

BUSH DEFEATS ALL DEMS IN IOWA, BUT GEPHARDT MAKES IT CLOSE

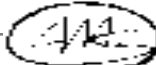
* EXCLUSIVE SURVEYUSA RESEARCH RESULTS *

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OR REPRINT THESE RESULTS IN WHOLE OR PART

IN HEAD-TO-HEAD MATCHUP, PRESIDENT BEATS GEPHARDT BY 7 PTS, OTHERS BY 11 OR MORE

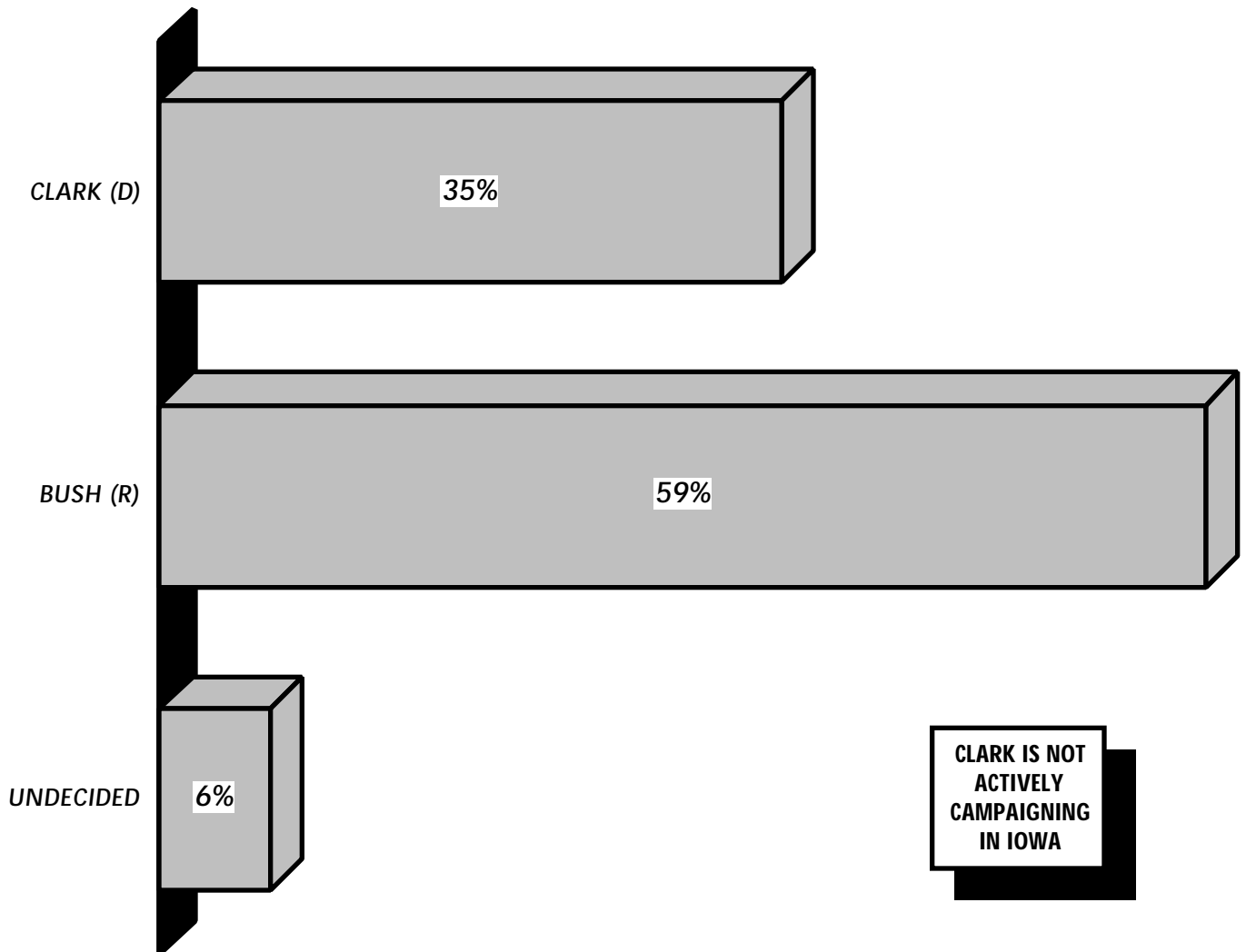
- ✦ IN HYPOTHETICAL PRESIDENTIAL ELECTIONS HELD TODAY IN IOWA, REPUBLICAN INCUMBENT GEORGE W. BUSH DEFEATS SIX DEMOCRATIC CHALLENGERS IN ONE-ON-ONE MATCHUPS, ACCORDING TO THIS EXCLUSIVE WHO-TV NEWS POLL OF 507 REGISTERED IOWA VOTERS, CONDUCTED 12/20 + 12/21 + 12/22 BY SURVEYUSA.
- ✦ RICHARD GEPHARDT DOES BEST AMONG DEMOCRATS, LOSING BY ONLY 7 PTS TO BUSH, 52% TO 45%.
- ✦ BUSH BEATS JOHN EDWARDS BY 11 POINTS, 53% TO 42%.
- ✦ BUSH BEATS HOWARD DEAN & JOHN KERRY BY 12 POINTS, 54% TO 42%.
- ✦ BUSH BEATS WESLEY CLARK & JOE LIEBERMAN, WHO ARE NOT ACTIVE IN IA, BY 24, 59% TO 35%.
- ✦ AGAINST DEAN, EDWARDS, GEPHARDT & KERRY, WOMEN ARE EVENLY DIVIDED; BUSH'S ADVANTAGE COMES FROM MEN. AMONG MEN, BUSH BEATS DEAN BY 28 PTS & GEPHARDT BY 16 PTS.

