

# MICHIGAN: BUSH WITHIN 3, AT 47%, HIGHEST IN 6 MONTHS OF TRACKING



48 HRS TO GO ... KERRY 50%, BUSH 47% ... 17 ELECTORAL VOTES AT STAKE

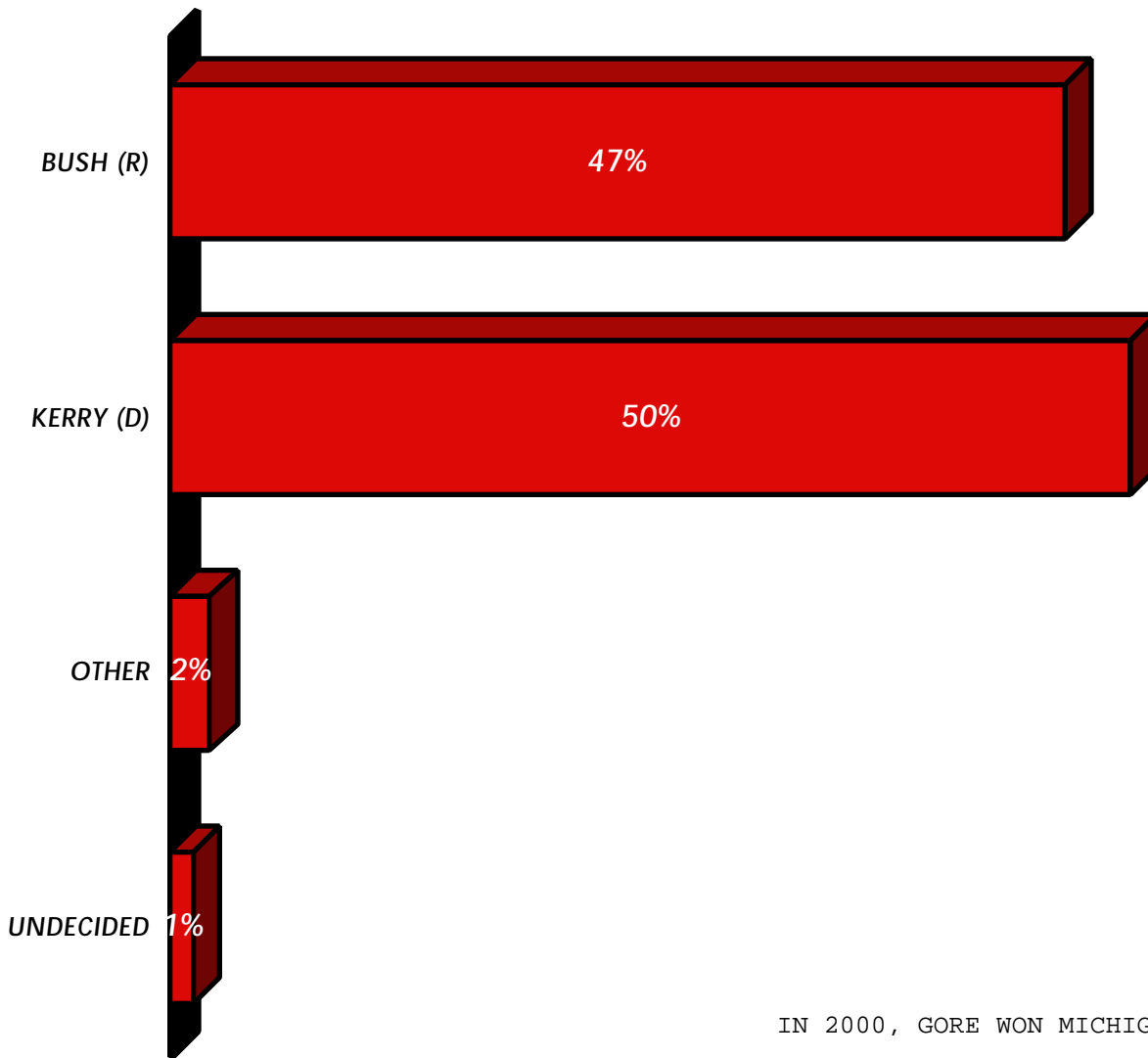
- ✦ IN AN ELECTION FOR PRESIDENT IN MICHIGAN TODAY, 2 DAYS OUT, JOHN KERRY DEFEATS GEORGE W BUSH 50% TO 47%, ACCORDING TO SURVEYUSA POLL OF 671 LIKELY VOTERS 10/28 - 10/30.
- ✦ IN 10 TRACKING POLLS CONDUCTED OVER 6 MOS, BUSH HAS NEVER BEEN ABOVE 45%, NOW AT 47%.
- ✦ IN THE PAST 10 DAYS, BUSH HAS GAINED 3 PTS, KERRY HAS LOST 1. KERRY WAS UP 7, NOW 3.
- ✦ 10 DAYS AGO, BUSH TRAILED BY 5 AMONG MALES, NOW HE' S UP 4. BUSH HAD BEEN DOWN 9 AMONG VOTERS AGE 65+, NOW HE' S UP 2. KERRY HAD BEEN UP 11 IN NON-MILITARY HH' S, NOW UP 3.
- ✦ KERRY HAD BEEN UP 1 IN NON-UNION HH' S, NOW BUSH IS UP 10, A 9-PT SWING TO GOP.
- ✦ KERRY HAD LED BY 4 AMONG THOSE EARNING > \$80K/YR, NOW BUSH LEADS BY 8, A 12-PT SWING.

