

# TENNESSEE, 48 HRS TILL POLLS OPEN: BUSH CLIMBS TO BIG ROCKY TOP WIN



**11 ELECTORAL VOTES SAFELY RED: BUSH 58%, KERRY 40%**

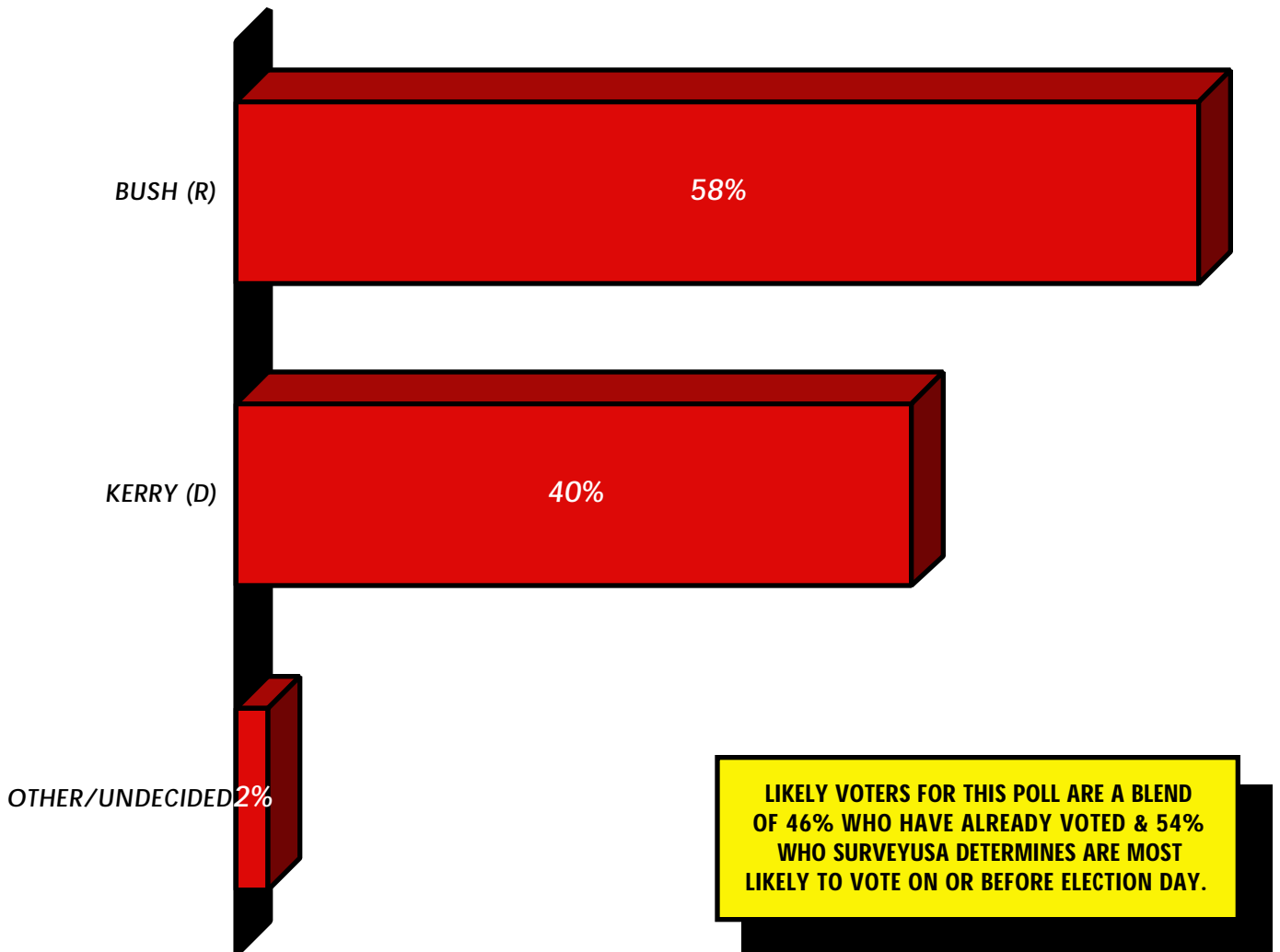
- ☛ IN AN ELECTION FOR PRESIDENT OF THE UNITED STATES IN TENNESSEE TODAY, 2 DAYS OUT, GEORGE W BUSH DEFEATS JOHN KERRY 58% TO 40% & CAPTURES 11 ELECTORAL COLLEGE VOTES, ACCORDING TO SURVEYUSA POLL OF 629 LIKELY TN VOTERS CONDUCTED 10/28 - 10/30.
- ☛ 46% OF THOSE IN SURVEYUSA'S FINAL TRACKING POLL HAVE ALREADY VOTED. AMONG THEM, BUSH LEADS BY 19. AMONG THOSE WHO HAVE NOT YET VOTED, BUT SURVEYUSA DETERMINES ARE MOST LIKELY TO, BUSH LEADS BY 16. WHEN THE 2 GROUPS ARE BLENDED, BUSH LEADS BY 18 PTS.
- ☛ BUSH LEADS BY 30 PTS AMONG MALE VOTERS, 6 PTS AMONG FEMALES, A 24-PT GENDER GAP.
- ☛ BUSH LEADS BY 28 PTS AMONG WHITE VOTERS. KERRY LEADS BY 30 PTS AMONG BLACK VOTERS.
- ☛ KERRY UP 1 AMONG THOSE EARNING < \$40K/YR. BUSH UP 24 AMONG THOSE EARNING > \$80K/YR.

