

DEBATES GIVE KERRY A LITTLE HELP IN ARKANSAS, BUT BUSH STILL UP 5



15 DAYS TO THE ELECTION: BUSH 51%, KERRY 46% ... LINCOLN 57%, HOLT 38%

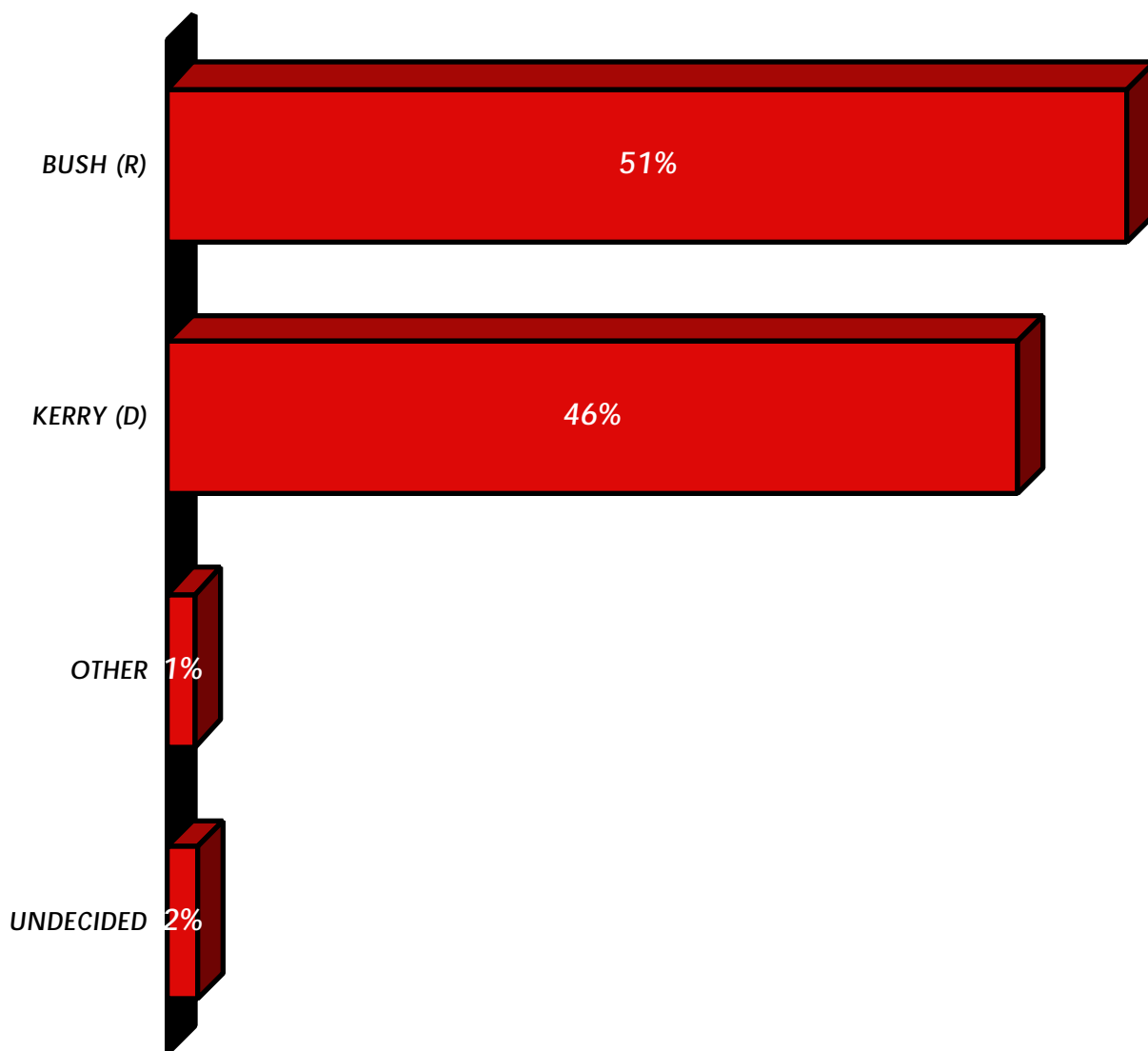
- ☛ IN AN ELECTION IN ARKANSAS TODAY, GEORGE W BUSH DEFEATS JOHN KERRY 51% TO 46% & DEMOCRAT INCUMBENT U. S. SENATOR BLANCHE LINCOLN DEFEATS GOP CHALLENGER JIM HOLT 57% TO 38%, ACCORDING TO SURVEYUSA POLL OF 617 LIKELY VOTERS CONDUCTED 10/15 - 10/17.
- ☛ 18 DAYS AGO, BEFORE 1ST OF 3 DEBATES, BUSH LED BY 9 IN AR, NOW 5. BUSH LEADS BY 17 AMONG WHITES, TRAILS BY 73 AMONG BLACKS. BUSH HOLDS 92% OF GOP BASE. KERRY HOLDS 83% OF DEMOCRAT BASE; 14% OF DEMOCRATS CROSS-OVER FOR BUSH. BUSH LEADS BY 15 AMONG INDYS.
- ☛ KERRY UP BY 16 IN HH' S EARNING < \$40K/YR; BUSH UP BY 35 IN HH' S EARNING > \$80K/YR.
- ☛ KERRY LEADS BY 1 PT IN URBAN & RURAL ARKANSAS, BUT BUSH UP BY 28 PTS IN THE SUBURBS.
- ☛ LINCOLN HAD BEEN UP 14, NOW IS UP 19. LINCOLN UP 9 AMONG MALES, UP 27 AMONG FEMALES.