RESEARCH CONDUCTED E.T.	041028 16:01-20:50 041029 16:01-20:47 041030 13:06-20:50 ET
RESPONDENTS DRAWN FROM	THE ENTIRE STATE OF MICHIGAN
RANDOM SAMPLE SELECTED BY	SURVEY SAMPLING INC.

RESEARCH CONDUCTED FOR WZZM-TV GRAND RAPIDS & WDIV-TV DETROIT

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?

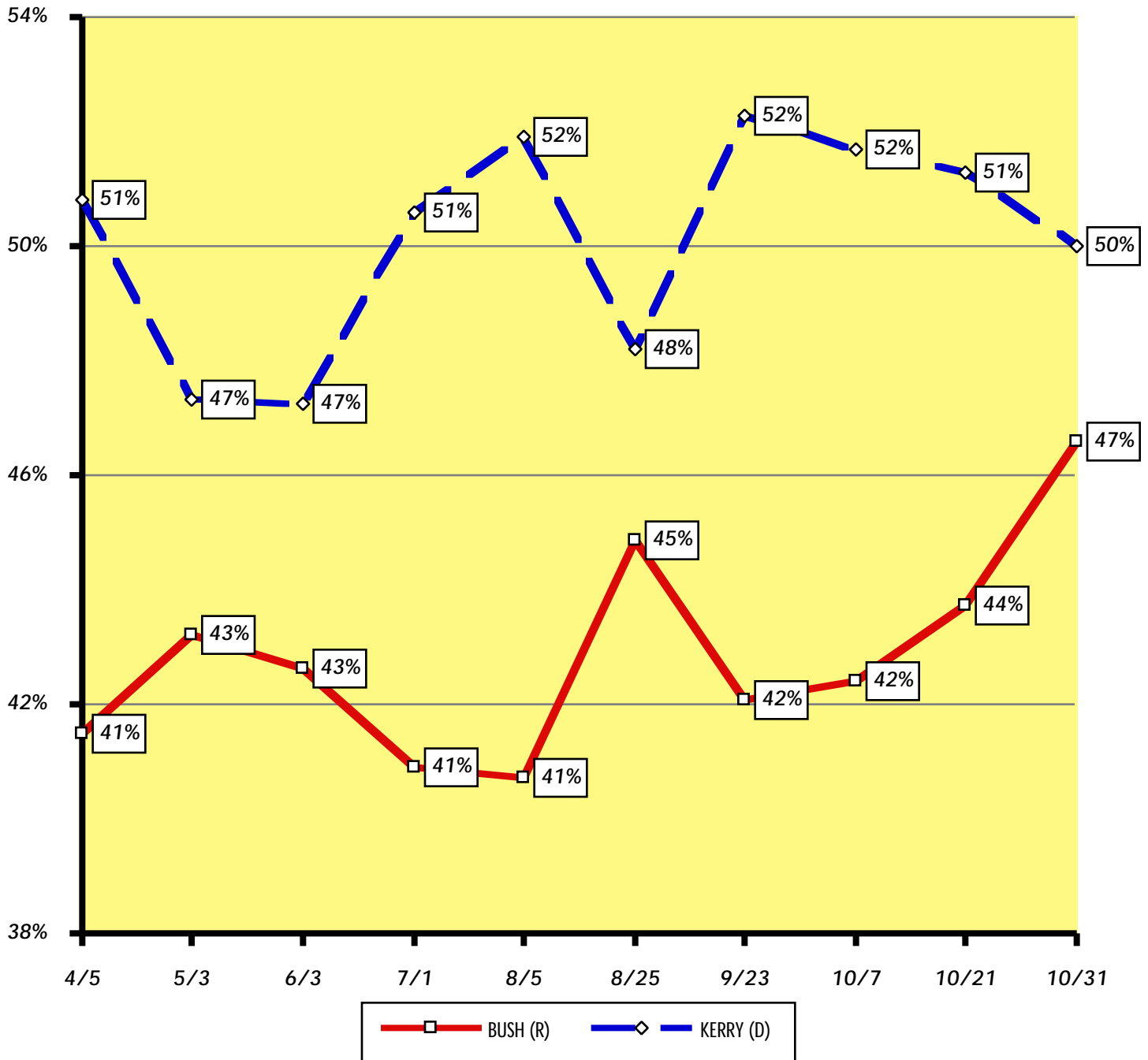


IN 2000, GORE WON MICHIGAN 51% TO 46%

THIS IS A SURVEY OF	671	LIKELY VOTERS FROM THE ENTIRE STATE OF MICHIGAN
OVERALL RESULTS CONSIDERED SIGNIFICANT	±3.9%	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	REPUBLICAN	DEMOCRAT	INDEPENDENT/OTHER	GRAD SCHOOL	COLLEGE GRAD	SOME COLLEGE	NO COLLEGE	CONSERVATIVE	MODERATE	LIBERAL	MILITARY	NOT MILITARY		
	<b>RESPONSES SORTED BY DEMOGRAPHIC CATEGORY</b>														
<b>BUSH (R)</b>	47%	92%	5%	43%	40%	56%	50%	40%	79%	36%	8%	46%	47%		
<b>KERRY (D)</b>	50%	6%	93%	50%	58%	43%	47%	54%	18%	61%	89%	50%	50%		
<b>OTHER</b>	2%	2%	1%	4%	1%	2%	2%	4%	3%	2%	3%	2%	2%		
<b>UNDECIDED</b>	1%	0%	1%	3%	1%	0%	2%	2%	1%	2%	0%	2%	1%		
	100%	100%	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	MILITARY	NOT MILITARY		
	<b>DEMOGRAPHIC SUBPOPULATIONS INDEXED TO OVERALL RESPONSES</b>														
<b>BUSH (R)</b>	100	198	11	92	86	119	107	87	170	76	18	99	101		
<b>KERRY (D)</b>	100	12	187	101	116	86	93	108	36	121	177	99	101		
<b>OTHER</b>	100	74	28	190	44	73	74	178	122	83	123	102	102		
<b>UNDECIDED</b>	100	28	65	212	87	0	146	133	44	163	31	141	49		

OVERALL  
 REPUBLICAN  
 DEMOCRAT  
 INDEPENDENT/OTHER  
 GRAD SCHOOL  
 COLLEGE GRAD  
 SOME COLLEGE  
 NO COLLEGE  
 CONSERVATIVE  
 MODERATE  
 LIBERAL  
 MILITARY  
 NOT MILITARY

VOTE FOR PRESIDENT / RESPONSES COMPARED BY PERCENTAGES AND BY INDEX

**OVERALL**  
**NO RELIGIOUS SERVICES**  
**OCCASIONAL RELIGIOUS SERVICES**  
**REGULAR RELIGIOUS SERVICES**  
**PRO-LIFE**  
**PRO-CHOICE**  
**UNION**  
**NON-UNION**

RESPONSES SORTED BY DEMOGRAPHIC CATEGORY													
