

KEY BATTLEGROUND OF OHIO FLIPS TO BUSH IN CAMPAIGN'S FINAL HRS



INCUMBENT REPUBLICAN GEORGE VOINOVICH RE-ELECTED TO U.S. SENATE, 61% TO 33%

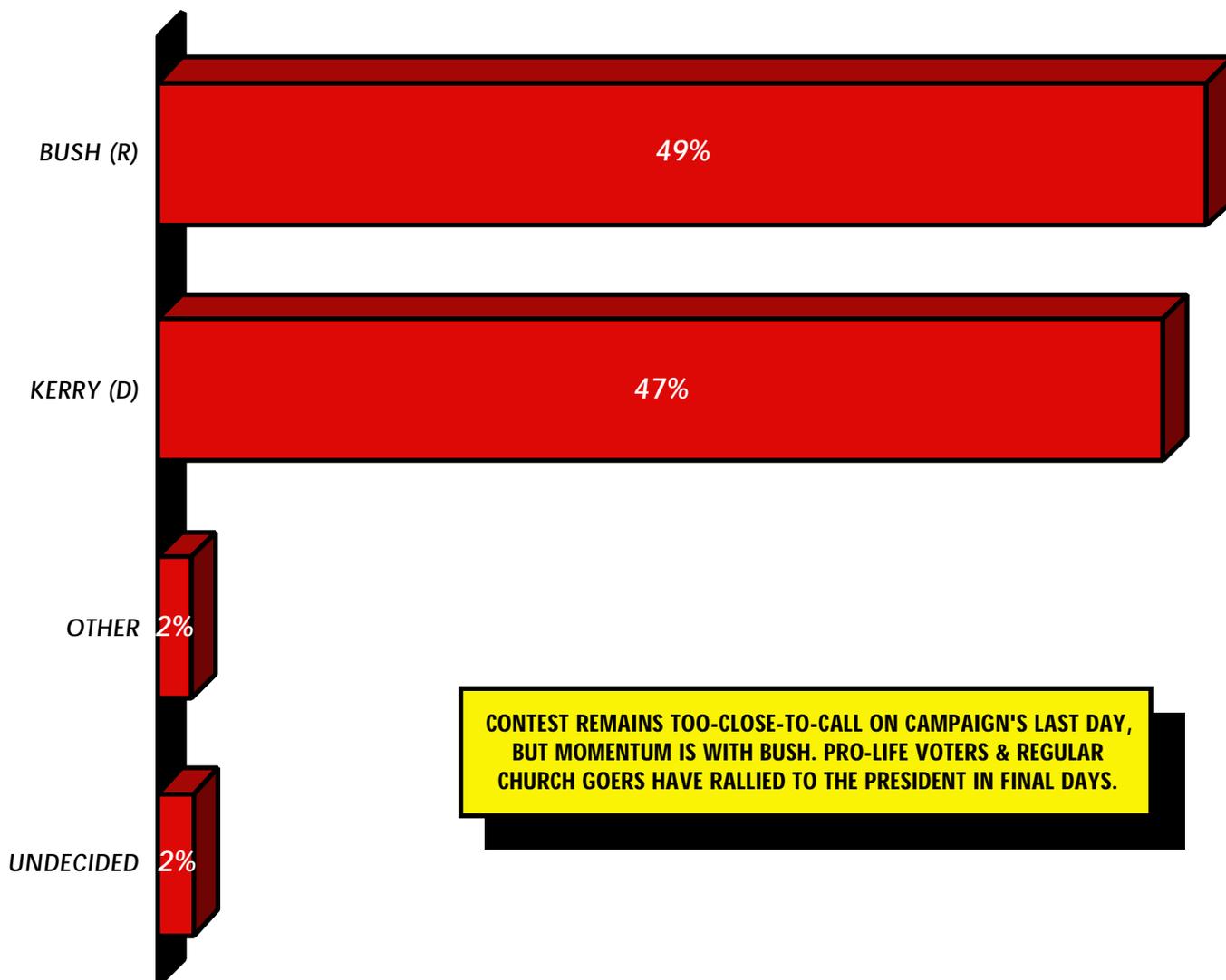
- STILL A TOSS-UP, OHIO SWUNG 5 PTS IN FAVOR OF THE GOP IN THE CAMPAIGN'S FINAL WEEK, FROM JOHN KERRY AHEAD BY 3 PTS ON 10/26 TO GEORGE W BUSH UP BY 2 PTS TODAY, ELECTION EVE, ACCORDING TO SURVEYUSA POLL OF 816 LIKELY VOTERS CONDUCTED 10/29 - 10/31.
- BUSH GETS 49% TO KERRY'S 47%, 24 HRS TILL POLLS OPEN, TOO-CLOSE-TO-CALL, BUT MOMENTUM ON THE SIDE OF THE REPUBLICANS. A WK AGO, BUSH LED BY 3 AMONG MEN, NOW 8. KERRY HAD LED BY 8 AMONG WOMEN, NOW 3. KERRY HAD LED IN 3 OF 4 AGE GROUPS, NOW BUSH LEADS IN 3.
- BUSH HAD LED BY 15 AMONG REGULAR CHURCH GOERS, NOW 29. BUSH HAD LED BY 35 AMONG PRO-LIFE VOTERS, ALREADY DRAMATIC, BUT NOW LEADS BY 51. CAN EVANGELICALS DELIVER OHIO FOR BUSH? BUSH HAD LED BY 10 AMONG THOSE EARNING > \$80K/YR, NOW 20. BUSH HAD LED BY 4 IN CENTRAL OH, NOW 12. BUSH UP 15 PTS IN WESTERN OH. KERRY UP 14 IN EASTERN OH.