RESEARCH CONDUCTED E.T.	031220 13:00-21:54 031221 15:00-20:51 031222 10:00-22:00 ET	APPROVED
RESPONDENTS DRAWN FROM	THE ENTIRE STATE OF IOWA	
RANDOM SAMPLE SELECTED BY	SURVEY SAMPLING, INC.	

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

CLARK-BUSH / ALL REGISTERED VOTERS

I WANT TO ASK YOU ABOUT SIX OF THE DEMOCRATS WHO ARE RUNNING FOR PRESIDENT OF THE UNITED STATES. FIRST, IF THERE WERE AN ELECTION FOR PRESIDENT TODAY, AND THE ONLY TWO CANDIDATES ON THE BALLOT WERE DEMOCRAT WESLEY CLARK AND REPUBLICAN GEORGE W. BUSH, WHO WOULD YOU VOTE FOR?



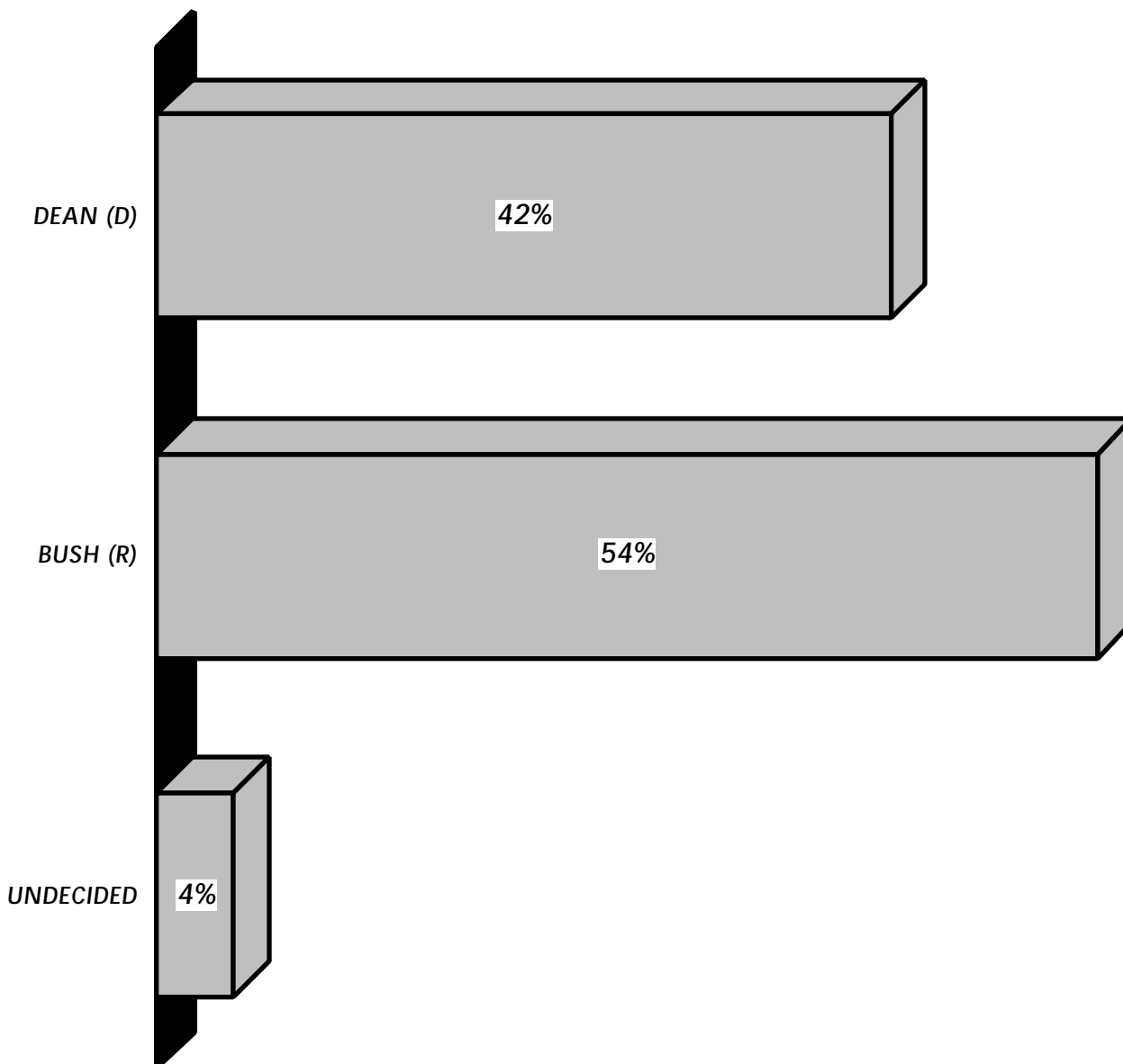
CAUTION: THIS IS A SURVEY OF IOWA REGISTERED VOTERS, NOT LIKELY VOTERS

