

REPORTS OF BUNNING'S DEMISE ARE PREMATURE; BUSH AT HOME IN KY



2 DAYS OUT ... BUSH 59%, KERRY 38% ... BUNNING 51%, MONGIARDO 42% ... 8 ECV

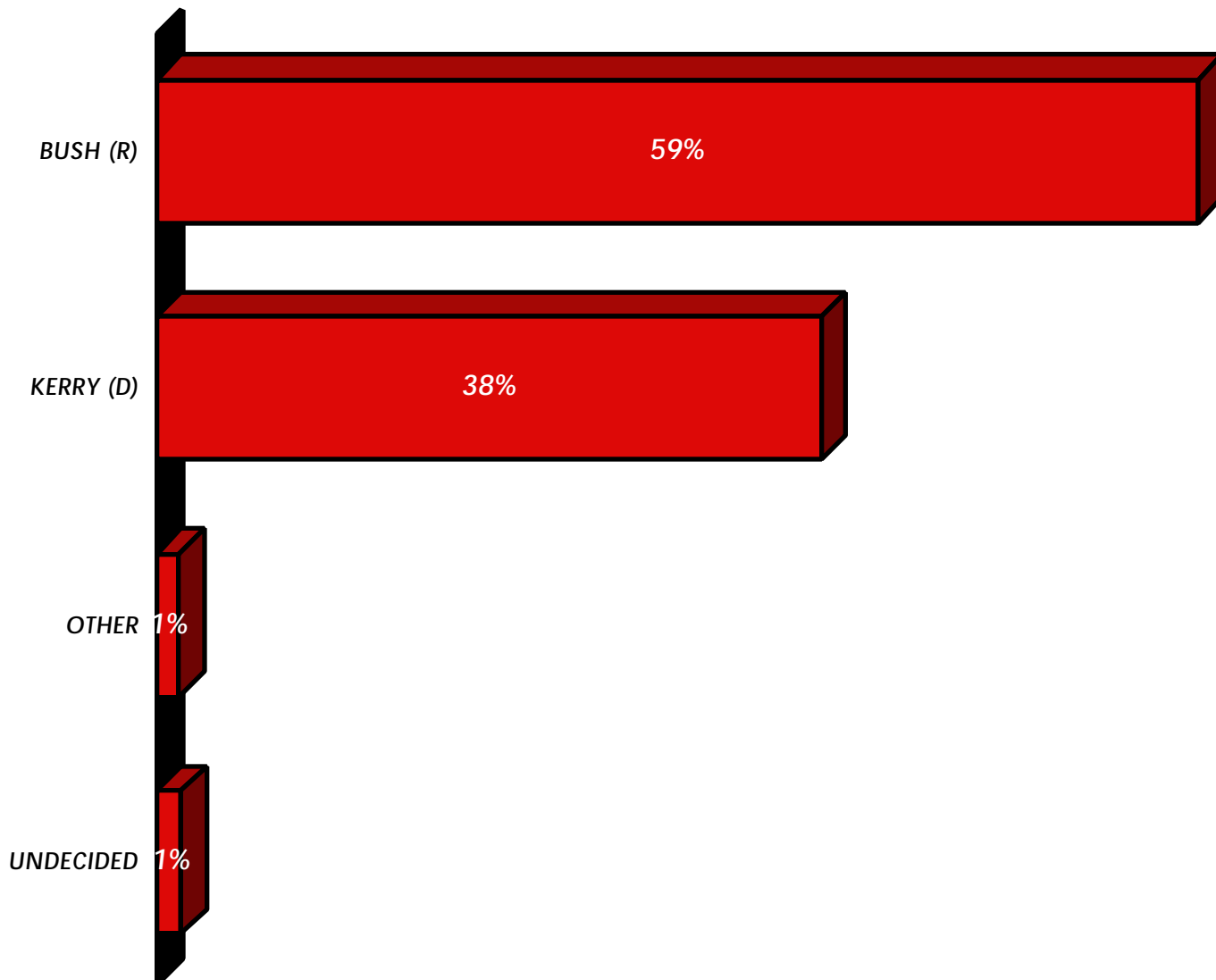
- ✦ IN AN ELECTION TODAY IN KY, GEORGE W BUSH DEFEATS JOHN KERRY 59% TO 38%, INCUMBENT GOP SENATOR JIM BUNNING HOLDS OFF CHALLENGE FROM DEMOCRAT DAN MONGIARDO 51% TO 42%, & AN AMENDMENT TO STATE CONSTITUTION TO DEFINE MARRIAGE AS BETWEEN 1 MAN & 1 WOMAN PASSES 73% TO 25%, ACCORDING TO SURVEYUSA POLL OF 636 LIKELY VOTERS 10/28 - 10/30.
- ✦ BUNNING HAD LED BY 24 PTS MID AUGUST. SINCE THEN, MONGIARDO IS UP 9 PTS, BUNNING IS DOWN 6 PTS. 14% OF BUSH VOTERS TODAY SPLIT TICKET TO VOTE MONGIARDO, BUT THAT IS NOT ENOUGH, EVEN GIVEN BUNNING MISSTEPS, FOR DEMOCRATS TO CAPTURE THE SEAT. GOP KEEP.
- ✦ BUSH SUPPORT, AT 59%, IS THE HIGHEST TODAY IT HAS BEEN IN 4 MONTHS OF TRACKING POLLS.
- ✦ SUPPORT FOR MARRIAGE AMENDMENT STABLE: NEVER BEEN LESS THAN 71% NOR MORE THAN 74%.

