

# VIRGINIA, 3 DAYS TO GO: KERRY TOO CLOSE TO BUSH FOR GOP'S COMFORT



13 ELECTORAL VOTES AT STAKE, 72 HOURS TO GO ... BUSH 51%, KERRY 47%

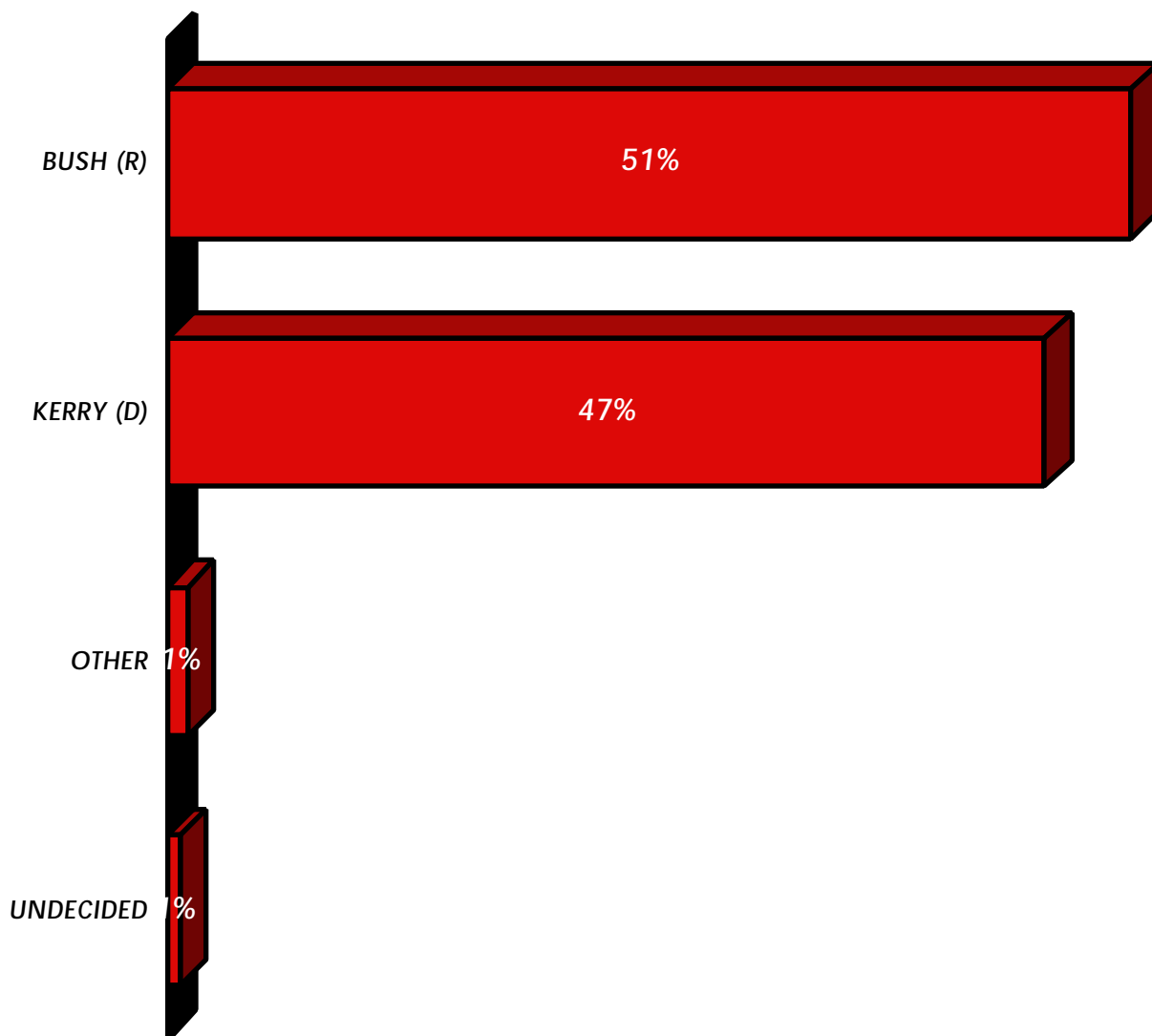
- ✦ IN AN ELECTION FOR PRESIDENT IN VA TODAY, 3 DAYS TO THE VOTE, GEORGE W BUSH DEFEATS JOHN KERRY 51% TO 47%, ACCORDING TO SURVEYUSA POLL OF 606 LIKELY VOTERS 10/27-10/29.
- ✦ IN 5 TRACKING POLLS SINCE JULY, BUSH HAS LED BY 4 PTS 3 TIMES, LED BY 5 PTS ONCE, & ONLY LED BY 11 ONCE, AT PEAK OF SWIFT-BOAT CONTROVERSY. IN 2000, BUSH WON VA BY 8.
- ✦ KERRY LEADS BY 10 PTS IN NE VA, LEADS BY 2 IN SE VA. BUSH LEADS BY 9 IN CENTRAL VA, LEADS BY 21 IN THE SHENANDOAH. KERRY UP 19 IN URBAN VA, BUSH UP 10 IN SUBURBAN VA.
- ✦ BUSH UP 20 AMONG WHITES, KERRY UP 58 AMONG BLACKS. BUSH HOLDS 94% OF GOP BASE. KERRY HOLDS 93% OF DEMOCRAT BASE. INDEPENDENTS BREAK FOR KERRY 51% TO 45%.

