

OHIO 9/9: BUSH UP 3 OVER KERRY; VOINOVICH UP 18 OVER FINGERHUT



IN 2000, BUSH CARRIED OH BY 4 PTS, LEADS TODAY BY 3 ... 20 ELECTORAL VOTES AT STAKE

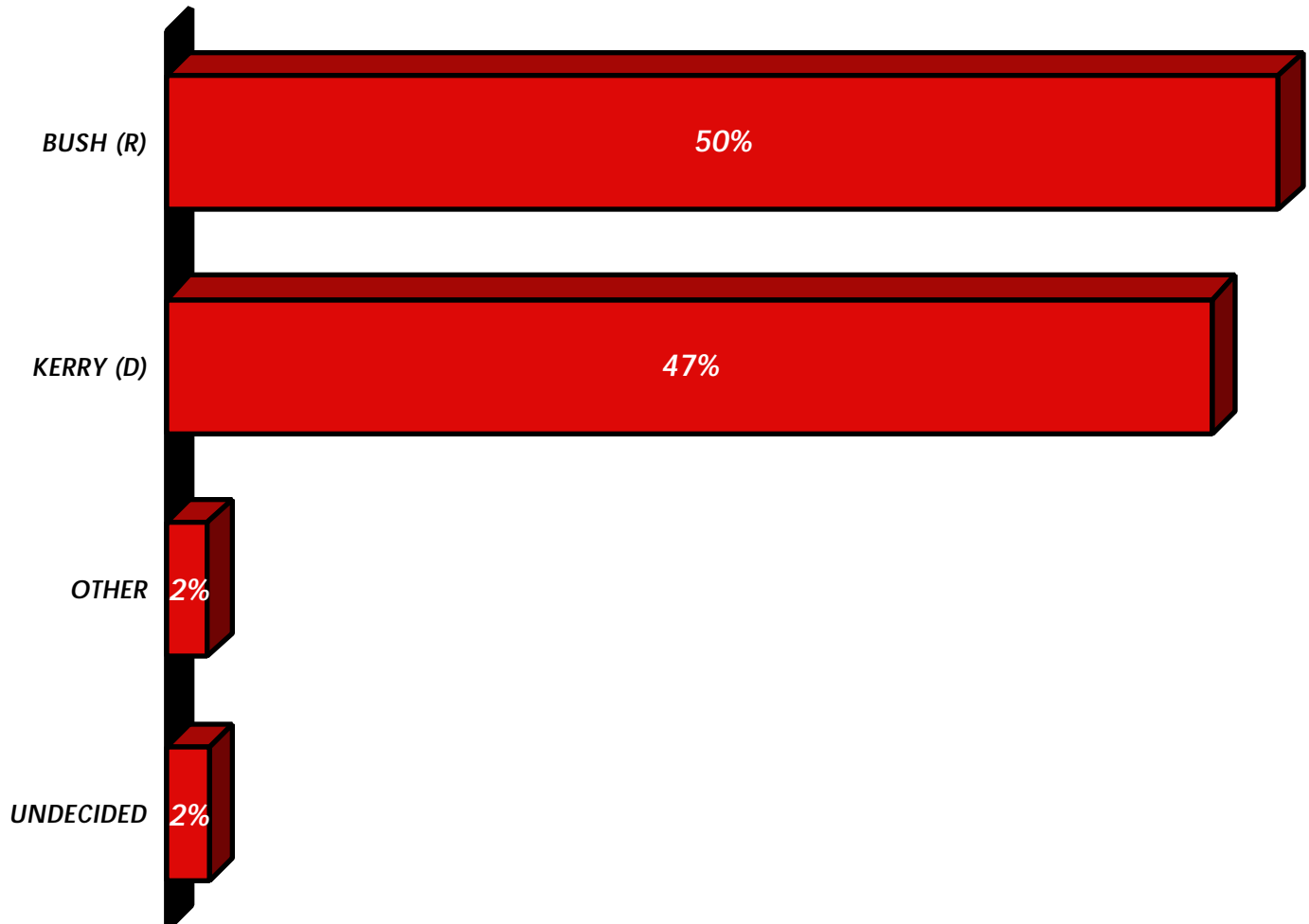
- * IN AN ELECTION IN OHIO TODAY, 54 DAYS TO THE VOTE, REPUBLICAN INCUMBENT GEORGE W BUSH DEFEATS JOHN KERRY 50% TO 47% & REPUBLICAN INCUMBENT GEORGE VOINOVICH DEFEATS ERIC FINGERHUT 53% TO 35%, ACCORDING TO SURVEYUSA POLL OF 709 LIKELY OH VOTERS 9/6 TO 9/8.
- * BUSH UP 20 IN CENTRAL OH, UP 15 IN WESTERN OH, DOWN 16 IN EASTERN OH. BUSH UP 12 AMONG WHITES, DOWN 66 AMONG BLACKS. BUSH UP 16 IN HHS EARNING > \$80K/YEAR. KERRY UP 11 IN HHS EARNING < \$40K/YR. INDYS BREAK 5: 4 FOR BUSH. MODERATES BREAK 5: 3 FOR KERRY.
- * 22% OF THOSE WHO VOTE FOR KERRY SPLIT TICKET & CROSS-OVER TO VOINOVICH. VOINOVICH UP 31 IN RURAL OH, UP 20 IN SUBURBAN OH, UP 8 IN URBAN OH. INDYS GO 2: 1 FOR VOINOVICH. MODERATES TIE. FINGERHUT UP 6 AMONG PRO-CHOICE VOTERS, UP 39 AMONG LIBERALS.