RESEARCH CONDUCTED E.T.	041015 16:33-21:46 041016 13:06-21:50 041017 15:03-20:30 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?

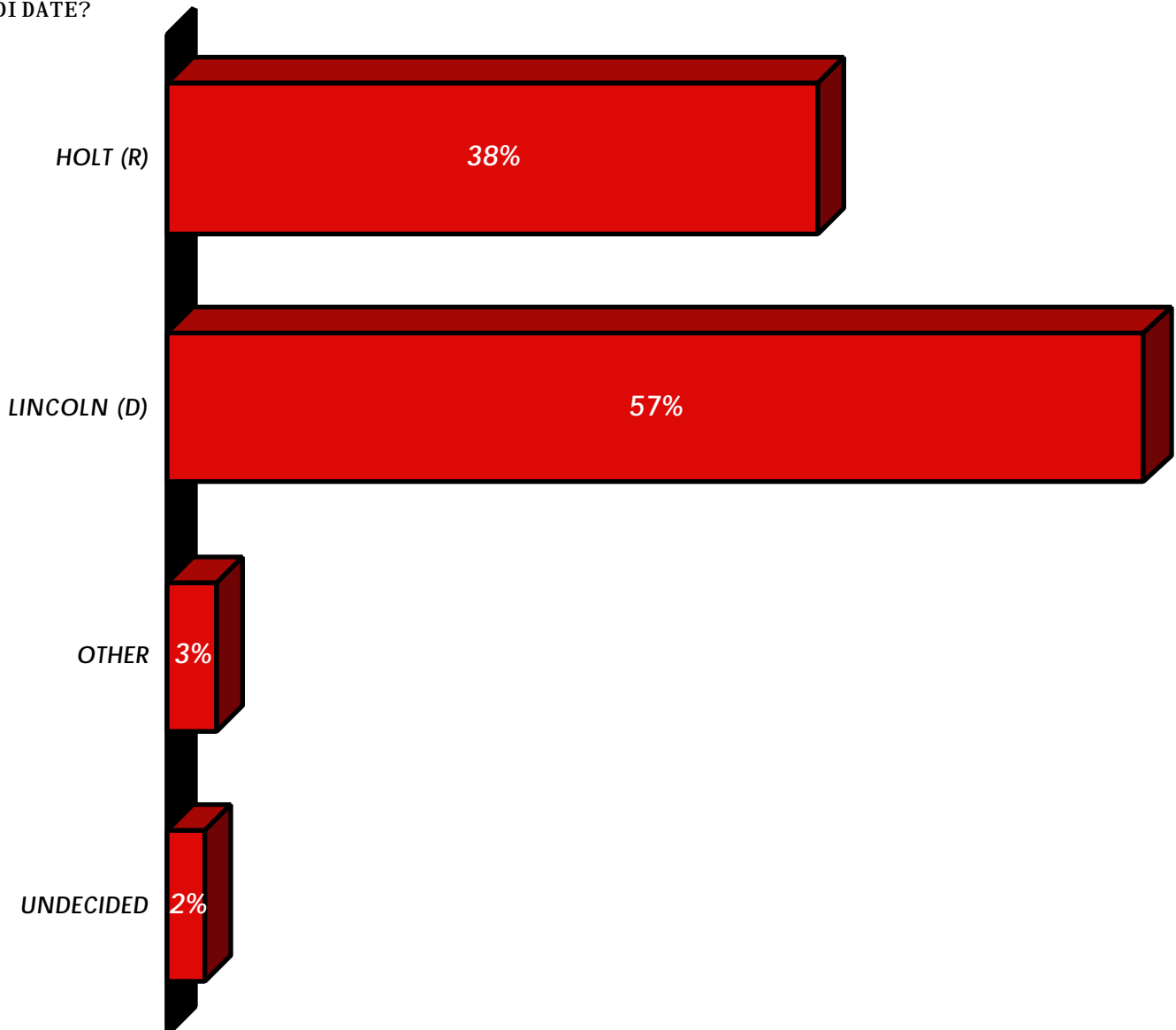


THIS IS A SURVEY OF	617	LIKELY VOTERS FROM THE ENTIRE STATE OF ARKANSAS
OVERALL RESULTS CONSIDERED SIGNIFICANT	±4%	A LARGER ± APPLIES TO SUBPOPULATIONS

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

