

NO SURPRISE IN KANSAS: BUSH TOPS KERRY DECISIVELY, CAPTURES 6 ECV



IN 2000, BUSH CARRIED KANSAS BY 21 PTS ... LEADS TODAY BY 23 PTS ... 6 ECV

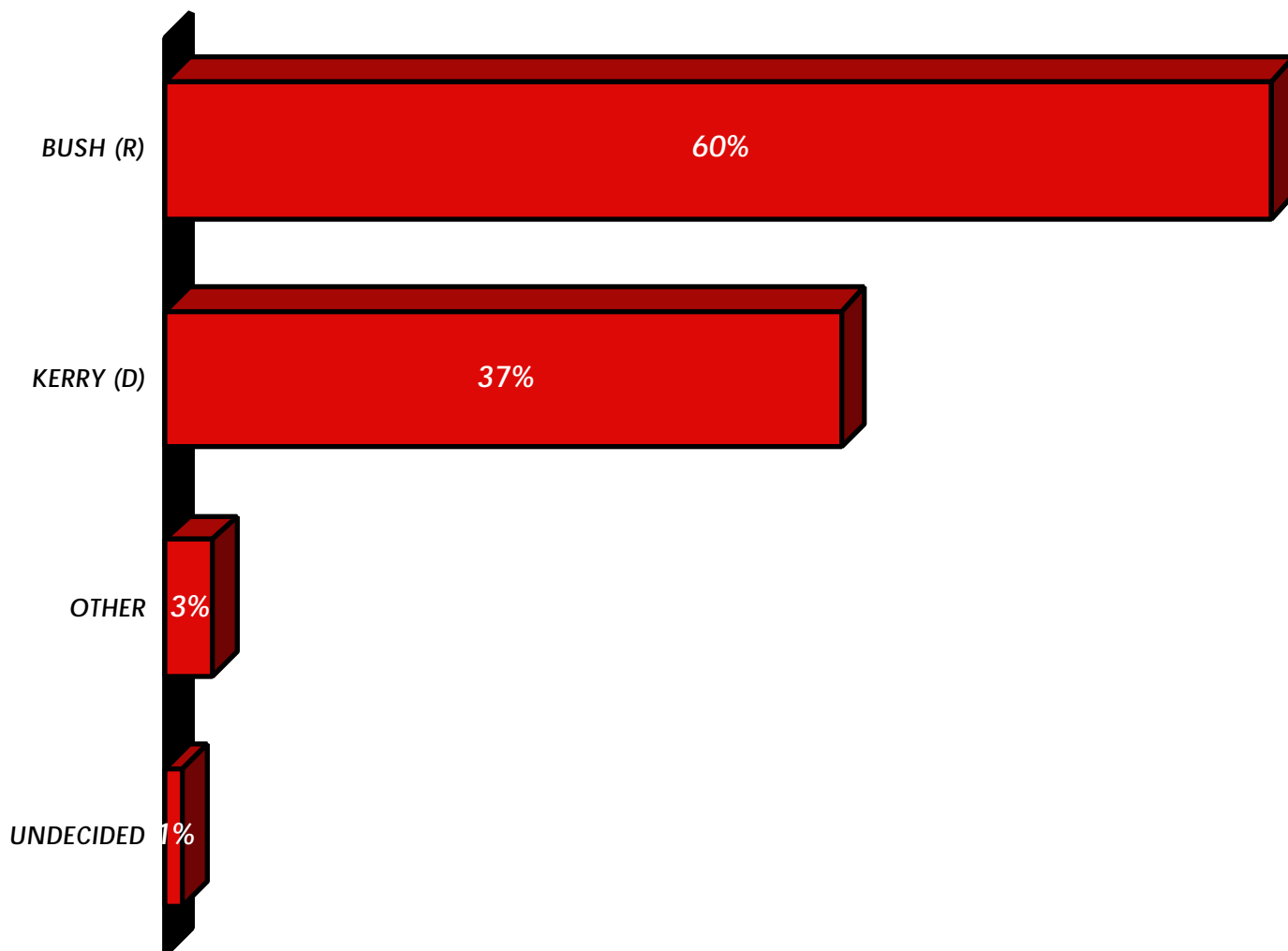
- ✦ IN AN ELECTION FOR PRESIDENT IN KANSAS TODAY, GEORGE W BUSH DEFEATS JOHN KERRY 60% TO 37%, ACCORDING TO SURVEYUSA POLL OF 651 LIKELY VOTERS CONDUCTED 10/25 - 10/27.
- ✦ IN 4 MONTHS OF TRACKING POLLS, BUSH HAS NEVER BEEN LOWER THAN 56%, KERRY HAS NEVER BEEN HIGHER THAN 38%. BUSH WON IN 2000 BY 21 PTS, LEADS BY 23 PTS WITH 5 DAYS TO GO.
- ✦ BUSH LEADS BY 11 PTS IN EASTERN KS, BY 36 IN GREATER WICHITA & BY 46 IN WESTERN KS.
- ✦ INDEPENDENT VOTERS BREAK 53% TO 38% FOR BUSH. MODERATES BREAK 52% TO 45% FOR KERRY.
- ✦ BUSH LEADS BY 17 PTS AMONG FEMALE LIKELY VOTERS, BY 30 PTS AMONG MALE LIKELY VOTERS.