THIS IS A SURVEY OF	507	REGISTERED VOTERS FROM THE ENTIRE STATE OF IOWA
OVERALL RESULTS CONSIDERED SIGNIFICANT	± 4.5%	A LARGER ± APPLIES TO SUBPOPULATIONS

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

DEAN-BUSH / ALL REGISTERED VOTERS

WHAT IF THERE WERE A PRESIDENTIAL ELECTION TODAY, AND THE ONLY TWO CANDIDATES ON THE BALLOT WERE DEMOCRAT HOWARD DEAN AND REPUBLICAN GEORGE W. BUSH, WHO WOULD YOU VOTE FOR?

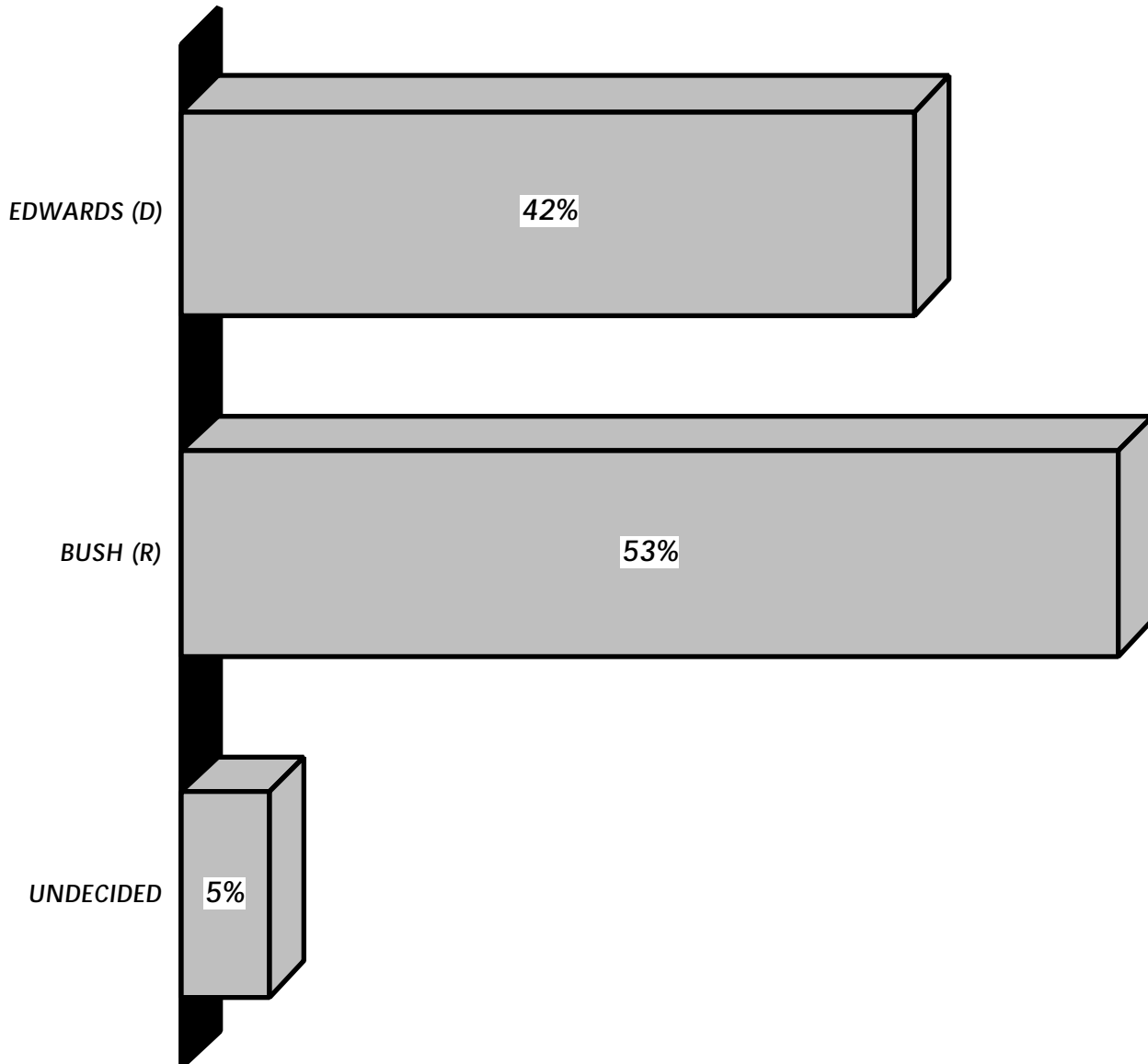


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EDWARDS-BUSH / ALL REGISTERED VOTERS

IF THE ONLY TWO CANDIDATES ON THE BALLOT WERE DEMOCRAT JOHN EDWARDS AND REPUBLICAN GEORGE W. BUSH, WHO WOULD YOU VOTE FOR?

