

BUSH EDGES AHEAD OF KERRY IN KEY DEMOCRATIC 'STRONGHOLD' OF NJ



IN 2000, GORE CARRIED NJ BY 16 POINTS ... NOW THE GARDEN STATE'S 15 ELECTORAL VOTES ARE IN PLAY

- * THE BAD NEWS GETS WORSE FOR DEMOCRATS. IN AN ELECTION FOR PRESIDENT IN NJ TODAY, GEORGE W BUSH DEFEATS JOHN KERRY IN A STATE KERRY MUST WIN & WHICH DEMOCRATIC STRATEGISTS HAD HOPED TO SPEND NO MONEY OR TIME CAMPAIGNING IN, ACCORDING TO SURVEYUSA POLL OF 734 LIKELY NJ VOTERS CONDUCTED 9/12 + 9/13 + 9/14.

- * BUSH WINS 49% TO 45% TODAY. BUSH LEADS BY 13 AMONG MEN. KERRY LEADS BY 4 AMONG WOMEN.
- * KERRY LEADS BY 8 PTS IN UNION HOUSEHOLDS. BUSH LEADS BY 9 PTS IN NON-UNION HH.

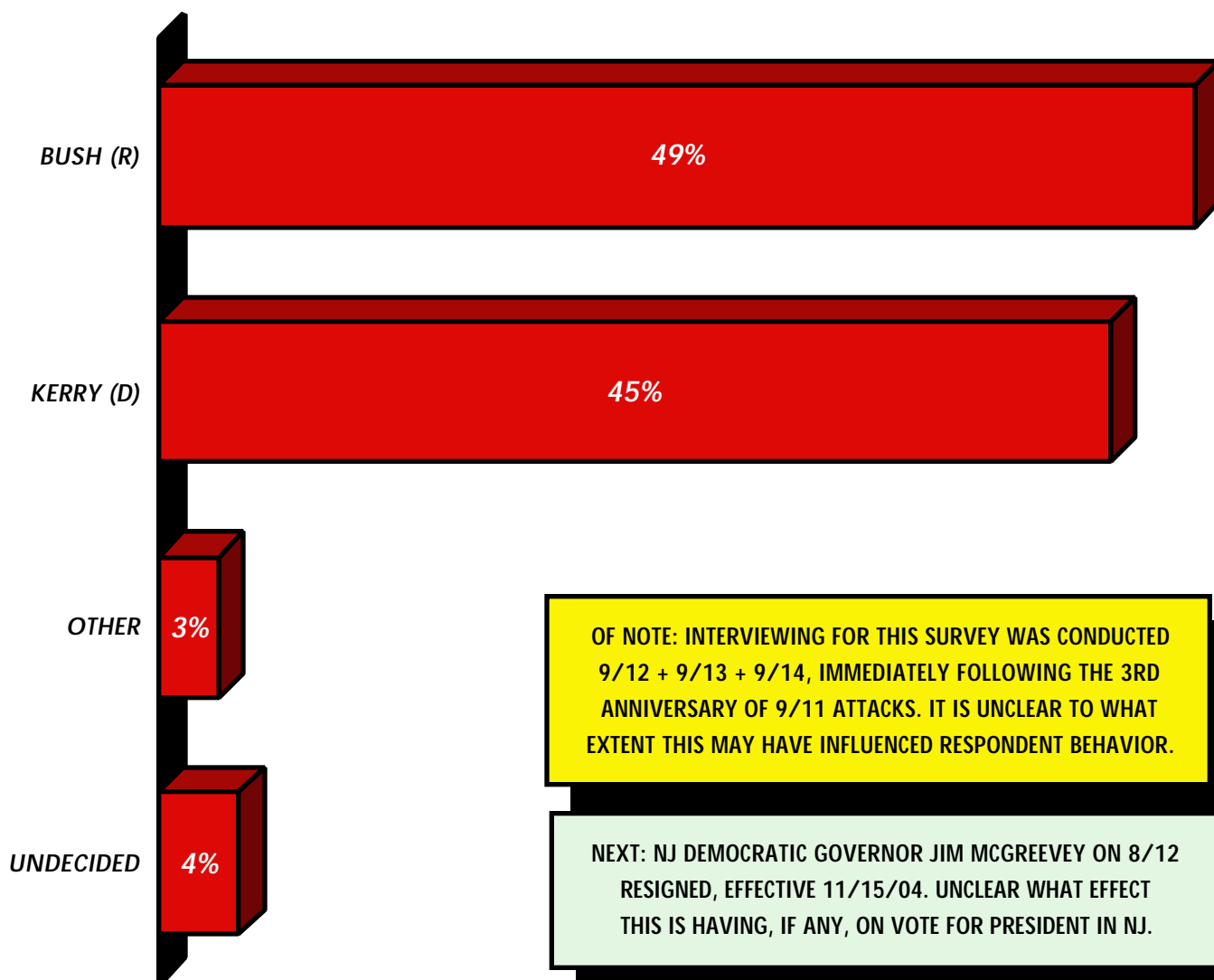
- * NORTHERN NJ TIED. BUSH UP 7 IN CENTRAL NJ & UP 5 IN SOUTHERN NJ. KERRY UP 12 IN URBAN NJ, BUSH UP 5 IN SUBURBAN NJ. MODERATES BREAK 6: 5 FOR KERRY. INDEPENDENTS TIE AT 45%.
- * BUSH UP BY 22 AMONG WHITE VOTERS, DOWN AMONG BLACKS, HISPANICS & ASIANS.

