

# NEVADA, 29 DAYS TO ELECTION: BUSH UP 4 POINTS OVER KERRY



**IN 2000, BUSH CARRIED NEVADA 50% TO 46% ... TODAY BUSH LEADS 50% TO 46%**

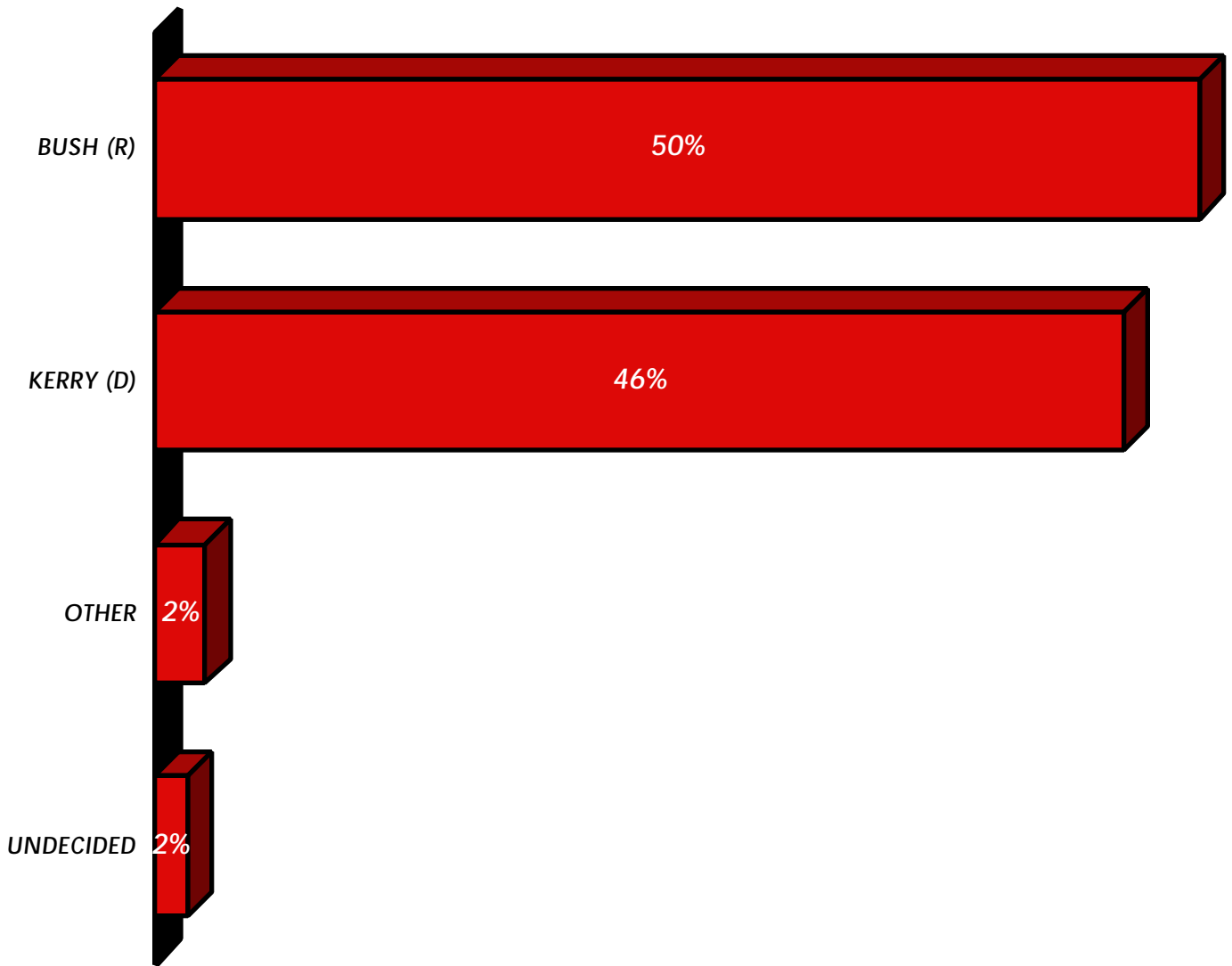
- ☛ IN AN ELECTION FOR PRESIDENT IN NEVADA TODAY, GEORGE W BUSH DEFEATS JOHN KERRY 50% TO 46%, ACCORDING TO SURVEYUSA POLL OF 625 LIKELY NV VOTERS CONDUCTED 10/1 - 10/3.
- ☛ IN AN IDENTICAL POLL 3 WKS AGO, BUSH ALSO LED BY 4 PTS, 51% TO 47%.
- ☛ THEN, BUSH WAS UP 1 AMONG VOTERS AGE 65+, BUT TODAY KERRY IS UP 11 AMONG THOSE 65+.
- ☛ THEN, KERRY WAS UP 5 AMONG VOTERS 18-34. TODAY, BUSH IS UP 9 AMONG THOSE 18-34.
- ☛ THEN, BUSH WAS UP 7 AMONG MEN, NOW UP 11. THEN, BUSH WAS UP 1 AMONG WOMEN, NOW KERRY IS UP 4. THEN, KERRY LED BY 14 AMONG VOTERS EARNING < \$40K/YR, NOW KERRY LEADS BY 7. THEN, BUSH LED BY 23 AMONG THOSE EARNING > \$80K/YR, NOW BUSH LEADS BY 15.