RESEARCH CONDUCTED E.T.	041028 16:35-20:44 041029 16:33-20:46 041030 13:06-20:48 ET
RESPONDENTS DRAWN FROM	THE ENTIRE STATE OF KENTUCKY
RANDOM SAMPLE SELECTED BY	SURVEY SAMPLING INC.

RESEARCH CONDUCTED FOR WHAS-TV LOUISVILLE AND WLEX-TV LEXINGTON

VOTE FOR PRESIDENT / ALL LIKELY VOTERS

ON TUESDAY, 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?

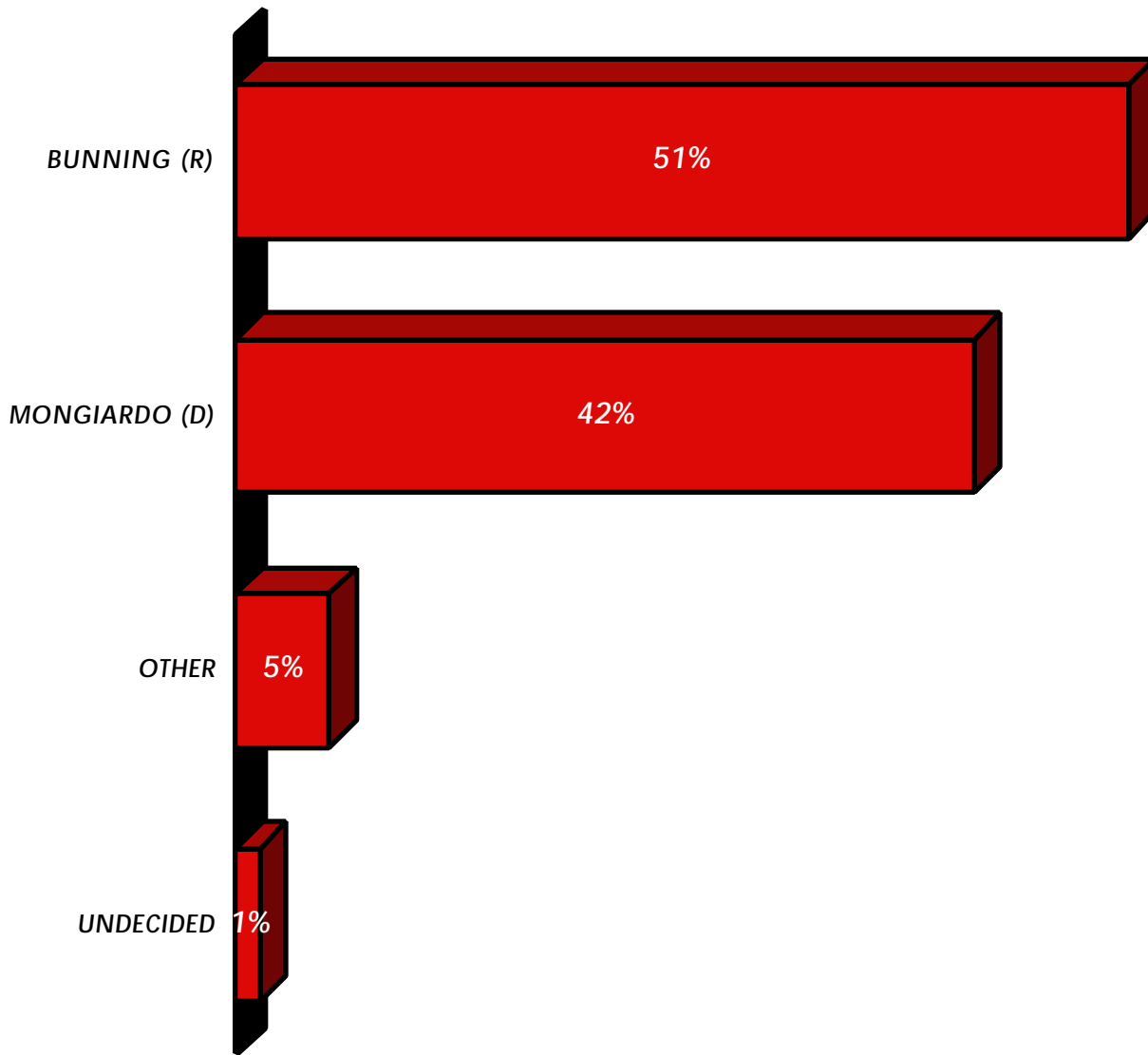


THIS IS A SURVEY OF	636	LIKELY VOTERS FROM THE ENTIRE STATE OF KENTUCKY
OVERALL RESULTS CONSIDERED SIGNIFICANT	±4%	A LARGER ± APPLIES TO SUBPOPULATIONS

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

VOTE FOR SENATOR / ALL LIKELY VOTERS

KENTUCKIANS MAY ALSO VOTE IN AN ELECTION FOR UNITED STATES SENATOR. IF THE ELECTION FOR U. S. SENATOR FROM KENTUCKY WERE TODAY, AND YOU WERE STANDING IN THE VOTING BOOTH RIGHT NOW, WHO WOULD YOU VOTE FOR? REPUBLICAN JIM BUNNING? DEMOCRAT DAN MONGIARDO? OR SOME OTHER CANDIDATE?