RESEARCH CONDUCTED E.T.	040912 14: 04- 19: 30 040913 15: 30- 20: 49 040914 15: 30- 20: 47 ET
RESPONDENTS DRAWN FROM	THE ENTIRE STATE OF NEW JERSEY
RANDOM SAMPLE SELECTED BY	SURVEY SAMPLING INC.

RESEARCH CONDUCTED FOR WABC-TV NEW YORK AND WCAU-TV PHILADELPHIA

VOTE FOR PRESIDENT / ALL LIKELY VOTERS

AMERICANS WILL ELECT A PRESIDENT ON 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?



OF NOTE: INTERVIEWING FOR THIS SURVEY WAS CONDUCTED 9/12 + 9/13 + 9/14, IMMEDIATELY FOLLOWING THE 3RD ANNIVERSARY OF 9/11 ATTACKS. IT IS UNCLEAR TO WHAT EXTENT THIS MAY HAVE INFLUENCED RESPONDENT BEHAVIOR.

NEXT: NJ DEMOCRATIC GOVERNOR JIM MCGREEVEY ON 8/12 RESIGNED, EFFECTIVE 11/15/04. UNCLEAR WHAT EFFECT THIS IS HAVING, IF ANY, ON VOTE FOR PRESIDENT IN NJ.

THIS IS A SURVEY OF	734	LIKELY VOTERS FROM THE ENTIRE STATE OF NEW JERSEY
OVERALL RESULTS CONSIDERED SIGNIFICANT	±3.7%	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	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)	49%	50%	38%	53%	45%	40%	54%	49%	48%	58%	12%	32%	24%		
KERRY (D)	45%	45%	47%	40%	49%	54%	38%	46%	45%	36%	81%	53%	65%		
OTHER	3%	3%	5%	3%	3%	3%	4%	2%	3%	2%	3%	6%	4%		
UNDECIDED	4%	3%	10%	4%	4%	4%	4%	3%	4%	3%	4%	9%	6%		
	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	102	79	110	92	82	111	101	100	120	25	65	50		
KERRY (D)	100	100	105	89	109	120	86	102	100	81	181	120	146		
OTHER	100	93	178	112	90	98	127	60	101	81	100	208	153		
UNDECIDED	100	86	257	99	101	95	111	87	102	77	104	233	162		

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)	49%	92%	12%	45%	46%	51%	49%	48%	79%	42%	15%				
KERRY (D)	45%	7%	81%	45%	51%	42%	46%	41%	18%	50%	78%				
OTHER	3%	0%	2%	6%	1%	2%	3%	5%	0%	4%	5%				
UNDECIDED	4%	1%	5%	4%	2%	4%	2%	6%	3%	4%	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	190	25	93	95	106	100	98	163	86	32				
KERRY (D)	100	15	181	101	113	95	104	93	40	112	174				
OTHER	100	15	79	206	30	67	94	185	17	131	181				
UNDECIDED	100	22	122	95	62	110	55	148	70	106	48				

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
 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)	49%	44%	51%	48%	68%	39%	49%	47%	43%	52%					
KERRY (D)	45%	50%	45%	42%	27%	55%	43%	48%	51%	43%					
OTHER	3%	4%	1%	5%	3%	3%	3%	2%	3%	2%					
UNDECIDED	4%	2%	3%	6%	2%	4%	5%	3%	3%	4%					
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%					

DEMOGRAPHIC SUBPOPULATIONS INDEXED TO OVERALL RESPONSES

BUSH (R)	100	90	105	98	141	80	101	97	88	106					
KERRY (D)	100	112	101	94	60	122	96	107	114	95					
OTHER	100	149	21	158	97	102	114	85	119	64					
UNDECIDED	100	41	77	156	50	96	128	70	74	103					

OVERALL
 NO RELIGIOUS SERVICES
 OCCASIONAL RELIGIOUS SERVICES
 REGULAR RELIGIOUS SERVICES
 PRO-LIFE
 PRO-CHOICE
 MILITARY/VET
 NON-MILITARY/VET
 UNION
 NON-UNION

