

# DEAN BANDWAGON PICKS UP SPEED: TOPS GEPHARDT BY 19 PTS IN IOWA

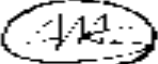
\* EXCLUSIVE SURVEYUSA RESEARCH RESULTS \*

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OR REPRINT THESE RESULTS IN WHOLE OR PART

## GEHARDT GOES FROM TRAILING BY 10 PTS TO TRAILING BY 21 PTS LITERALLY 'OVERNIGHT'

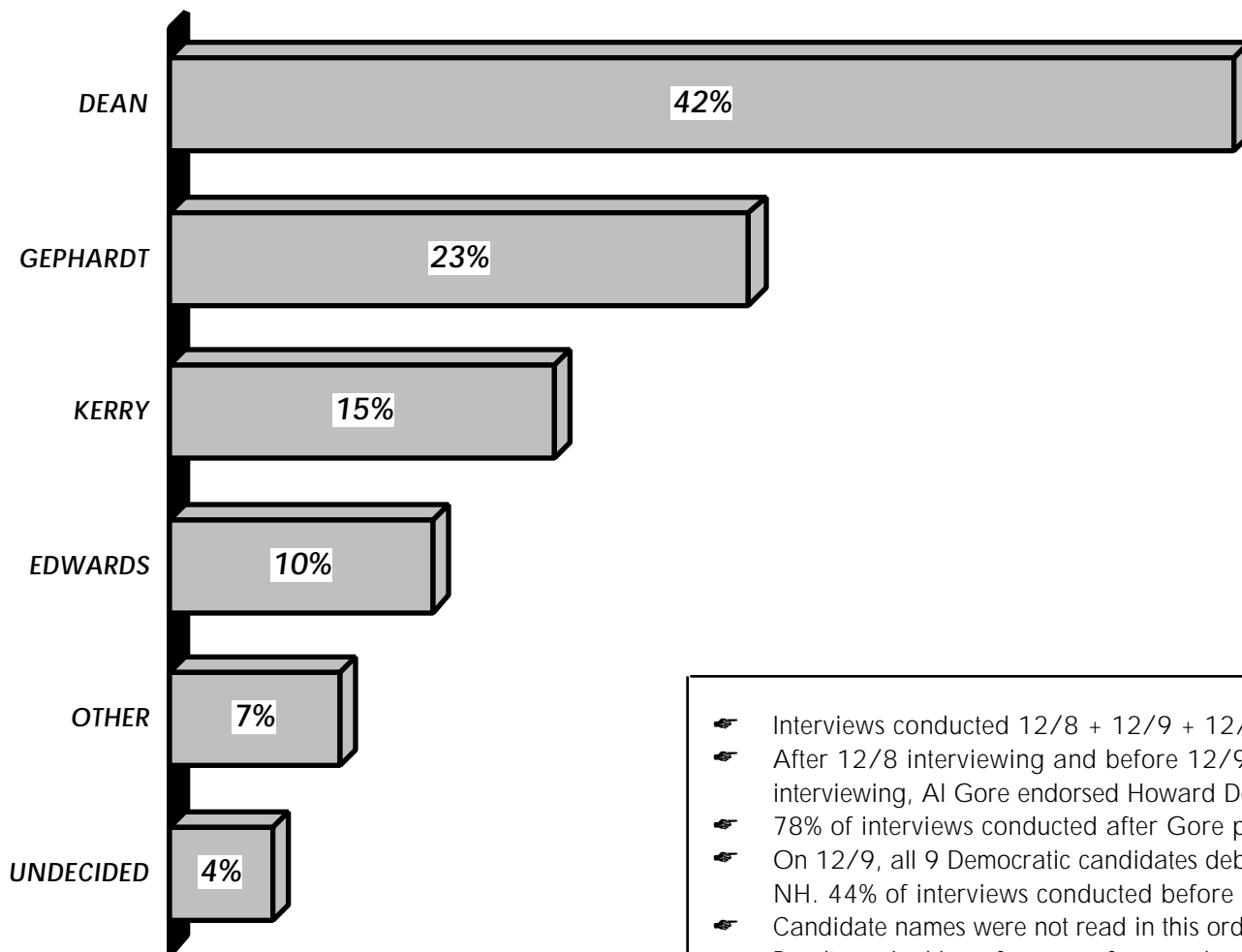
- IN IOWA DEMOCRATIC PRESIDENTIAL CAUCUSES HELD TODAY, HOWARD DEAN WINS WITH 42% OF THE VOTE, ACCORDING TO THIS EXCLUSIVE SURVEYUSA POLL OF 400 LIKELY CAUCUS-GOERS, CONDUCTED 12/8 + 12/9 + 12/10. CAUCUSES WILL BE HELD IN 39 DAYS, ON MONDAY 1/19/04.
- RICHARD GEPHARDT FINISHES 2ND WITH 23%. JOHN KERRY GETS 15%. JOHN EDWARDS GETS 10%.
- IN INTERVIEWS CONDUCTED BEFORE AL GORE'S ENDORSEMENT OF DEAN, GEPHARDT TRAILED BY 10.
- IN INTERVIEWS AFTER GORE'S ENDORSEMENT, GEPHARDT TRAILED BY 21. COMBINED: DEAN UP 19.
- 3 MOS AGO, CONTEST WAS TIED. 2 MOS AGO, GEPHARDT LED BY 5. 1 MO AGO, DEAN LED BY 5.
- TODAY, DEAN IS ONLY DEMOCRAT WITH MOMENTUM. ALL OTHERS ARE FLAT OR FALLING.