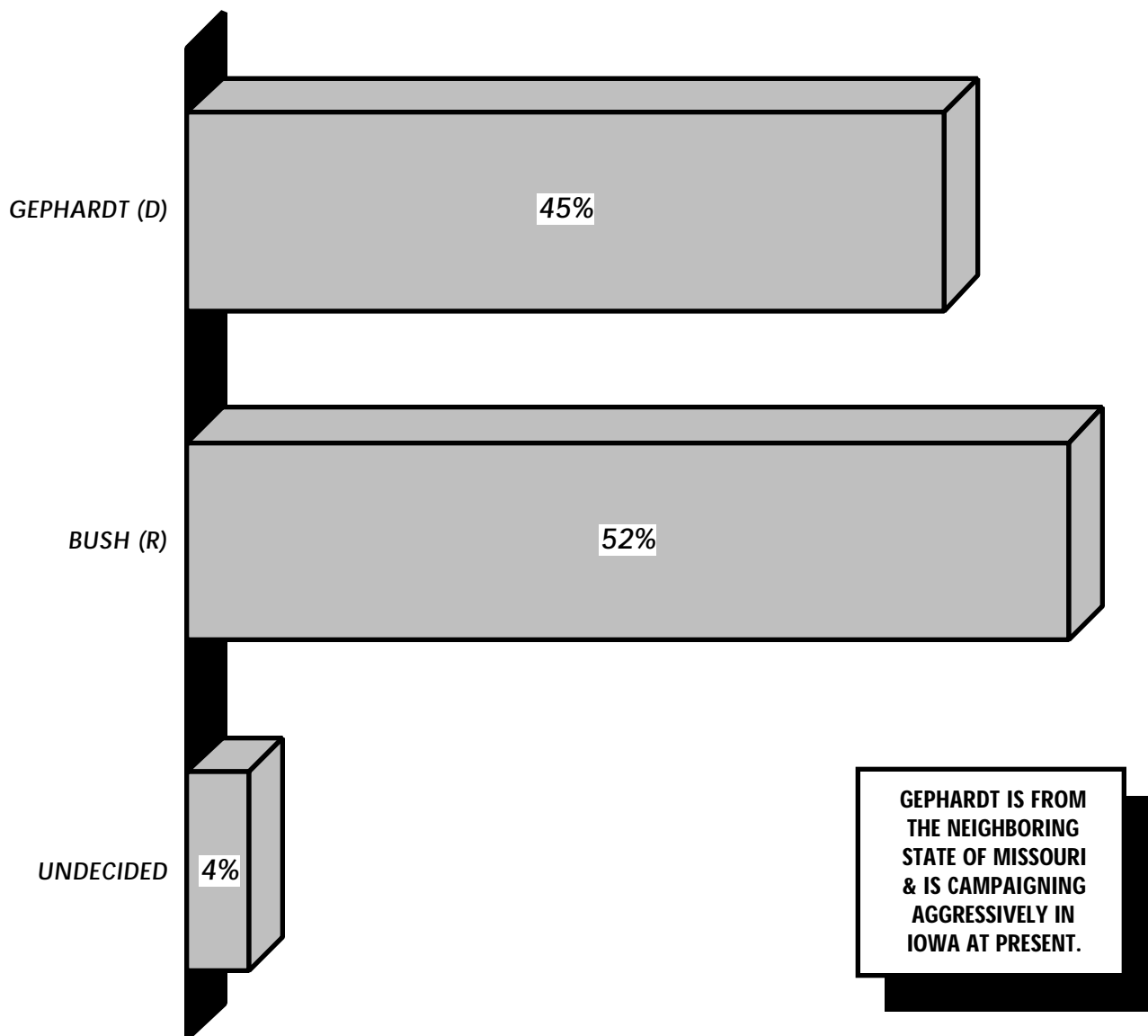


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GEPHARDT-BUSH / ALL REGISTERED VOTERS

IF THE ONLY TWO CANDIDATES ON THE BALLOT WERE DEMOCRAT RICHARD GEPHARDT AND REPUBLICAN GEORGE W. BUSH, WHO WOULD YOU VOTE FOR?