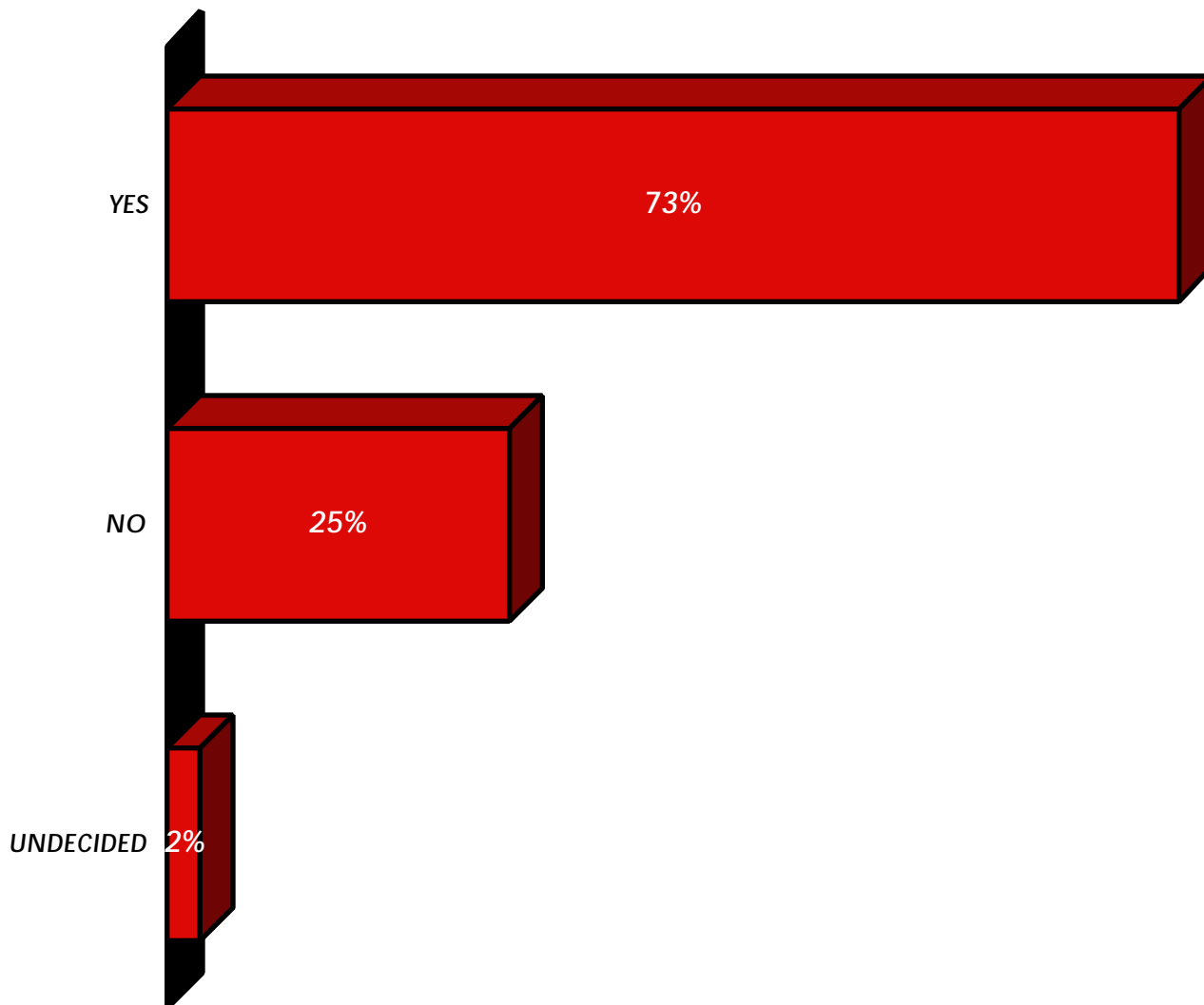


THIS IS A SURVEY OF	631	LIKELY VOTERS FROM THE ENTIRE STATE OF KENTUCKY
OVERALL RESULTS CONSIDERED SIGNIFICANT	±4%	A LARGER ± APPLIES TO SUBPOPULATIONS

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

VOTE ON AMENDMENT / ALL LIKELY VOTERS

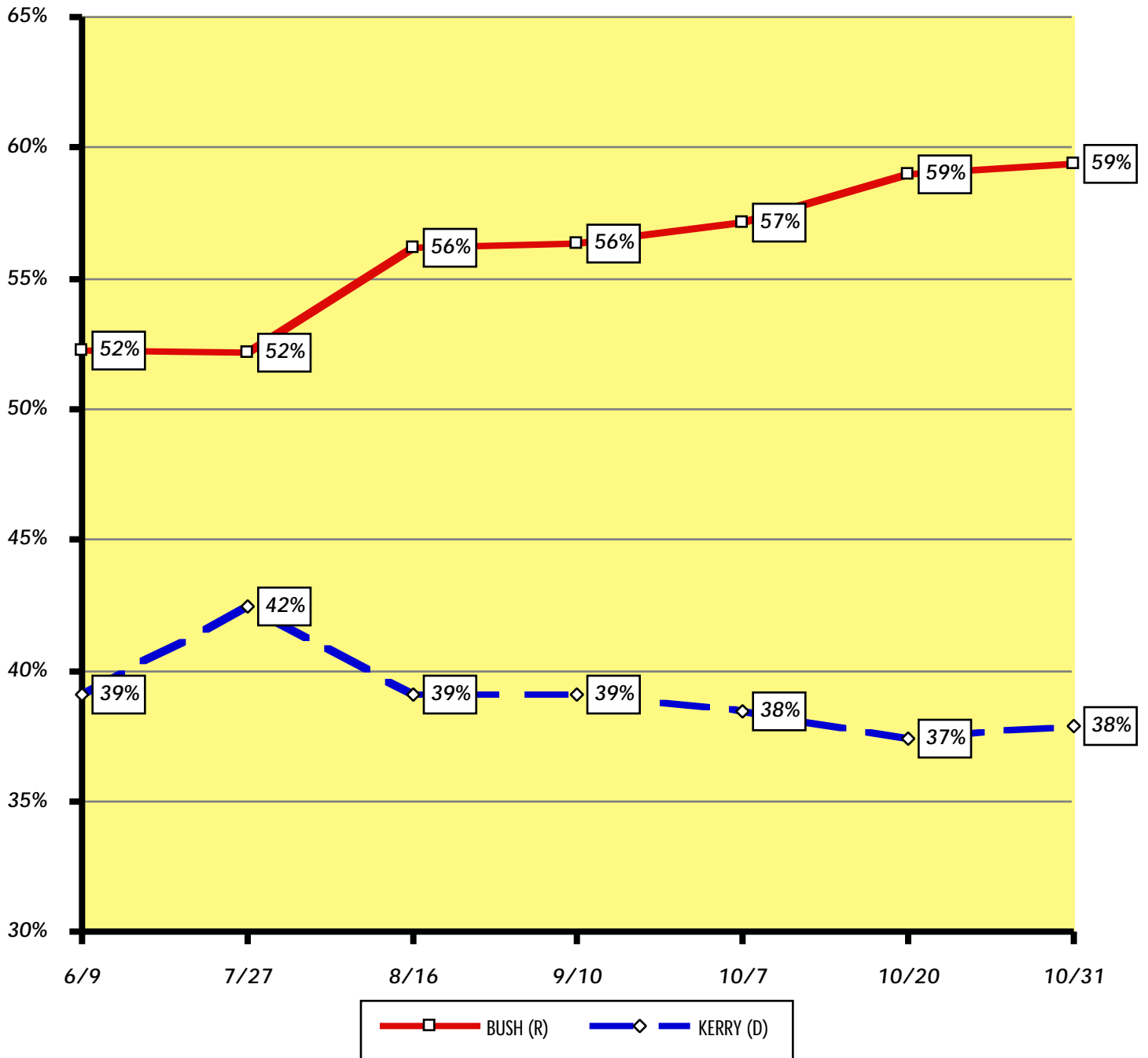
KENTUCKIANS WILL ALSO BE ASKED ABOUT A POSSIBLE AMENDMENT TO THE STATE CONSTITUTION. HERE IS THE EXACT LANGUAGE THAT WILL APPEAR ON THE BALLOT: ARE YOU IN FAVOR OF AMENDING THE KENTUCKY CONSTITUTION TO PROVIDE THAT ONLY A MARRIAGE BETWEEN ONE MAN AND ONE WOMAN SHALL BE A MARRIAGE IN KENTUCKY, AND THAT A LEGAL STATUS IDENTICAL TO OR SIMILAR TO MARRIAGE FOR UNMARRIED INDIVIDUALS SHALL NOT BE VALID OR RECOGNIZED?



