

IOWA, WHEN NO DEMOCRATIC VEEP IS NAMED: KERRY 48%, BUSH 45%



1ST OF 2 PARALLEL STUDIES: THIS ONE DOES NOT NAME CHENEY OR ANY DEMOCRATIC V.P.

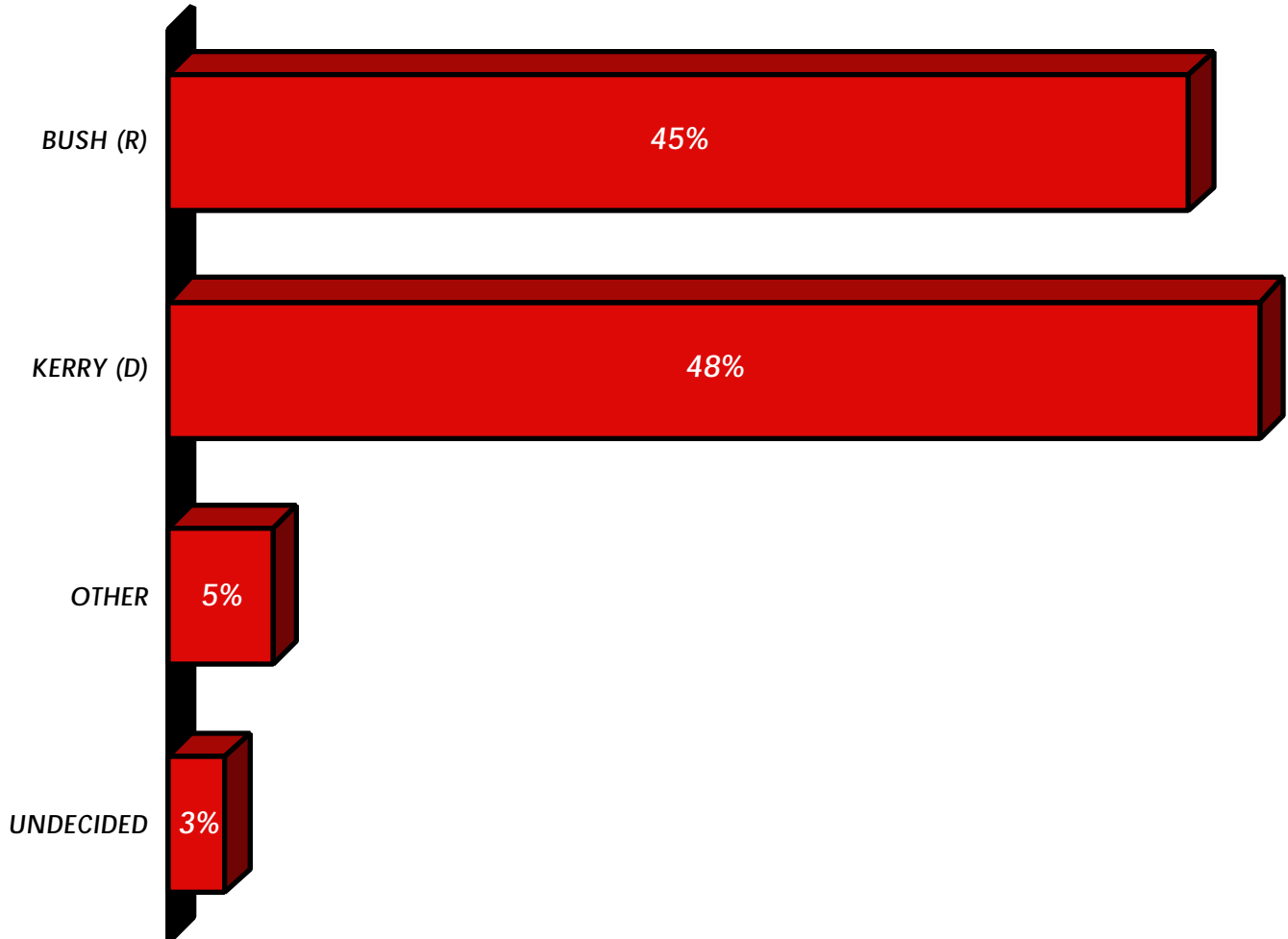
- ✦ IN AN ELECTION FOR PRESIDENT OF THE UNITED STATES TODAY IN THE BATTLEGROUND STATE OF IOWA, 5 MOS TO ELECTION DAY, JOHN KERRY EDGES GEORGE W. BUSH, ACCORDING TO SURVEYUSA POLL OF 794 LIKELY VOTERS CONDUCTED 5/24 + 5/25 + 5/26.
- ✦ THIS IS 1ST OF 2 PARALLEL STUDIES RELEASED BY SURVEYUSA TODAY. IN 2ND STUDY, IOWA GOV TOM VILSACK IS TESTED AS POSSIBLE KERRY RUNNING MATE. OUTCOME: BUSH 48%, KERRY 45%.
- ✦ FLUCTUATION IN 2 STUDIES IS WITHIN MARGIN OF ERROR. DATA DOES NOT SUPPORT STATEMENT THAT "VILSACK HURTS KERRY." HOWEVER, THERE IS NO EVIDENCE THAT VILSACK HELPS KERRY.
- ✦ IN 2000, GORE CARRIED IOWA BY LESS THAN 1 PERCENTAGE POINT.