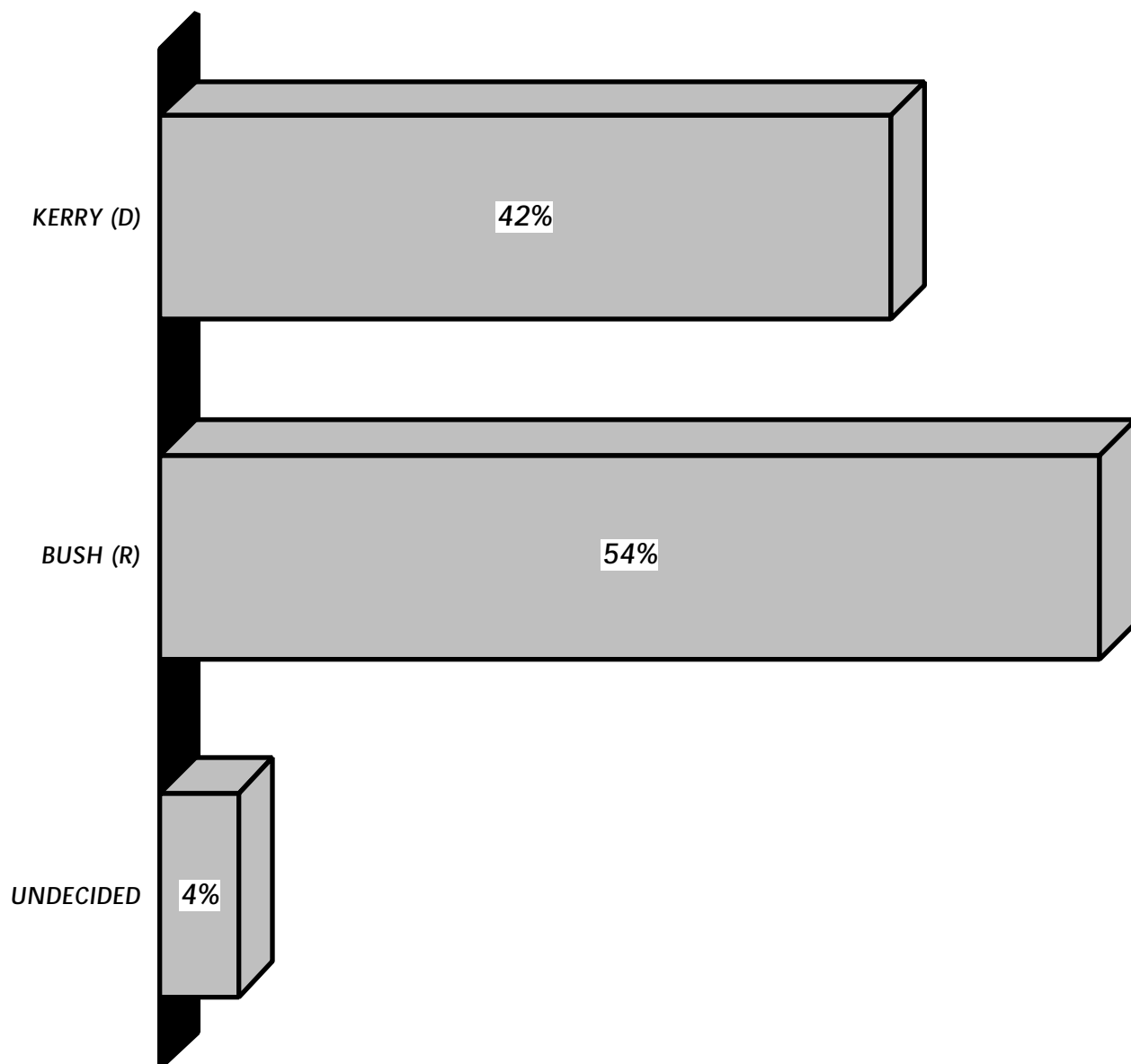


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KERRY-BUSH / ALL REGISTERED VOTERS

IF THE ONLY TWO CANDIDATES ON THE BALLOT WERE DEMOCRAT JOHN KERRY AND REPUBLICAN GEORGE W. BUSH, WHO WOULD YOU VOTE FOR?