RESEARCH CONDUCTED E.T.	040906 18: 02- 20: 50 040907 15: 34- 20: 50 040908 15: 31- 21: 49 ET
RESPONDENTS DRAWN FROM	THE ENTIRE STATE OF OHIO
RANDOM SAMPLE SELECTED BY	SURVEY SAMPLING INC.

RESEARCH CONDUCTED FOR WCPO-TV CINCINNATI & WKYC-TV CLEVELAND

VOTE FOR PRESIDENT / ALL LIKELY VOTERS

ON NOVEMBER 2ND, 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?

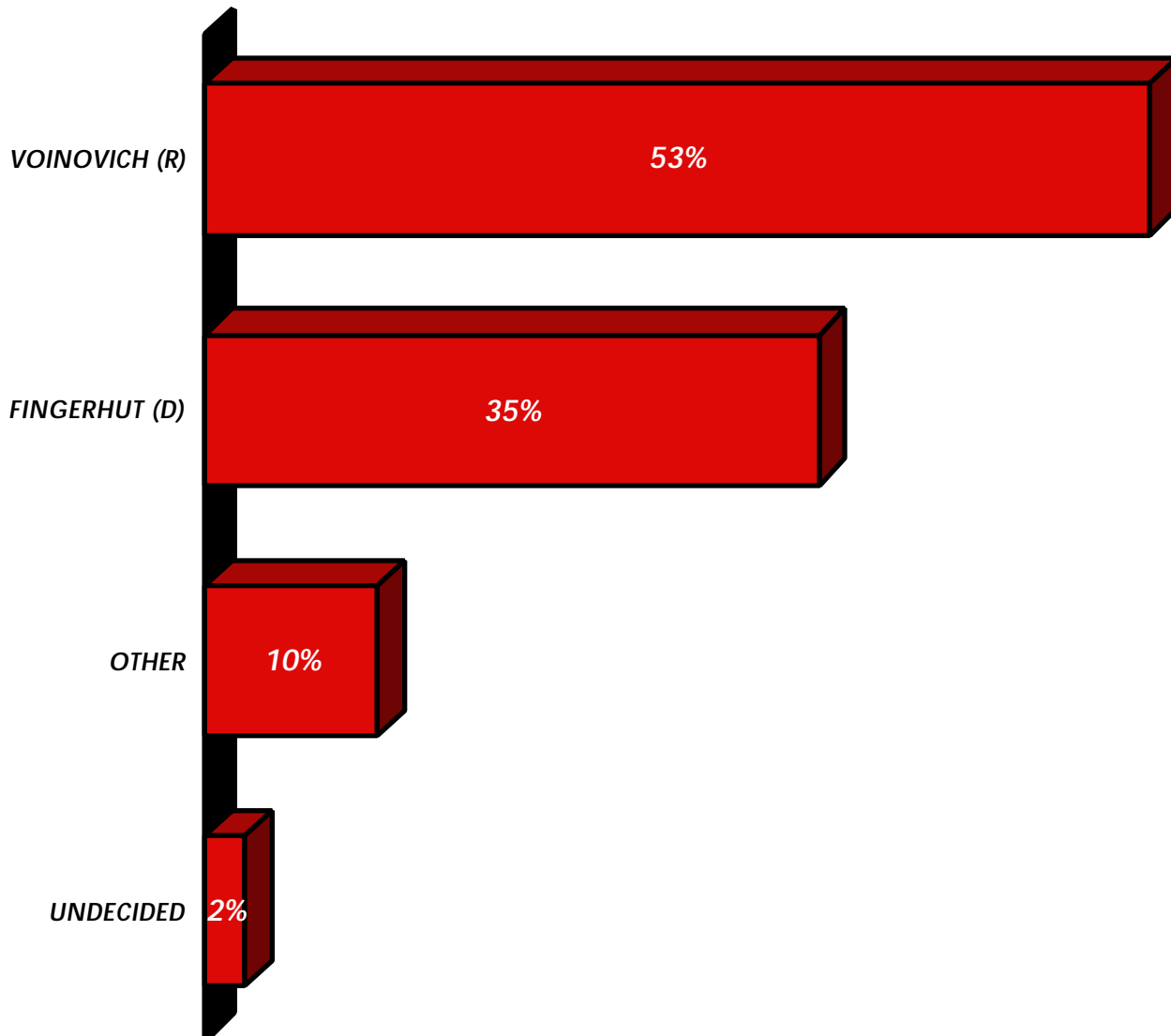


THIS IS A SURVEY OF	709	LIKELY VOTERS FROM THE ENTIRE STATE OF OHIO
OVERALL RESULTS CONSIDERED SIGNIFICANT	±3.8%	A LARGER ± APPLIES TO SUBPOPULATIONS

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

VOTE FOR SENATOR / ALL LIKELY VOTERS

OHIO VOTERS MAY ALSO VOTE IN AN ELECTION FOR UNITED STATES SENATOR. IF THE ELECTION FOR U. S. SENATOR FROM OHIO WERE TODAY, AND YOU WERE STANDING IN THE VOTING BOOTH RIGHT NOW, WHO WOULD YOU VOTE FOR? REPUBLICAN GEORGE VOINOVICH? DEMOCRAT ERIC FINGERHUT? OR SOME OTHER CANDIDATE?



THIS IS A SURVEY OF	698	LIKELY VOTERS FROM THE ENTIRE STATE OF OHIO
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 / RESPONSES COMPARED BY PERCENTAGES AND BY INDEX

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

RESPONSES SORTED BY DEMOGRAPHIC CATEGORY															
BUSH (R)	50%	42%	45%	59%	68%	35%	40%	54%	53%	47%					
KERRY (D)	47%	55%	51%	37%	29%	61%	55%	43%	44%	50%					
OTHER	2%	2%	2%	1%	2%	2%	2%	2%	2%	1%					
UNDECIDED	2%	1%	1%	3%	2%	1%	2%	2%	1%	2%					
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%					

DEMOGRAPHIC SUBPOPULATIONS INDEXED TO OVERALL RESPONSES															
BUSH (R)	100	84	91	118	137	71	81	108	107	94					
KERRY (D)	100	117	110	80	62	131	118	92	93	106					