<b>RESEARCH CONDUCTED E.T.</b>	041028 16:38-20:49 041029 16:33-20:49 041030 13:07-20:50 ET
<b>RESPONDENTS DRAWN FROM</b>	THE ENTIRE STATE OF TENNESSEE
<b>RANDOM SAMPLE SELECTED BY</b>	SURVEY SAMPLING INC.

RESEARCH CONDUCTED FOR WBIR-TV KNOXVILLE

VOTE FOR PRESIDENT / ALL LIKELY VOTERS

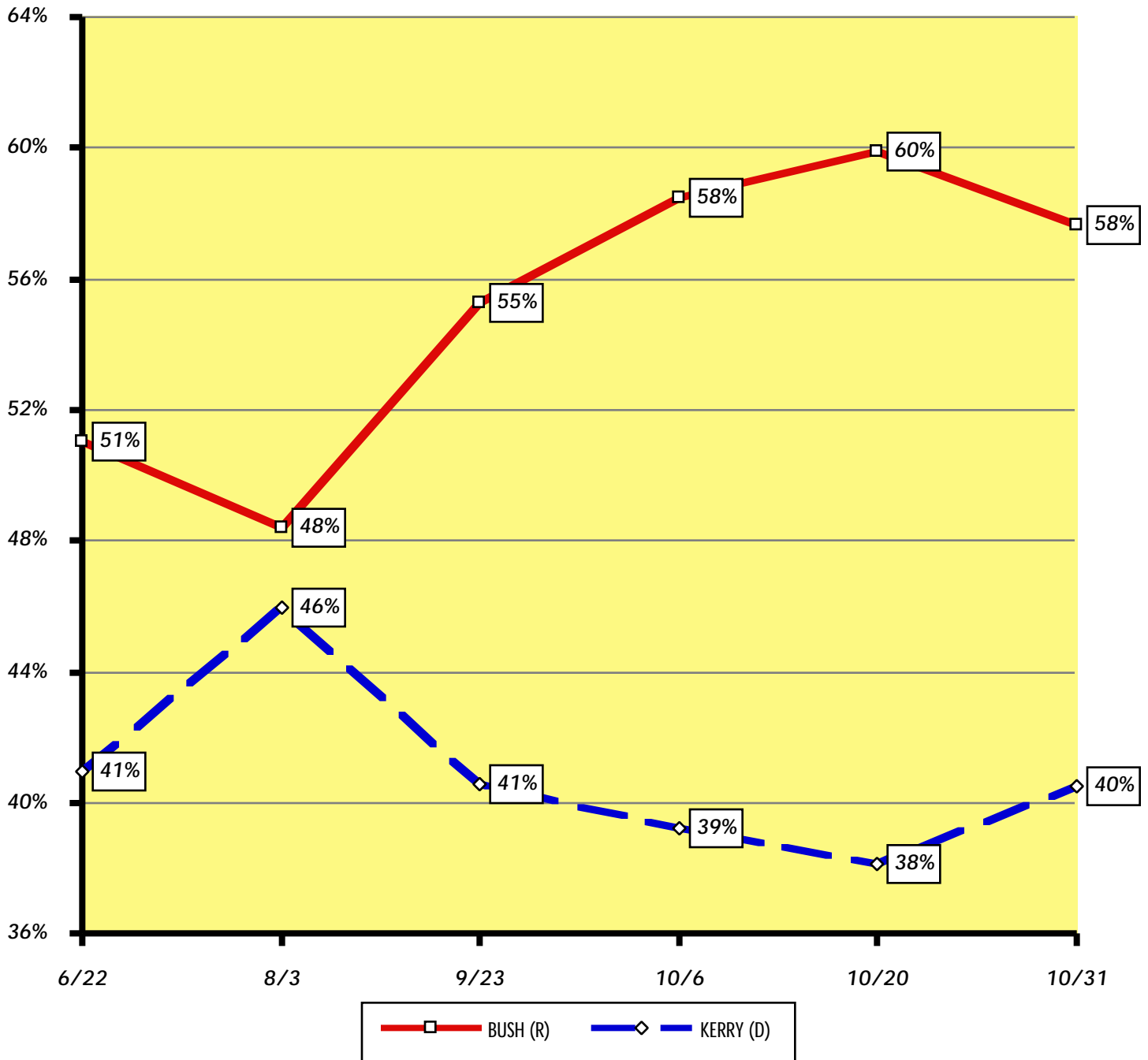
ON TUESDAY, AMERICANS WILL ELECT A PRESIDENT. IF THE ELECTION FOR PRESIDENT OF THE UNITED STATES WERE TODAY, AND YOU WERE STANDING IN THE VOTING BOOTH RIGHT NOW, WHO WOULD YOU VOTE FOR? REPUBLICAN GEORGE W. BUSH? DEMOCRAT JOHN KERRY? OR SOME OTHER CANDIDATE?



THIS IS A SURVEY OF	629	LIKELY VOTERS FROM THE ENTIRE STATE OF TENNESSEE
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  
ALREADY VOTED  
NOT YET VOTED  
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)	58%	59%	57%	64%	52%	57%	56%	60%	59%	63%	35%				
KERRY (D)	40%	40%	41%	34%	46%	42%	41%	38%	41%	35%	65%				
OTHER	1%	1%	1%	1%	1%	1%	2%	0%	0%	1%	0%				
UNDECIDED	1%	0%	1%	1%	1%	1%	1%	1%	0%	1%	0%				
VOTED 'FOR' CANDIDATE														85%	55%
'AGAINST' OTHER CAND.														13%	40%
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%				

DEMOGRAPHIC SUBPOPULATIONS INDEXED TO OVERALL RESPONSES

BUSH (R)	100	102	98	111	90	98	97	105	103	110	61				
KERRY (D)	100	100	100	84	114	103	102	94	101	85	159				
OTHER	100	63	131	128	74	98	187	43	20	114	0				
UNDECIDED	100	17	170	74	124	103	119	149	0	115	40				