VOTE FOR SENATOR / ALL LIKELY VOTERS

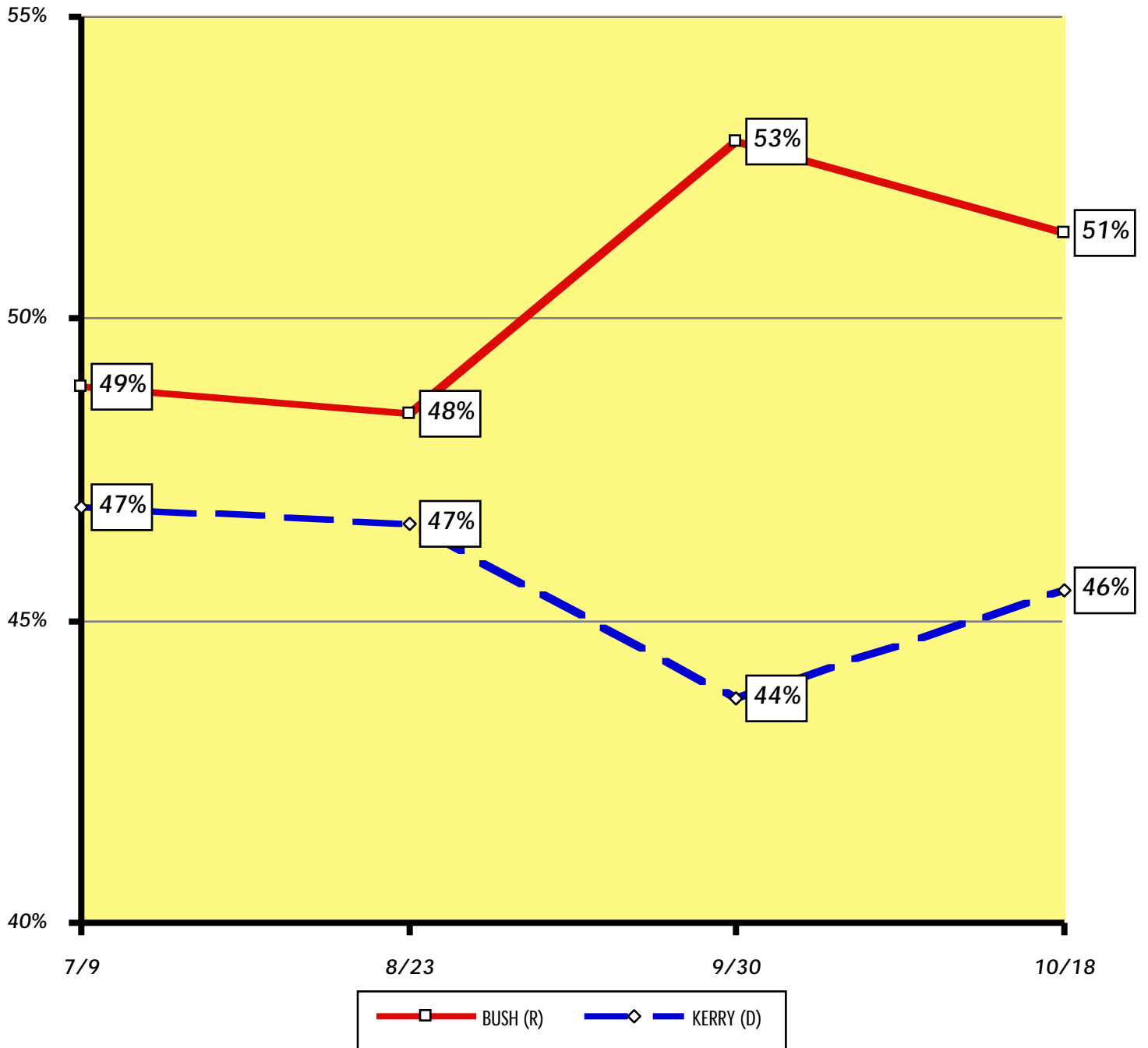
ARKANSAS VOTERS MAY ALSO VOTE IN AN ELECTION FOR UNITED STATES SENATOR. IF THE ELECTION FOR U. S. SENATOR FROM ARKANSAS WERE TODAY AND YOU WERE STANDING IN THE VOTING BOOTH RIGHT NOW, WHO WOULD YOU VOTE FOR? REPUBLICAN JIM HOLT? DEMOCRAT BLANCHE LINCOLN? OR SOME OTHER CANDIDATE?