RESEARCH CONDUCTED E.T.	041025 16:33-21:49 041026 16:32-21:49 041027 16:38-21:46 ET
RESPONDENTS DRAWN FROM	THE ENTIRE STATE OF KANSAS
RANDOM SAMPLE SELECTED BY	SURVEY SAMPLING INC.

RESEARCH CONDUCTED FOR KWCH-TV WICHITA

VOTE FOR PRESIDENT / ALL LIKELY VOTERS

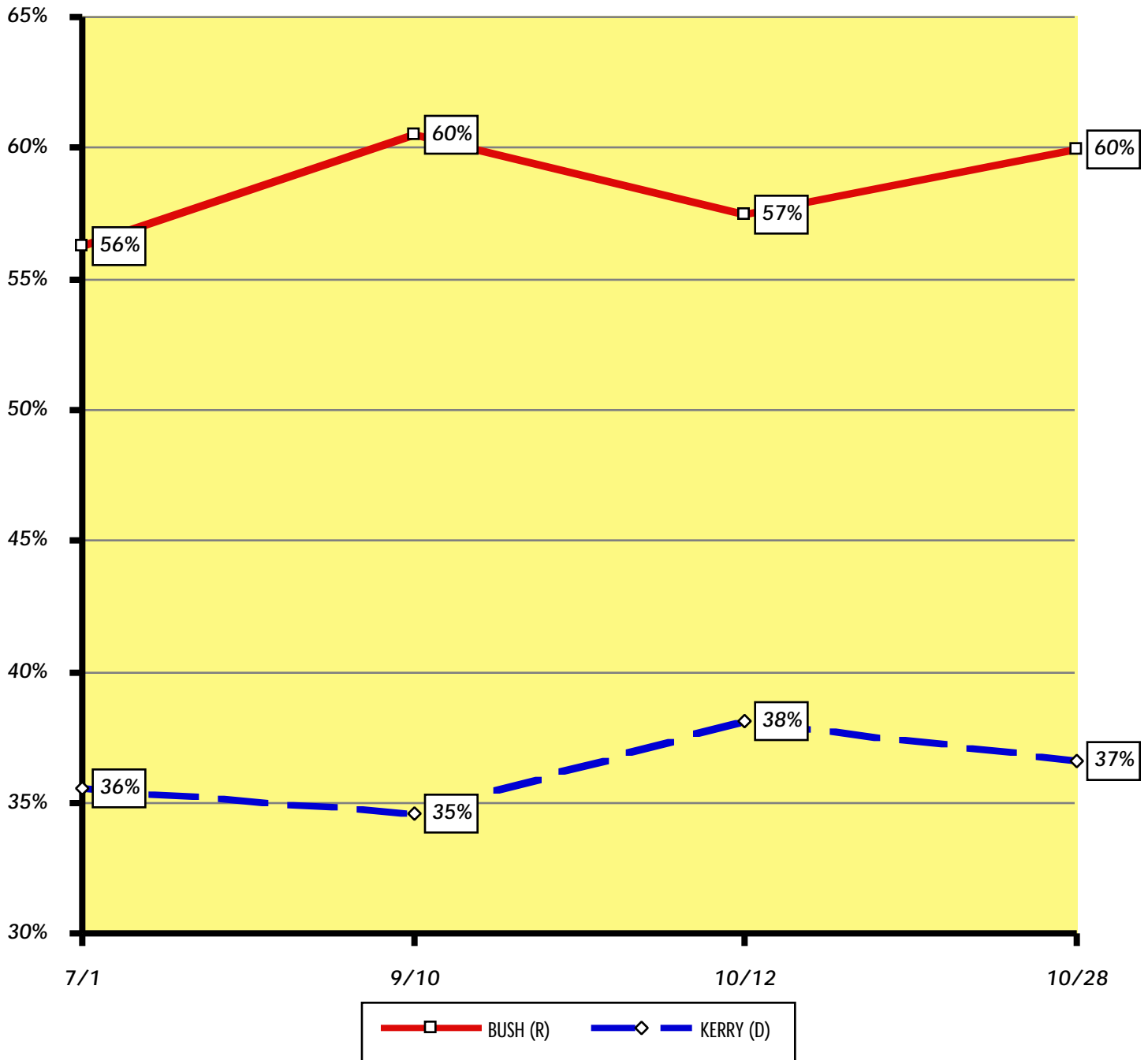
ON TUESDAY, AMERICANS WILL ELECT A PRESIDENT. IF THE ELECTION FOR PRESIDENT OF THE UNITED STATES WERE HELD TODAY, AND YOU WERE STANDING IN THE VOTING BOOTH RIGHT NOW, WHO WOULD YOU VOTE FOR? REPUBLICAN GEORGE W. BUSH? DEMOCRAT JOHN KERRY? OR SOME OTHER CANDIDATE?