OVERALL  
ALREADY VOTED  
NOT YET VOTED  
MALE  
FEMALE  
AGE 18-34  
AGE 35-49  
AGE 50-64  
AGE 65+  
WHITE  
BLACK

VOTE FOR PRESIDENT / RESPONSES COMPARED BY PERCENTAGES AND BY INDEX

	OVERALL	REPUBLICAN	DEMOCRAT	INDEPENDENT/OTHER	CONSERVATIVE	MODERATE	LIBERAL	NO RELIGIOUS SERVICES	OCCASIONAL RELIGIOUS SERVICES	REGULAR RELIGIOUS SERVICES					
<b>RESPONSES SORTED BY DEMOGRAPHIC CATEGORY</b>															
BUSH (R)	58%	95%	12%	54%	83%	40%	12%	49%	42%	68%					
KERRY (D)	40%	5%	86%	41%	16%	58%	82%	50%	56%	30%					
OTHER	1%	0%	1%	3%	0%	1%	4%	1%	1%	1%					
UNDECIDED	1%	0%	0%	2%	1%	1%	1%	0%	1%	1%					
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%					

	OVERALL	REPUBLICAN	DEMOCRAT	INDEPENDENT/OTHER	CONSERVATIVE	MODERATE	LIBERAL	NO RELIGIOUS SERVICES	OCCASIONAL RELIGIOUS SERVICES	REGULAR RELIGIOUS SERVICES					
<b>DEMOGRAPHIC SUBPOPULATIONS INDEXED TO OVERALL RESPONSES</b>															
BUSH (R)	100	164	21	94	143	70	21	84	73	117					
KERRY (D)	100	13	214	102	40	142	204	123	138	75					
OTHER	100	0	80	296	36	116	385	134	71	111					
UNDECIDED	100	18	43	213	108	89	152	0	143	104					

OVERALL  
 REPUBLICAN  
 DEMOCRAT  
 INDEPENDENT/OTHER  
 CONSERVATIVE  
 MODERATE  
 LIBERAL  
 NO RELIGIOUS SERVICES  
 OCCASIONAL RELIGIOUS SERVICES  
 REGULAR RELIGIOUS SERVICES

VOTE FOR PRESIDENT / RESPONSES COMPARED BY PERCENTAGES AND BY INDEX

	OVERALL	PRO-LIFE	PRO-CHOICE	MILITARY/VET	NON-MILITARY/VET	GRAD SCHOOL	COLLEGE GRAD	SOME COLLEGE	NO COLLEGE	< \$40K/YR	\$40K - \$80K/YR	> \$80K/YR			
<b>RESPONSES SORTED BY DEMOGRAPHIC CATEGORY</b>															
BUSH (R)	58%	74%	29%	61%	52%	58%	61%	62%	52%	49%	61%	61%			
KERRY (D)	40%	24%	68%	36%	47%	39%	35%	37%	47%	50%	36%	37%			
OTHER	1%	1%	2%	2%	0%	1%	3%	1%	0%	0%	2%	2%			
UNDECIDED	1%	1%	1%	1%	1%	2%	1%	0%	1%	1%	1%	1%			
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%			

	OVERALL	PRO-LIFE	PRO-CHOICE	MILITARY/VET	NON-MILITARY/VET	GRAD SCHOOL	COLLEGE GRAD	SOME COLLEGE	NO COLLEGE	< \$40K/YR	\$40K - \$80K/YR	> \$80K/YR			
<b>DEMOGRAPHIC SUBPOPULATIONS INDEXED TO OVERALL RESPONSES</b>															
BUSH (R)	100	129	50	107	90	101	106	108	90	84	106	106			
KERRY (D)	100	60	168	89	116	96	88	91	116	125	89	91			
OTHER	100	58	199	155	33	114	264	108	0	0	172	152			
UNDECIDED	100	102	109	95	117	230	120	0	99	101	97	67			

VOTE FOR PRESIDENT / RESPONSES COMPARED BY PERCENTAGES AND BY INDEX

	OVERALL	WESTERN TN	MIDDLE TN	EASTERN TN	URBAN	SUBURBAN	RURAL								
	<b>RESPONSES SORTED BY DEMOGRAPHIC CATEGORY</b>														
<b>BUSH (R)</b>	58%	53%	60%	59%	41%	70%	55%								
<b>KERRY (D)</b>	40%	46%	38%	39%	57%	29%	42%								
<b>OTHER</b>	1%	1%	1%	1%	1%	0%	1%								
<b>UNDECIDED</b>	1%	1%	1%	1%	0%	1%	1%								
	100%	100%	100%	100%	100%	100%	100%								