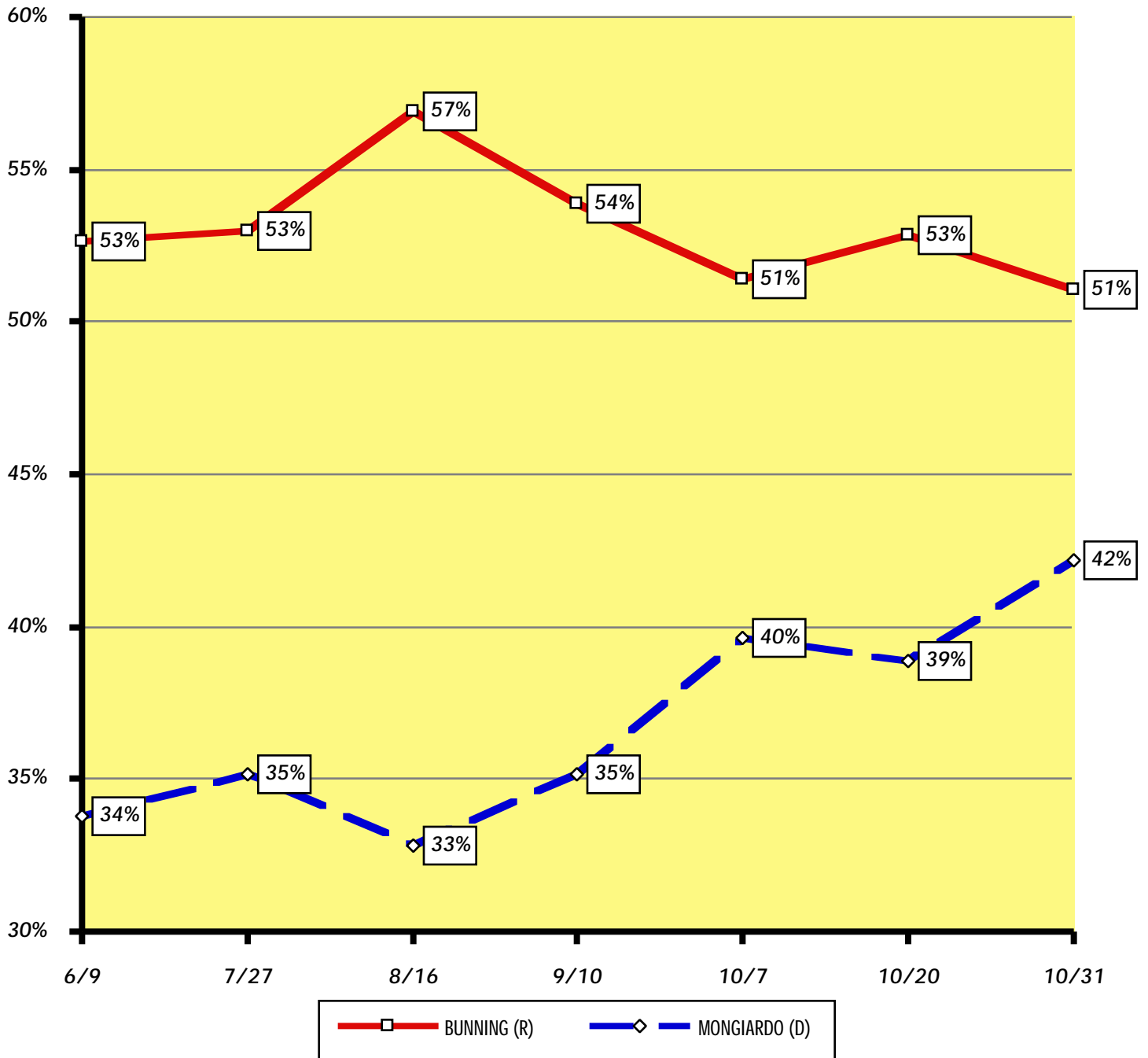
THIS IS A SURVEY OF	624	LIKELY VOTERS FROM THE ENTIRE STATE OF KENTUCKY
OVERALL RESULTS CONSIDERED SIGNIFICANT	±3.6%	A LARGER ± APPLIES TO SUBPOPULATIONS

