

GAME OVER IN ARIZONA: BUSH GETS 56%, HIGHEST IN 4 MO'S OF POLLING



48 HOURS TILL POLLS OPEN ... BUSH 56%, KERRY 41% ... 10 ELECTORAL VOTES AT STAKE

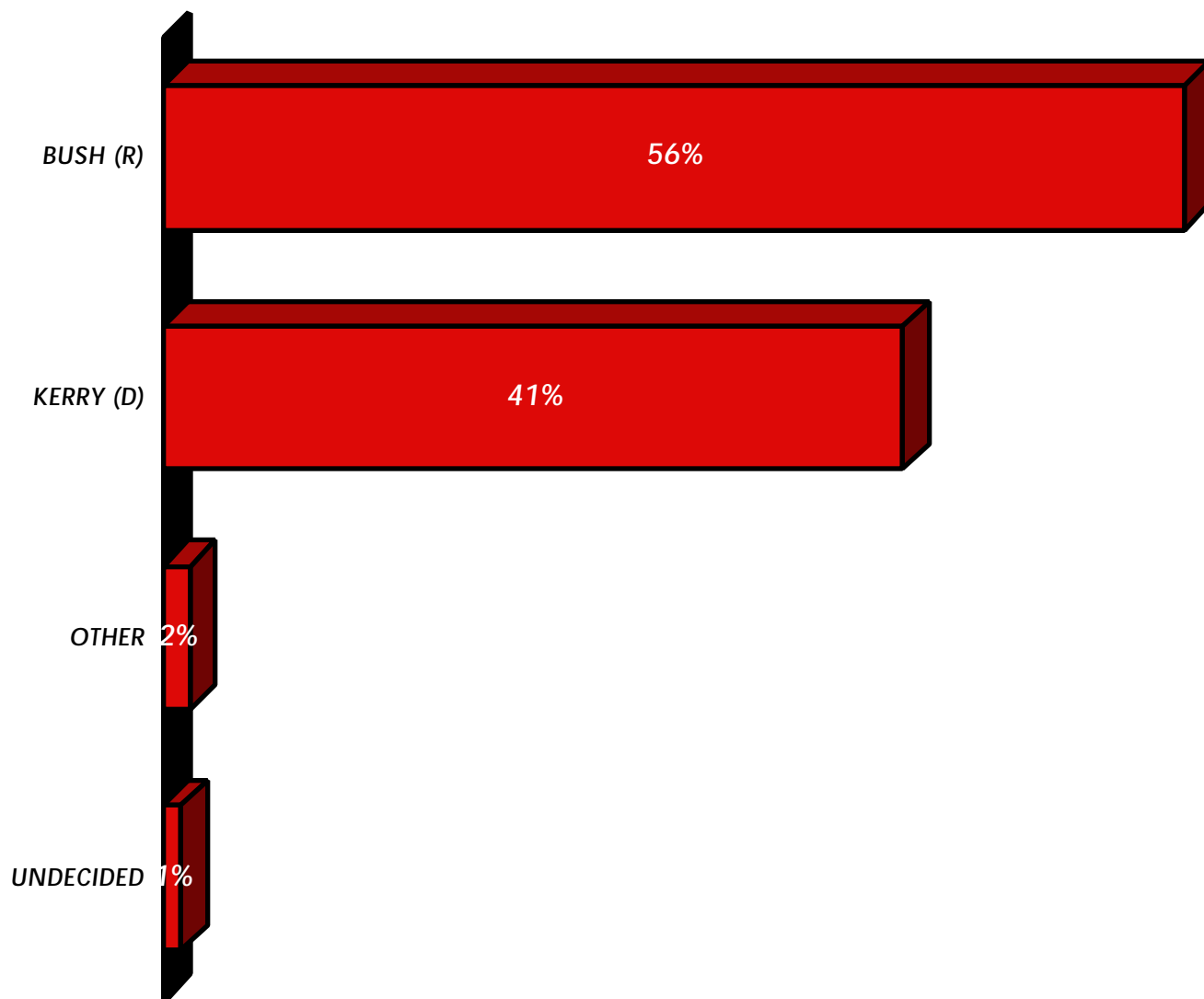
- ✦ IN AN ELECTION FOR PRESIDENT IN AZ TODAY, GEORGE W BUSH CONVINCINGLY DEFEATS JOHN KERRY 56% TO 41%, ACCORDING TO SURVEYUSA POLL OF 599 LIKELY VOTERS 10/28 - 10/30.
- ✦ IN 5 TRACKING POLLS OVER 4 MOS, BUSH HAS NEVER POLLED BELOW 53% & PEAKS TODAY AT 56%.
- ✦ KERRY HAS NEVER POLLED ABOVE 43% & GETS 41% TODAY. IN THE END, NOT A BATTLEGROUND.
- ✦ BUSH LEADS BY 24 AMONG MALES, BY 6 AMONG FEMALES. BUSH LEADS BY 22 AMONG WHITES.
- ✦ PRO-LIFE VOTERS BACK BUSH 5: 1, STRONGEST MARGIN IN ANY STATE SURVEYUSA IS POLLING.
- ✦ BUSH UP 1 IN SOUTHERN AZ (TUCSON AREA); BUSH UP 20 IN NORTHERN AZ (PHOENIX AREA).