THIS IS A SURVEY OF	651	LIKELY VOTERS FROM THE ENTIRE STATE OF KANSAS
OVERALL RESULTS CONSIDERED SIGNIFICANT	±3.8%	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	CERTAIN	PROBABLE	MALE	FEMALE	AGE 18-34	AGE 35-49	AGE 50-64	AGE 65+	WHITE	BLACK	HISPANIC	ASIAN/OTHER		
RESPONSES SORTED BY DEMOGRAPHIC CATEGORY															
BUSH (R)	60%	60%	51%	63%	57%	61%	64%	59%	53%	61%	43%	63%	39%		
KERRY (D)	37%	36%	41%	33%	40%	34%	33%	39%	44%	35%	57%	37%	55%		
OTHER	3%	2%	7%	4%	2%	4%	3%	1%	1%	3%	0%	0%	1%		
UNDECIDED	1%	1%	1%	1%	1%	1%	1%	1%	2%	1%	0%	0%	5%		
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%		

	OVERALL	CERTAIN	PROBABLE	MALE	FEMALE	AGE 18-34	AGE 35-49	AGE 50-64	AGE 65+	WHITE	BLACK	HISPANIC	ASIAN/OTHER		
DEMOGRAPHIC SUBPOPULATIONS INDEXED TO OVERALL RESPONSES															
BUSH (R)	100	101	85	105	95	102	106	98	89	103	71	105	65		
KERRY (D)	100	99	112	89	110	92	90	108	121	95	156	101	150		
OTHER	100	88	287	138	64	165	109	48	47	112	0	0	39		
UNDECIDED	100	99	111	73	126	127	67	56	166	91	0	0	590		

OVERALL CERTAIN PROBABLE 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	REPUBLICAN	DEMOCRAT	INDEPENDENT/OTHER	GRAD SCHOOL	COLLEGE GRAD	SOME COLLEGE	NO COLLEGE	CONSERVATIVE	MODERATE	LIBERAL				
RESPONSES SORTED BY DEMOGRAPHIC CATEGORY															
BUSH (R)	60%	90%	12%	53%	49%	67%	61%	61%	87%	45%	18%				
KERRY (D)	37%	9%	86%	38%	48%	29%	36%	35%	12%	52%	72%				
OTHER	3%	1%	2%	6%	2%	3%	2%	4%	1%	2%	8%				
UNDECIDED	1%	1%	0%	2%	1%	1%	1%	0%	0%	1%	2%				
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%				

	OVERALL	REPUBLICAN	DEMOCRAT	INDEPENDENT/OTHER	GRAD SCHOOL	COLLEGE GRAD	SOME COLLEGE	NO COLLEGE	CONSERVATIVE	MODERATE	LIBERAL				
DEMOGRAPHIC SUBPOPULATIONS INDEXED TO OVERALL RESPONSES															
BUSH (R)	100	149	21	89	82	112	102	101	145	75	30				
KERRY (D)	100	24	234	104	132	80	98	97	33	141	197				
OTHER	100	38	69	256	73	105	75	142	43	98	321				
UNDECIDED	100	56	44	221	77	76	127	40	24	74	185				

OVERALL
 REPUBLICAN
 DEMOCRAT
 INDEPENDENT/OTHER
 GRAD SCHOOL
 COLLEGE GRAD
 SOME COLLEGE
 NO COLLEGE
 CONSERVATIVE
 MODERATE
 LIBERAL

VOTE FOR PRESIDENT / RESPONSES COMPARED BY PERCENTAGES AND BY INDEX

OVERALL **MILITARY/VET** **NON-MILITARY/VET** **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)	60%	61%	59%	52%	57%	65%	78%	41%	50%	62%	69%				
KERRY (D)	37%	36%	38%	44%	39%	32%	19%	56%	45%	36%	29%				
OTHER	3%	3%	2%	2%	4%	2%	3%	2%	4%	2%	2%				
UNDECIDED	1%	1%	1%	2%	1%	0%	0%	1%	1%	0%	1%				
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%				

