

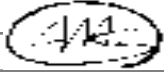
# **ELECTION EVE: HICKENLOOPER ATOP CROWDED DENVER MAYORAL FIELD**

\* EXCLUSIVE SURVEYUSA RESEARCH RESULTS \*

YOU MUST CREDIT SURVEYUSA IF YOU AIR, CITE  
OR REPRINT THESE RESULTS IN WHOLE OR PART

## **NO LATE SURGE FROM 2ND-TIER CANDIDATES, 24 HRS TO ELECTION**

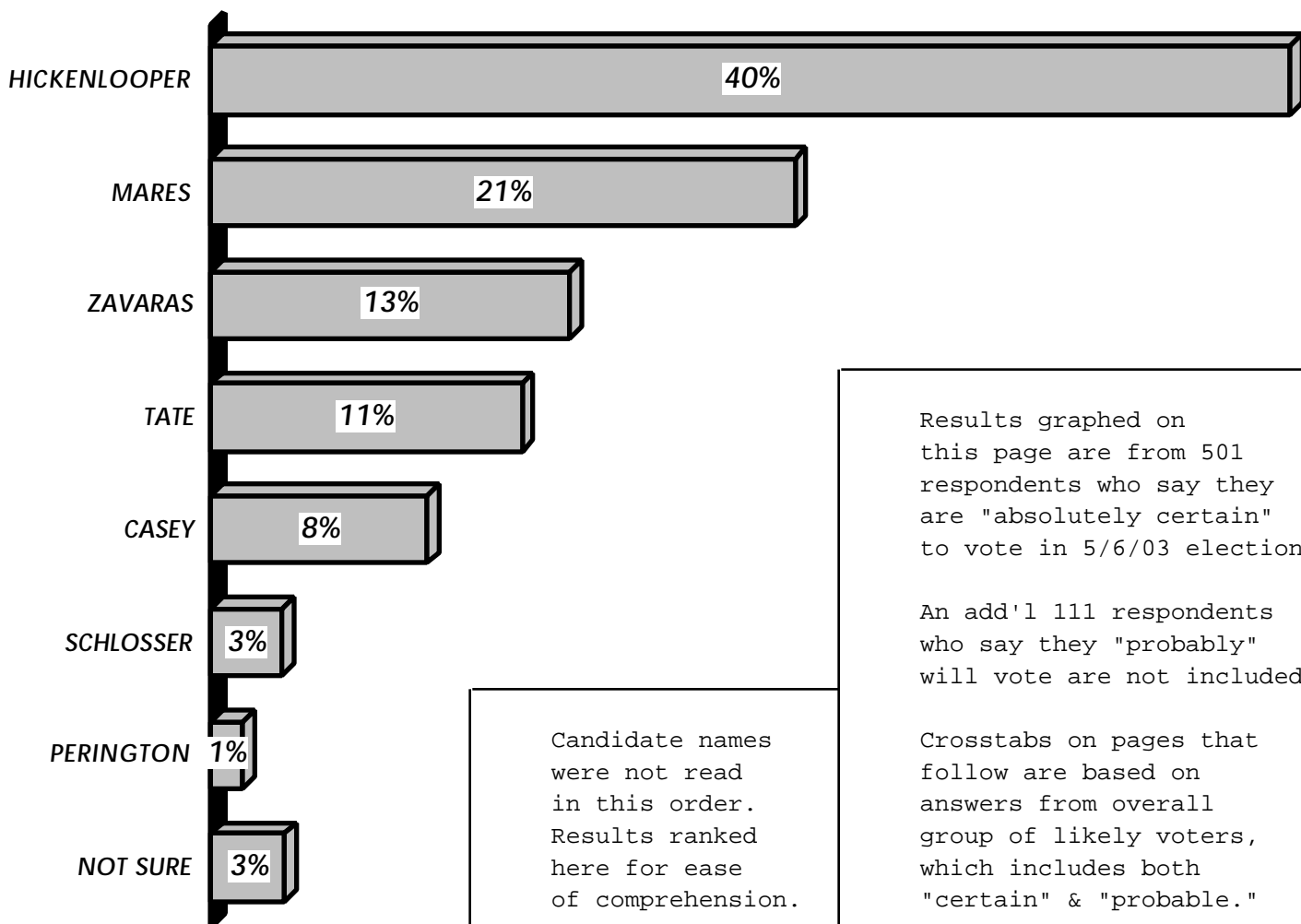
- ☛ IN AN ELECTION TODAY, ELECTION EVE, FOR MAYOR OF DENVER, JOHN HICKENLOOPER FINSHES 19 PTS AHEAD OF DON MARES, ACCORDING TO THIS EXCLUSIVE KUSA-TV POLL OF 501 CERTAIN VOTERS FROM THE CITY OF DENVER, CONDUCTED 5/2 + 5/3 + 5/4 BY SURVEYUSA. IT'S NOW: HICKENLOOPER 40%, MARES 21%, ARI ZAVARAS 13%, PENFIELD TATE 11%, SUSAN CASEY 8%.
- ☛ IN CAMPAIGN'S FINAL 3 DAYS, HICKENLOOPER HAS GAINED 2 PTS TO 40%. MARES IS UNCHANGED AT 21%. IF NO ONE REACHES 50%, TOP 2 FINISHERS FACE EACH OTHER IN A RUNOFF ON 6/3.
- ☛ IF "PROBABLE" VOTERS ARE ADDED TO "CERTAIN" VOTERS, HICKENLOOPER'S MARGIN SHRINKS: HICKENLOOPER DROPS 2 PTS TO 38%, MARES IS UNCHANGED AT 21%. HICKENLOOPER WINS BY 17.
- ☛ SURVEY OF 900 DENVER ADULTS, INCLUDING 685 REGISTERED VOTERS & 501 CERTAIN VOTERS.

