUSH 47%, KERRY 45%.
- * BUSH LEADS 4:3 AMONG WHITES, KERRY LEADS 8:1 AMONG BLACKS. KERRY LEADS BY 16 AMONG THOSE EARNING < \$40K/YR, BUSH LEADS BY 38 PTS AMONG THOSE EARNING > \$80K/YR. BUSH LEADS BY 11 AMONG REGULAR CHURCH GOERS, KERRY LEADS BY 25 PTS AMONG NON CHURCH GOERS.
- * KERRY UP 42 PTS AMONG PRO-CHOICE VOTERS, DOWN 33 PTS AMONG PRO-LIFE VOTERS.
- * BUSH HOLDS 94% OF GOP BASE, KERRY HOLDS 84% OF DEM BASE. INDYS BREAK 5:4 FOR BUSH.

RESEARCH CONDUCTED E.T.	040706 17:31-21:48 040707 16:33-21:47 040708 16:36-21:48 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

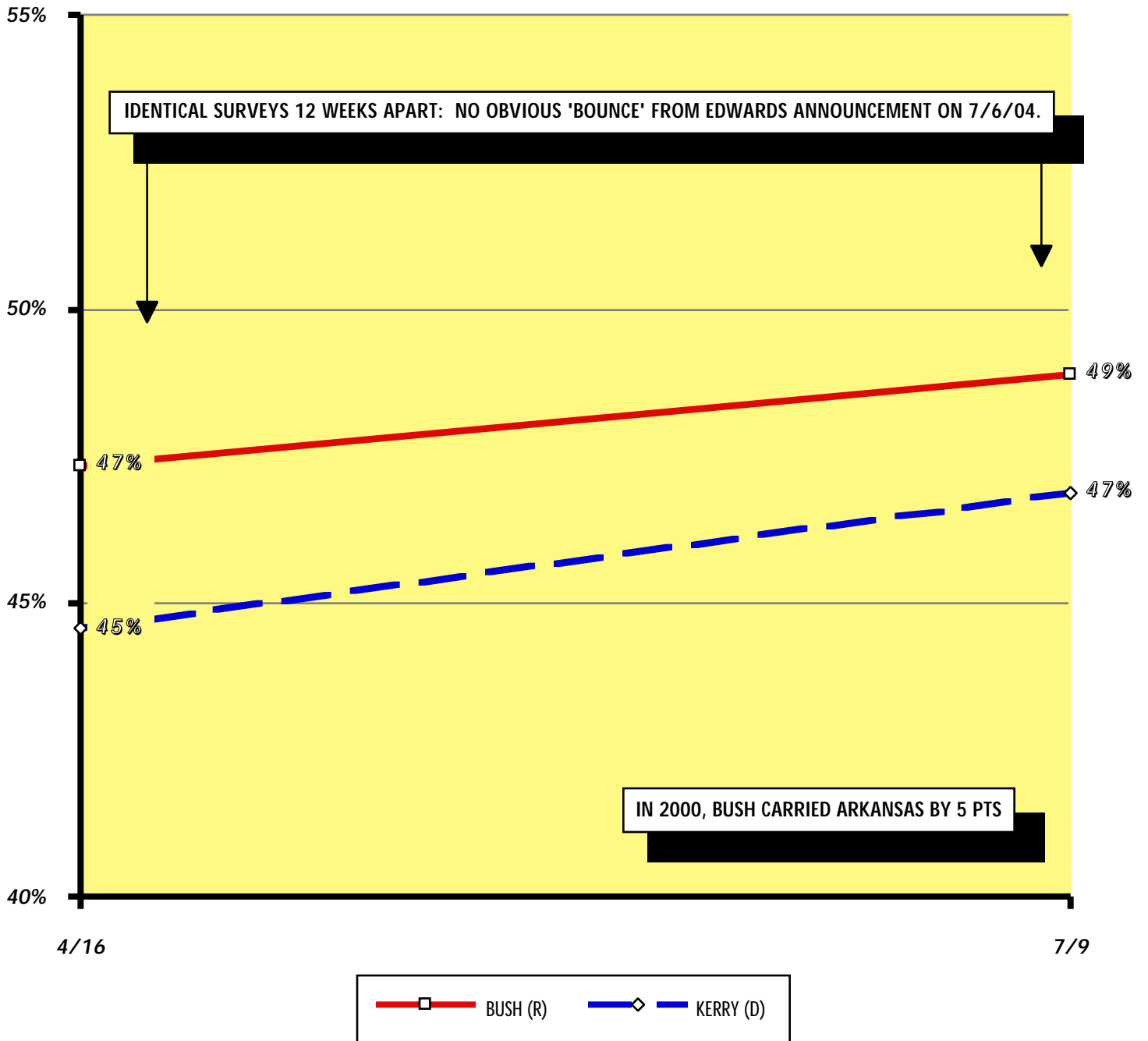
ON NOVEMBER 2ND, AMERICANS WILL ELECT A PRESIDENT. IF THE ELECTION FOR PRESIDENT OF THE UNITED STATES WERE TODAY, AND YOU WERE STANDING IN THE VOTING BOOTH RIGHT NOW, WHO WOULD YOU VOTE FOR? REPUBLICAN GEORGE W. BUSH? DEMOCRAT JOHN KERRY? OR SOME OTHER CANDIDATE?



THIS IS A SURVEY OF	546	LIKELY VOTERS FROM THE ENTIRE STATE OF ARKANSAS
OVERALL RESULTS CONSIDERED SIGNIFICANT	±4.3%	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 PRESIDENT / RESPONSES COMPARED BY PERCENTAGES AND BY INDEX

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

RESPONSES SORTED BY DEMOGRAPHIC CATEGORY

BUSH (R)	49%	94%	13%	51%	72%	35%	23%											
KERRY (D)	47%	5%	84%	40%	24%	61%	70%											
OTHER	3%	0%	2%	6%	3%	2%	6%											
UNDECIDED	1%	0%	1%	3%	1%	1%	1%											
VOTED 'FOR' CANDIDATE																	82%	41%
'AGAINST' OTHER CAND.																	17%	54%
	100%	100%	100%	100%	100%	100%	100%											

DEMOGRAPHIC SUBPOPULATIONS INDEXED TO OVERALL RESPONSES

BUSH (R)	100	192	26	104	148	72	46											
KERRY (D)	100	11	180	86	50	131	149											
OTHER	100	11	80	209	101	64	210											
UNDECIDED	100	32	48	195	78	108	99											

OVERALL
 REPUBLICAN
 DEMOCRAT
 INDEPENDENT/OTHER
 CONSERVATIVE
 MODERATE
 LIBERAL

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.