RESEARCH CONDUCTED E.T.	041027 15:34-20:44 041028 15:33-20:50 041029 15:34-20:50 ET
RESPONDENTS DRAWN FROM	THE ENTIRE STATE OF VIRGINIA
RANDOM SAMPLE SELECTED BY	SURVEY SAMPLING INC.

RESEARCH CONDUCTED FOR WSL5-TV ROANOKE

VOTE FOR PRESIDENT / ALL LIKELY VOTERS

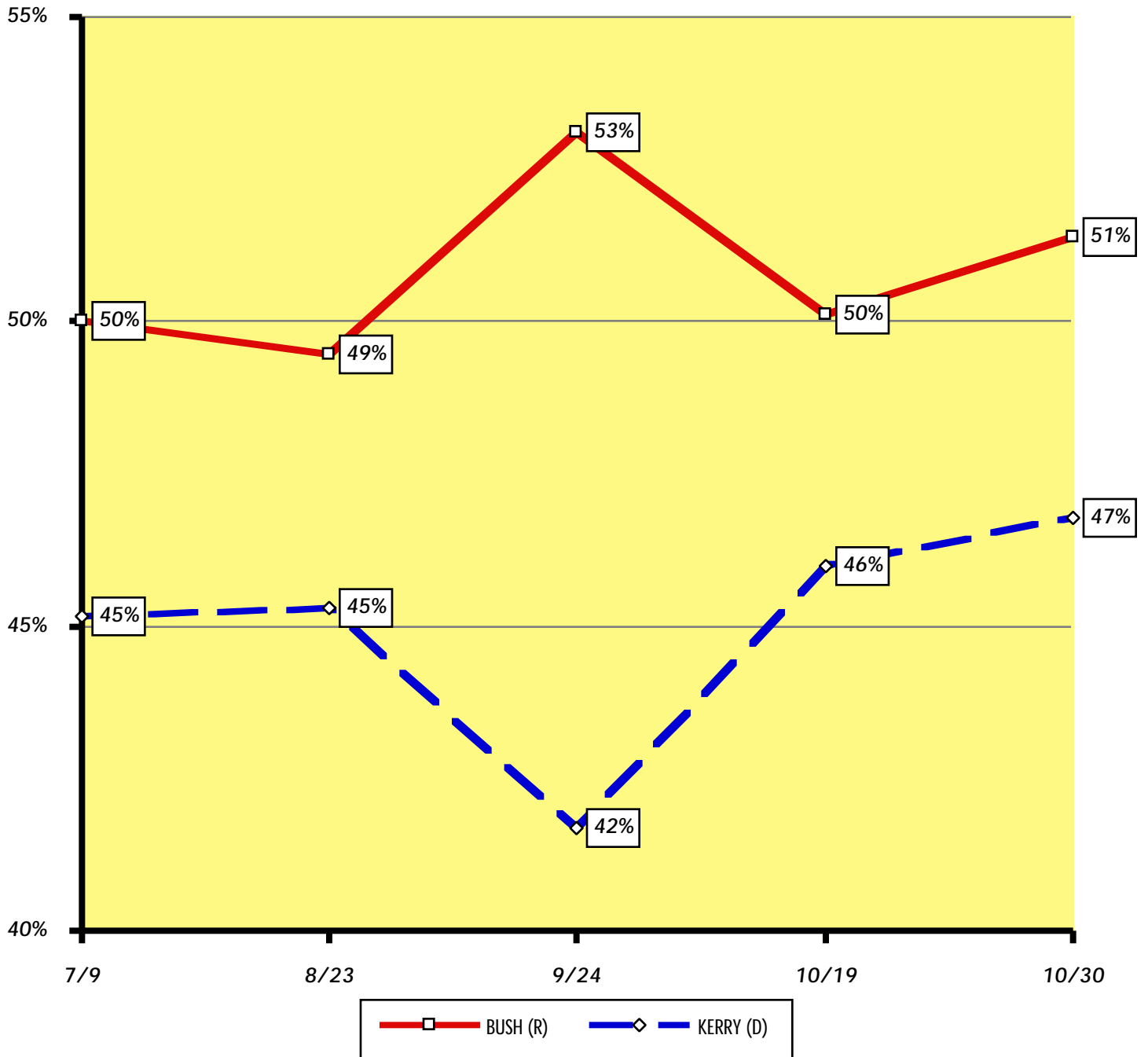
ON TUESDAY, AMERICANS WILL ELECT A PRESIDENT. IF THE ELECTION FOR PRESIDENT OF THE UNITED STATES WERE HELD TODAY, AND YOU WERE STANDING IN THE VOTING BOOTH RIGHT NOW, WHO WOULD YOU VOTE FOR? REPUBLICAN GEORGE W. BUSH? DEMOCRAT JOHN KERRY? OR SOME OTHER CANDIDATE?



THIS IS A SURVEY OF	606	LIKELY VOTERS FROM THE ENTIRE STATE OF VIRGINIA
OVERALL RESULTS CONSIDERED SIGNIFICANT	±4.1%	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 BUSH (R) KERRY (D)

RESPONSES SORTED BY DEMOGRAPHIC CATEGORY

BUSH (R)	51%	54%	49%	46%	56%	50%	52%	59%	21%									
KERRY (D)	47%	44%	50%	51%	42%	49%	47%	39%	79%									
OTHER	1%	1%	1%	1%	2%	1%	1%	1%	0%									
UNDECIDED	1%	1%	0%	1%	1%	0%	0%	1%	0%									