<b>RESEARCH CONDUCTED E.T.</b>	030502 17: 24-22: 56 030503 12: 31-22: 32 030504 15: 00-	<b>APPROVED</b>
<b>RESPONDENTS DRAWN FROM</b>	DENVER COUNTY	
<b>RANDOM SAMPLE SELECTED BY</b>	SURVEY SAMPLING, INC.	

FOR COMMENT, ADDITIONAL ANALYSIS OR ACTUALITY, CALL 1-800-786-8000

**Q1: VOTE FOR MAYOR / ALL CERTAIN VOTERS**

VOTERS IN DENVER WILL ELECT A MAYOR NEXT TUESDAY. IF THE ELECTION FOR DENVER MAYOR WERE TODAY, AND YOU WERE STANDING IN THE VOTING BOOTH RIGHT NOW, WHO WOULD YOU VOTE FOR? SUSAN CASEY? JOHN HICKENLOOPER? DON MARES? PHIL PERINGTON? ELIZABETH SCHLOSSER? PENFIELD TATE? OR ARI ZAVARAS?



Results graphed on this page are from 501 respondents who say they are "absolutely certain" to vote in 5/6/03 election.

An add'l 111 respondents who say they "probably" will vote are not included.

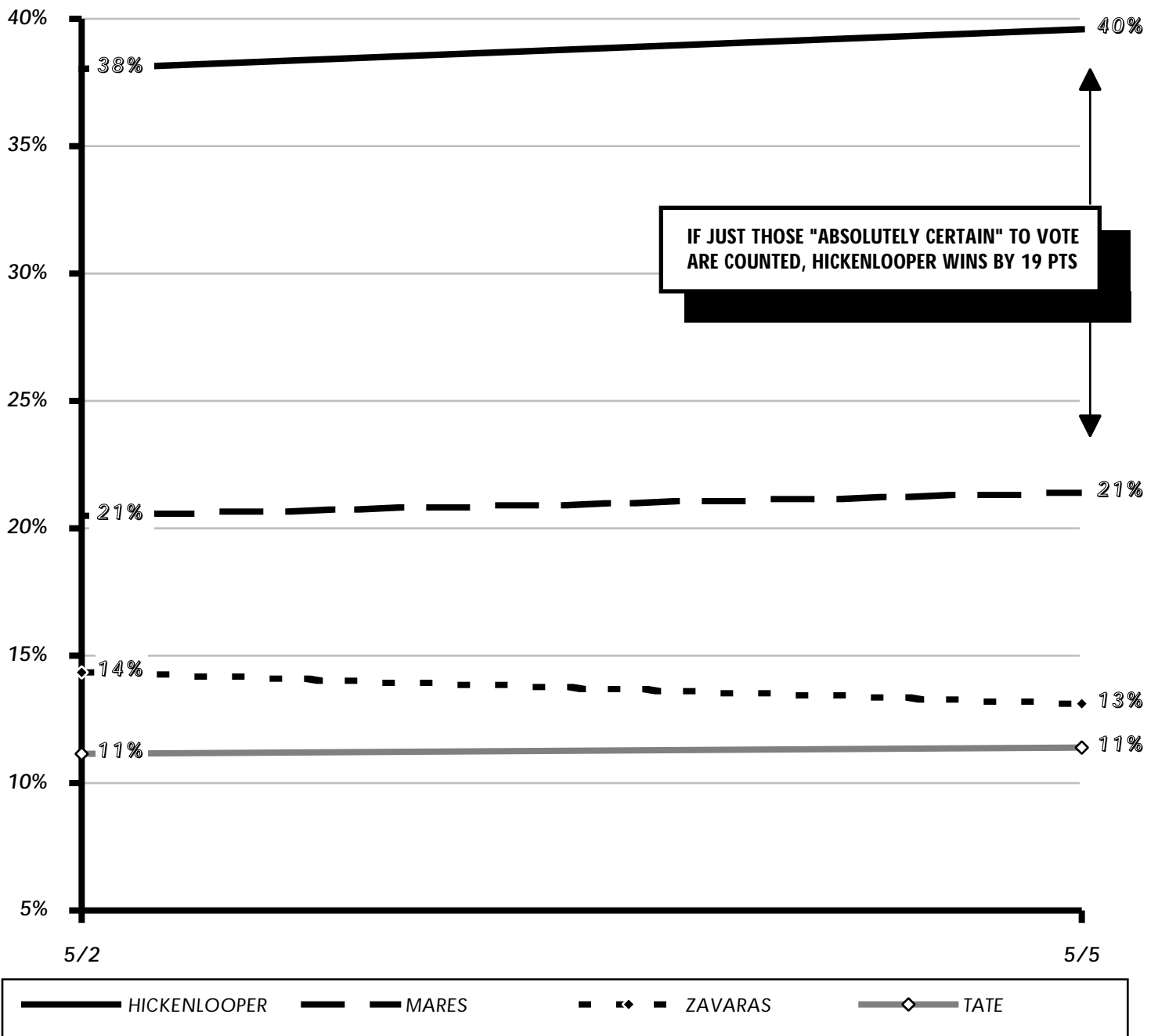
Crosstabs on pages that follow are based on answers from overall group of likely voters, which includes both "certain" & "probable."

Candidate names were not read in this order. Results ranked here for ease of comprehension.