<b>RESEARCH CONDUCTED E.T.</b>	041001 18:31-23:48 041002 15:00-23:50 041003 17:03-22:29 ET
<b>RESPONDENTS DRAWN FROM</b>	THE ENTIRE STATE OF NEVADA
<b>RANDOM SAMPLE SELECTED BY</b>	SURVEY SAMPLING INC.

RESEARCH CONDUCTED FOR KVBC-TV LAS VEGAS

VOTE FOR PRESIDENT / ALL LIKELY VOTERS

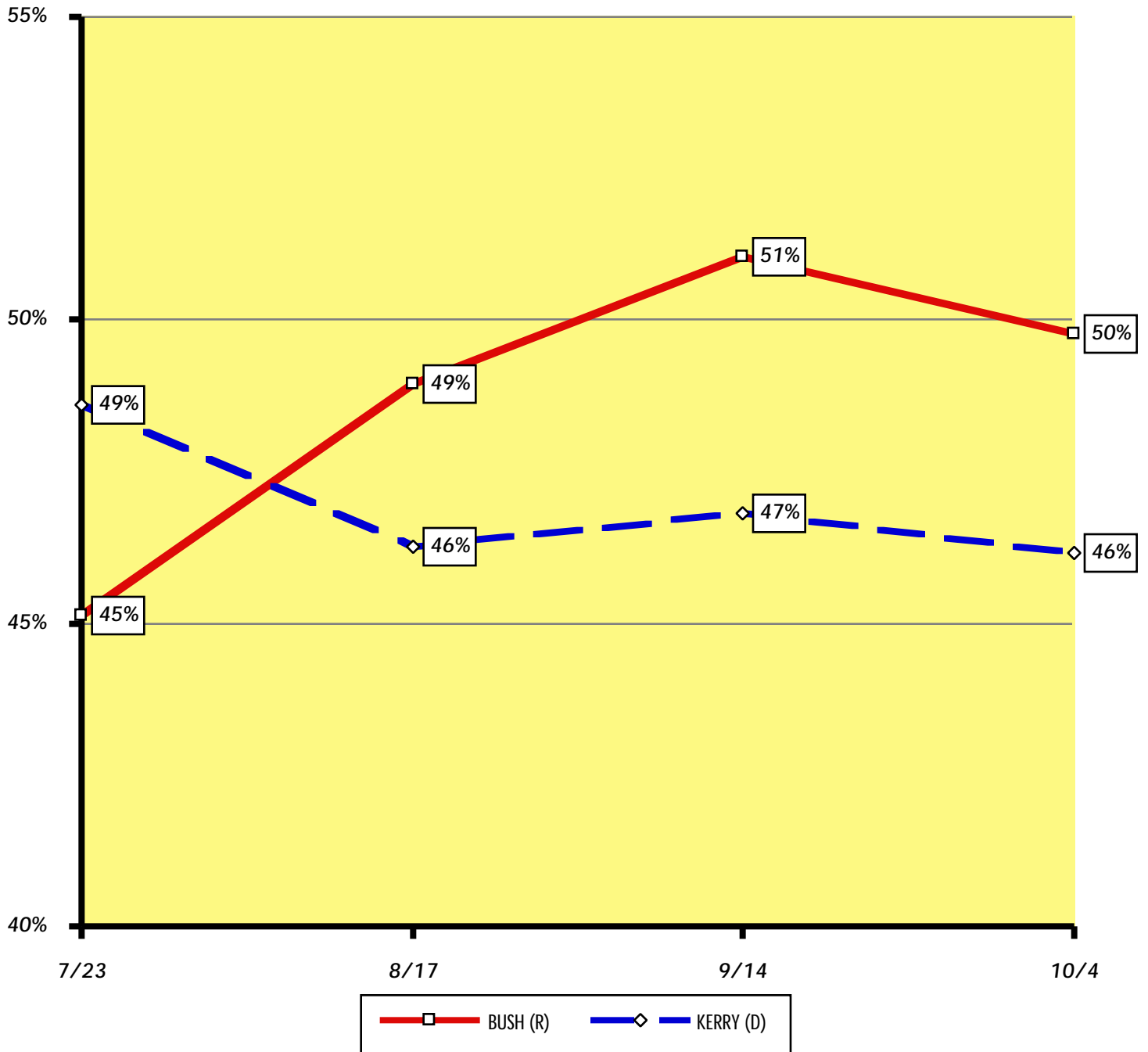
ON NOVEMBER 2ND, AMERICANS WILL ELECT A PRESIDENT. IF THE ELECTION FOR PRESIDENT OF THE UNITED STATES WERE HELD TODAY, AND YOU WERE STANDING IN THE VOTING BOOTH RIGHT NOW, WHO WOULD YOU VOTE FOR? REPUBLICAN GEORGE W. BUSH? DEMOCRAT JOHN KERRY? OR SOME OTHER CANDIDATE?