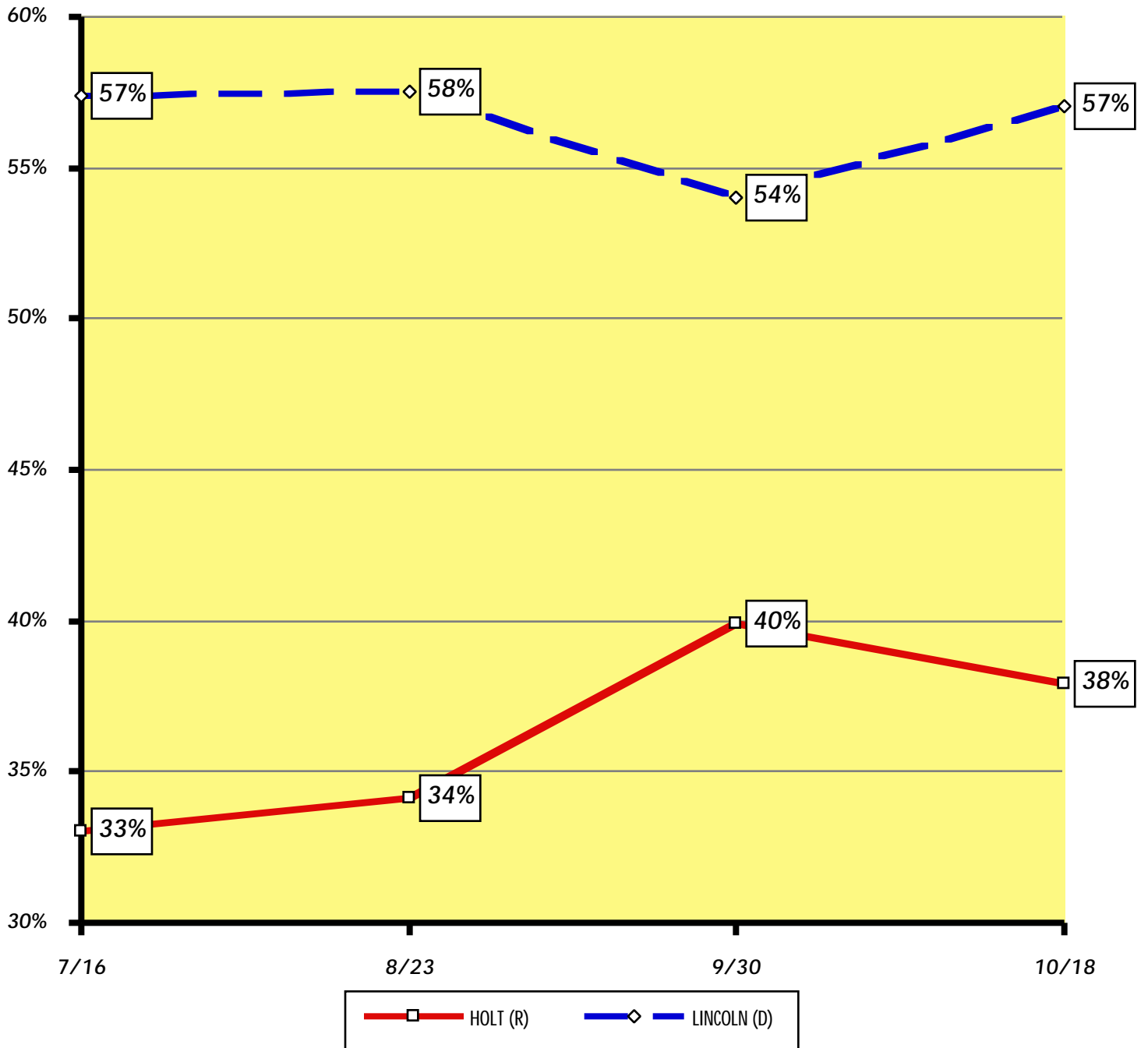
THIS IS A SURVEY OF	613	LIKELY VOTERS FROM THE ENTIRE STATE OF ARKANSAS
OVERALL RESULTS CONSIDERED SIGNIFICANT	±4%	A LARGER ± APPLIES TO SUBPOPULATIONS