RESEARCH CONDUCTED E.T.	041029 15:35-20:49 041030 12:04-20:50 041031 12:34-17:58 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 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?



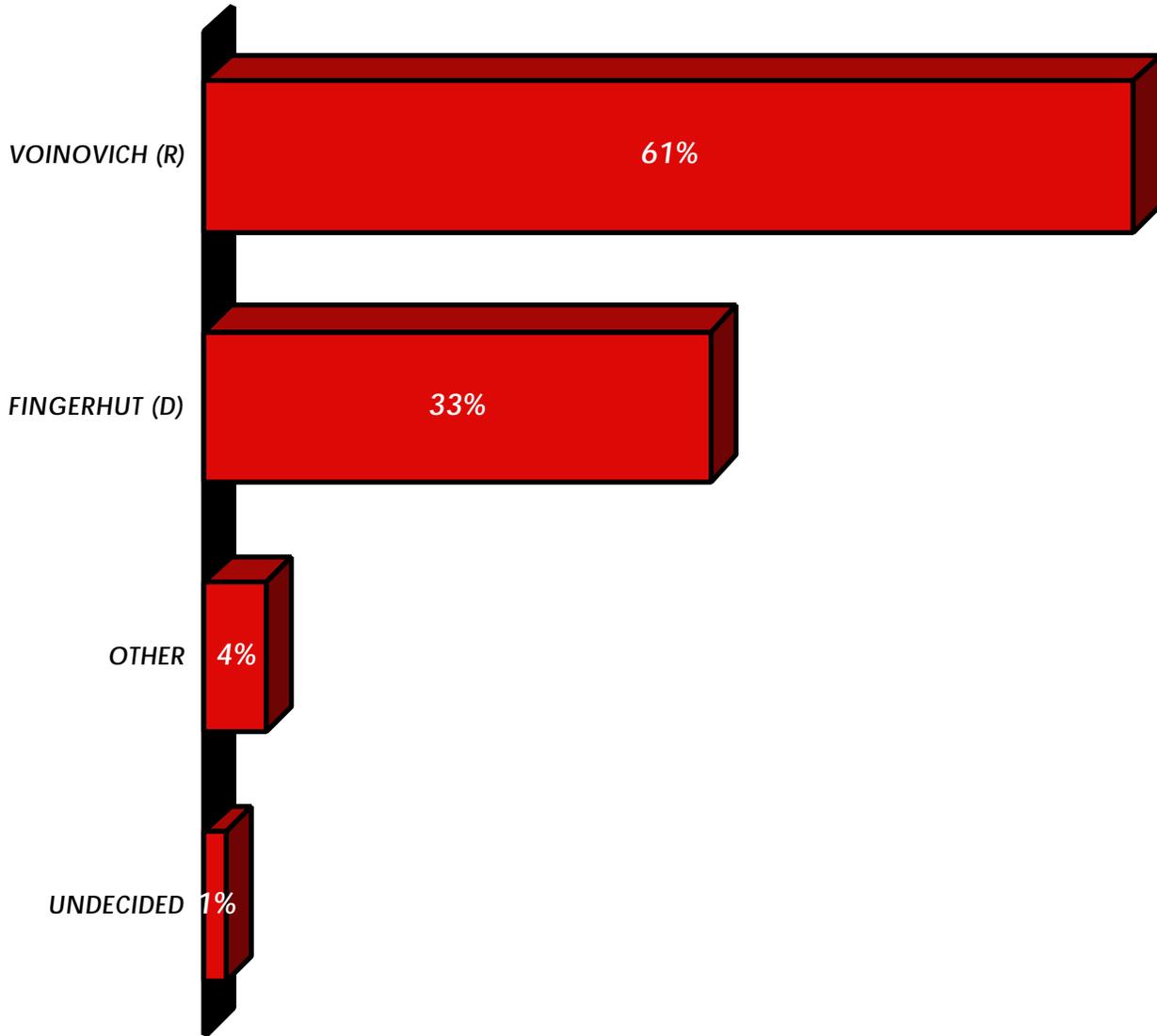
IN 2000, BUSH CARRIED OH BY 3.5 PTS. 20 ECV IN PLAY.