VOTED 'FOR' CANDIDATE																	81%	51%
'AGAINST' OTHER CAND.																	18%	47%
	100%	100%	100%	100%	100%	100%	100%	100%	100%									

DEMOGRAPHIC SUBPOPULATIONS INDEXED TO OVERALL RESPONSES

BUSH (R)	100	106	95	90	109	98	100	115	42									
KERRY (D)	100	93	107	110	89	104	101	83	168									
OTHER	100	99	101	108	131	61	75	91	0									
UNDECIDED	100	142	60	182	88	55	46	111	0									

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>															
BUSH (R)	51%	94%	7%	45%	49%	49%	53%	55%	86%	38%	8%	55%	45%		
KERRY (D)	47%	6%	93%	51%	48%	49%	46%	45%	14%	59%	90%	43%	53%		
OTHER	1%	0%	0%	3%	3%	1%	1%	0%	0%	2%	1%	1%	2%		
UNDECIDED	1%	0%	0%	1%	0%	2%	0%	0%	0%	1%	1%	1%	0%		
	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>															
BUSH (R)	100	182	14	88	95	95	103	107	167	74	16	108	88		
KERRY (D)	100	13	198	108	102	104	99	95	29	126	192	92	114		
OTHER	100	0	10	236	252	57	53	0	41	167	60	75	135		
UNDECIDED	100	65	0	219	59	282	59	30	0	127	218	140	42		