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

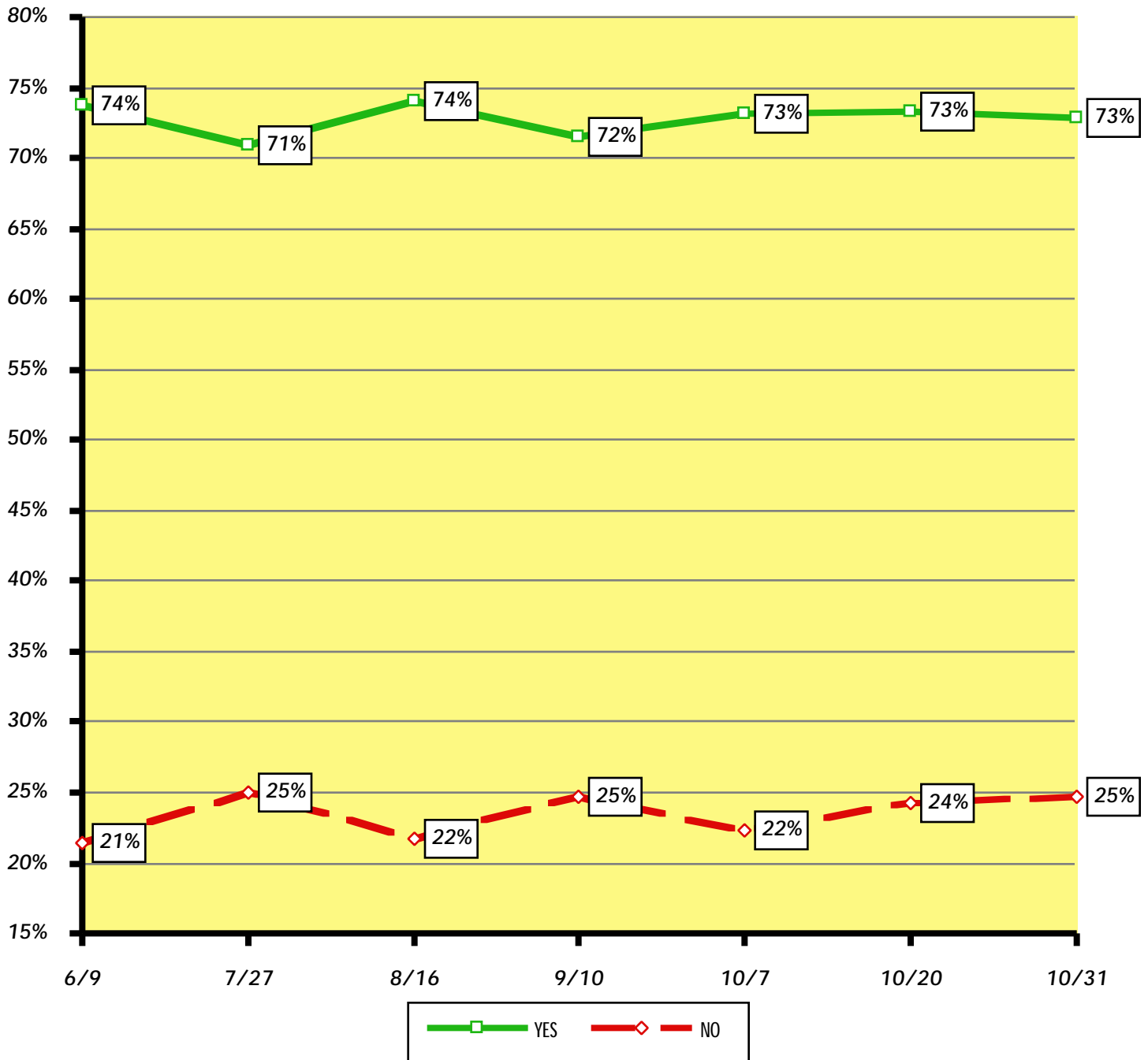
VOTE FOR PRESIDENT / ALL LIKELY VOTERS



VOTE FOR SENATOR / ALL LIKELY VOTERS



VOTE ON AMENDMENT / 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				
RESPONSES SORTED BY DEMOGRAPHIC CATEGORY															
BUSH (R)	59%	61%	45%	61%	58%	60%	58%	63%	56%	62%	15%				
KERRY (D)	38%	37%	45%	36%	40%	37%	39%	35%	42%	35%	84%				
OTHER	1%	1%	6%	2%	1%	1%	2%	2%	0%	1%	1%				
UNDECIDED	1%	1%	4%	1%	2%	2%	2%	0%	2%	2%	0%				
	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				
DEMOGRAPHIC SUBPOPULATIONS INDEXED TO OVERALL RESPONSES															
BUSH (R)	100	102	75	103	97	102	98	106	93	105	25				
KERRY (D)	100	98	118	95	105	97	102	92	112	92	221				
OTHER	100	61	494	120	79	76	135	152	0	103	96				
UNDECIDED	100	82	287	83	117	116	115	28	145	109	0				

OVERALL CERTAIN PROBABLE MALE FEMALE AGE 18-34 AGE 35-49 AGE 50-64 AGE 65+ WHITE BLACK

VOTE FOR PRESIDENT / RESPONSES COMPARED BY PERCENTAGES AND BY INDEX

OVERALL **REPUBLICAN** **DEMOCRAT** **INDEPENDENT/OTHER** **GRAD SCHOOL** **COLLEGE GRAD** **SOME COLLEGE** **NO COLLEGE** **MILITARY/VET** **NON-MILITARY/VET** **NEVER RELIGIOUS SERVICES** **OCCASIONAL RELIGIOUS SERVICES** **REGULAR RELIGIOUS SERVICES** **BUSH (R)** **KERRY (D)**

RESPONSES SORTED BY DEMOGRAPHIC CATEGORY

BUSH (R)	59%	90%	25%	57%	56%	60%	58%	64%	59%	60%	50%	57%	65%		
KERRY (D)	38%	9%	71%	40%	40%	40%	40%	33%	38%	38%	45%	41%	33%		
OTHER	1%	1%	1%	2%	2%	1%	1%	1%	1%	2%	1%	2%	1%		
UNDECIDED	1%	1%	2%	1%	2%	0%	1%	2%	2%	1%	3%	1%	1%		
