

ON EVE OF DEMOCRAT CONVENTION, NEVADA LIKES KERRY, 49% TO 45%



IN 2000, BUSH CARRIED NEVADA BY 4 PTS ... NOW KERRY LEADS BY 4 PTS

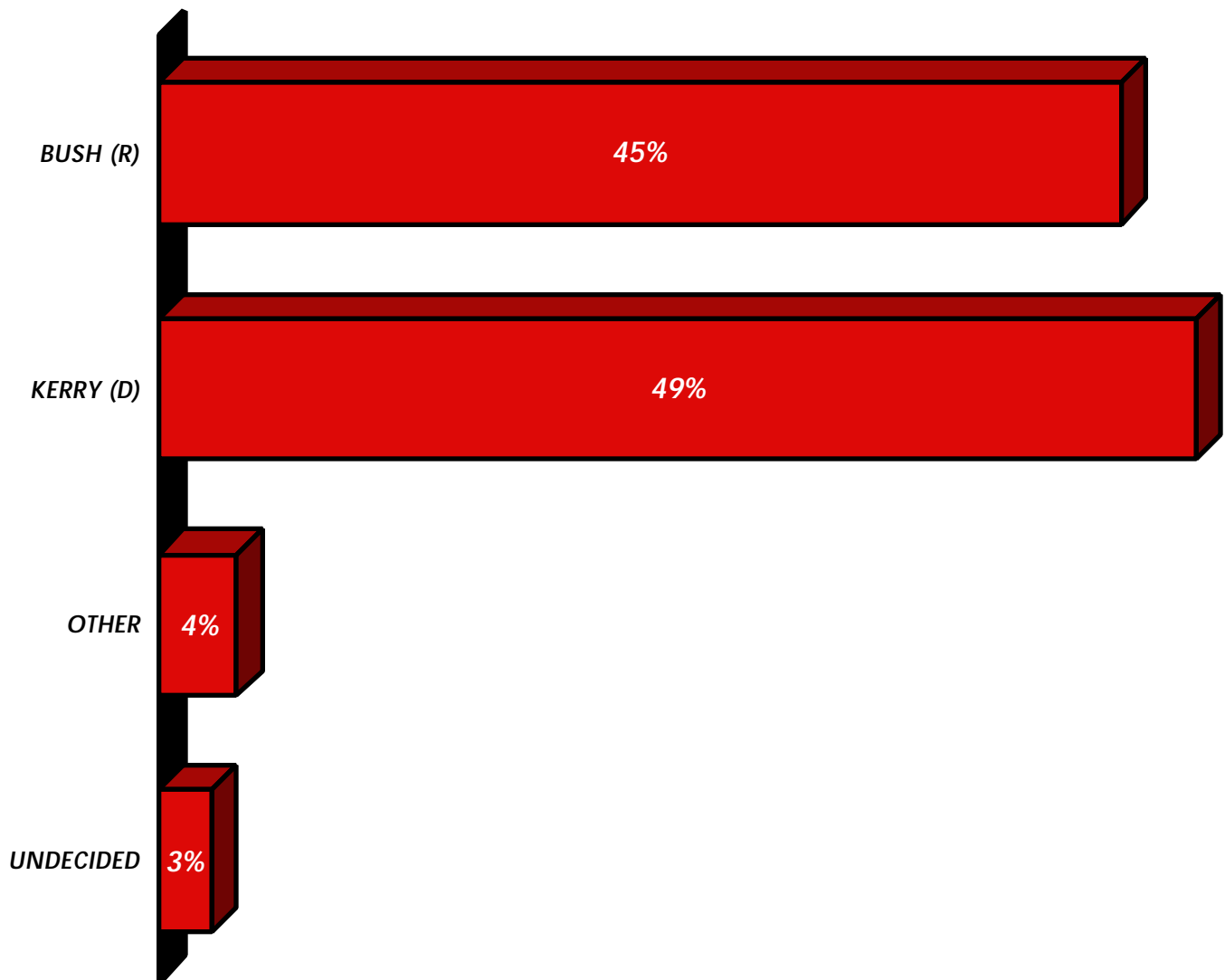
- * IN ELECTION FOR PRESIDENT IN NEVADA TODAY, ON EVE OF DEMOCRATIC NATIONAL CONVENTION, JOHN KERRY CARRIES NEVADA'S 5 ELECTORAL VOTES, EDGING GEORGE W. BUSH 49% TO 45%, ACCORDING TO SURVEYUSA POLL OF 801 LIKELY VOTERS, CONDUCTED 7/20 + 7/21 + 7/22.
- * BUSH IS UP 4 AMONG MEN, KERRY IS UP 10 AMONG WOMEN. BUSH UP AMONG WHITES, KERRY UP AMONG BLACKS, HISPANICS & ASIANS WHO, COMBINED, MAKE UP A QUARTER OF NEVADA VOTERS.
- * BUSH LEADS IN MILITARY HH'S, KERRY LEADS IN NON-MILITARY HH'S. BUSH UP 22 PTS AMONG THOSE WHO ATTEND CHURCH REGULARLY, KERRY UP 19 PTS AMONG THOSE WHO ATTEND RARELY.
- * KERRY UP 13 PTS IN LAS VEGAS, BUSH UP 20 IN REST OF STATE. BUSH UP 25 IN RURAL NV.