RESEARCH CONDUCTED E.T.	031208 16:30-22:02 031209 16:30-22:00 031210 10:00-22:03 ET	APPROVED
RESPONDENTS DRAWN FROM	THE STATE OF IOWA	
RANDOM SAMPLE SELECTED BY	SURVEY SAMPLING, INC.	

RESEARCH CONDUCTED FOR WHO-TV DES MOINES, KSDK-TV ST LOUIS & WBBM-TV CHICAGO

**VOTE FOR NOMINEE / ALL LIKELY DEMOCRATIC CAUCUS-GOERS**

DEMOCRATS IN IOWA WILL VOTE FOR PRESIDENTIAL CANDIDATES IN CAUCUSES ON JANUARY 19TH. IF THE IOWA DEMOCRATIC PRESIDENTIAL CAUCUSES WERE TODAY, AND YOU HAD TO MAKE A CHOICE RIGHT NOW, WHOM WOULD YOU VOTE FOR? HOWARD DEAN? JOHN EDWARDS? RICHARD GEPHARDT? JOHN KERRY? OR SOME OTHER CANDIDATE?

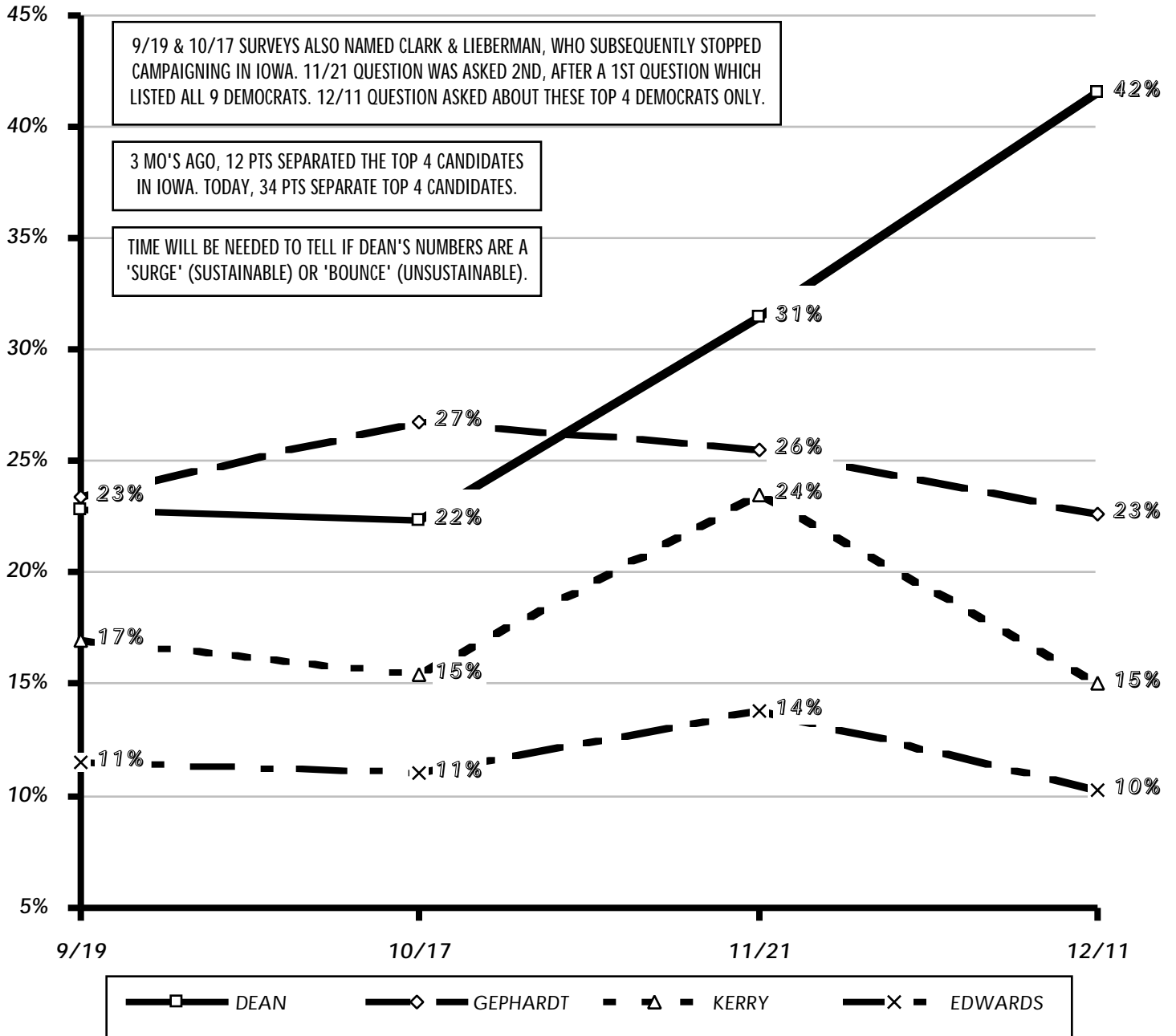


- ☛ Interviews conducted 12/8 + 12/9 + 12/10.
- ☛ After 12/8 interviewing and before 12/9 interviewing, Al Gore endorsed Howard Dean.
- ☛ 78% of interviews conducted after Gore pledge.
- ☛ On 12/9, all 9 Democratic candidates debated in NH. 44% of interviews conducted before debate.
- ☛ Candidate names were not read in this order. Results ranked here for ease of comprehension.