THIS IS A SURVEY OF	816	LIKELY VOTERS FROM THE ENTIRE STATE OF OHIO
OVERALL RESULTS CONSIDERED SIGNIFICANT	±3.5%	A LARGER ± APPLIES TO SUBPOPULATIONS

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

VOTE FOR SENATOR / ALL LIKELY VOTERS

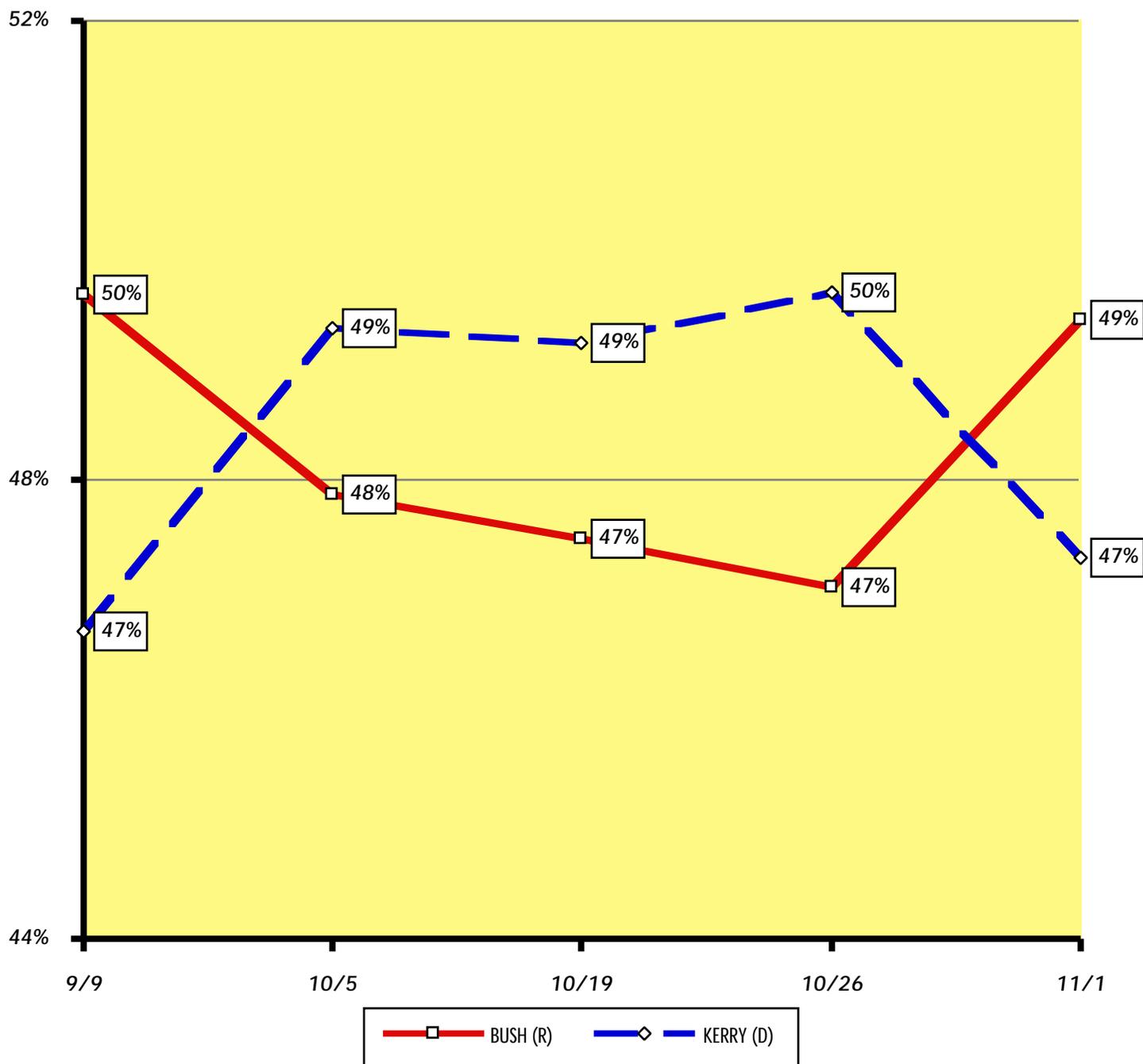
OHIO VOTERS MAY ALSO VOTE IN AN ELECTION FOR UNITED STATES SENATOR. IF THE ELECTION FOR U. S. SENATOR FROM OHIO WERE TODAY, AND YOU WERE STANDING IN THE VOTING BOOTH RIGHT NOW, WHO WOULD YOU VOTE FOR? REPUBLICAN GEORGE VOINOVICH? DEMOCRAT ERIC FINGERHUT? OR SOME OTHER CANDIDATE?



