

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



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

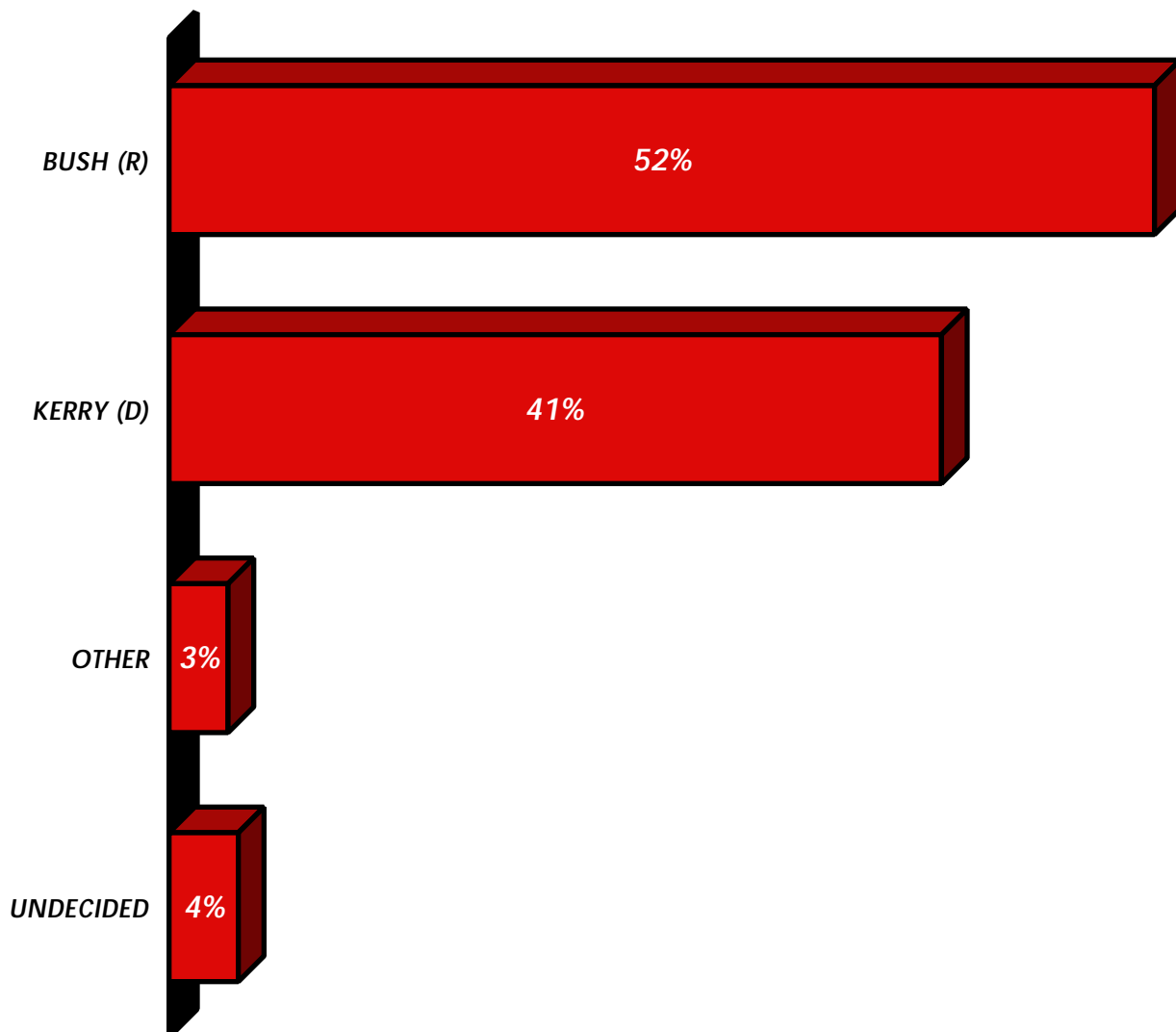
- * IN AN ELECTION FOR PRESIDENT OF THE UNITED STATES IN TENNESSEE TODAY, 224 DAYS TO THE VOTE, INCUMBENT REPUBLICAN GEORGE W. BUSH DEFEATS DEMOCRAT JOHN KERRY 52% TO 41%, ACCORDING TO SURVEYUSA POLL OF 678 LIKELY TN VOTERS CONDUCTED 3/20 + 3/21 + 3/22.
- * BUSH LEADS BY 20 PTS IN EASTERN TN, LEADS BY 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.

YOU MUST CREDIT SURVEYUSA IF YOU AIR, CITE, OR PUBLISH ANY PORTION OF THESE RESULTS. 1-800-786-8000

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	678	LIKELY VOTERS FROM THE ENTIRE STATE OF TENNESSEE
OVERALL RESULTS CONSIDERED SIGNIFICANT	±3.9%	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	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															
BUSH (R)	52%	54%	43%	57%	47%	51%	55%	52%	49%	58%	17%	77%	38%		
KERRY (D)	41%	40%	47%	35%	47%	41%	38%	43%	43%	35%	76%	23%	58%		
OTHER	3%	3%	6%	4%	2%	5%	3%	2%	3%	3%	3%	0%	0%		
UNDECIDED	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%		

	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															
BUSH (R)	100	103	83	110	90	98	104	100	95	112	32	148	72		
KERRY (D)	100	97	114	86	114	101	92	104	106	85	186	56	141		
OTHER	100	84	184	128	73	158	82	73	85	102	103	0	0		
UNDECIDED	100	97	117	92	108	71	136	70	122	99	109	0	123		
	100	103	83	110	90	98	104	100	95	112	32	148	72		

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.