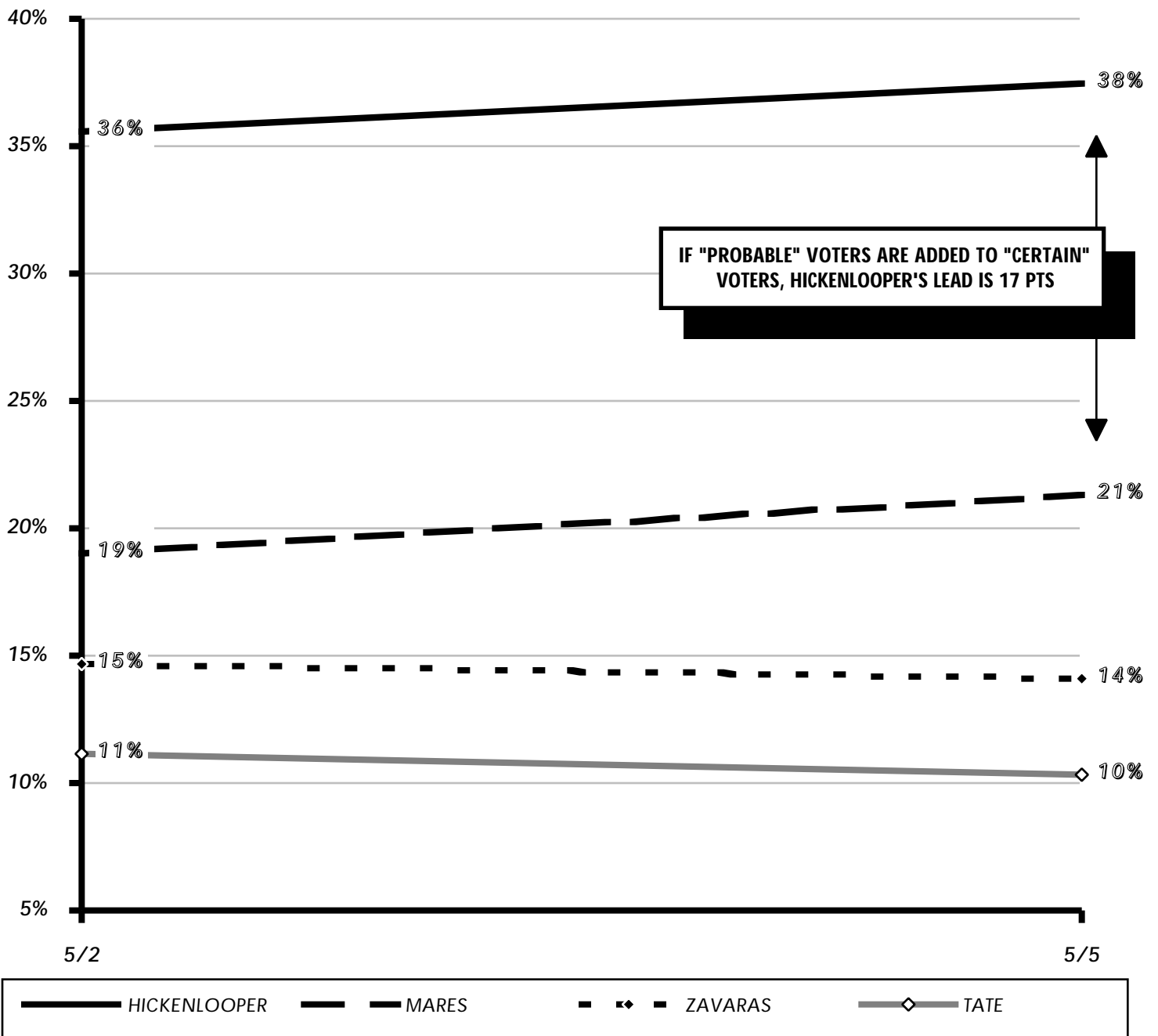
THIS IS A SURVEY OF	501	CERTAIN VOTERS FROM DENVER COUNTY
OVERALL RESULTS CONSIDERED SIGNIFICANT	±4.5%	A LARGER ± APPLIES TO SUBPOPULATIONS

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

Q1: VOTE FOR MAYOR / ALL CERTAIN VOTERS (EXCLUDING PROBABLE VOTERS), TRACKED OVER TIME



Q1: VOTE FOR MAYOR / HOW OVERALL (CERTAIN + PROBABLE) VOTERS ANSWERED, TRACKED OVER TIME



Q1: VOTE FOR MAYOR / RESPONSES COMPARED BY PERCENTAGES AND BY INDEX

	CERTAIN	PROBABLE	OVERALL	MALE	FEMALE	AGE 18 - 34	AGE 35 - 54	AGE 55 +	WHITE	BLACK	HI SPANIC	OTHER	CONSERVATIVE	MODERATE	LIBERAL
<b>RESPONSES SORTED BY DEMOGRAPHIC CATEGORY</b>															
CASEY	8%	6%	8%	5%	10%	6%	8%	8%	9%	8%	4%	11%	7%	5%	12%
HICKENLOOPER	40%	28%	38%	45%	31%	40%	40%	32%	50%	16%	14%	38%	32%	37%	44%
MARES	21%	21%	21%	20%	22%	19%	22%	23%	13%	7%	51%	12%	20%	25%	16%
PERINGTON	1%	3%	1%	1%	2%	3%	1%	1%	1%	0%	2%	4%	2%	1%	1%