VOTED 'FOR' CANDIDATE															79%
'AGAINST' OTHER CAND.															19%
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%		

DEMOGRAPHIC SUBPOPULATIONS INDEXED TO OVERALL RESPONSES

BUSH (R)	100	151	43	96	95	100	97	107	100	101	85	95	109		
KERRY (D)	100	22	187	107	106	105	106	88	100	99	120	108	87		
OTHER	100	81	114	132	139	54	110	81	85	124	87	172	60		
UNDECIDED	100	42	170	64	121	0	66	147	119	62	219	38	92		

OVERALL **REPUBLICAN** **DEMOCRAT** **INDEPENDENT/OTHER** **GRAD SCHOOL** **COLLEGE GRAD** **SOME COLLEGE** **NO COLLEGE** **MILITARY/VET** **NON-MILITARY/VET** **NEVER RELIGIOUS SERVICES** **OCCASIONAL RELIGIOUS SERVICES** **REGULAR RELIGIOUS SERVICES**

VOTE FOR SENATOR / RESPONSES COMPARED BY PERCENTAGES AND BY INDEXED

OVERALL
 REPUBLICAN
 DEMOCRAT
 INDEPENDENT/OTHER
 GRAD SCHOOL
 COLLEGE GRAD
 SOME COLLEGE
 NO COLLEGE
 MILITARY/VET
 NON-MILITARY/VET
 NEVER RELIGIOUS SERVICES
 OCCASIONAL RELIGIOUS SERVICES
 REGULAR RELIGIOUS SERVICES

RESPONSES SORTED BY DEMOGRAPHIC CATEGORY

BUNNING (R)	51%	83%	19%	42%	50%	52%	51%	52%	52%	51%	44%	46%	58%		
MONGIARDO (D)	42%	14%	74%	44%	43%	48%	41%	40%	42%	42%	49%	47%	37%		
OTHER	5%	2%	7%	12%	4%	0%	7%	7%	5%	6%	6%	7%	4%		
UNDECIDED	1%	1%	1%	2%	2%	1%	1%	0%	1%	1%	2%	1%	1%		
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%		

DEMOGRAPHIC SUBPOPULATIONS INDEXED TO OVERALL RESPONSES

BUNNING (R)	100	162	37	82	99	101	100	102	101	100	86	91	113		
MONGIARDO (D)	100	34	174	105	103	113	98	95	101	100	116	110	88		
OTHER	100	42	122	221	84	0	131	134	95	104	110	122	79		
UNDECIDED	100	41	56	147	121	51	53	26	55	71	108	44	57		

