Area	GOP Vote Rockefell.	Dem Vote Chaffin	Ind Vote	Total Vote	GOP %	Dem %	Ind %	Rem %	Plurality/Win		%of Marg	%St Tot
ARKANSAS			**ROCKEFELLER WINS**						**Lt. Governor, 1996**			
Total for State	**438,716**	**428,337**	**0**	**867,053**	**50.6**	**49.4**	**0.0**	**0.0**	**10,379**	**R**	**1.2**	**100.0**
DMAs, MEDIA MARKETS for 2000												
Shreveport, LA - AR - OK - TX	22,792	25,818		48,610	46.9	53.1			3,026	D	6.2	5.6
Springfield, MO - AR	**27,594**	**21,080**		**48,674**	**56.7**	**43.3**			**6,514**	**R**	**13.4**	**5.6**
Monroe - El Dorado, LA - AR	10,604	10,784		21,388	49.6	50.4			180	D	0.8	2.5
Memphis, TN - AR- MS - MO	25,627	35,146		60,773	42.2	57.8			9,519	D	15.6	7.0
Greenwood - Greenville, MS	1,808	2,805		4,613	39.2	60.8			997	D	21.6	0.5
Ft. Smith - Fay - Springdale - Rogers, AR	**95,281**	**70,328**		**165,609**	**57.5**	**42.5**			**24,953**	**R**	**15.0**	**19.1**
Little Rock - Pine Bluff, AR	225,623	225,806		451,429	50.0	50.0			183	D	0.0	52.1

SUMMARY OF UNITS WON

1a. Won by Rockefell. for Republicans:	2	Lowest %	39.2	Greenwood - Greenville, MS	Highest %	57.5	Ft. Smith - Fay - Springdale -
1b. Won by Chaffin for Democrats:	5	Lowest %	42.5	Ft. Smith - Fay - Springdale -	Highest %	60.8	Greenwood - Greenville, MS

ISRs, INTERNAL STATE REGIONS											
Ozarks	**113,168**	**91,499**		**204,667**	**55.3**	**44.7**			**21,669**	**R**	**10.6**	**23.6**
Central	**101,110**	**87,517**		**188,627**	**53.6**	**46.4**			**13,593**	**R**	**7.2**	**21.8**
River Valley	**51,564**	**38,697**		**90,261**	**57.1**	**42.9**			**12,867**	**R**	**14.2**	**10.4**
Mississippi Delta	55,312	75,593		130,905	42.3	57.7			20,281	D	15.4	15.1
Timberlands	59,768	73,386		133,154	44.9	55.1			13,618	D	10.2	15.4
Ouachitas	57,794	61,645		119,439	48.4	51.6			3,851	D	3.2	13.8

SUMMARY OF UNITS WON

1a. Won by Rockefell. for Republicans:	3	Lowest %	42.3	Mississippi Delta	Highest %	57.1	River Valley
1b. Won by Chaffin for Democrats:	3	Lowest %	42.9	River Valley	Highest %	57.7	Mississippi Delta

GMRs, METRO GROUPS for 1999											
Little Rock Metro	**102,880**	**90,745**		**193,625**	**53.1**	**46.9**			**12,135**	**R**	**6.2**	**22.3**
Other Metro	**117,623**	**97,765**		**215,388**	**54.6**	**45.4**			**19,858**	**R**	**9.2**	**24.8**
Non Metro	218,213	239,827		458,040	47.6	52.4			21,614	D	4.8	52.8

SUMMARY OF UNITS WON

1a. Won by Rockefell. for Republicans:	2	Lowest %	47.6	Non Metro	Highest %	54.6	Other Metro
1b. Won by Chaffin for Democrats:	1	Lowest %	45.4	Other Metro	Highest %	52.4	Non Metro

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1. BOLDING indicates unit won by REPUBLICANS. Plurality in UPPERCASE indicates party which won unit won with a majority of the vote.
2. Total column may include votes for minor party candidates. An asterisk (*) follows the Total column if it includes votes not listed (see Rem%).
3. % of Marg(in) is Plurality as % of Total Vote. %St/Tot is percentage of Total Vote for Area contributed by this component (MSAs and DMAs may cross state lines).
4. See end of listing for subtable summarizing units won and percentages. See map(s) for geographic distribution of voting behavior.