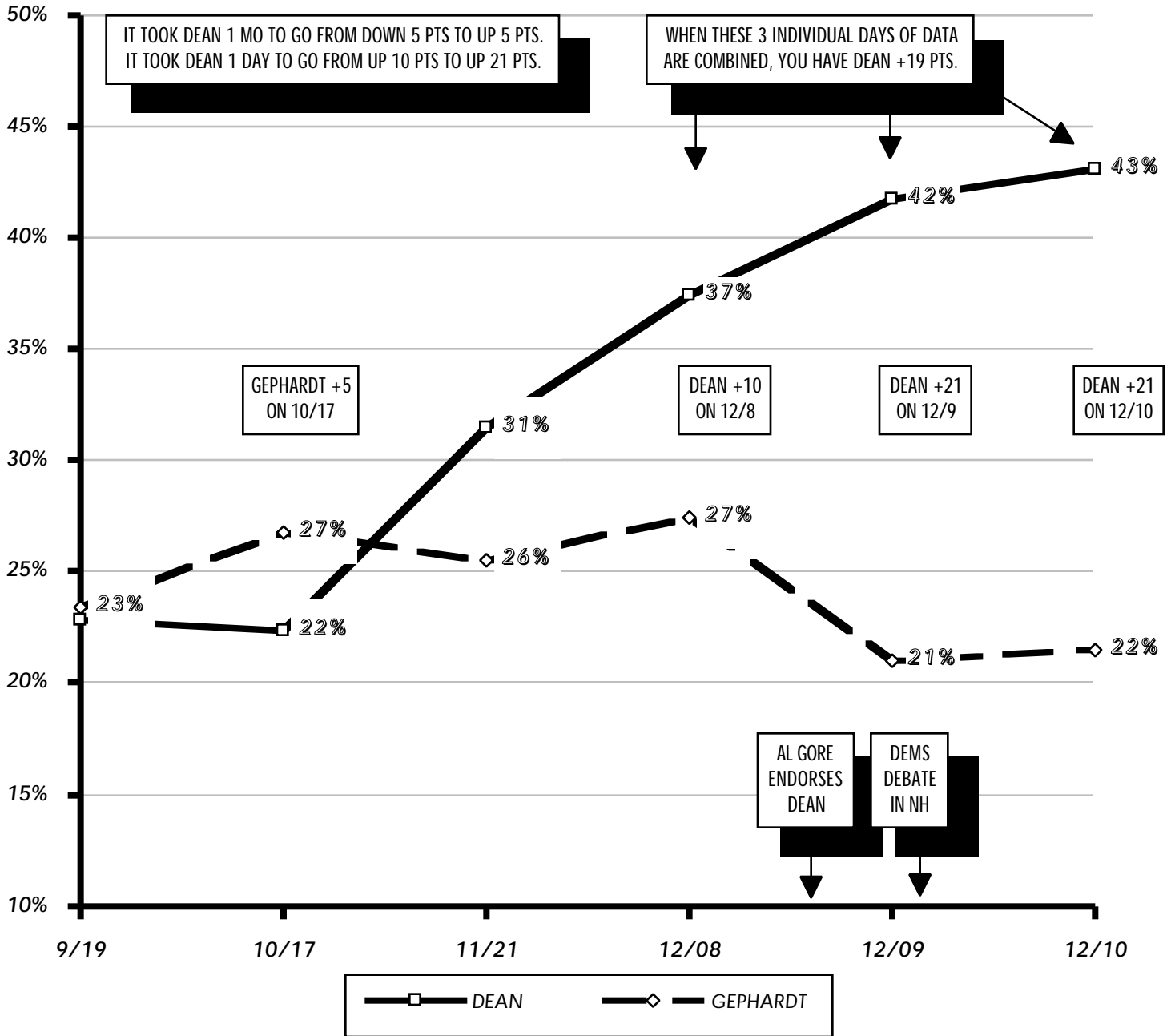
THIS IS A SURVEY OF	400	LIKELY DEMOCRATIC CAUCUS- GOERS FROM THE STATE OF IOWA
OVERALL RESULTS CONSIDERED SIGNIFICANT	± 5%	A LARGER ± APPLIES TO SUBPOPULATIONS

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

VOTE FOR NOMINEE / ALL LIKELY DEMOCRATIC CAUCUS-GOERS



VOTE FOR NOMINEE / LAST 3 DAYS OF DATA COLLECTION EXPLODED TO STUDY IMPACT OF GORE



VOTE FOR NOMINEE / RESPONSES COMPARED BY PERCENTAGES AND BY INDEX

	OVERALL	CERTAIN	PROBABLE	MALE	FEMALE	AGE 18 - 34	AGE 35 - 54	AGE 55+	WHITE	BLACK	HI SPANI C	OTHER	CONSERVATIVE	MODERATE	LI BERAL
<b>RESPONSES SORTED BY DEMOGRAPHIC CATEGORY</b>															
DEAN	42%	38%	45%	41%	42%	45%	42%	39%	42%	32%	17%	45%	46%	37%	47%
EDWARDS	10%	8%	12%	9%	12%	9%	11%	11%	10%	12%	0%	31%	12%	11%	9%