OTHER	100	117	125	65	82	114	117	84	124	65					
UNDECIDED	100	69	66	150	89	59	126	86	70	128					

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

VOTE FOR PRESIDENT / RESPONSES COMPARED BY PERCENTAGES AND BY INDEX

	OVERALL	<\$40,000	\$40-\$80,000	\$80,000+	WESTERN OH	CENTRAL OH	EASTERN OH	URBAN	SUBURBAN	RURAL					
RESPONSES SORTED BY DEMOGRAPHIC CATEGORY															
BUSH (R)	50%	42%	54%	57%	56%	59%	40%	41%	52%	56%					
KERRY (D)	47%	53%	43%	41%	41%	39%	56%	53%	45%	42%					
OTHER	2%	3%	1%	1%	2%	1%	2%	3%	2%	1%					
UNDECIDED	2%	2%	2%	1%	2%	1%	2%	2%	2%	1%					
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%					

	OVERALL	<\$40,000	\$40-\$80,000	\$80,000+	WESTERN OH	CENTRAL OH	EASTERN OH	URBAN	SUBURBAN	RURAL					
DEMOGRAPHIC SUBPOPULATIONS INDEXED TO OVERALL RESPONSES															
BUSH (R)	100	85	109	114	112	119	80	83	104	113					
KERRY (D)	100	114	92	87	87	84	119	114	96	90					
OTHER	100	143	52	73	88	60	131	152	91	46					
UNDECIDED	100	96	108	72	108	49	119	133	97	58					

VOTE FOR SENATOR / 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															
VOINOVICH (R)	53%	54%	47%	55%	52%	52%	59%	45%	56%	57%	27%	32%	42%		
FINGERHUT (D)	35%	35%	32%	34%	36%	33%	28%	42%	39%	31%	58%	44%	43%		
OTHER	10%	9%	16%	10%	9%	12%	11%	10%	4%	9%	11%	23%	14%		
UNDECIDED	2%	2%	5%	2%	3%	3%	3%	2%	1%	2%	4%	0%	1%		
	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															
VOINOVICH (R)	100	101	88	103	97	97	110	85	105	107	51	61	79		
FINGERHUT (D)	100	101	93	97	103	95	80	122	113	91	167	128	123		
OTHER	100	95	169	103	97	127	111	103	39	94	117	240	142		
UNDECIDED	100	93	198	66	130	126	115	99	40	96	156	0	51		
	100	101	88	103	97	97	110	85	105	107	51	61	79		