<b>BUSH (R)</b>	47%	38%	41%	56%	70%	27%	33%	53%					
<b>KERRY (D)</b>	50%	59%	55%	42%	28%	70%	63%	43%					
<b>OTHER</b>	2%	2%	3%	1%	1%	3%	3%	2%					
<b>UNDECIDED</b>	1%	1%	1%	1%	1%	1%	1%	1%					
	100%	100%	100%	100%	100%	100%	100%	100%					

DEMOGRAPHIC SUBPOPULATIONS INDEXED TO OVERALL RESPONSES													
<b>BUSH (R)</b>	100	81	87	119	149	57	71	115					
<b>KERRY (D)</b>	100	117	110	84	56	139	125	87					
<b>OTHER</b>	100	106	134	58	61	131	131	86					
<b>UNDECIDED</b>	100	98	109	100	75	62	107	112					

**OVERALL**  
**NO RELIGIOUS SERVICES**  
**OCCASIONAL RELIGIOUS SERVICES**  
**REGULAR RELIGIOUS SERVICES**  
**PRO-LIFE**  
**PRO-CHOICE**  
**UNION**  
**NON-UNION**

VOTE FOR PRESIDENT / RESPONSES COMPARED BY PERCENTAGES AND BY INDEX

	OVERALL	< \$40K/YR	\$40K - \$80K/YR	> \$80K/YR	WAYNE COUNTY	DETROIT SUBURBS	GRAND RAPIDS AREA	REST OF STATE	URBAN	SUBURBAN	RURAL				
	<b>RESPONSES SORTED BY DEMOGRAPHIC CATEGORY</b>														
<b>BUSH (R)</b>	47%	37%	50%	53%	30%	46%	57%	50%	23%	52%	53%				
<b>KERRY (D)</b>	50%	58%	47%	45%	67%	50%	39%	47%	76%	44%	41%				
<b>OTHER</b>	2%	3%	1%	2%	1%	2%	3%	2%	0%	2%	4%				
<b>UNDECIDED</b>	1%	2%	1%	1%	1%	2%	1%	1%	1%	1%	1%				
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%				

	OVERALL	< \$40K/YR	\$40K - \$80K/YR	> \$80K/YR	WAYNE COUNTY	DETROIT SUBURBS	GRAND RAPIDS AREA	REST OF STATE	URBAN	SUBURBAN	RURAL				
	<b>DEMOGRAPHIC SUBPOPULATIONS INDEXED TO OVERALL RESPONSES</b>														
<b>BUSH (R)</b>	100	80	107	113	65	99	123	108	50	113	115				
<b>KERRY (D)</b>	100	115	94	90	135	100	77	93	152	88	82				
<b>OTHER</b>	100	152	68	75	60	111	133	90	0	105	200				
<b>UNDECIDED</b>	100	124	110	52	81	127	86	96	86	110	82				











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.