	<b>DEMOGRAPHIC SUBPOPULATIONS INDEXED TO OVERALL RESPONSES</b>														
<b>BUSH (R)</b>	100	91	103	103	72	121	96								
<b>KERRY (D)</b>	100	113	94	96	141	71	105								
<b>OTHER</b>	100	92	105	100	141	35	143								
<b>UNDECIDED</b>	100	88	126	81	16	116	136								

OVERALL  
WESTERN TN  
MIDDLE TN  
EASTERN TN  
URBAN  
SUBURBAN  
RURAL

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	ALREADY VOTED	NOT YET VOTED	MALE	FEMALE	AGE 18-34	AGE 35-49	AGE 50-64	AGE 65+	WHITE	BLACK	HISPANIC	ASIAN/OTHER	VOTED 'FOR' CANDIDATE	'AGAINST' OTHER CAND.
<b>REGISTERED</b>	720	288	341	343	376	216	215	162	126	588	108	012	012		
<b>ALREADY VOTED</b>	288	288	000	123	165	067	081	065	074	240	036	004	007		
<b>NOT YET VOTED</b>	341	000	341	179	162	116	115	074	036	275	058	006	001		
<b>LIKELY</b>	629	288	341	302	327	183	197	139	110	516	095	011	009		
<b>BUSH (R)</b>	363	169	193	193	170	104	110	084	065	326	033	002	001	310	046
<b>KERRY (D)</b>	255	116	138	103	152	076	081	053	045	178	061	008	007	141	102
<b>OTHER</b>	007	002	005	004	003	002	004	001	000	006	000	000	000	000	000
<b>UNDECIDED</b>	005	000	005	002	003	002	002	002	000	005	000	000	000	000	000
<b>TOTAL</b>	800	288	341	383	417	254	238	176	131	650	118	016	016		
<b>COMPOSITION OF ADULTS</b>	100%	36%	43%	48%	52%	32%	30%	22%	16%	81%	15%	2%	2%		
<b>COMP. OF REG. VOTERS</b>	100%	40%	47%	48%	52%	30%	30%	22%	18%	82%	15%	2%	2%		
<b>COMP. OF LIKELY VOTERS</b>	100%	46%	54%	48%	52%	29%	31%	22%	17%	82%	15%	2%	1%		

800 TENNESSEE ADULTS WERE INTERVIEWED BY TELEPHONE 10/28- 10/30. OF THEM, 720 WERE REGISTERED TO VOTE. OF THEM, 629 WERE JUDGED TO BE 'LIKELY' VOTERS. OF LIKELIES, 288 HAVE ALREADY VOTED; 341 HAVE NOT YET VOTED. LV'S ON 10/31 INCLUDE 46% ALREADY VOTED & 54% YET TO VOTE.



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	REPUBLICAN	DEMOCRAT	INDEPENDENT/OTHER	NOT SURE	CONSERVATIVE	MODERATE	LIBERAL	NOT SURE	NO RELIGIOUS SERVICES	OCCASIONAL RELIGIOUS SERVICES	REGULAR RELIGIOUS SERVICES			
REGISTERED	720	281	228	201	010	334	273	072	028	097	216	387			
ALREADY VOTED	288	130	098	058	002	143	110	027	006	035	069	183			
NOT YET VOTED	341	132	104	100	005	156	127	037	014	046	115	169			
LIKELY	629	262	202	158	008	299	236	064	020	081	184	352			
BUSH (R)	363	247	025	085	005	248	096	008	005	039	078	238			
KERRY (D)	255	014	174	065	001	048	136	053	014	040	103	107			
OTHER	007	000	002	005	000	001	003	003	000	001	001	004			
UNDECIDED	005	000	001	003	001	003	002	001	000	000	002	003			
TOTAL	800	281	228	201	010	365	296	089	033	122	243	410			
COMPOSITION OF ADULTS	100%	35%	28%	25%	1%	46%	37%	11%	4%	15%	30%	51%			
COMP. OF REG. VOTERS	100%	39%	32%	28%	1%	46%	38%	10%	4%	13%	30%	54%			
COMP. OF LIKELY VOTERS	100%	42%	32%	25%	1%	48%	38%	10%	3%	13%	29%	56%			