RESEARCH CONDUCTED E.T.	041028 18: 32- 22: 49 041029 18: 35- 22: 48 041030 15: 01- 22: 48 ET
RESPONDENTS DRAWN FROM	THE ENTIRE STATE OF ARIZONA
RANDOM SAMPLE SELECTED BY	SURVEY SAMPLING INC.

RESEARCH CONDUCTED FOR KPNX-TV PHOENIX AND KVOA-TV TUCSON

VOTE FOR PRESIDENT / ALL LIKELY VOTERS

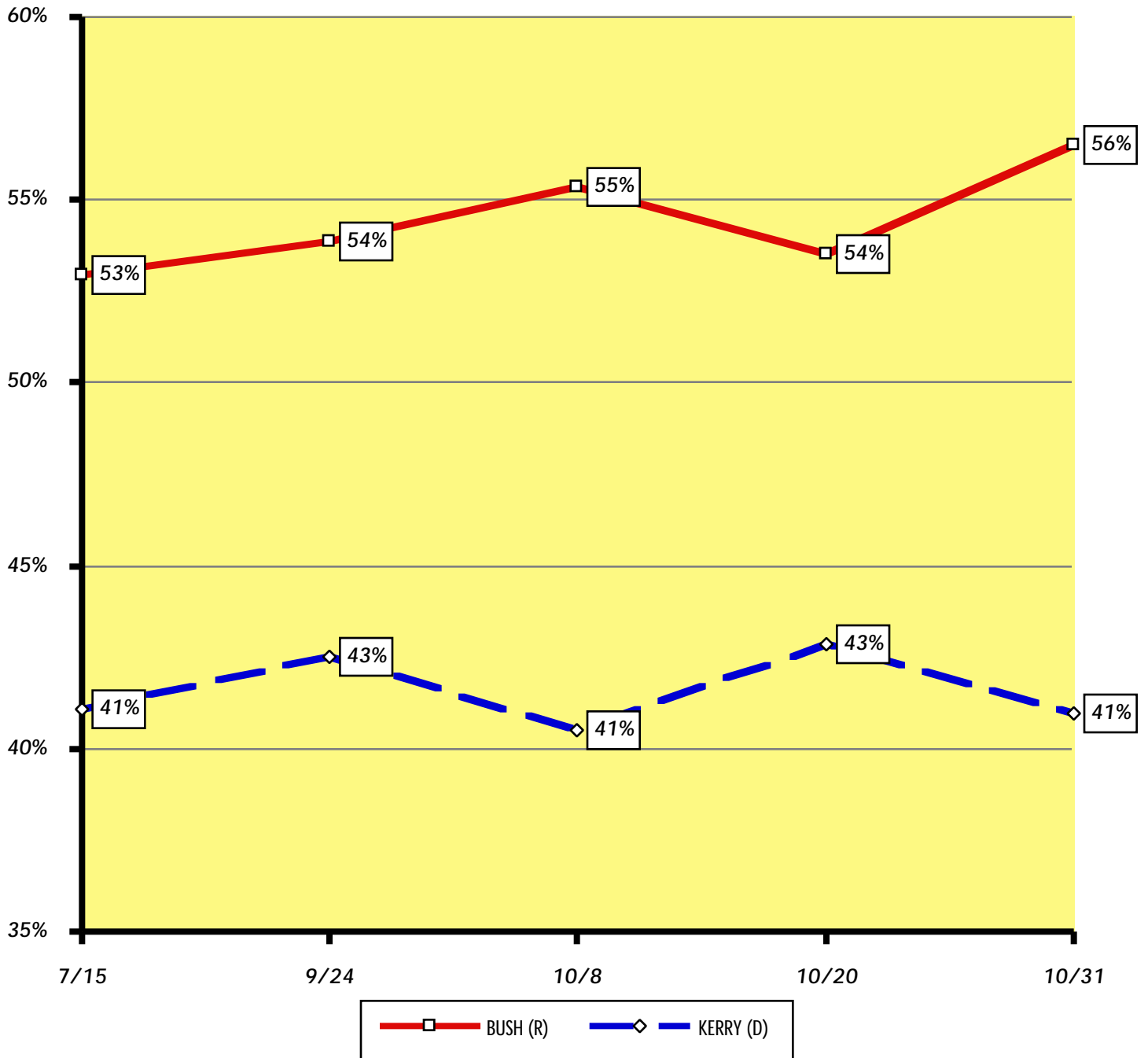
ON TUESDAY, AMERICANS WILL ELECT A PRESIDENT. IF THE ELECTION FOR PRESIDENT OF THE UNITED STATES WERE HELD TODAY, AND YOU WERE STANDING IN THE VOTING BOOTH RIGHT NOW, WHO WOULD YOU VOTE FOR? REPUBLICAN GEORGE W. BUSH? DEMOCRAT JOHN KERRY? OR SOME OTHER CANDIDATE?