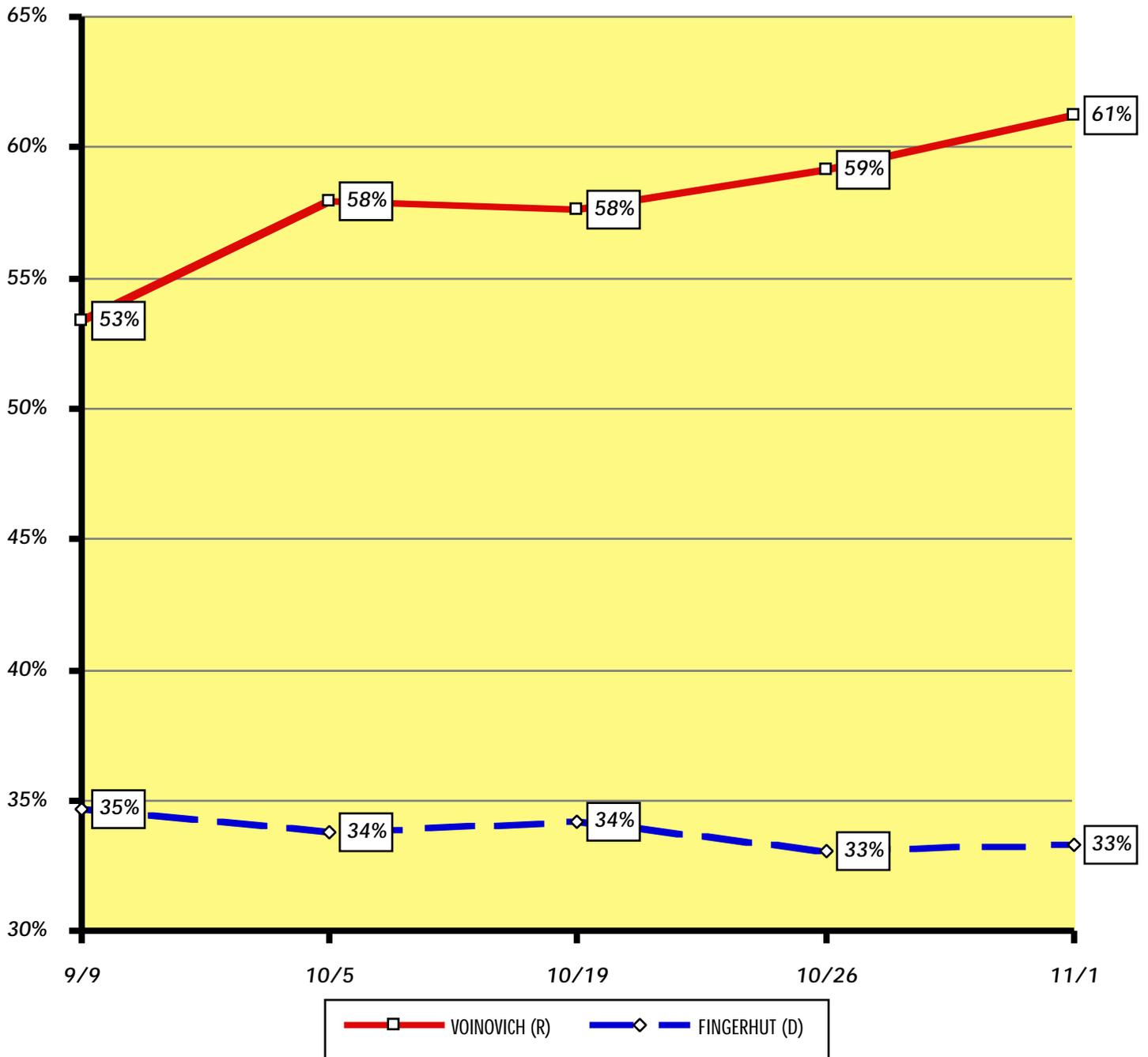
THIS IS A SURVEY OF	813	LIKELY VOTERS FROM THE ENTIRE STATE OF OHIO
OVERALL RESULTS CONSIDERED SIGNIFICANT	±3.5%	A LARGER ± APPLIES TO SUBPOPULATIONS

