

ELECTION EVE, SLIGHTEST MOVEMENT IN IA TO KERRY, EARLY VOTERS HELP



FINAL FORECAST ON ELECTION EVE: KERRY 50%, BUSH 47%

- ☛ ON ELECTION EVE, JOHN KERRY TAKES THE SLIGHTEST LEAD OVER GEORGE W BUSH IN IOWA, 50% TO 47%, ACCORDING TO THE FINAL SURVEYUSA TRACKING POLL OF 519 LVS 10/31 - 11/1.
- ☛ 30% OF LIKELY VOTERS HAVE ALREADY VOTED. THEY FAVOR KERRY SIGNIFICANTLY, 63% TO 35%.
- ☛ OF THE 70% IN THIS LAST LIKELY VOTER POOL WHO HAVE NOT YET VOTED, BUSH LEADS 52% TO 44%. AMONG ALL LIKELY VOTERS, KERRY LEADS BY 3 AMONG MEN & LEADS BY 4 AMONG WOMEN.
- ☛ BUSH LEADS AMONG VOTERS AGE 35 TO 49. KERRY LEADS AMONG ALL OTHER AGE GROUPS.
- ☛ INDEPENDENTS BREAK 57% TO 37% FOR KERRY. UNION VOTERS BACK KERRY BY 35 PTS.
- ☛ KERRY LEADS IN NE IA BY 18. BUSH UP IN SW IA BY 12, IN SE IA BY 1 & IN NW IA BY 13.

RESEARCH CONDUCTED E.T.