	DEMOGRAPHIC SUBPOPULATIONS INDEXED TO OVERALL RESPONSES														
BUSH (R)	100	101	99	87	94	109	130	68	83	103	115				
KERRY (D)	100	98	103	121	106	88	52	152	123	97	79				
OTHER	100	117	75	66	159	78	132	81	162	90	60				
UNDECIDED	100	66	101	230	69	21	7	118	89	34	103				

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

VOTE FOR PRESIDENT / RESPONSES COMPARED BY PERCENTAGES AND BY INDEX

OVERALL WESTERN KS WICHITA AREA EASTERN KS URBAN SUBURBAN RURAL BUSH (R) KERRY (D)

RESPONSES SORTED BY DEMOGRAPHIC CATEGORY

BUSH (R)	60%	72%	66%	54%	50%	60%	66%											
KERRY (D)	37%	26%	30%	43%	45%	37%	31%											
OTHER	3%	2%	3%	3%	5%	1%	2%											
UNDECIDED	1%	1%	1%	1%	0%	2%	1%											
VOTED 'FOR' CANDIDATE																	82%	45%
'AGAINST OTHER CAND.																	16%	50%
	100%	100%	100%	100%	100%	100%	100%											

DEMOGRAPHIC SUBPOPULATIONS INDEXED TO OVERALL RESPONSES

BUSH (R)	100	120	110	90	84	101	110											
KERRY (D)	100	70	82	116	122	102	84											
OTHER	100	75	121	100	194	29	91											
UNDECIDED	100	88	118	97	52	166	83											

OVERALL WESTERN KS WICHITA AREA EASTERN KS URBAN SUBURBAN RURAL

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	CERTAIN	PROBABLE	MALE	FEMALE	AGE 18-34	AGE 35-49	AGE 50-64	AGE 65+	WHITE	BLACK	HISPANIC	ASIAN/OTHER		
REGISTERED	696	613	038	330	366	196	220	146	133	611	031	029	025		
 CERTAIN	613	613	000	299	315	166	193	139	115	540	028	025	021		
 PROBABLE	038	000	038	016	021	018	011	003	007	033	001	002	001		
 LIKELY	651	613	038	315	336	184	204	141	122	573	029	028	022		
 BUSH (R)	390	371	019	199	191	112	130	083	065	352	012	018	008		
 KERRY (D)	239	223	015	103	136	062	067	056	054	200	016	010	012		
 OTHER	017	014	003	011	005	008	006	002	001	016	000	000	000		
UNDECIDED	006	006	000	002	004	002	001	001	002	005	000	000	001		
TOTAL	800	613	038	390	410	253	244	159	144	682	041	046	031		
COMPOSITION OF ADULTS	100%	77%	5%	49%	51%	32%	30%	20%	18%	85%	5%	6%	4%		
 COMP. OF REG. VOTERS	100%	88%	5%	47%	53%	28%	32%	21%	19%	88%	4%	4%	4%		
 COMP. OF LIKELY VOTERS	100%	94%	6%	48%	52%	28%	31%	22%	19%	88%	4%	4%	3%		

800 KANSAS ADULTS WERE INTERVIEWED BY TELEPHONE 10/25 - 10/27. OF THEM, 696 WERE REGISTERED TO VOTE. OF THEM, 651 WERE JUDGED TO BE 'LIKELY' TO VOTE. GRAPHS REFLECT 'LIKELY' VOTERS.

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	REPUBLICAN	DEMOCRAT	INDEPENDENT/OTHER	NOT SURE	GRAD SCHOOL	COLLEGE GRAD	SOME COLLEGE	NO COLLEGE	CONSERVATIVE	MODERATE	LIBERAL	NOT SURE		
REGISTERED	696	334	185	172	004	131	150	195	214	292	291	079	022		
CERTAIN	613	296	165	150	002	120	141	175	174	263	254	070	018		
PROBABLE	038	017	008	012	001	006	005	015	012	010	020	005	001		
LIKELY	651	313	173	162	003	126	145	190	186	273	275	075	019		
BUSH (R)	390	280	021	086	002	062	098	116	113	237	124	013	011		
KERRY (D)	239	028	148	062	001	061	043	068	066	033	142	054	006		
OTHER	017	003	003	011	000	002	004	004	007	003	007	006	001		
UNDECIDED	006	002	001	003	000	001	001	002	001	001	002	001	001		
TOTAL	800	334	185	172	004	137	159	233	266	321	332	096	036		
COMPOSITION OF ADULTS	100%	42%	23%	22%	0%	17%	20%	29%	33%	40%	42%	12%	4%		
COMP. OF REG. VOTERS	100%	48%	27%	25%	1%	19%	22%	28%	31%	42%	42%	11%	3%		
COMP. OF LIKELY VOTERS	100%	48%	27%	25%	1%	19%	22%	29%	29%	42%	42%	11%	3%		