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 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 BUSH (R) KERRY (D)

RESPONSES SORTED BY DEMOGRAPHIC CATEGORY

BUSH (R)	49%	52%	47%	46%	53%	48%	50%	53%	13%										
KERRY (D)	47%	44%	50%	51%	44%	47%	48%	44%	85%										
OTHER	2%	2%	1%	2%	2%	2%	0%	1%	1%										
UNDECIDED	2%	2%	2%	1%	2%	3%	1%	2%	1%										
VOTED 'FOR' CANDIDATE																		83%	53%
'AGAINST' OTHER CAND.																		16%	43%
	100%	100%	100%	100%	100%	100%	100%	100%	100%										

DEMOGRAPHIC SUBPOPULATIONS INDEXED TO OVERALL RESPONSES

BUSH (R)	100	106	95	94	107	97	102	108	26										
KERRY (D)	100	93	106	107	93	100	102	93	181										
OTHER	100	107	94	141	99	113	22	71	41										
UNDECIDED	100	111	90	58	101	176	56	100	62										

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
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)	49%	37%	42%	63%	74%	27%	39%	54%	49%	51%				
KERRY (D)	47%	60%	55%	34%	23%	70%	58%	42%	48%	46%				
OTHER	2%	2%	2%	1%	2%	2%	1%	2%	2%	1%				
UNDECIDED	2%	1%	1%	2%	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	75	85	127	150	55	80	110	99	103				
KERRY (D)	100	128	116	71	48	149	123	89	101	97				
OTHER	100	96	106	89	96	98	50	118	118	67				
UNDECIDED	100	72	84	109	98	51	95	95	73	122				

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	< \$40K/YR	\$40K - \$80K/YR	> \$80K/YR	WESTERN OH	CENTRAL OH	EASTERN OH	URBAN	SUBURBAN	RURAL					
	RESPONSES SORTED BY DEMOGRAPHIC CATEGORY														
BUSH (R)	49%	42%	53%	58%	56%	55%	41%	40%	52%	56%					
KERRY (D)	47%	56%	44%	38%	41%	43%	55%	56%	45%	39%					
OTHER	2%	1%	2%	3%	1%	1%	3%	1%	2%	1%					
UNDECIDED	2%	1%	1%	2%	2%	2%	1%	2%	1%	4%					
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%					

	DEMOGRAPHIC SUBPOPULATIONS INDEXED TO OVERALL RESPONSES														
BUSH (R)	100	86	108	116	113	111	84	82	105	113					
KERRY (D)	100	118	93	80	87	91	115	119	96	83					
OTHER	100	36	96	184	35	46	182	70	127	55					
UNDECIDED	100	75	89	102	132	107	70	126	47	243					