SCHLOSSER	3%	5%	3%	3%	3%	4%	3%	3%	2%	2%	6%	1%	5%	2%	2%
TATE	11%	6%	10%	9%	12%	7%	12%	11%	6%	54%	3%	5%	9%	11%	11%
ZAVARAS	13%	18%	14%	13%	15%	14%	11%	19%	14%	8%	16%	23%	20%	13%	9%
NOT SURE	3%	12%	4%	4%	5%	7%	4%	3%	4%	5%	4%	7%	4%	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 SPANIC	OTHER	CONSERVATIVE	MODERATE	LIBERAL
<b>DEMOGRAPHIC SUBPOPULATIONS INDEXED TO OVERALL RESPONSES</b>															
CASEY	103	85	100	70	130	77	111	109	117	99	51	139	89	67	161
HICKENLOOPER	106	75	100	119	82	106	106	86	134	42	37	100	85	99	117
MARES	101	97	100	96	104	92	101	107	61	31	239	56	95	118	77
PERINGTON	77	204	100	67	132	203	59	49	96	0	132	248	142	98	62
SCHLOSSER	84	173	100	88	112	142	83	80	72	68	196	44	163	78	72
TATE	110	55	100	83	116	67	118	110	61	526	25	48	91	103	103
ZAVARAS	93	131	100	94	106	99	75	137	97	57	117	161	144	95	65
NOT SURE	61	276	100	93	107	150	92	58	96	118	95	160	91	105	101