THIS IS A SURVEY OF	625	LIKELY VOTERS FROM THE ENTIRE STATE OF NEVADA
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 PRESIDENT / ALL LIKELY VOTERS



VOTE FOR PRESIDENT / RESPONSES COMPARED BY PERCENTAGES AND BY INDEX

OVERALL MALE FEMALE AGE 18-34 AGE 35-49 AGE 50-64 AGE 65+ WHITE BLACK HISPANIC ASIAN/OTHER BUSH (R) KERRY (D)

RESPONSES SORTED BY DEMOGRAPHIC CATEGORY

BUSH (R)	50%	53%	46%	52%	51%	50%	43%	55%	17%	45%	35%				
KERRY (D)	46%	42%	50%	43%	45%	47%	54%	41%	80%	53%	57%				
OTHER	2%	3%	2%	3%	3%	2%	2%	3%	1%	0%	6%				
UNDECIDED	2%	1%	2%	2%	1%	2%	2%	1%	2%	3%	2%				
VOTED 'FOR' CANDIDATE													79%	48%	
'AGAINST' OTHER CAND.													19%	50%	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%				

DEMOGRAPHIC SUBPOPULATIONS INDEXED TO OVERALL RESPONSES

BUSH (R)	100	107	93	104	103	100	86	110	34	90	71				
KERRY (D)	100	92	108	93	97	102	116	90	173	114	124				
OTHER	100	119	80	127	108	80	64	108	46	0	234				
UNDECIDED	100	91	109	138	62	96	114	85	111	173	107				

OVERALL 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	GRADUATE SCHOOL	COLLEGE GRAD	SOME COLLEGE	NO COLLEGE	CONSERVATIVE	MODERATE	LIBERAL	MILITARY/VET	NON-MILITARY/VET		
	<b>RESPONSES SORTED BY DEMOGRAPHIC CATEGORY</b>														
<b>BUSH (R)</b>	50%	86%	10%	46%	50%	53%	55%	42%	79%	43%	12%	51%	49%		
<b>KERRY (D)</b>	46%	12%	89%	43%	44%	43%	41%	54%	17%	53%	84%	46%	47%		
<b>OTHER</b>	2%	1%	1%	8%	3%	1%	3%	3%	3%	2%	3%	2%	3%		
<b>UNDECIDED</b>	2%	1%	0%	3%	2%	3%	1%	1%	1%	1%	1%	1%	2%		
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%		

	OVERALL	REPUBLICAN	DEMOCRAT	INDEPENDENT/OTHER	GRADUATE SCHOOL	COLLEGE GRAD	SOME COLLEGE	NO COLLEGE	CONSERVATIVE	MODERATE	LIBERAL	MILITARY/VET	NON-MILITARY/VET		
	<b>DEMOGRAPHIC SUBPOPULATIONS INDEXED TO OVERALL RESPONSES</b>														
<b>BUSH (R)</b>	100	173	20	92	101	106	111	83	160	87	24	102	98		
<b>KERRY (D)</b>	100	26	193	94	96	94	90	118	36	116	183	99	101		
<b>OTHER</b>	100	28	38	307	132	28	113	120	102	99	111	96	104		
<b>UNDECIDED</b>	100	66	22	210	125	212	32	77	87	65	52	87	119		

OVERALL  
 REPUBLICAN  
 DEMOCRAT  
 INDEPENDENT/OTHER  
 GRADUATE SCHOOL  
 COLLEGE GRAD  
 SOME COLLEGE  
 NO COLLEGE  
 CONSERVATIVE  
 MODERATE  
 LIBERAL  
 MILITARY/VET  
 NON-MILITARY/VET

VOTE FOR PRESIDENT / RESPONSES COMPARED BY PERCENTAGES AND BY INDEX

**OVERALL**  
**UNION**  
**NON-UNION**  
**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													
<b>BUSH (R)</b>	50%	45%	52%	40%	52%	61%	74%	38%	44%	51%	56%		
<b>KERRY (D)</b>	46%	49%	45%	56%	44%	36%	22%	58%	51%	47%	41%		
<b>OTHER</b>	2%	4%	2%	2%	3%	2%	2%	3%	5%	2%	2%		
<b>UNDECIDED</b>	2%	2%	2%	2%	1%	1%	1%	1%	0%	1%	1%		
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%		

DEMOGRAPHIC SUBPOPULATIONS INDEXED TO OVERALL RESPONSES													
<b>BUSH (R)</b>	100	90	104	79	105	122	149	76	88	101	112		
<b>KERRY (D)</b>	100	107	97	121	95	78	49	126	110	102	90		
<b>OTHER</b>	100	177	62	94	126	84	92	108	208	63	68		
<b>UNDECIDED</b>	100	102	98	138	61	85	79	86	29	66	81		

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













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.