THIS IS A SURVEY OF	599	LIKELY VOTERS FROM THE ENTIRE STATE OF ARIZONA
OVERALL RESULTS CONSIDERED SIGNIFICANT	±4.1%	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 MALE FEMALE AGE 18-34 AGE 35-49 AGE 50-64 AGE 65+ WHITE HISPANIC BUSH (R) KERRY (D)

RESPONSES SORTED BY DEMOGRAPHIC CATEGORY

BUSH (R)	56%	61%	51%	55%	59%	59%	52%	60%	42%						
KERRY (D)	41%	37%	45%	42%	39%	40%	44%	38%	54%						
OTHER	2%	2%	2%	2%	1%	1%	3%	1%	2%						
UNDECIDED	1%	0%	2%	2%	1%	1%	1%	1%	3%						
VOTED 'FOR' CANDIDATE														81%	54%
'AGAINST' OTHER CAND.														18%	43%
	100%	100%	100%	100%	100%	100%	100%	100%	100%						

DEMOGRAPHIC SUBPOPULATIONS INDEXED TO OVERALL RESPONSES

BUSH (R)	100	109	91	97	105	104	92	107	74						
KERRY (D)	100	90	111	102	95	98	108	93	132						
OTHER	100	100	100	129	51	52	199	65	100						
UNDECIDED	100	34	167	144	91	65	93	75	253						

OVERALL 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
UNION
NON-UNION
NO RELIGIOUS SERVICES
OCCASIONAL RELIGIOUS SERVICES
REGULAR RELIGIOUS SERVICES
PRO-LIFE
PRO-CHOICE
< \$40K/YR
\$40K - \$80K/YR
> \$80K/YR

	RESPONSES SORTED BY DEMOGRAPHIC CATEGORY														
BUSH (R)	56%	44%	60%	52%	49%	68%	82%	41%	52%	59%	64%				
KERRY (D)	41%	53%	38%	46%	48%	31%	17%	57%	44%	40%	36%				
OTHER	2%	3%	1%	1%	2%	1%	1%	1%	2%	1%	0%				
UNDECIDED	1%	0%	1%	2%	1%	0%	1%	1%	2%	1%	0%				
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%				

	DEMOGRAPHIC SUBPOPULATIONS INDEXED TO OVERALL RESPONSES														
BUSH (R)	100	78	107	92	87	120	145	72	92	104	113				
KERRY (D)	100	129	93	111	118	75	41	140	107	97	89				
OTHER	100	206	54	35	127	82	54	71	156	65	0				
UNDECIDED	100	0	78	157	78	26	49	73	190	50	0				

OVERALL
UNION
NON-UNION
NO RELIGIOUS SERVICES
OCCASIONAL RELIGIOUS SERVICES
REGULAR RELIGIOUS SERVICES
PRO-LIFE
PRO-CHOICE
< \$40K/YR
\$40K - \$80K/YR
> \$80K/YR

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.