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)	51%	51%	61%	53%	50%	49%	57%	51%	47%	57%	12%	69%	57%		
KERRY (D)	46%	47%	29%	43%	47%	50%	38%	46%	50%	40%	85%	31%	37%		
OTHER	1%	1%	4%	2%	1%	1%	2%	1%	1%	2%	0%	0%	1%		
UNDECIDED	2%	1%	6%	2%	2%	1%	3%	1%	2%	1%	3%	0%	6%		
	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	98	118	104	97	94	111	100	91	111	23	133	111		
KERRY (D)	100	103	64	95	104	109	83	102	110	88	187	69	81		
OTHER	100	87	257	125	77	83	153	81	68	114	31	0	40		
UNDECIDED	100	76	376	96	104	38	165	80	115	85	174	0	341		

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	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															
BUSH (R)	51%	47%	65%	53%	45%	78%	31%	12%	35%	48%	58%	92%	14%	55%	
KERRY (D)	46%	49%	31%	44%	53%	19%	67%	85%	63%	50%	39%	5%	83%	40%	
OTHER	1%	2%	2%	1%	1%	2%	1%	2%	1%	1%	1%	1%	1%	3%	
UNDECIDED	2%	2%	2%	1%	1%	1%	2%	1%	1%	1%	2%	2%	2%	3%	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	

	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	
DEMOGRAPHIC SUBPOPULATIONS INDEXED TO OVERALL RESPONSES															
BUSH (R)	100	92	126	103	88	152	60	24	68	94	113	179	26	107	
KERRY (D)	100	108	69	97	116	41	147	188	139	109	85	11	182	88	
OTHER	100	121	124	88	52	118	49	115	58	80	100	49	83	175	
UNDECIDED	100	122	127	78	59	78	96	37	49	61	109	136	143	160	

VOTE FOR PRESIDENT / RESPONSES COMPARED BY PERCENTAGES AND BY INDEX

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

BUSH (R)
KERRY (D)