041031 13: 32- 18: 59 041101 17: 31- 20: 22 ET

RESPONDENTS DRAWN FROM

THE ENTIRE STATE OF IOWA

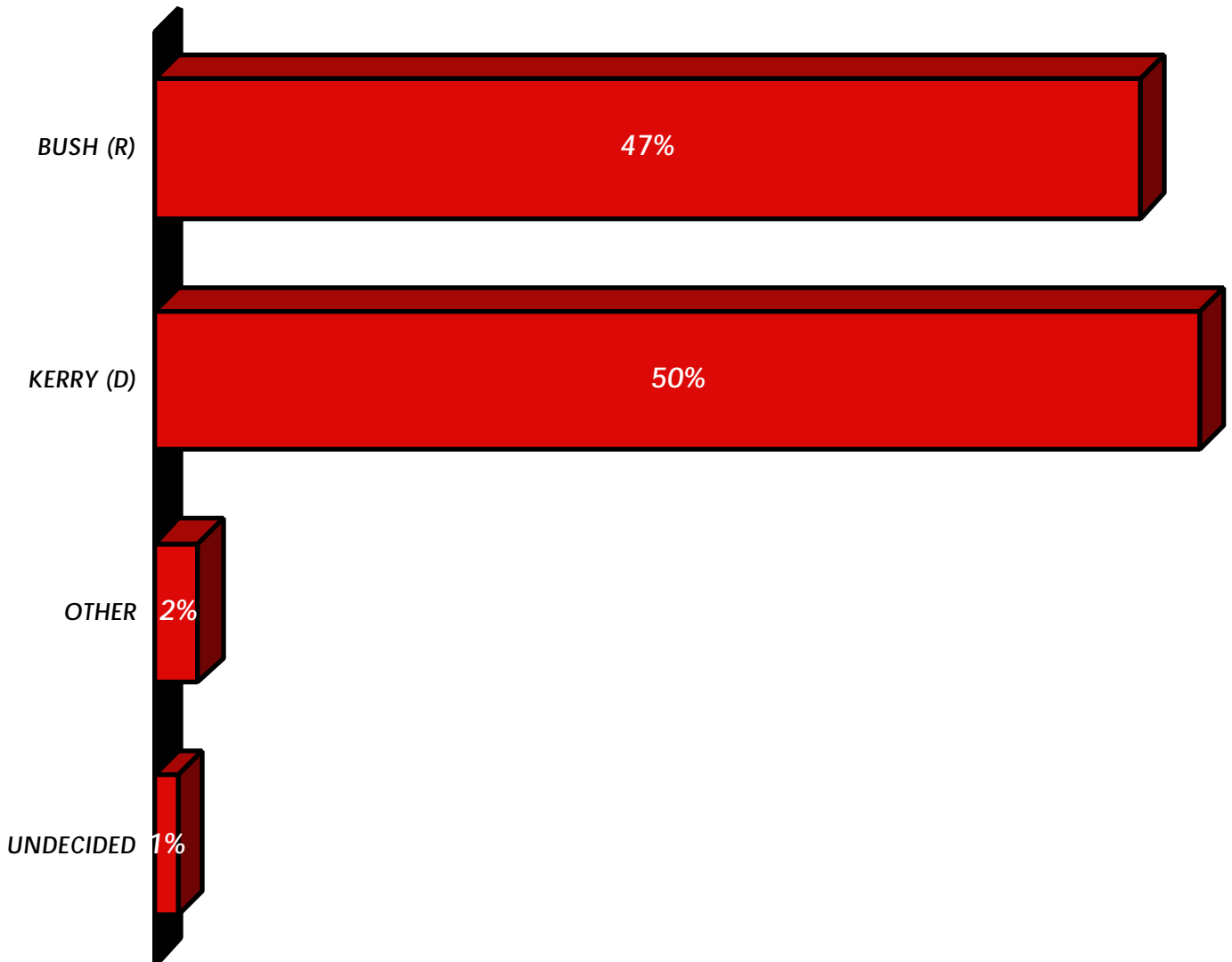
RANDOM SAMPLE SELECTED BY

SURVEY SAMPLING INC.

RESEARCH CONDUCTED FOR WHO-TV DES MOINES

VOTE FOR PRESIDENT / ALL LIKELY VOTERS

AMERICANS WILL CAST BALLOTS FOR PRESIDENT FROM NOW THROUGH NOVEMBER 2ND. 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?