VOTE FOR PRESIDENT / RESPONSES COMPARED BY PERCENTAGES AND BY INDEX

	OVERALL	> \$40,000	\$40,000-\$80,000	\$80,000+	NORTHERN NJ	CENTRAL NJ	SOUTHERN NJ	URBAN	SUBURBAN						BUSH (R)	KERRY (D)
RESPONSES SORTED BY DEMOGRAPHIC CATEGORY																
BUSH (R)	49%	38%	49%	54%	47%	50%	49%	41%	49%							
KERRY (D)	45%	49%	46%	43%	46%	43%	44%	53%	44%							
OTHER	3%	4%	2%	1%	3%	2%	3%	0%	3%							
UNDECIDED	4%	9%	3%	2%	3%	5%	4%	6%	4%							
VOTED 'FOR' CANDIDATE															80%	39%
'AGAINST' OTHER CAND.															18%	58%
	100%	100%	100%	100%	100%	100%	100%	100%	100%							

	OVERALL	> \$40,000	\$40,000-\$80,000	\$80,000+	NORTHERN NJ	CENTRAL NJ	SOUTHERN NJ	URBAN	SUBURBAN							
DEMOGRAPHIC SUBPOPULATIONS INDEXED TO OVERALL RESPONSES																
BUSH (R)	100	77	102	111	98	103	100	83	101							
KERRY (D)	100	109	103	96	104	96	99	118	98							
OTHER	100	142	65	41	111	86	102	17	107							
UNDECIDED	100	249	69	48	76	122	109	161	95							

RAW COUNTS FOR ALL RESPONSES/CHOICES

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

	OVERALL	NO RELIGIOUS SERVICES	OCCASIONAL RELIGIOUS SERVICES	REGULAR RELIGIOUS SERVICES	PRO-LIFE	PRO-CHOICE	NOT SURE	MILITARY/VET	NON-MILITARY/VET	UNION	NON-UNION	NOT SURE			
REGISTERED	825	178	330	294	247	500	051	407	374	232	534	008			
CERTAIN	673	142	266	250	199	417	039	328	315	186	445	006			
PROBABLE	061	013	027	020	017	036	007	033	027	018	040	002			
LIKELY	734	155	293	269	216	453	046	361	343	204	485	008			
BUSH (R)	357	068	150	128	148	176	020	177	162	087	250	001			
KERRY (D)	328	078	132	113	058	247	018	154	163	104	206	005			
OTHER	021	007	002	012	006	013	001	012	008	007	009	001			
UNDECIDED	028	002	009	016	004	017	006	018	009	006	019	002			
TOTAL	1000	239	405	322	296	599	067	474	467	269	653	010			
COMPOSITION OF ADULTS	100%	24%	41%	32%	30%	60%	7%	47%	47%	27%	65%	1%			
COMP. OF REG. VOTERS	100%	22%	40%	36%	30%	61%	6%	49%	45%	28%	65%	1%			
COMP. OF LIKELY VOTERS	100%	21%	40%	37%	29%	62%	6%	49%	47%	28%	66%	1%			

1000 NEW JERSEY ADULTS WERE INTERVIEWED BY TELEPHONE 9/12 - 9/14 OF THEM, 825 WERE REGISTERED TO VOTE. OF THEM, 734 WERE JUDGED TO BE ' LIKELY' PRESIDENTIAL VOTERS. 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	>\$40,000	\$40,000-\$80,000	\$80,000+	DECLINE	NORTHERN NJ	CENTRAL NJ	SOUTHERN NJ	URBAN	SUBURBAN				
REGISTERED	825	165	262	276	047	335	260	229	061	764				
CERTAIN	673	127	217	236	041	270	220	183	048	625				
PROBABLE	061	015	015	023	002	025	018	017	008	053				
LIKELY	734	142	232	259	043	296	238	200	056	678				
BUSH (R)	357	053	115	140	021	140	119	097	023	334				
KERRY (D)	328	069	107	111	020	137	102	089	030	298				
OTHER	021	006	004	003	001	009	006	006	000	021				
UNDECIDED	028	013	006	005	001	009	011	008	003	025				
TOTAL	1000	226	314	306	054	422	306	272	075	925				
COMPOSITION OF ADULTS	100%	23%	31%	31%	5%	42%	31%	27%	7%	93%				
COMP. OF REG. VOTERS	100%	20%	32%	33%	6%	41%	32%	28%	7%	93%				
COMP. OF LIKELY VOTERS	100%	19%	32%	35%	6%	40%	32%	27%	8%	92%				

1000 NEW JERSEY ADULTS WERE INTERVIEWED BY TELEPHONE 9/12 - 9/14
OF THEM, 825 WERE REGISTERED TO VOTE.
OF THEM, 734 WERE JUDGED TO BE ' LIKELY' PRESIDENTIAL 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.