OVERALL
 REPUBLICAN
 DEMOCRAT
 INDEPENDENT/OTHER
 GRAD SCHOOL
 COLLEGE GRAD
 SOME COLLEGE
 NO COLLEGE
 MILITARY/VET
 NON-MILITARY/VET
 NEVER RELIGIOUS SERVICES
 OCCASIONAL RELIGIOUS SERVICES
 REGULAR RELIGIOUS SERVICES

VOTE FOR SENATOR / RESPONSES COMPARED BY PERCENTAGES AND BY INDEX

OVERALL **CONSERVATIVE** **MODERATE** **LIBERAL** **PRO-LIFE** **PRO-CHOICE** **WESTERN KENTUCKY** **LOUISVILLE AREA** **NORTH-CENTRAL KENTUCKY** **EASTERN KENTUCKY** **URBAN** **SUBURBAN** **RURAL**

RESPONSES SORTED BY DEMOGRAPHIC CATEGORY

BUNNING (R)	51%	72%	38%	19%	67%	31%	57%	48%	48%	54%	30%	51%	58%		
MONGIARDO (D)	42%	22%	56%	75%	25%	64%	35%	46%	44%	40%	64%	43%	34%		
OTHER	5%	4%	5%	6%	6%	4%	5%	4%	7%	6%	5%	5%	6%		
UNDECIDED	1%	2%	1%	0%	2%	1%	3%	2%	1%	0%	1%	1%	2%		
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%		

DEMOGRAPHIC SUBPOPULATIONS INDEXED TO OVERALL RESPONSES

BUNNING (R)	100	141	75	36	132	60	112	95	94	106	59	100	114		
MONGIARDO (D)	100	52	132	178	60	152	84	109	105	95	152	101	81		
OTHER	100	80	96	114	106	82	95	70	122	111	92	91	109		
UNDECIDED	100	147	61	0	111	44	180	119	80	0	49	85	128		

OVERALL **CONSERVATIVE** **MODERATE** **LIBERAL** **PRO-LIFE** **PRO-CHOICE** **WESTERN KENTUCKY** **LOUISVILLE AREA** **NORTH-CENTRAL KENTUCKY** **EASTERN KENTUCKY** **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	VOTED 'FOR' CANDIDATE	'AGAINST' OTHER CAND.
REGISTERED	708	579	057	349	359	203	221	162	122	649	041	009	009		
CERTAIN	579	579	000	289	291	159	188	136	096	531	033	009	007		
PROBABLE	057	000	057	032	025	018	017	013	010	051	004	000	001		
LIKELY	636	579	057	320	316	176	205	149	106	582	037	009	008		
BUSH (R)	378	352	025	196	182	106	119	094	059	362	006	005	006	299	073
KERRY (D)	241	215	025	116	125	065	079	052	045	203	031	004	003	115	117
OTHER	008	005	004	005	003	002	004	003	000	008	000	000	000	000	000
UNDECIDED	009	007	002	004	005	003	003	001	002	009	000	000	000	000	000
BUNNING (R)	322	296	026	176	146	093	101	076	052	307	008	005	002		
MONGIARDO (D)	266	247	019	121	145	072	084	062	048	233	024	004	005		
OTHER	034	026	008	017	017	007	015	008	004	029	004	000	001		
WON'T VOTE	005	003	002	004	001	003	002	000	000	005	000	000	000		
UNDECIDED	009	007	002	003	006	001	004	003	001	008	001	000	000		
YES	454	408	046	239	215	124	143	111	077	424	022	003	006		
NO	154	147	007	070	084	048	051	034	021	134	012	006	002		
WON'T VOTE	012	011	002	003	009	003	003	002	005	010	002	000	000		
UNDECIDED	016	014	002	007	008	001	009	002	003	014	002	000	000		
TOTAL	800	579	057	384	416	254	245	169	132	722	054	010	014		
COMPOSITION OF ADULTS	100%	72%	7%	48%	52%	32%	31%	21%	16%	90%	7%	1%	2%		
COMP. OF REGISTERED	100%	82%	8%	49%	51%	29%	31%	23%	17%	92%	6%	1%	1%		
COMP OF LIKELY VOTERS	100%	91%	9%	50%	50%	28%	32%	23%	17%	92%	6%	1%	1%		

800 KENTUCKY ADULTS INTERVIEWED BY TELEPHONE 10/28 - 10/30. OF THEM, 708 WERE REGISTERED TO VOTE. OF THEM, 636 WERE JUDGED TO BE 'LIKELY' VOTERS. 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.