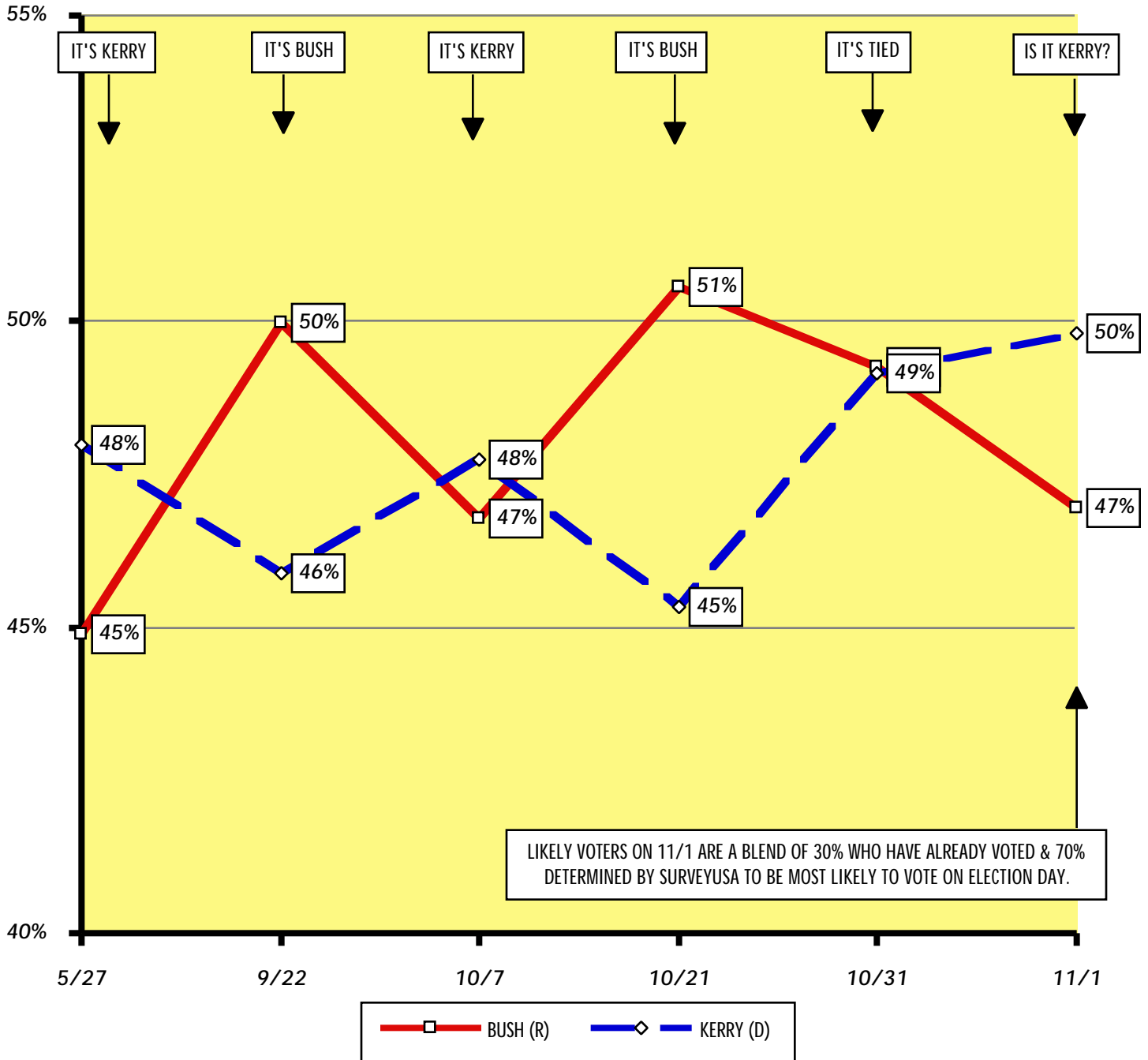


IN 2000, GORE WON IOWA BY 3 TENTHS OF 1 PERCENTAGE PT

THIS IS A SURVEY OF	519	LIKELY VOTERS FROM THE ENTIRE STATE OF IOWA
OVERALL RESULTS CONSIDERED SIGNIFICANT	±4.4%	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	ALREADY VOTED	NOT YET VOTED	MALE	FEMALE	AGE 18-34	AGE 35-49	AGE 50-64	AGE 65+						
RESPONSES SORTED BY DEMOGRAPHIC CATEGORY															
BUSH (R)	47%	35%	52%	46%	47%	44%	53%	45%	45%						
KERRY (D)	50%	63%	44%	49%	51%	51%	44%	54%	52%						
OTHER	2%	1%	2%	3%	1%	5%	1%	1%	1%						
UNDECIDED	1%	1%	1%	1%	1%	0%	1%	1%	3%						
	100%	100%	100%	100%	100%	100%	100%	100%	100%						

	DEMOGRAPHIC SUBPOPULATIONS INDEXED TO OVERALL RESPONSES														
BUSH (R)	100	74	111	99	101	93	114	96	96						
KERRY (D)	100	127	88	98	102	102	89	108	104						
OTHER	100	67	114	153	50	246	68	32	24						
UNDECIDED	100	57	118	118	82	38	75	59	267						

OVERALL
ALREADY VOTED
NOT YET VOTED
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	NO RELIGIOUS SERVICES	OCCASIONAL RELIGIOUS SERVICES	REGULAR RELIGIOUS SERVICES	PRO-LIFE	PRO-CHOICE	MILITARY/VET	NON-MILITARY/VET	UNION	NON-UNION					
RESPONSES SORTED BY DEMOGRAPHIC CATEGORY															
BUSH (R)	47%	23%	43%	60%	67%	28%	50%	43%	31%	52%					
KERRY (D)	50%	71%	53%	39%	30%	70%	45%	55%	66%	45%					
OTHER	2%	6%	2%	0%	2%	1%	3%	1%	1%	3%					
UNDECIDED	1%	0%	2%	1%	1%	1%	2%	1%	2%	1%					
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%					

	OVERALL	NO RELIGIOUS SERVICES	OCCASIONAL RELIGIOUS SERVICES	REGULAR RELIGIOUS SERVICES	PRO-LIFE	PRO-CHOICE	MILITARY/VET	NON-MILITARY/VET	UNION	NON-UNION					
DEMOGRAPHIC SUBPOPULATIONS INDEXED TO OVERALL RESPONSES															
BUSH (R)	100	48	91	127	142	60	106	93	66	110					
KERRY (D)	100	143	106	78	59	140	91	111	133	90					
OTHER	100	288	110	14	110	63	151	46	37	123					
UNDECIDED	100	0	173	101	130	64	160	44	181	80					

VOTE FOR PRESIDENT / RESPONSES COMPARED BY PERCENTAGES AND BY INDEX

OVERALL **< \$40K/YR** **\$40K - \$80K/YR** **> \$80K/YR** **NE IOWA** **SE IOWA** **SW IOWA** **NW IOWA** **URBAN** **SUBURBAN** **RURAL** **BUSH (R)** **KERRY (D)**

RESPONSES SORTED BY DEMOGRAPHIC CATEGORY

BUSH (R)	47%	43%	49%	53%	40%	49%	54%	54%	43%	48%	49%				
KERRY (D)	50%	52%	49%	42%	58%	48%	42%	41%	54%	48%	48%				
OTHER	2%	3%	1%	4%	1%	2%	2%	5%	2%	2%	2%				
UNDECIDED	1%	2%	1%	1%	1%	1%	2%	0%	1%	2%	1%				
VOTED 'FOR' CANDIDATE															
'AGAINST' OTHER CAND.													85%	64%	
													12%	32%	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%				

DEMOGRAPHIC SUBPOPULATIONS INDEXED TO OVERALL RESPONSES

BUSH (R)	100	92	105	114	85	104	115	115	91	102	104				
KERRY (D)	100	105	98	83	116	97	84	82	109	97	96				
OTHER	100	127	46	197	53	74	100	241	87	80	118				
UNDECIDED	100	164	54	73	103	96	188	0	112	170	75				

OVERALL **< \$40K/YR** **\$40K - \$80K/YR** **> \$80K/YR** **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.