TENNESSEE, 32 WEEKS TO ELECTION: BUSH UP 11 POINTS OVER KERRY



IN 2000, BUSH CARRIED TN 51% TO 47%; LEADS TODAY 52% TO 41%

- * IN AN ELECTION FOR PRESIDENT OF THE UNITED STATES IN TENNESSEE TODAY, 224 DAYS TO THE VOTE, INCUMBENT REPUBLICAN GEORGE W. BUSH DEFEATS DEMOCRAT JOHN KERRY 52% TO 41%, ACCORDING TO SURVEYUSA POLL OF 678 LIKELY TN VOTERS CONDUCTED 3/20 + 3/21 + 3/22.
- * BUSH LEADS BY 20 PTS IN EASTERN TN, LEADS BY 10 PTS IN CENTRAL TN, IS TIED WITH KERRY IN WESTERN TN. BUSH HOLDS 93% OF HIS REPUBLICAN BASE. KERRY HOLDS 88% OF HIS DEMOCRAT BASE. INDEPENDENTS BREAK 5: 4 FOR BUSH. CONSERVATIVES BACK BUSH 5: 1, LIBERALS BACK KERRY 5: 1, MODERATES BREAK 5: 4 FOR KERRY.
- * BUSH LEADS BY 22 PTS AMONG MALES, BUT KERRY & BUSH ARE TIED AMONG TN FEMALES.
- * BUSH LEADS AMONG WHITES BY 23 PTS. KERRY LEADS AMONG AFRICAN AMERICANS BY 59 PTS.

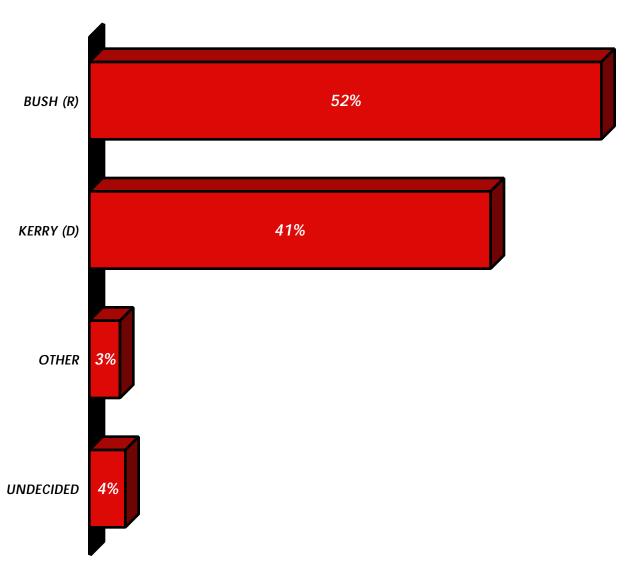
RESEARCH CONDUCTED E.T.	040320 13: 01-20: 58 040321 15: 00-19: 30 040322 16: 30-21: 00 ET
RESPONDENTS DRAWN FROM	THE ENTIRE STATE OF TENNESSEE
RANDOM SAMPLE SELECTED BY	SURVEY SAMPLING INC.

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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?





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

VOTE FOR PRESIDENT / 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		
		RE	SPOI	VSES	SORT	ED B	Y DEN	/IOGR	APHI	C CA	TEGO	RY		
52%	54%	43%	57%	47%	51%	55%	52%	49%	58%	17%	77%	38%		
41%	40%	47%	35%	47%	41%	38%	43%	43%	35%	76%	23%	58%		
3%	3%	6%	4%	2%	5%	3%	2%	3%	3%	3%	0%	0%		
4%	4%	4%	3%	4%	3%	5%	3%	4%	4%	4%	0%	5%		
100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%		
Б	EMO	GPAR	PHIC S	NIRD	API II	ATIO	VS IN	DEYE	р то	OVE	DALL	DESD	ONSE	-6

BUSH (R) KERRY (D) OTHER Undecided

BUSH (R) KERRY (D) OTHER UNDECIDED

D	DEMOGRAPHIC SUBPOPULATIONS INDEXED TO OVERALL RESPONSES														
100	103	83	110	90	98	104	100	95	112	32	148	72			
100	97	114	86	114	101	92	104	106	85	186	56	141			
100	84	184	128	73	158	82	73	85	102	103	0	0			
100	97	117	92	108	71	136	70	122	99	109	0	123			

CERTAIN
PROBABLE
MALE
FEMALE
AGE 18-34
AGE 50-64
AGE 50-64
AGE 65+
WHITE
BLACK
HISPANIC

OVERALL
OVERALL
OVERALL
OVERALL
OTHER/INDEPENDENCRAT
CONSERVATIVE
MODERATE
LIBERAL
WESTERN TN
CENTRAL TN
CENTR

BUSH (R) KERRY (D) OTHER UNDECIDED

		RE	SPOI	VSES	SORT	ED B	Y DEN	/IOGR	APHI	C CA	TEGO	RY	
52%	93%	8%	50%	78%	41%	17%	47%	51%	57%				
41%	4%	88%	39%	16%	52%	80%	45%	41%	37%				
3%	2%	3%	5%	3%	4%	1%	3%	3%	3%				
4%	2%	2%	7%	3%	4%	2%	4%	4%	3%				
100%	100%	100%	100%	100%	100%	100%	100%	100%	100%				

