

# NORTHERN AZ VOTES FOR BUSH, SOUTHERN AZ VOTES FOR KERRY



**IN 2000, BUSH CARRIED ARIZONA BY 6 PTS: BUSH 51%, GORE 45%, NADER 3%**

- \* IN AN ELECTION FOR PRESIDENT OF THE UNITED STATES IN ARIZONA TODAY, 228 DAYS TO THE VOTE, INCUMBENT REPUBLICAN PRESIDENT GEORGE W. BUSH DEFEATS DEMOCRAT JOHN KERRY 51% TO 42%, ACCORDING TO SURVEYUSA POLL OF 634 LIKELY VOTERS CONDUCTED 3/17 + 3/18.
- \* THIS IS SURVEYUSA'S 1ST AZ POLL OF \*LIKELY\* VOTERS. A SURVEY 1 MO AGO OF REGISTERED AZ VOTERS WHICH DID NOT INCLUDE A 3RD-PARTY CANDIDATE OPTION HAD BUSH UP 52% TO 44%.
- \* KERRY WINS SOUTHERN AZ (INCLUDING TUCSON) BY 11. BUSH WINS NORTHERN AZ (INCLUDING PHOENIX) BY 15. VOTERS AGE 65+ SPLIT EVENLY. HISPANICS VOTE KERRY, WHITES VOTE BUSH.
- \* BUSH GETS 85% OF GOP VOTE, KERRY 81% OF DEMOCRAT VOTE. INDEPENDENTS SPLIT EVENLY.