OVERALL
 < \$40K/YR
 \$40K - \$80K/YR
 > \$80K/YR
 WESTERN OH
 CENTRAL OH
 EASTERN OH
 URBAN
 SUBURBAN
 RURAL

VOTE FOR SENATOR / 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				
RESPONSES SORTED BY DEMOGRAPHIC CATEGORY															
VOINOVICH (R)	61%	63%	60%	56%	64%	61%	64%	63%	37%	85%	66%				
FINGERHUT (D)	33%	32%	35%	36%	32%	33%	33%	31%	58%	15%	13%				
OTHER	4%	4%	4%	6%	4%	4%	3%	4%	3%	0%	17%				
UNDECIDED	1%	1%	2%	2%	1%	2%	1%	1%	3%	0%	4%				
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%				

	OVERALL	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	103	98	92	105	100	104	103	60	138	109				
FINGERHUT (D)	100	95	104	108	95	99	98	95	173	46	40				
OTHER	100	104	96	138	93	87	73	100	63	0	412				
UNDECIDED	100	72	124	155	45	156	38	86	221	0	266				

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)	61%	95%	28%	60%	62%	60%	64%	60%	86%	56%	23%	92%	30%		
FINGERHUT (D)	33%	4%	67%	30%	36%	35%	30%	33%	11%	39%	68%	5%	63%		
OTHER	4%	2%	3%	7%	1%	3%	5%	5%	3%	3%	7%	3%	4%		
UNDECIDED	1%	0%	2%	3%	1%	2%	1%	1%	0%	2%	1%	0%	3%		
	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	154	47	99	101	98	104	98	140	92	38	151	49		
FINGERHUT (D)	100	11	200	89	107	107	91	100	33	116	205	14	190		
OTHER	100	43	74	182	34	68	116	133	78	73	180	68	95		
UNDECIDED	100	0	129	181	68	137	107	95	13	153	82	12	195		

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)	61%	51%	55%	72%	78%	46%	53%	65%	62%	61%				
FINGERHUT (D)	33%	41%	39%	24%	18%	48%	40%	30%	32%	35%				
OTHER	4%	5%	5%	2%	4%	4%	6%	3%	4%	3%				
UNDECIDED	1%	3%	1%	1%	1%	2%	1%	1%	1%	1%				
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%				

DEMOGRAPHIC SUBPOPULATIONS INDEXED TO OVERALL RESPONSES

VOINOVICH (R)	100	83	90	118	128	75	87	106	102	99				
FINGERHUT (D)	100	124	116	73	53	145	119	91	96	104				
OTHER	100	119	129	58	91	88	148	78	111	80				
UNDECIDED	100	200	65	70	36	142	69	98	78	102				

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

VOTE FOR SENATOR / RESPONSES COMPARED BY PERCENTAGES AND BY INDEX

	OVERALL	< \$40K/YR	\$40K - \$80K/YR	> \$80K/YR	WESTERN OH	CENTRAL OH	EASTERN OH	URBAN	SUBURBAN	RURAL					
RESPONSES SORTED BY DEMOGRAPHIC CATEGORY															
VOINOVICH (R)	61%	55%	65%	68%	64%	62%	58%	54%	65%	59%					
FINGERHUT (D)	33%	39%	31%	28%	30%	35%	35%	40%	29%	36%					
OTHER	4%	5%	3%	3%	3%	2%	5%	4%	4%	4%					
UNDECIDED	1%	1%	2%	1%	2%	1%	1%	2%	1%	1%					
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%					

	OVERALL	< \$40K/YR	\$40K - \$80K/YR	> \$80K/YR	WESTERN OH	CENTRAL OH	EASTERN OH	URBAN	SUBURBAN	RURAL					
DEMOGRAPHIC SUBPOPULATIONS INDEXED TO OVERALL RESPONSES															
VOINOVICH (R)	100	89	106	112	104	102	95	88	106	97					
FINGERHUT (D)	100	117	93	83	91	104	106	122	88	108					
OTHER	100	130	68	76	83	60	134	97	105	87					
UNDECIDED	100	82	123	60	174	39	68	117	95	89					

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.