800 TENNESSEE ADULTS WERE INTERVIEWED BY TELEPHONE 10/28- 10/30. OF THEM, 720 WERE REGISTERED TO VOTE. OF THEM, 629 WERE JUDGED TO BE 'LIKELY' VOTERS. OF LIKELIES, 288 HAVE ALREADY VOTED; 341 HAVE NOT YET VOTED. LV'S ON 10/31 INCLUDE 46% ALREADY VOTED & 54% YET TO VOTE.

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PLEASE EXERCISE EXTREME CAUTION IN DRAWING CONCLUSIONS FROM SUBPOPULATIONS SMALLER THAN 100

	OVERALL	PRO-LIFE	PRO-CHOICE	MILITARY/VET	NON-MILITARY/VET	GRAD SCHOOL	COLLEGE GRAD	SOME COLLEGE	NO COLLEGE	< \$40K/YR	\$40K - \$80K/YR	> \$80K/YR	DECLINE		
<b>REGISTERED</b>	720	410	236	394	289	128	128	183	273	251	252	119	032		
<b>ALREADY VOTED</b>	288	168	102	163	120	066	057	071	093	076	118	063	013		
<b>NOT YET VOTED</b>	341	204	104	189	131	048	065	094	130	128	117	048	015		
<b>LIKELY</b>	629	373	206	351	251	114	121	165	223	204	234	111	028		
<b>BUSH (R)</b>	363	277	060	216	130	066	074	103	116	099	144	068	017		
<b>KERRY (D)</b>	255	091	140	127	118	044	043	061	105	103	085	041	010		
<b>OTHER</b>	007	002	004	006	001	001	003	002	000	000	004	002	001		
<b>UNDECIDED</b>	005	003	002	003	002	002	001	000	002	002	002	001	000		
<b>TOTAL</b>	800	447	266	426	332	138	132	195	325	297	273	121	036		
<b>COMPOSITION OF ADULTS</b>	100%	56%	33%	53%	42%	17%	16%	24%	41%	37%	34%	15%	4%		
<b>COMP. OF REG. VOTERS</b>	100%	57%	33%	55%	40%	18%	18%	25%	38%	35%	35%	16%	5%		
<b>COMP. OF LIKELY VOTERS</b>	100%	59%	33%	56%	40%	18%	19%	26%	35%	32%	37%	18%	4%		

800 TENNESSEE ADULTS WERE INTERVIEWED BY TELEPHONE 10/28- 10/30.  
OF THEM, 720 WERE REGISTERED TO VOTE.  
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PLEASE EXERCISE EXTREME CAUTION IN DRAWING CONCLUSIONS FROM SUBPOPULATIONS SMALLER THAN 100

	OVERALL	WESTERN TN	MIDDLE TN	EASTERN TN	URBAN	SUBURBAN	RURAL								
<b>REGISTERED</b>	720	184	264	272	163	274	282								
<b>ALREADY VOTED</b>	288	076	111	101	075	103	110								
<b>NOT YET VOTED</b>	341	092	126	123	073	145	123								
<b>LIKELY</b>	629	168	237	224	148	247	233								
<b>BUSH (R)</b>	363	088	141	133	061	173	128								
<b>KERRY (D)</b>	255	077	091	087	085	071	099								
<b>OTHER</b>	007	002	003	002	002	001	003								
<b>UNDECIDED</b>	005	001	003	002	000	002	003								
<b>TOTAL</b>	800	199	291	310	185	305	310								
<b>COMPOSITION OF ADULTS</b>	100%	25%	36%	39%	23%	38%	39%								
<b>COMP. OF REG. VOTERS</b>	100%	26%	37%	38%	23%	38%	39%								
<b>COMP. OF LIKELY VOTERS</b>	100%	27%	38%	36%	24%	39%	37%								

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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.