**RESEARCH CONDUCTED E.T.**

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**RESPONDENTS DRAWN FROM**

THE ENTIRE STATE OF ARIZONA

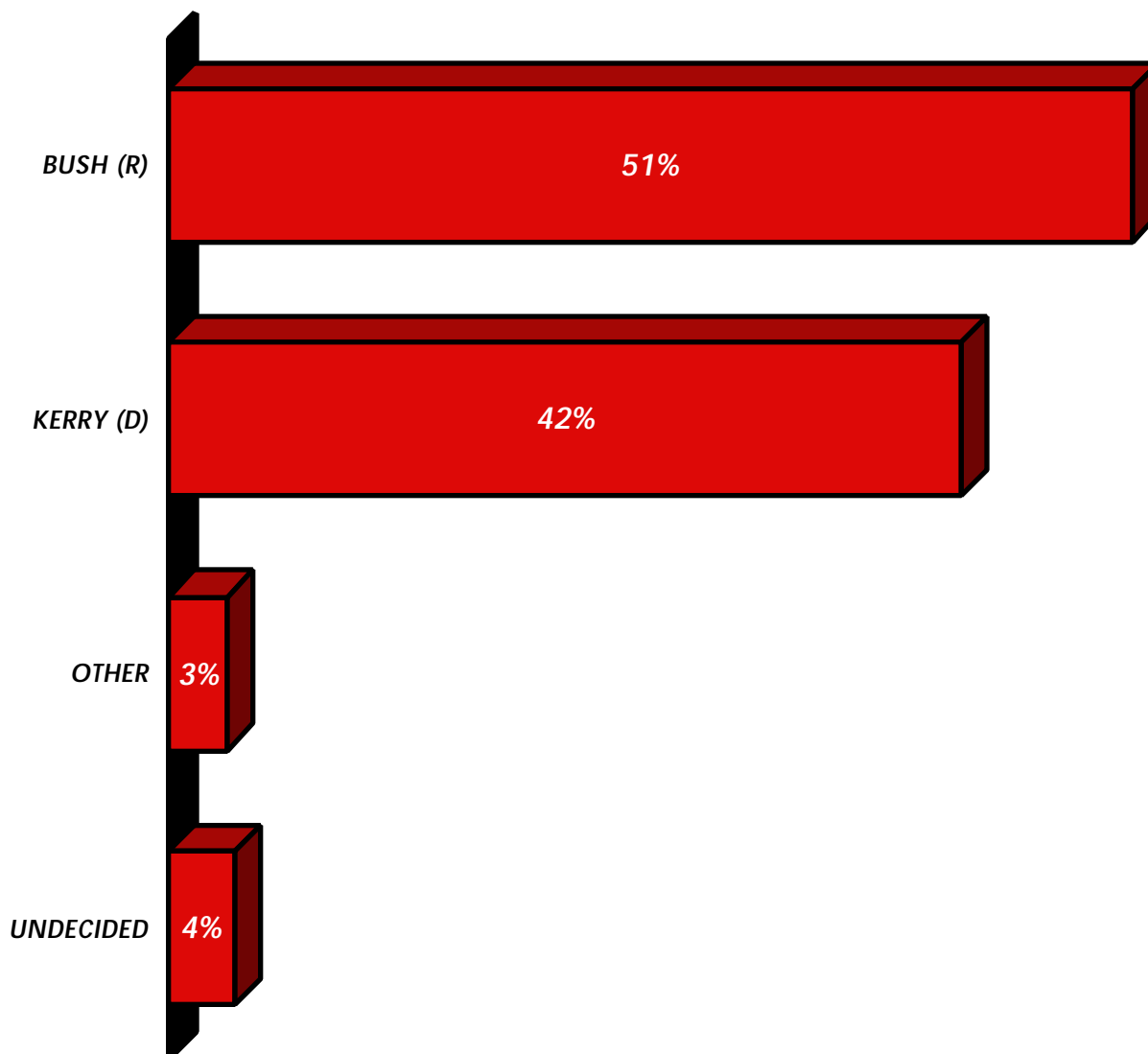
**RANDOM SAMPLE SELECTED BY**

SURVEY SAMPLING INC.

RESEARCH CONDUCTED FOR KVOA-TV TUCSON & KPNX-TV PHOENIX

*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                    | <b>634</b> | LIKELY VOTERS FROM THE ENTIRE STATE OF ARIZONA |
| OVERALL RESULTS CONSIDERED SIGNIFICANT | <b>±4%</b> | 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 | 18-34 | 35-49 | 50-64 | 65+  | WHITE | BLACK | HISPANIC | ASIAN/OTHER |  |  |
|--|---------|---------|----------|------|--------|-------|-------|-------|------|-------|-------|----------|-------------|--|--|
| <b>RESPONSES SORTED BY DEMOGRAPHIC CATEGORY</b>                |         |         |          |      |        |       |       |       |      |       |       |          |             |  |  |
| BUSH (R)   | 51%     | 52%     | 47%      | 54%  | 48%    | 49%   | 54%   | 53%   | 48%  | 57%   | 29%   | 39%      | 34%         |  |  |
| KERRY (D)  | 42%     | 42%     | 44%      | 39%  | 45%    | 44%   | 39%   | 41%   | 47%  | 37%   | 54%   | 54%      | 59%         |  |  |
| OTHER  | 3%      | 3%      | 3%       | 3%   | 3%     | 5%    | 3%    | 2%    | 3%   | 3%    | 12%   | 4%       | 0%          |  |  |
| UNDECIDED  | 4%      | 3%      | 6%       | 3%   | 4%     | 2%    | 5%    | 4%    | 2%   | 3%    | 6%    | 3%       | 6%          |  |  |
|  |         |         |          |      |        |       |       |       |      |       |       |          |             |  |  |
|  |         |         |          |      |        |       |       |       |      |       |       |          |             |  |  |
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|  |         |         |          |      |        |       |       |       |      |       |       |          |             |  |  |
|  |         |         |          |      |        |       |       |       |      |       |       |          |             |  |  |
|  |         |         |          |      |        |       |       |       |      |       |       |          |             |  |  |
|  | 100%    | 100%    | 100%     | 100% | 100%   | 100%  | 100%  | 100%  | 100% | 100%  | 100%  | 100%     | 100%        |  |  |
| <b>DEMOGRAPHIC SUBPOPULATIONS INDEXED TO OVERALL RESPONSES</b> |         |         |          |      |        |       |       |       |      |       |       |          |             |  |  |
| BUSH (R)   | 100     | 102     | 92       | 106  | 94     | 96    | 105   | 103   | 94   | 112   | 57    | 76       | 67          |  |  |
| KERRY (D)  | 100     | 99      | 103      | 94   | 106    | 104   | 91    | 98    | 112  | 87    | 127   | 128      | 141         |  |  |
| OTHER  | 100     | 103     | 91       | 101  | 99     | 149   | 99    | 53    | 95   | 91    | 377   | 126      | 0           |  |  |
| UNDECIDED  | 100     | 76      | 178      | 90   | 110    | 65    | 136   | 128   | 50   | 91    | 157   | 95       | 180         |  |  |
|  |         |         |          |      |        |       |       |       |      |       |       |          |             |  |  |
|  |         |         |          |      |        |       |       |       |      |       |       |          |             |  |  |
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|  |         |         |          |      |        |       |       |       |      |       |       |          |             |  |  |
|  |         |         |          |      |        |       |       |       |      |       |       |          |             |  |  |
|  |         |         |          |      |        |       |       |       |      |       |       |          |             |  |  |
|  | OVERALL | CERTAIN | PROBABLE | MALE | FEMALE | 18-34 | 35-49 | 50-64 | 65+  | WHITE | BLACK | HISPANIC | ASIAN/OTHER |  |  |