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

VOTE FOR SENATOR / RESPONSES COMPARED BY PERCENTAGES AND BY INDEX

	OVERALL	REPUBLICAN	DEMOCRAT	INDEPENDENT/OTHER	GRAD SCHOOL	COLLEGE GRAD	SOME COLLEGE	NO COLLEGE	CONSERVATIVE	MODERATE	LIBERAL	BUSH (R)	KERRY (D)		
RESPONSES SORTED BY DEMOGRAPHIC CATEGORY															
VOINOVICH (R)	53%	88%	22%	52%	53%	64%	53%	49%	73%	45%	25%	83%	22%		
FINGERHUT (D)	35%	5%	68%	28%	36%	29%	33%	38%	15%	44%	64%	6%	67%		
OTHER	10%	7%	7%	17%	8%	5%	12%	12%	11%	9%	9%	9%	9%		
UNDECIDED	2%	1%	3%	3%	3%	3%	3%	2%	2%	2%	2%	2%	2%		
	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	BUSH (R)	KERRY (D)		
DEMOGRAPHIC SUBPOPULATIONS INDEXED TO OVERALL RESPONSES															
VOINOVICH (R)	100	165	41	97	100	120	99	91	137	85	47	156	42		
FINGERHUT (D)	100	14	197	80	103	84	96	109	42	127	184	17	193		
OTHER	100	70	77	179	84	47	120	119	110	90	91	95	90		
UNDECIDED	100	26	113	136	128	114	111	78	69	88	93	71	88		

OVERALL
 REPUBLICAN
 DEMOCRAT
 INDEPENDENT/OTHER
 GRAD SCHOOL
 COLLEGE GRAD
 SOME COLLEGE
 NO COLLEGE
 CONSERVATIVE
 MODERATE
 LIBERAL
 BUSH (R)
 KERRY (D)

VOTE FOR SENATOR / RESPONSES COMPARED BY PERCENTAGES AND BY INDEX

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

RESPONSES SORTED BY DEMOGRAPHIC CATEGORY

VOINOVICH (R)	53%	46%	54%	58%	70%	41%	45%	57%	57%	49%				
FINGERHUT (D)	35%	40%	37%	29%	20%	47%	40%	33%	31%	39%				
OTHER	10%	13%	8%	9%	8%	11%	12%	9%	10%	9%				
UNDECIDED	2%	1%	2%	3%	2%	2%	3%	2%	1%	3%				
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%				

DEMOGRAPHIC SUBPOPULATIONS INDEXED TO OVERALL RESPONSES

VOINOVICH (R)	100	86	101	109	131	76	84	106	107	91				
FINGERHUT (D)	100	117	106	85	58	136	115	94	90	112				
OTHER	100	131	83	95	83	110	128	92	106	97				
UNDECIDED	100	49	67	151	92	71	128	82	63	135				

OVERALL
 NO RELIGIOUS SERVICES
 OCCASIONAL RELIGIOUS SERVICES
 REGULAR RELIGIOUS SERVICES
 PRO-LIFE
 PRO-CHOICE
 UNION
 NON-UNION
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VOTE FOR SENATOR / RESPONSES COMPARED BY PERCENTAGES AND BY INDEX

	OVERALL	<\$40,000	\$40-\$80,000	\$80,000+	WESTERN OH	CENTRAL OH	EASTERN OH	URBAN	SUBURBAN	RURAL					
RESPONSES SORTED BY DEMOGRAPHIC CATEGORY															
VOINOVICH (R)	53%	46%	56%	61%	56%	60%	47%	47%	54%	61%					
FINGERHUT (D)	35%	40%	33%	30%	30%	27%	43%	39%	34%	30%					
OTHER	10%	12%	9%	8%	11%	12%	7%	10%	10%	8%					
UNDECIDED	2%	2%	2%	2%	2%	1%	3%	3%	2%	1%					
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%					

	OVERALL	<\$40,000	\$40-\$80,000	\$80,000+	WESTERN OH	CENTRAL OH	EASTERN OH	URBAN	SUBURBAN	RURAL					
DEMOGRAPHIC SUBPOPULATIONS INDEXED TO OVERALL RESPONSES															
VOINOVICH (R)	100	86	106	114	106	112	89	89	101	114					
FINGERHUT (D)	100	115	95	86	86	77	124	114	97	86					
OTHER	100	126	92	79	117	128	72	107	101	84					
UNDECIDED	100	94	81	70	104	51	122	124	101	57					

OVERALL
<\$40,000
\$40-\$80,000
\$80,000+
WESTERN OH
CENTRAL OH
EASTERN OH
URBAN
SUBURBAN
RURAL

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.