GEPHARDT	23%	26%	19%	21%	24%	25%	19%	25%	22%	26%	66%	6%	22%	27%	15%
KERRY	15%	19%	12%	16%	14%	14%	15%	16%	16%	8%	7%	0%	4%	18%	15%
OTHER	7%	5%	8%	7%	6%	4%	8%	7%	6%	0%	9%	18%	10%	6%	7%
UNDECI DED	4%	4%	4%	5%	3%	3%	6%	2%	4%	23%	0%	0%	6%	1%	6%
	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 - 54	AGE 55+	WHITE	BLACK	HI SPANI C	OTHER	CONSERVATIVE	MODERATE	LI BERAL
<b>DEMOGRAPHIC SUBPOPULATIONS INDEXED TO OVERALL RESPONSES</b>															
DEAN	100	91	107	100	100	109	101	94	102	76	42	108	112	89	114
EDWARDS	100	75	121	86	114	85	103	105	96	117	0	305	119	110	88
GEPHARDT	100	117	86	95	105	112	84	110	97	116	292	25	96	121	68
KERRY	100	124	80	110	91	93	97	107	106	51	47	0	28	119	103
OTHER	100	76	120	109	92	56	119	104	98	0	143	275	148	86	107
UNDECI DED	100	106	95	117	84	80	147	62	88	563	0	0	144	28	148