VOTE FOR PRESIDENT / RESPONSES COMPARED BY PERCENTAGES AND BY INDEX

OVERALL  
 REPUBLICAN  
 DEMOCRAT  
 INDEPENDENT/OTHER  
 CONSERVATIVE  
 MODERATE  
 LIBERAL  
 TUCSON & SOUTH  
 PHOENIX & NORTH

RESPONSES SORTED BY DEMOGRAPHIC CATEGORY

|           |      |      |      |      |      |      |      |      |      |  |  |  |  |  |  |
|-----------|------|------|------|------|------|------|------|------|------|--|--|--|--|--|--|
| BUSH (R)  | 51%  | 85%  | 14%  | 43%  | 80%  | 41%  | 19%  | 42%  | 54%  |  |  |  |  |  |  |
| KERRY (D) | 42%  | 10%  | 81%  | 44%  | 13%  | 52%  | 77%  | 53%  | 39%  |  |  |  |  |  |  |
| OTHER     | 3%   | 2%   | 3%   | 6%   | 5%   | 2%   | 3%   | 3%   | 3%   |  |  |  |  |  |  |
| UNDECIDED | 4%   | 3%   | 2%   | 7%   | 2%   | 5%   | 2%   | 3%   | 4%   |  |  |  |  |  |  |
|           |      |      |      |      |      |      |      |      |      |  |  |  |  |  |  |
|           |      |      |      |      |      |      |      |      |      |  |  |  |  |  |  |
|           |      |      |      |      |      |      |      |      |      |  |  |  |  |  |  |
|           |      |      |      |      |      |      |      |      |      |  |  |  |  |  |  |
|           |      |      |      |      |      |      |      |      |      |  |  |  |  |  |  |
|           | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |  |  |  |  |  |  |

DEMOGRAPHIC SUBPOPULATIONS INDEXED TO OVERALL RESPONSES

|           |     |     |     |     |     |     |     |     |     |  |  |  |  |  |  |
|-----------|-----|-----|-----|-----|-----|-----|-----|-----|-----|--|--|--|--|--|--|
| BUSH (R)  | 100 | 166 | 27  | 84  | 156 | 81  | 37  | 81  | 106 |  |  |  |  |  |  |
| KERRY (D) | 100 | 25  | 193 | 105 | 30  | 124 | 182 | 126 | 92  |  |  |  |  |  |  |
| OTHER     | 100 | 51  | 98  | 204 | 163 | 68  | 80  | 84  | 105 |  |  |  |  |  |  |
| UNDECIDED | 100 | 79  | 48  | 185 | 56  | 129 | 46  | 76  | 108 |  |  |  |  |  |  |
|           |     |     |     |     |     |     |     |     |     |  |  |  |  |  |  |
|           |     |     |     |     |     |     |     |     |     |  |  |  |  |  |  |
|           |     |     |     |     |     |     |     |     |     |  |  |  |  |  |  |
|           |     |     |     |     |     |     |     |     |     |  |  |  |  |  |  |
|           |     |     |     |     |     |     |     |     |     |  |  |  |  |  |  |

OVERALL  
 REPUBLICAN  
 DEMOCRAT  
 INDEPENDENT/OTHER  
 CONSERVATIVE  
 MODERATE  
 LIBERAL  
 TUCSON & SOUTH  
 PHOENIX & NORTH