BUSH (R) KERRY (D) OTHER UNDECIDED

D	EMO	GRAP	PHIC S	SUBP	OPUL.	ATIOI	VS IN	DEXE	D TO	OVE	RALL	RESP	ONSE	S
100	177	15	96	149	78	33	91	99	109					
100	9	215	95	39	127	196	111	101	90					
100	51	87	144	102	119	30	105	99	97					
100	52	47	177	81	102	42	105	107	89					

OVERALL DEMOCRAT REPUBLICAN

CONSERVATIVE OTHER/INDEPENDENT

MODERATE

LIBERAL

WESTERN TN

CENTRAL TN EASTERN TN

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	MALE	FEMALE	AGE 18-34	AGE 35-49	AGE 50-64	AGE 65+	WHITE	BLACK	HISPANIC	ASIAN/OTHER	CERTAIN	PROBABLE	
REGISTERED	767	374	393	217	232	179	139	636	113	008	010	568	110	
CERTAIN	568	284	285	139	175	148	106	478	078	006	006	568	000	
PROBABLE	110	050	060	038	035	021	016	084	023	002	001	000	110	
BUSH (R)	354	191	162	090	114	089	060	328	017	006	003	306	047	
KERRY (D)	278	117	161	073	079	072	053	194	077	002	004	226	051	
OTHER	022	014	008	009	006	004	003	018	003	000	000	015	006	
UNDECIDED	025	011	014	005	010	004	005	021	004	000	000	020	005	
TOTAL	900	390	421	287	271	195	147	731	133	018	019	568	110	
COMPOSITION OF ADULTS	100%	43%	47%	32%	30%	22%	16%	81%	15%	2%	2%	63%	12%	
COMP. OF REGISTERED	100%	49%	51%	28%	30%	23%	18%	83%	15%	1%	1%	74%	14%	
COMP. OF LIKELY	100%	49%	51%	26%	31%	25%	18%	83%	15%	1%	1%	84%	16%	
COMP. OF CERTAIN	100%	50%	50%	24%	31%	26%	19%	84%	14%	1%	1%	100%	0%	

900 TENNESSEE ADULTS WERE INTERVIEWED BY TELEPHONE 3/20 - 3/22. OF THEM, 767 WERE REGISTERED TO VOTE. OF THEM, 678 WERE JUDGED TO BE 'LIKELY' VOTERS. OF THEM, 568 WERE JUDGED TO BE 'CERTAIN' TO VOTE. GRAPHS REFLECT 'LIKELY' VOTERS.

RAW COUNTS FOR ALL RESPONSE CHOICES

TWO DESCRIVEDS						****							n	1.00	
THE RESPONSES															
PLEASE EXERCISE E	XTREM	E CAU	TION	I Nank	AWI NG		LUSIO	NS FR	OM SU	RLOLO	LATIO	NS SM	ALLER	THAN	100
	OVERALL	REPUBLICAN	DEMOCRAT	OTHER/INDEPE	NOT SURE	CONSERVATIVE	MODERATE	LIBERAL	NOT SURE	WESTERN TN	CENTRAL TN	EASTERN TN			
REGISTERED	767	281	255	213	015	301	349	087	022	209	280	278			
CERTAIN	568	233	186	138	010	239	248	063	015	156	212	200			
PROBABLE	110	029	034	041	004	033	059	011	004	038	034	038			
BUSH (R)	354	243	017	090	004	211	125	013	004	091	127	135			
KERRY (D)	278	010	194	070	003	043	160	060	013	088	102	088			
OTHER	022	004	006	008	003	009	012	001	000	006	008	007			
UNDECIDED	025	005	004	012	004	008	012	001	002	007	010	008			
TOTAL	900	281	255	213	015	301	349	087	022	236	322	342			
COMPOSITION OF ADULTS	100%	31%	28%	24%	2%	33%	39%	10%	2%	26%	36%	38%			
COMP. OF REGISTERED	100%	37%	33%	28%	2%	39%	45%	11%	3%	27%	36%	36%			
COMP. OF LIKELY	100%	39%	33%	26%	2%	40%	45%	11%	3%	29%	36%	35%			
COMP. OF CERTAIN	100%	41%	33%	24%	2%	42%	44%	11%	3%	27%	37%	35%			
	900	TENN	ESSEI	ADI	TTC	WEDE	TNTE	DVIE	WED	DV TI	T FDE	ONE			

900 TENNESSEE ADULTS WERE INTERVIEWED BY TELEPHONE 3/20 - 3/22. OF THEM, 767 WERE REGISTERED TO VOTE. OF THEM, 678 WERE JUDGED TO BE 'LIKELY' VOTERS. OF THEM, 568 WERE JUDGED TO BE 'CERTAIN' 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.