800 KANSAS ADULTS WERE INTERVIEWED BY TELEPHONE 10/25 - 10/27. OF THEM, 696 WERE REGISTERED TO VOTE. OF THEM, 651 WERE JUDGED TO BE 'LIKELY' TO VOTE. GRAPHS REFLECT 'LIKELY' VOTERS.

RAW COUNTS FOR ALL RESPONSE CHOICES

THE RESPONSES OF A SUBPOPULATION OF 800 WOULD TYPICALLY BE CONSIDERED ACCURATE ± 10%. PLEASE EXERCISE EXTREME CAUTION IN DRAWING CONCLUSIONS FROM SUBPOPULATIONS SMALLER THAN 100

	OVERALL	MILITARY/VET	NON-MILITARY/VET	NO RELIGIOUS SERVICES	OCCASIONAL RELIGIOUS SERVICES	REGULAR RELIGIOUS SERVICES	PRO-LIFE	PRO-CHOICE	NOT SURE	< \$40K/YR	\$40K - \$80K/YR	> \$80K/YR	DECLINE		
REGISTERED	696	386	298	142	200	337	324	305	044	219	260	146	024		
CERTAIN	613	342	262	123	173	303	285	272	037	179	236	134	023		
PROBABLE	038	022	015	006	015	016	022	013	001	017	014	004	001		
LIKELY	651	364	277	129	188	319	307	285	038	195	250	138	024		
BUSH (R)	390	221	164	067	106	209	238	117	022	097	154	095	016		
KERRY (D)	239	130	105	057	073	103	058	159	015	088	089	040	008		
OTHER	017	011	005	002	008	006	010	006	000	008	006	002	000		
UNDECIDED	006	002	003	003	001	001	000	003	001	002	001	001	000		
TOTAL	800	444	339	185	230	362	366	355	049	271	293	153	026		
COMPOSITION OF ADULTS	100%	55%	42%	23%	29%	45%	46%	44%	6%	34%	37%	19%	3%		
COMP. OF REG. VOTERS	100%	55%	43%	20%	29%	48%	47%	44%	6%	31%	37%	21%	3%		
COMP. OF LIKELY VOTERS	100%	56%	43%	20%	29%	49%	47%	44%	6%	30%	38%	21%	4%		

800 KANSAS ADULTS WERE INTERVIEWED BY TELEPHONE 10/25 - 10/27. OF THEM, 696 WERE REGISTERED TO VOTE. OF THEM, 651 WERE JUDGED TO BE 'LIKELY' TO VOTE. GRAPHS REFLECT 'LIKELY' VOTERS.

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	WESTERN KS	WICHITA AREA	EASTERN KS	URBAN	SUBURBAN	RURAL	VOTED 'FOR' CANDIDATE	'AGAINST OTHER CAND.	NOT SURE									
REGISTERED	696	129	160	407	188	214	294	427	181	021									
CERTAIN	613	111	135	367	167	193	253	406	168	020									
PROBABLE	038	007	013	018	010	008	020	020	013	001									
LIKELY	651	118	149	385	177	201	273	427	181	021									
BUSH (R)	390	084	098	208	089	121	180	319	062	009									
KERRY (D)	239	030	045	164	079	075	084	108	119	011									
OTHER	017	002	005	010	009	001	006	000	000	000									
UNDECIDED	006	001	002	003	001	003	002	000	000	000									
TOTAL	800	146	190	463	214	242	343	427	242	021									
COMPOSITION OF ADULTS	100%	18%	24%	58%	27%	30%	43%	53%	30%	3%									
COMP. OF REG. VOTERS	100%	19%	23%	59%	27%	31%	42%	61%	26%	3%									
COMP. OF LIKELY VOTERS	100%	18%	23%	59%	27%	31%	42%	66%	28%	3%									

800 KANSAS ADULTS WERE INTERVIEWED BY TELEPHONE 10/25 - 10/27.
OF THEM, 696 WERE REGISTERED TO VOTE.
OF THEM, 651 WERE JUDGED TO BE 'LIKELY' TO VOTE.
GRAPHS REFLECT 'LIKELY' VOTERS.

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.