VOTE FOR NOMINEE / RESPONSES COMPARED BY PERCENTAGES AND BY INDEX

OVERALL  
 VOTED IN 2000  
 CHOSE NOT TO VOTE IN 2000  
 INELIGIBLE IN 2000  
 UNION  
 NON-UNION  
 MON 12/8  
 TUE 12/9  
 WED 12/10

RESPONSES SORTED BY DEMOGRAPHIC CATEGORY														
DEAN	42%	41%	41%	49%	44%	41%	37%	42%	43%					
EDWARDS	10%	10%	12%	8%	10%	10%	12%	10%	9%					
GEPHARDT	23%	22%	24%	22%	27%	21%	27%	21%	22%					
KERRY	15%	17%	14%	8%	11%	16%	12%	15%	16%					
OTHER	7%	7%	5%	9%	5%	7%	6%	8%	6%					
UNDECI DED	4%	4%	3%	4%	2%	5%	6%	4%	3%					
	100%	100%	100%	100%	100%	100%	100%	100%	100%					

DEMOGRAPHIC SUBPOPULATIONS INDEXED TO OVERALL RESPONSES														
DEAN	100	98	100	118	106	98	90	101	104					
EDWARDS	100	94	119	80	101	100	120	99	92					
GEPHARDT	100	97	105	95	120	92	121	93	95					
KERRY	100	112	96	55	76	110	77	101	109					
OTHER	100	104	82	129	80	108	87	115	97					
UNDECI DED	100	105	72	107	45	122	138	109	79					

OVERALL  
 VOTED IN 2000  
 CHOSE NOT TO VOTE IN 2000  
 INELIGIBLE IN 2000  
 UNION  
 NON-UNION



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	VOTED IN 2000	CHOSE NOT TO VOTE IN 2000	INELIGIBLE IN 2000	MON 12/8	TUE 12/9	WED 12/10											
REGISTERED	2822	244	107	046	608	818	1397											
DEMOCRAT	909	244	107	046	200	273	436											
CERTAIN	181	131	023	025	037	054	090											
PROBABLE	219	113	084	020	047	063	109											
DEAN	166	099	044	022	031	049	086											
EDWARDS	041	024	013	004	010	012	019											
GEPHARDT	090	053	025	010	023	025	043											
KERRY	060	041	015	004	010	018	033											
OTHER	026	017	006	004	005	009	013											
UNDECIDED	016	010	003	002	005	005	006											
TOTAL	3200	244	107	046	692	928	1580											
COMPOSITION OF ADULTS	100%	8%	3%	1%	22%	29%	49%											
COMP. OF REGISTERED	100%	9%	4%	2%	22%	29%	49%											
COMP. OF DEMOCRATIC VOTERS	100%	27%	12%	5%	22%	30%	48%											
COMP. LIKELY VOTERS	100%	61%	27%	11%	21%	29%	50%											

**3200 ADULTS INTERVIEWED STATEWIDE 12/8 - 12/10.  
 OF THEM, 2822 WERE REGISTERED TO VOTE.  
 OF THEM, 909 WERE REGISTERED DEMOCRATS.  
 OF THEM, 400 WERE JUDGED TO BE ' LIKELY' CAUCUS- GOERS.  
 GRAPHS REFLECT LIKELY CAUCUS- GOERS.**

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.