RESPONSES SORTED BY DEMOGRAPHIC CATEGORY

BUSH (R)	51%	72%	25%	51%	53%	41%	59%	67%										
KERRY (D)	46%	26%	73%	45%	45%	57%	37%	32%										
OTHER	1%	2%	1%	2%	1%	0%	2%	1%										
UNDECIDED	2%	1%	1%	2%	1%	2%	2%	0%										
VOTED 'FOR' CANDIDATE																		77%
'AGAINST' OTHER CAND.																		22%
																		54%
																		44%
	100%	100%	100%	100%	100%	100%	100%	100%										

DEMOGRAPHIC SUBPOPULATIONS INDEXED TO OVERALL RESPONSES

BUSH (R)	100	139	49	100	104	79	115	130										
KERRY (D)	100	56	160	99	99	126	82	70										
OTHER	100	103	76	104	63	21	136	73										
UNDECIDED	100	79	54	116	38	100	118	18										

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

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)	51%	49%	54%	48%	63%	48%							
KERRY (D)	46%	48%	43%	49%	35%	49%							
OTHER	1%	1%	2%	2%	1%	1%							
UNDECIDED	2%	1%	2%	2%	1%	2%							
	100%	100%	100%	100%	100%	100%							

DEMOGRAPHIC SUBPOPULATIONS INDEXED TO OVERALL RESPONSES													
BUSH (R)	100	96	104	93	122	93							
KERRY (D)	100	106	94	107	76	108							
OTHER	100	88	113	117	95	93							
UNDECIDED	100	87	114	112	89	99							

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	BUSSH (R)	KERRY (D)
RESPONSES SORTED BY DEMOGRAPHIC CATEGORY															
HOLT (R)	38%	39%	27%	42%	34%	37%	41%	37%	36%	41%	10%	71%	47%	69%	4%
LINCOLN (D)	57%	57%	62%	53%	61%	55%	54%	60%	60%	55%	78%	29%	48%	26%	91%
OTHER	3%	3%	5%	3%	2%	6%	2%	1%	1%	2%	8%	0%	5%	2%	4%
UNDECIDED	2%	2%	6%	2%	2%	1%	3%	2%	3%	2%	4%	0%	0%	3%	1%
	100%	100%	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	BUSSH (R)	KERRY (D)
DEMOGRAPHIC SUBPOPULATIONS INDEXED TO OVERALL RESPONSES															
HOLT (R)	100	102	70	111	89	98	107	97	96	109	25	187	123	181	12
LINCOLN (D)	100	99	109	92	107	97	95	106	105	96	138	51	84	46	160
OTHER	100	93	183	112	89	221	83	39	26	70	301	0	190	69	131
UNDECIDED	100	86	261	89	110	49	139	81	136	96	159	0	0	123	36
	100	100	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 BUSSH (R) KERRY (D)

VOTE FOR SENATOR / RESPONSES COMPARED BY PERCENTAGES AND BY INDEXED

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)	38%	31%	56%	40%	30%	63%	18%	6%	25%	31%	45%	82%	6%	35%
LINCOLN (D)	57%	64%	40%	53%	66%	33%	79%	88%	71%	63%	51%	15%	89%	59%
OTHER	3%	2%	2%	5%	2%	1%	3%	4%	1%	4%	2%	1%	4%	3%
UNDECIDED	2%	3%	1%	1%	2%	2%	1%	3%	2%	2%	2%	2%	1%	3%
100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

DEMOGRAPHIC SUBPOPULATIONS INDEXED TO OVERALL RESPONSES														
HOLT (R)	100	80	149	107	78	166	47	15	67	81	119	216	15	92
LINCOLN (D)	100	113	70	92	116	59	138	154	125	111	90	26	157	103
OTHER	100	57	74	195	59	47	107	143	39	139	64	47	128	124
UNDECIDED	100	154	66	63	113	107	27	117	107	102	92	84	60	134