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 | 18-34 | 35-49 | 50-64 | 65+ | WHITE | BLACK | HISPANIC | ASIAN/OTHER |  |  |  |  |
|-----------------------|---------|------|--------|-------|-------|-------|-----|-------|-------|----------|-------------|--|--|--|--|
| REGISTERED            | 658     | 319  | 339    | 170   | 209   | 157   | 122 | 460   | 020   | 132      | 046         |  |  |  |  |
| CERTAIN               | 485     | 248  | 237    | 099   | 157   | 133   | 097 | 352   | 015   | 089      | 029         |  |  |  |  |
| PROBABLE              | 148     | 062  | 086    | 062   | 044   | 021   | 020 | 094   | 005   | 035      | 015         |  |  |  |  |
| BUSH (R)              | 325     | 168  | 157    | 079   | 108   | 082   | 056 | 256   | 006   | 048      | 015         |  |  |  |  |
| KERRY (D)             | 267     | 122  | 144    | 070   | 077   | 064   | 055 | 163   | 010   | 067      | 026         |  |  |  |  |
| OTHER                 | 020     | 010  | 010    | 008   | 006   | 003   | 004 | 013   | 002   | 005      | 000         |  |  |  |  |
| UNDECIDED             | 022     | 010  | 012    | 004   | 010   | 007   | 002 | 014   | 001   | 004      | 003         |  |  |  |  |
| TOTAL                 | 900     | 445  | 455    | 301   | 260   | 182   | 158 | 621   | 025   | 192      | 063         |  |  |  |  |
| COMPOSITION OF ADULTS | 100%    | 49%  | 51%    | 33%   | 29%   | 20%   | 18% | 69%   | 3%    | 21%      | 7%          |  |  |  |  |
| COMP. OF REGISTERED   | 100%    | 49%  | 51%    | 26%   | 32%   | 24%   | 19% | 70%   | 3%    | 20%      | 7%          |  |  |  |  |
| COMP. OF LIKELY       | 100%    | 49%  | 51%    | 25%   | 32%   | 24%   | 18% | 70%   | 3%    | 20%      | 7%          |  |  |  |  |
| COMP. OF CERTAIN      | 100%    | 51%  | 49%    | 20%   | 32%   | 27%   | 20% | 72%   | 3%    | 18%      | 6%          |  |  |  |  |
|                       |         |      |        |       |       |       |     |       |       |          |             |  |  |  |  |
|                       |         |      |        |       |       |       |     |       |       |          |             |  |  |  |  |
|                       |         |      |        |       |       |       |     |       |       |          |             |  |  |  |  |
|                       |         |      |        |       |       |       |     |       |       |          |             |  |  |  |  |
|                       |         |      |        |       |       |       |     |       |       |          |             |  |  |  |  |
|                       |         |      |        |       |       |       |     |       |       |          |             |  |  |  |  |
|                       |         |      |        |       |       |       |     |       |       |          |             |  |  |  |  |
|                       |         |      |        |       |       |       |     |       |       |          |             |  |  |  |  |
|                       |         |      |        |       |       |       |     |       |       |          |             |  |  |  |  |
|                       |         |      |        |       |       |       |     |       |       |          |             |  |  |  |  |
|                       |         |      |        |       |       |       |     |       |       |          |             |  |  |  |  |
|                       |         |      |        |       |       |       |     |       |       |          |             |  |  |  |  |
|                       |         |      |        |       |       |       |     |       |       |          |             |  |  |  |  |
|                       |         |      |        |       |       |       |     |       |       |          |             |  |  |  |  |
|                       |         |      |        |       |       |       |     |       |       |          |             |  |  |  |  |
|                       |         |      |        |       |       |       |     |       |       |          |             |  |  |  |  |
|                       |         |      |        |       |       |       |     |       |       |          |             |  |  |  |  |