RESEARCH CONDUCTED E.T.	040524 16:35-21:56 040525 16:34-21:58 040526 16:35-21:44 ET
RESPONDENTS DRAWN FROM	THE ENTIRE STATE OF IOWA
RANDOM SAMPLE SELECTED BY	SURVEY SAMPLING INC.

RESEARCH CONDUCTED FOR WHO-TV DES MOINES

VOTE FOR PRESIDENT / ALL LIKELY VOTERS

ON NOVEMBER 2ND, AMERICANS WILL ELECT A PRESIDENT. IF THE ELECTION FOR PRESIDENT OF THE UNITED STATES WERE 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	794	LIKELY VOTERS FROM THE ENTIRE STATE OF IOWA
OVERALL RESULTS CONSIDERED SIGNIFICANT	±3.6%	A LARGER ± APPLIES TO SUBPOPULATIONS

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

VOTE FOR PRESIDENT / RESPONSES COMPARED BY PERCENTAGES AND BY INDEX

	OVERALL	MILITARY	NOT MILITARY	NO RELIGIOUS SERVICES	OCCASIONAL RELIGIOUS SERVICES	REGULAR RELIGIOUS SERVICES	NE IOWA	SE IOWA	SW IOWA	NW IOWA	URBAN	SUBURBAN	RURAL		
RESPONSES SORTED BY DEMOGRAPHIC CATEGORY															
BUSH (R)	45%	45%	45%	33%	42%	53%	40%	42%	49%	53%	40%	55%	44%		
KERRY (D)	48%	47%	49%	60%	52%	40%	54%	49%	43%	40%	54%	37%	48%		
OTHER	5%	5%	4%	6%	4%	4%	4%	7%	4%	4%	3%	4%	6%		
UNDECIDED	3%	3%	2%	2%	2%	3%	2%	2%	4%	3%	3%	3%	2%		
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%		

	OVERALL	MILITARY	NOT MILITARY	NO RELIGIOUS SERVICES	OCCASIONAL RELIGIOUS SERVICES	REGULAR RELIGIOUS SERVICES	NE IOWA	SE IOWA	SW IOWA	NW IOWA	URBAN	SUBURBAN	RURAL		
DEMOGRAPHIC SUBPOPULATIONS INDEXED TO OVERALL RESPONSES															
BUSH (R)	100	99	101	72	95	117	90	95	109	118	89	124	99		
KERRY (D)	100	98	102	124	108	83	112	101	91	84	113	78	100		
OTHER	100	109	89	136	85	91	93	151	84	77	60	94	122		
UNDECIDED	100	127	65	65	62	135	77	75	143	127	113	108	91		

OVERALL
MILITARY
NOT MILITARY
NO RELIGIOUS SERVICES
OCCASIONAL RELIGIOUS SERVICES
REGULAR RELIGIOUS SERVICES
NE IOWA
SE IOWA
SW IOWA
NW IOWA
URBAN
SUBURBAN
RURAL

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.