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	< \$40K/YR	\$40K - \$80K/YR	> \$80K/YR	LITTLE ROCK AREA	REST OF STATE	URBAN	SUBURBAN	RURAL		
	RESPONSES SORTED BY DEMOGRAPHIC CATEGORY														
HOLT (R)	38%	56%	14%	38%	38%	29%	44%	48%	33%	43%	35%	52%	32%		
LINCOLN (D)	57%	40%	82%	58%	57%	66%	53%	48%	61%	52%	59%	45%	62%		
OTHER	3%	1%	3%	2%	2%	3%	2%	2%	4%	1%	5%	2%	2%		
UNDECIDED	2%	2%	1%	2%	3%	3%	1%	2%	1%	3%	1%	1%	3%		
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%		

	OVERALL	PRO-LIFE	PRO-CHOICE	MILITARY/VET	NON-MILITARY/VET	< \$40K/YR	\$40K - \$80K/YR	> \$80K/YR	LITTLE ROCK AREA	REST OF STATE	URBAN	SUBURBAN	RURAL		
	DEMOGRAPHIC SUBPOPULATIONS INDEXED TO OVERALL RESPONSES														
HOLT (R)	100	147	37	100	101	76	117	126	87	113	93	137	86		
LINCOLN (D)	100	71	144	101	99	115	92	84	108	92	103	78	109		
OTHER	100	50	107	78	80	97	65	87	148	49	181	83	66		
UNDECIDED	100	104	41	87	116	115	57	75	57	145	54	45	152		

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	686	326	360	196	196	155	139	566	090	016	014	198	261	213	015
CERTAIN	568	274	294	157	164	134	114	473	073	012	011	175	216	169	008
PROBABLE	048	023	026	016	016	007	009	042	005	000	001	011	015	020	002
BUSH (R)	317	158	159	084	103	072	058	293	009	008	007	174	032	104	007
KERRY (D)	281	129	152	086	068	065	062	206	066	004	005	009	194	076	002
OTHER	009	005	004	002	004	002	001	009	000	000	000	001	003	005	000
UNDECIDED	010	005	005	001	005	002	002	007	002	000	001	001	003	005	002
HOLT (R)	232	125	107	064	073	051	044	211	007	009	006	152	013	066	002
LINCOLN (D)	349	156	194	095	097	084	073	280	061	004	006	028	206	110	006
OTHER	017	009	008	011	004	002	001	010	007	000	001	002	008	006	000
WON'T VOTE	004	000	004	002	000	001	001	003	001	000	000	002	001	001	001
UNDECIDED	014	006	008	002	006	002	004	011	003	000	000	003	003	006	001
TOTAL	800	384	416	247	228	176	150	648	111	022	019	198	261	213	015
COMPOSITION OF ADULTS	100%	48%	52%	31%	28%	22%	19%	81%	14%	3%	2%	25%	33%	27%	2%
COMP. OF REG. VOTERS	100%	48%	52%	29%	29%	23%	20%	83%	13%	2%	2%	29%	38%	31%	2%
COMP. OF LIKELY VOTERS	100%	48%	52%	28%	29%	23%	20%	83%	13%	2%	2%	30%	37%	31%	2%