900 ARIZONA ADULTS WERE INTERVIEWED BY TELEPHONE 3/17 - 3/18. OF THEM, 658 WERE REGISTERED TO VOTE. OF THEM, 634 WERE JUDGED TO BE ' LIKELY' SENATE PRIMARY VOTERS. OF THEM, 485 WERE JUDGED TO BE ' CERTAIN' 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/<br>OTHER | NOT SURE | CONSERVATIVE | MODERATE | LIBERAL | NOT SURE | TUCSON & SOUTHWEST | PHOENIX & NORTH | CERTAIN | PROBABLE |  |  |
|----------------------------|---------|------------|----------|-----------------------|----------|--------------|----------|---------|----------|--------------------|-----------------|---------|----------|--|--|
| <b>REGISTERED</b>          | 658     | 277        | 218      | 149                   | 009      | 220          | 313      | 105     | 013      | 158                | 500             | 485     | 148      |  |  |
| <b>CERTAIN</b>             | 485     | 219        | 163      | 098                   | 003      | 169          | 227      | 077     | 010      | 123                | 363             | 485     | 000      |  |  |
| <b>PROBABLE</b>            | 148     | 051        | 048      | 043                   | 004      | 046          | 076      | 021     | 002      | 029                | 119             | 000     | 148      |  |  |
| <b>BUSH (R)</b>            | 325     | 230        | 030      | 061                   | 003      | 172          | 125      | 019     | 007      | 063                | 262             | 254     | 070      |  |  |
| <b>KERRY (D)</b>           | 267     | 028        | 172      | 062                   | 002      | 027          | 158      | 075     | 004      | 081                | 186             | 202     | 065      |  |  |
| <b>OTHER</b>               | 020     | 004        | 007      | 009                   | 000      | 011          | 006      | 002     | 000      | 004                | 016             | 016     | 004      |  |  |
| <b>UNDECIDED</b>           | 022     | 007        | 004      | 009                   | 002      | 004          | 014      | 002     | 001      | 004                | 018             | 013     | 009      |  |  |
| <b>TOTAL</b>               | 900     | 348        | 279      | 230                   | 034      | 291          | 423      | 151     | 021      | 216                | 684             | 485     | 148      |  |  |
| COMPOSITION OF ADULTS      | 100%    | 39%        | 31%      | 26%                   | 4%       | 32%          | 47%      | 17%     | 2%       | 24%                | 76%             | 54%     | 16%      |  |  |
| <b>COMP. OF REGISTERED</b> | 100%    | 42%        | 33%      | 23%                   | 1%       | 33%          | 48%      | 16%     | 2%       | 24%                | 76%             | 74%     | 23%      |  |  |
| <b>COMP. OF LIKELY</b>     | 100%    | 43%        | 33%      | 22%                   | 1%       | 34%          | 48%      | 15%     | 2%       | 24%                | 76%             | 77%     | 23%      |  |  |
| <b>COMP. OF CERTAIN</b>    | 100%    | 45%        | 34%      | 20%                   | 1%       | 35%          | 47%      | 16%     | 2%       | 25%                | 75%             | 100%    | 0%       |  |  |
|                            |         |            |          |                       |          |              |          |         |          |                    |                 |         |          |  |  |
|                            |         |            |          |                       |          |              |          |         |          |                    |                 |         |          |  |  |
|                            |         |            |          |                       |          |              |          |         |          |                    |                 |         |          |  |  |
|                            |         |            |          |                       |          |              |          |         |          |                    |                 |         |          |  |  |
|                            |         |            |          |                       |          |              |          |         |          |                    |                 |         |          |  |  |
|                            |         |            |          |                       |          |              |          |         |          |                    |                 |         |          |  |  |
|                            |         |            |          |                       |          |              |          |         |          |                    |                 |         |          |  |  |
|                            |         |            |          |                       |          |              |          |         |          |                    |                 |         |          |  |  |
|                            |         |            |          |                       |          |              |          |         |          |                    |                 |         |          |  |  |
|                            |         |            |          |                       |          |              |          |         |          |                    |                 |         |          |  |  |
|                            |         |            |          |                       |          |              |          |         |          |                    |                 |         |          |  |  |
|                            |         |            |          |                       |          |              |          |         |          |                    |                 |         |          |  |  |
|                            |         |            |          |                       |          |              |          |         |          |                    |                 |         |          |  |  |
|                            |         |            |          |                       |          |              |          |         |          |                    |                 |         |          |  |  |
|                            |         |            |          |                       |          |              |          |         |          |                    |                 |         |          |  |  |
|                            |         |            |          |                       |          |              |          |         |          |                    |                 |         |          |  |  |
|                            |         |            |          |                       |          |              |          |         |          |                    |                 |         |          |  |  |

900 ARIZONA ADULTS WERE INTERVIEWED BY TELEPHONE 3/17 - 3/18. OF THEM, 658 WERE REGISTERED TO VOTE. OF THEM, 634 WERE JUDGED TO BE ' LIKELY' SENATE PRIMARY VOTERS. OF THEM, 485 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.