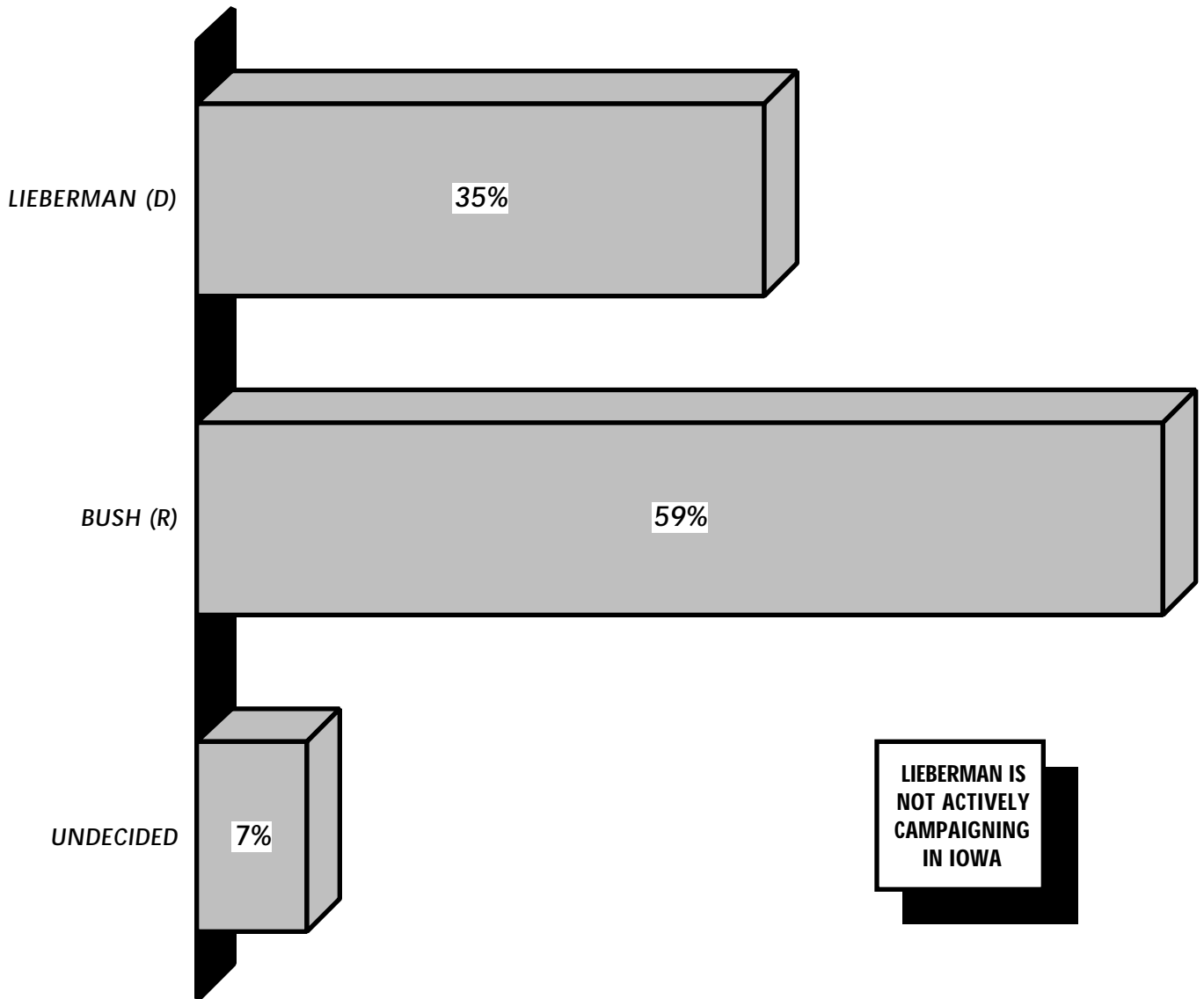


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RESULTS MAY NOT ADD TO 100%, BECAUSE PERCENTAGES ARE ROUNDED TO WHOLE NUMBERS

LIEBERMAN-BUSH / ALL REGISTERED VOTERS

IF THE ONLY TWO CANDIDATES ON THE BALLOT WERE DEMOCRAT JOE LIEBERMAN AND REPUBLICAN GEORGE W. BUSH, WHO WOULD YOU VOTE FOR?



CAUTION: THIS IS A SURVEY OF IOWA REGISTERED VOTERS, NOT LIKELY VOTERS

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

CLARK-BUSH / RESPONSES COMPARED BY PERCENTAGES AND BY INDEX

OVERALL
 REPUBLICAN
 DEMOCRAT
 INDEPENDENT/OTHER
 CONSERVATIVE
 MODERATE
 LIBERAL

	RESPONSES SORTED BY DEMOGRAPHIC CATEGORY														
CLARK (D)	35%	8%	64%	35%	19%	40%	64%								
BUSH (R)	59%	88%	27%	60%	79%	52%	29%								
UNDECIDED	6%	4%	10%	4%	3%	8%	7%								
	100%	100%	100%	100%	100%	100%	100%								

	DEMOGRAPHIC SUBPOPULATIONS INDEXED TO OVERALL RESPONSES														
CLARK (D)	100	24	182	101	53	115	184								
BUSH (R)	100	149	46	102	133	88	49								
UNDECIDED	100	59	155	71	46	129	111								

OVERALL
 REPUBLICAN
 DEMOCRAT
 INDEPENDENT/OTHER
 CONSERVATIVE
 MODERATE
 LIBERAL

DEAN-BUSH / RESPONSES COMPARED BY PERCENTAGES AND BY INDEX

OVERALL
 REPUBLICAN
 DEMOCRAT
 INDEPENDENT/OTHER
 CONSERVATIVE
 MODERATE
 LIBERAL

	RESPONSES SORTED BY DEMOGRAPHIC CATEGORY														
DEAN (D)	42%	11%	73%	44%	22%	50%	64%								
BUSH (R)	54%	86%	22%	51%	75%	44%	32%								
UNDECIDED	4%	3%	5%	5%	2%	5%	4%								
	100%	100%	100%	100%	100%	100%	100%								