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				
<b>RESPONSES SORTED BY DEMOGRAPHIC CATEGORY</b>															
BUSH (R)	51%	46%	52%	40%	47%	60%	79%	31%	46%	52%	54%				
KERRY (D)	47%	52%	46%	57%	52%	39%	20%	66%	54%	46%	45%				
OTHER	1%	1%	1%	2%	0%	1%	0%	2%	0%	1%	1%				
UNDECIDED	1%	1%	1%	1%	1%	0%	0%	1%	0%	1%	0%				
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%				

	OVERALL	UNION	NON-UNION	NO RELIGIOUS SERVICES	OCCASIONAL RELIGIOUS SERVICES	REGULAR RELIGIOUS SERVICES	PRO-LIFE	PRO-CHOICE	< \$40K/YR	\$40K - \$80K/YR	> \$80K/YR				
<b>DEMOGRAPHIC SUBPOPULATIONS INDEXED TO OVERALL RESPONSES</b>															
BUSH (R)	100	90	102	77	91	116	154	60	90	101	105				
KERRY (D)	100	111	98	122	110	82	43	142	114	99	96				
OTHER	100	84	102	182	10	121	41	152	13	91	72				
UNDECIDED	100	127	99	128	200	27	0	143	47	91	59				

VOTE FOR PRESIDENT / RESPONSES COMPARED BY PERCENTAGES AND BY INDEX

	OVERALL	SHENANDOAH	NORTHEAST VIRGINIA	SOUTHEAST VIRGINIA	CENTRAL VIRGINIA	URBAN	SUBURBAN	RURAL							
	<b>RESPONSES SORTED BY DEMOGRAPHIC CATEGORY</b>														
<b>BUSH (R)</b>	51%	60%	44%	48%	54%	40%	54%	57%							
<b>KERRY (D)</b>	47%	39%	54%	50%	45%	59%	44%	42%							
<b>OTHER</b>	1%	1%	2%	1%	1%	0%	2%	1%							
<b>UNDECIDED</b>	1%	0%	1%	1%	0%	1%	1%	0%							
	100%	100%	100%	100%	100%	100%	100%	100%							

	OVERALL	SHENANDOAH	NORTHEAST VIRGINIA	SOUTHEAST VIRGINIA	CENTRAL VIRGINIA	URBAN	SUBURBAN	RURAL							
	<b>DEMOGRAPHIC SUBPOPULATIONS INDEXED TO OVERALL RESPONSES</b>														
<b>BUSH (R)</b>	100	116	86	92	104	77	105	111							
<b>KERRY (D)</b>	100	84	114	108	96	126	93	90							
<b>OTHER</b>	100	86	137	76	96	21	150	55							
<b>UNDECIDED</b>	100	21	134	196	70	201	89	25							