RAW COUNTS FOR ALL RESPONSE CHOICES

THE RESPONSES OF A SUBPOPULATION OF 100 WOULD TYPICALLY BE CONSIDERED ACCURATE  $\pm$  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	685	333	351	231	269	185	429	071	161	024	189	295	201		
NOT REGISTERED	204	109	095	122	057	024	095	015	073	021	000	000	000		
NOT SURE	012	008	004	008	002	001	003	001	006	001	000	000	000		
CERTAIN	501	255	245	139	204	158	325	055	109	012	141	212	148		
PROBABLE	111	048	064	049	044	018	058	008	037	009	029	056	026		
OTHERWISE	072	030	042	043	021	008	046	008	016	003	019	027	026		
CASEY	047	016	031	011	021	015	034	005	006	002	012	014	021		
HICKENLOOPER	230	135	095	074	098	057	192	010	020	008	054	099	076		
MARES	130	062	068	037	054	040	050	004	074	002	035	067	029		
PERINGTON	009	003	006	006	002	001	005	000	003	001	004	004	002		
SCHLOSSER	019	008	011	008	006	004	009	001	009	000	009	007	004		
TATE	063	026	037	013	030	020	024	034	004	001	016	029	019		
ZAVARAS	086	040	046	026	026	034	053	005	024	005	035	036	016		
NOT SURE	027	013	015	013	010	005	016	003	006	001	007	013	008		
TOTAL	900	450	450	361	329	210	527	087	240	045	189	295	201		
COMPOSITION OF ADULTS	100%	50%	50%	40%	37%	23%	59%	10%	27%	5%	21%	33%	22%		
COMP. OF REG. VOTERS	100%	49%	51%	34%	39%	27%	63%	10%	24%	3%	28%	43%	29%		
COMP. OF LIKELY VOTERS	100%	49%	51%	31%	41%	29%	63%	10%	24%	3%	28%	44%	28%		
COMP. OF CERTAIN VOTERS	100%	51%	49%	28%	41%	32%	65%	11%	22%	2%	28%	42%	30%		

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

	CERTAIN	PROBABLE	OVERALL	MALE	FEMALE	AGE 18 - 34	AGE 35 - 54	AGE 55 +	WHITE	BLACK	HISPANIC	OTHER			
CASEY	040	007	047	016	031	011	021	015	034	005	006	002			
HICKENLOOPER	198	031	230	135	095	074	098	057	192	010	020	008			
MARES	107	023	130	062	068	037	054	040	050	004	074	002			
PERINGTON	006	003	009	003	006	006	002	001	005	000	003	001			
SCHLOSSER	013	006	019	008	011	008	006	004	009	001	009	000			
TATE	057	006	063	026	037	013	030	020	024	034	004	001			
ZAVARAS	066	021	086	040	046	026	026	034	053	005	024	005			
NOT SURE	014	014	027	013	015	013	010	005	016	003	006	001			
TOTAL	501	111	900	450	450	361	329	210	527	087	240	045			
COMPOSITION OF ADULTS	56%	12%	100%	50%	50%	40%	37%	23%	59%	10%	27%	5%			

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.