	DEMOGRAPHIC SUBPOPULATIONS INDEXED TO OVERALL RESPONSES														
DEAN (D)	100	26	175	104	54	120	153								
BUSH (R)	100	161	41	96	140	82	59								
UNDECIDED	100	62	109	111	51	127	88								

OVERALL
 REPUBLICAN
 DEMOCRAT
 INDEPENDENT/OTHER
 CONSERVATIVE
 MODERATE
 LIBERAL

EDWARDS-BUSH / RESPONSES COMPARED BY PERCENTAGES AND BY INDEX

OVERALL
 MALE
 FEMALE
 AGE 18 - 34
 AGE 35 - 54
 AGE 55+
 WHITE
 BLACK
 HISPANIC
 OTHER
 NO 2000 VOTE
 GORE IN 2000
 BUSH IN 2000
 OTHER IN 2000

RESPONSES SORTED BY DEMOGRAPHIC CATEGORY

EDWARDS (D)	42%	37%	46%	42%	37%	47%	41%	79%	38%	42%	36%	78%	11%	70%	
BUSH (R)	53%	60%	47%	56%	59%	45%	54%	15%	42%	52%	61%	16%	86%	12%	
UNDECIDED	5%	3%	6%	2%	4%	8%	4%	6%	21%	6%	3%	6%	3%	17%	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

DEMOGRAPHIC SUBPOPULATIONS INDEXED TO OVERALL RESPONSES

EDWARDS (D)	100	88	111	102	88	113	99	189	90	102	87	187	27	169	
BUSH (R)	100	112	89	104	111	84	102	28	78	97	115	29	160	23	
UNDECIDED	100	70	127	41	81	165	87	125	422	121	51	128	63	352	

OVERALL
 MALE
 FEMALE
 AGE 18 - 34
 AGE 35 - 54
 AGE 55+
 WHITE
 BLACK
 HISPANIC
 OTHER
 NO 2000 VOTE
 GORE IN 2000
 BUSH IN 2000
 OTHER IN 2000

EDWARDS-BUSH / RESPONSES COMPARED BY PERCENTAGES AND BY INDEX

OVERALL
 REPUBLICAN
 DEMOCRAT
 INDEPENDENT/OTHER
 CONSERVATIVE
 MODERATE
 LIBERAL

RESPONSES SORTED BY DEMOGRAPHIC CATEGORY

EDWARDS (D)	42%	13%	73%	43%	23%	49%	73%							
BUSH (R)	53%	84%	20%	54%	74%	45%	24%							
UNDECIDED	5%	3%	7%	3%	3%	6%	3%							
	100%	100%	100%	100%	100%	100%	100%							

DEMOGRAPHIC SUBPOPULATIONS INDEXED TO OVERALL RESPONSES

EDWARDS (D)	100	32	174	102	54	117	174							
BUSH (R)	100	157	38	102	139	85	46							
UNDECIDED	100	64	141	68	64	122	63							

OVERALL
 REPUBLICAN
 DEMOCRAT
 INDEPENDENT/OTHER
 CONSERVATIVE
 MODERATE
 LIBERAL

GEPHARDT-BUSH / RESPONSES COMPARED BY PERCENTAGES AND BY INDEX

OVERALL
 MALE
 FEMALE
 AGE 18 - 34
 AGE 35 - 54
 AGE 55+
 WHITE
 BLACK
 HISPANIC
 OTHER
 NO 2000 VOTE
 GORE IN 2000
 BUSH IN 2000
 OTHER IN 2000

RESPONSES SORTED BY DEMOGRAPHIC CATEGORY

GEPHARDT (D)	45%	40%	48%	42%	40%	52%	44%	74%	39%	39%	48%	80%	15%	53%	
BUSH (R)	52%	56%	48%	57%	56%	43%	52%	26%	42%	61%	51%	15%	83%	29%	
UNDECIDED	4%	3%	4%	2%	3%	5%	3%	0%	19%	0%	1%	4%	2%	18%	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

DEMOGRAPHIC SUBPOPULATIONS INDEXED TO OVERALL RESPONSES

GEPHARDT (D)	100	90	109	94	91	116	100	166	87	87	108	181	33	119	
BUSH (R)	100	109	92	109	109	83	101	50	81	118	99	29	160	56	
UNDECIDED	100	95	104	47	93	148	87	0	522	0	20	123	66	496	

OVERALL
 MALE
 FEMALE
 AGE 18 - 34
 AGE 35 - 54
 AGE 55+
 WHITE
 BLACK
 HISPANIC
 OTHER
 NO 2000 VOTE
 GORE IN 2000
 BUSH IN 2000
 OTHER IN 2000