OVERALL  
SHENANDOAH  
NORTHEAST VIRGINIA  
SOUTHEAST VIRGINIA  
CENTRAL VIRGINIA  
URBAN  
SUBURBAN  
RURAL

RAW COUNTS FOR ALL RESPONSE 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	MALE	FEMALE	AGE 18-34	AGE 35-49	AGE 50-64	AGE 65+	WHITE	BLACK	HISPANIC	ASIAN/OTHER	VOTED 'FOR' CANDIDATE	'AGAINST' OTHER CAND.	NOT SURE
<b>REGISTERED</b>	715	347	368	213	238	155	109	529	128	020	037	397	188	010
<b>LIKELY</b>	606	294	312	167	210	142	087	460	104	016	027	397	188	010
<b>BUSH (R)</b>	312	160	152	077	118	072	045	272	022	009	008	253	055	003
<b>KERRY (D)</b>	284	128	156	086	088	069	041	179	081	007	016	144	132	007
<b>OTHER</b>	007	003	004	002	003	001	001	005	000	000	002	000	000	000
<b>UNDECIDED</b>	004	003	001	002	001	001	000	003	000	000	001	000	000	000
<b>TOTAL</b>	800	387	413	257	256	169	118	577	146	034	043	397	188	010
<b>COMPOSITION OF ADULTS</b>	100%	48%	52%	32%	32%	21%	15%	72%	18%	4%	5%	50%	23%	1%
<b>COMP. OF REG. VOTERS</b>	100%	49%	51%	30%	33%	22%	15%	74%	18%	3%	5%	56%	26%	1%
<b>COMP. OF LIKELY VOTERS</b>	100%	48%	52%	27%	35%	23%	14%	76%	17%	3%	4%	66%	31%	2%

800 VIRGINIA ADULTS WERE INTERVIEWED BY TELEPHONE 10/27 - 10/29.  
 OF THEM, 715 WERE REGISTERED TO VOTE.  
 OF THEM, 606 WERE JUDGED TO BE 'LIKELY' TO VOTE.  
 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	REPUBLICAN	DEMOCRAT	INDEPENDENT/OTHER	NOT SURE	GRADUATE SCHOOL	COLLEGE GRAD	SOME COLLEGE	NO COLLEGE	CONSERVATIVE	MODERATE	LIBERAL	NOT SURE	MILITARY/VET	NON-MILITARY/VET
REGISTERED	715	257	231	212	015	187	147	204	173	249	309	113	033	422	279
LIKELY	606	229	193	177	007	165	130	176	132	223	259	095	020	365	228
BUSH (R)	312	214	014	080	003	081	063	093	073	192	099	008	007	202	103
KERRY (D)	284	014	179	090	001	079	063	081	059	030	153	085	012	157	121
OTHER	007	000	000	005	002	005	001	001	000	001	005	001	000	003	004
UNDECIDED	004	001	000	003	000	001	002	001	000	000	002	001	000	003	001
TOTAL	800	257	231	212	015	198	159	224	213	272	339	131	041	464	315
COMPOSITION OF ADULTS	100%	32%	29%	26%	2%	25%	20%	28%	27%	34%	42%	16%	5%	58%	39%
COMP. OF REG. VOTERS	100%	36%	32%	30%	2%	26%	21%	28%	24%	35%	43%	16%	5%	59%	39%
COMP. OF LIKELY VOTERS	100%	38%	32%	29%	1%	27%	21%	29%	22%	37%	43%	16%	3%	60%	38%

800 VIRGINIA ADULTS WERE INTERVIEWED BY TELEPHONE 10/27 - 10/29. OF THEM, 715 WERE REGISTERED TO VOTE. OF THEM, 606 WERE JUDGED TO BE 'LIKELY' TO VOTE. 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	SHENANDOAH	NORTHEAST VIRGINIA	SOUTHEAST VIRGINIA	CENTRAL VIRGINIA	URBAN	SUBURBAN	RURAL											
REGISTERED	715	188	183	147	198	161	390	164											
LIKELY	606	157	158	126	165	137	335	134											
BUSH (R)	312	094	070	060	088	054	181	077											
KERRY (D)	284	061	085	063	074	081	146	057											
OTHER	007	002	003	001	002	000	006	001											
UNDECIDED	004	000	001	002	001	002	002	000											
TOTAL	800	214	205	162	218	185	425	190											
COMPOSITION OF ADULTS	100%	27%	26%	20%	27%	23%	53%	24%											
COMP. OF REG. VOTERS	100%	26%	26%	21%	28%	23%	55%	23%											
COMP. OF LIKELY VOTERS	100%	26%	26%	21%	27%	23%	55%	22%											

800 VIRGINIA ADULTS WERE INTERVIEWED BY TELEPHONE 10/27 - 10/29. OF THEM, 715 WERE REGISTERED TO VOTE. OF THEM, 606 WERE JUDGED TO BE 'LIKELY' TO VOTE. 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.