800 ARKANSAS ADULTS INTERVIEWED BY TELEPHONE 10/15- 10/17. OF THEM, 686 WERE REGISTERED TO VOTE. OF THEM, 617 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	GRAD SCHOOL	COLLEGE GRAD	SOME COLLEGE	NO COLLEGE	CONSERVATIVE	MODERATE	LIBERAL	NOT SURE	NO RELIGIOUS SERVICES	OCCASIONAL RELIGIOUS SERVICES	REGULAR RELIGIOUS SERVICES	CERTAIN	PROBABLE
REGISTERED	686	099	127	176	275	303	233	091	042	087	207	368	568	048
CERTAIN	568	085	112	160	207	264	191	073	028	069	162	320	568	000
PROBABLE	048	009	008	005	024	021	016	004	005	005	017	022	000	048
BUSH (R)	317	044	077	088	105	223	064	010	016	026	086	198	288	029
KERRY (D)	281	046	038	073	122	053	138	066	015	047	089	133	266	014
OTHER	009	002	002	002	002	005	001	001	000	001	002	005	007	002
UNDECIDED	010	002	002	002	002	004	003	000	001	001	002	006	007	003
HOLT (R)	232	028	067	066	068	178	036	004	010	019	054	154	220	013
LINCOLN (D)	349	060	048	086	152	095	162	067	018	052	112	174	320	030
OTHER	017	001	002	009	004	004	006	003	001	001	007	006	015	002
WON'T VOTE	004	000	001	001	002	001	001	001	001	000	002	001	003	001
UNDECIDED	014	003	002	002	006	007	001	002	003	002	004	007	011	003
TOTAL	800	107	132	202	343	338	273	111	052	118	244	403	568	048
COMPOSITION OF ADULTS	100%	13%	17%	25%	43%	42%	34%	14%	7%	15%	30%	50%	71%	6%
COMP. OF REG. VOTERS	100%	14%	19%	26%	40%	44%	34%	13%	6%	13%	30%	54%	83%	7%
COMP. OF LIKELY VOTERS	100%	15%	19%	27%	38%	46%	33%	12%	5%	12%	29%	55%	92%	8%
800 ARKANSAS ADULTS INTERVIEWED BY TELEPHONE 10/15- 10/17. OF THEM, 686 WERE REGISTERED TO VOTE. OF THEM, 617 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	< \$40K/YR	\$40K - \$80K/YR	> \$80K/YR	DECLINE	VOTED 'FOR' CANDIDATE	'AGAINST' OTHER CAND.	NOT SURE
REGISTERED	686	378	253	031	388	267	275	221	105	022			
CERTAIN	568	315	215	021	335	208	214	192	094	018			
PROBABLE	048	029	013	002	025	019	018	016	007	001			
BUSH (R)	317	246	057	006	185	121	095	123	068	011	244	071	002
KERRY (D)	281	088	166	015	162	102	133	077	032	007	151	122	007
OTHER	009	005	003	000	005	002	001	004	001	001	000	000	000
UNDECIDED	010	004	002	002	007	001	004	004	000	000	000	000	000
HOLT (R)	232	191	032	004	136	087	067	092	048	007			
LINCOLN (D)	349	138	186	015	207	128	151	109	048	011			
OTHER	017	005	007	002	008	005	006	004	002	000			
WON'T VOTE	004	002	001	000	002	002	002	001	000	000			
UNDECIDED	014	008	002	003	007	006	006	003	002	001			
TOTAL	800	432	290	040	443	312	331	241	112	028			
COMPOSITION OF ADULTS	100%	54%	36%	5%	55%	39%	41%	30%	14%	4%			
COMP. OF REG. VOTERS	100%	55%	37%	4%	57%	39%	40%	32%	15%	3%			
COMP. OF LIKELY VOTERS	100%	56%	37%	4%	58%	37%	38%	34%	16%	3%			

800 ARKANSAS ADULTS INTERVIEWED BY TELEPHONE 10/15- 10/17. OF THEM, 686 WERE REGISTERED TO VOTE. OF THEM, 617 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	LITTLE ROCK AREA	REST OF STATE	URBAN	SUBURBAN	RURAL	BUSH (R)	KERRY (D)										
REGISTERED	686	348	338	184	161	341												
CERTAIN	568	287	281	152	137	279												
PROBABLE	048	027	021	010	013	026												
BUSH (R)	317	155	162	077	094	146												
KERRY (D)	281	151	129	079	052	149												
OTHER	009	004	005	003	002	004												
UNDECIDED	010	004	006	003	002	005												
HOLT (R)	232	104	129	056	078	098	216	012										
LINCOLN (D)	349	192	157	094	067	189	083	254										
OTHER	017	013	004	008	003	006	006	010										
WON'T VOTE	004	002	002	002	001	001	003	001										
UNDECIDED	014	004	010	002	001	010	009	002										
TOTAL	800	410	390	216	180	404												
COMPOSITION OF ADULTS	100%	51%	49%	27%	23%	50%												
COMP. OF REG. VOTERS	100%	51%	49%	27%	23%	50%												
COMP. OF LIKELY VOTERS	100%	51%	49%	26%	24%	49%												

800 ARKANSAS ADULTS INTERVIEWED BY TELEPHONE 10/15- 10/17. OF THEM, 686 WERE REGISTERED TO VOTE. OF THEM, 617 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.