GEPHARDT-BUSH / RESPONSES COMPARED BY PERCENTAGES AND BY INDEX

OVERALL
 REPUBLICAN
 DEMOCRAT
 INDEPENDENT/OTHER
 CONSERVATIVE
 MODERATE
 LIBERAL

RESPONSES SORTED BY DEMOGRAPHIC CATEGORY

GEPHARDT (D)	45%	14%	78%	46%	25%	52%	72%								
BUSH (R)	52%	84%	18%	50%	73%	43%	25%								
UNDECIDED	4%	2%	4%	4%	2%	4%	3%								
	100%	100%	100%	100%	100%	100%	100%								

DEMOGRAPHIC SUBPOPULATIONS INDEXED TO OVERALL RESPONSES

GEPHARDT (D)	100	31	175	102	57	117	162								
BUSH (R)	100	162	35	97	140	84	48								
UNDECIDED	100	61	103	114	61	121	85								

OVERALL
 REPUBLICAN
 DEMOCRAT
 INDEPENDENT/OTHER
 CONSERVATIVE
 MODERATE
 LIBERAL

KERRY-BUSH / RESPONSES COMPARED BY PERCENTAGES AND BY INDEX

OVERALL
 REPUBLICAN
 DEMOCRAT
 INDEPENDENT/OTHER
 CONSERVATIVE
 MODERATE
 LIBERAL

	RESPONSES SORTED BY DEMOGRAPHIC CATEGORY														
KERRY (D)	42%	13%	74%	42%	22%	49%	73%								
BUSH (R)	54%	85%	20%	54%	75%	45%	25%								
UNDECIDED	4%	3%	5%	3%	3%	6%	2%								
	100%	100%	100%	100%	100%	100%	100%								

	DEMOGRAPHIC SUBPOPULATIONS INDEXED TO OVERALL RESPONSES														
KERRY (D)	100	30	178	102	53	116	176								
BUSH (R)	100	157	37	101	140	84	46								
UNDECIDED	100	62	124	77	57	136	43								

OVERALL
 REPUBLICAN
 DEMOCRAT
 INDEPENDENT/OTHER
 CONSERVATIVE
 MODERATE
 LIBERAL

LIEBERMAN-BUSH / RESPONSES COMPARED BY PERCENTAGES AND BY INDEX

OVERALL
 MALE
 FEMALE
 AGE 18 - 34
 AGE 35 - 54
 AGE 55+
 WHITE
 BLACK
 HISPANIC
 OTHER
 NO 2000 VOTE
 GORE IN 2000
 BUSH IN 2000
 OTHER IN 2000

RESPONSES SORTED BY DEMOGRAPHIC CATEGORY

LIEBERMAN (D)
 BUSH (R)
 UNDECIDED

35%	31%	38%	36%	28%	41%	34%	73%	39%	18%	30%	69%	7%	49%	
59%	64%	54%	62%	66%	49%	60%	27%	45%	66%	68%	21%	89%	33%	
7%	5%	8%	2%	6%	11%	6%	0%	17%	16%	2%	10%	4%	18%	
100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

DEMOGRAPHIC SUBPOPULATIONS INDEXED TO OVERALL RESPONSES

LIEBERMAN (D)
 BUSH (R)
 UNDECIDED

100	89	110	104	82	119	99	212	113	52	87	199	20	141	
100	108	92	105	112	82	101	46	76	112	116	36	152	57	
100	81	117	33	92	159	93	0	250	247	25	152	55	268	

OVERALL
 MALE
 FEMALE
 AGE 18 - 34
 AGE 35 - 54
 AGE 55+
 WHITE
 BLACK
 HISPANIC
 OTHER
 NO 2000 VOTE
 GORE IN 2000
 BUSH IN 2000
 OTHER IN 2000

LIEBERMAN-BUSH / RESPONSES COMPARED BY PERCENTAGES AND BY INDEX

OVERALL
 REPUBLICAN
 DEMOCRAT
 INDEPENDENT/OTHER
 CONSERVATIVE
 MODERATE
 LIBERAL

RESPONSES SORTED BY DEMOGRAPHIC CATEGORY

LIEBERMAN (D)	35%	11%	62%	33%	18%	41%	59%								
BUSH (R)	59%	85%	30%	59%	78%	52%	32%								
UNDECIDED	7%	3%	8%	8%	4%	7%	9%								
	100%	100%	100%	100%	100%	100%	100%								

DEMOGRAPHIC SUBPOPULATIONS INDEXED TO OVERALL RESPONSES

LIEBERMAN (D)	100	33	181	95	53	117	172								
BUSH (R)	100	145	51	101	132	89	54								
UNDECIDED	100	47	116	119	64	109	134								

OVERALL
 REPUBLICAN
 DEMOCRAT
 INDEPENDENT/OTHER
 CONSERVATIVE
 MODERATE
 LIBERAL

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.