RESEARCH CONDUCTED E.T.	040720 19: 31- 23: 50 040721 18: 30- 23: 48 040722 18: 30- 23: 48 ET
RESPONDENTS DRAWN FROM	THE ENTIRE STATE OF NEVADA
RANDOM SAMPLE SELECTED BY	SURVEY SAMPLING INC.

RESEARCH CONDUCTED FOR KVBC-TV LAS VEGAS

VOTE FOR PRESIDENT / ALL LIKELY VOTERS

ON NOVEMBER 2ND, 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	801	LIKELY VOTERS FROM THE ENTIRE STATE OF NEVADA
OVERALL RESULTS CONSIDERED SIGNIFICANT	±3.5%	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	BUSH (R)	KERRY (D)
RESPONSES SORTED BY DEMOGRAPHIC CATEGORY															
BUSH (R)	45%	46%	39%	49%	42%	43%	47%	45%	46%	50%	16%	33%	42%		
KERRY (D)	49%	48%	51%	45%	52%	50%	47%	50%	48%	44%	79%	59%	54%		
OTHER	4%	3%	6%	4%	3%	5%	3%	3%	3%	3%	5%	6%	0%		
UNDECIDED	3%	2%	5%	2%	3%	2%	3%	1%	3%	3%	0%	2%	4%		
FOR CANDIDATE														77%	41%
AGAINST OTHER CAND.														21%	54%
	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	BUSH (R)	KERRY (D)
DEMOGRAPHIC SUBPOPULATIONS INDEXED TO OVERALL RESPONSES															
BUSH (R)	100	102	85	108	92	94	103	100	102	111	36	73	92		
KERRY (D)	100	99	105	93	107	103	96	102	99	90	163	122	111		
OTHER	100	93	153	119	81	130	86	93	92	94	122	168	0		
UNDECIDED	100	87	195	74	126	97	135	58	102	107	0	69	173		

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		
<i>RESPONSES SORTED BY DEMOGRAPHIC CATEGORY</i>															
BUSH (R)	45%	85%	10%	37%	42%	46%	48%	42%	76%	37%	11%	49%	40%		
KERRY (D)	49%	10%	87%	50%	53%	50%	45%	51%	18%	57%	83%	44%	56%		
OTHER	4%	2%	1%	10%	4%	3%	4%	4%	4%	3%	5%	5%	2%		
UNDECIDED	3%	3%	2%	3%	1%	2%	4%	3%	2%	3%	1%	3%	2%		
	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		
<i>DEMOGRAPHIC SUBPOPULATIONS INDEXED TO OVERALL RESPONSES</i>															
BUSH (R)	100	189	22	82	93	101	107	93	168	81	25	108	89		
KERRY (D)	100	21	178	103	108	102	92	106	38	118	170	90	116		
OTHER	100	51	38	270	108	79	95	102	104	85	125	128	51		
UNDECIDED	100	99	73	115	54	72	140	107	78	104	44	117	66		

OVERALL
 REPUBLICAN
 DEMOCRAT
 INDEPENDENT/OTHER
 GRADUATE SCHOOL
 COLLEGE GRAD
 SOME COLLEGE
 NO COLLEGE
 CONSERVATIVE
 MODERATE
 LIBERAL
 MILITARY/VET
 NON-MILITARY/VET

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
 <\$40,000
 \$40,000-\$80,000
 \$80,000+

RESPONSES SORTED BY DEMOGRAPHIC CATEGORY

BUSH (R)	45%	37%	48%	38%	43%	59%	67%	35%	33%	47%	56%				
KERRY (D)	49%	56%	46%	57%	49%	37%	28%	59%	61%	47%	40%				
OTHER	4%	5%	3%	3%	5%	2%	3%	4%	4%	3%	2%				
UNDECIDED	3%	3%	2%	2%	3%	2%	2%	2%	2%	3%	2%				
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%				

DEMOGRAPHIC SUBPOPULATIONS INDEXED TO OVERALL RESPONSES

BUSH (R)	100	81	107	85	94	130	148	78	73	103	123				
KERRY (D)	100	114	95	117	102	76	57	121	126	97	83				
OTHER	100	132	85	75	134	59	90	99	95	86	64				
UNDECIDED	100	114	86	84	121	86	83	84	94	115	66				

OVERALL
 UNION
 NON-UNION
 NO RELIGIOUS SERVICES
 OCCASIONAL RELIGIOUS SERVICES
 REGULAR RELIGIOUS SERVICES
 PRO-LIFE
 PRO-CHOICE
 <\$40,000
 \$40,000-\$80,000
 \$80,000+

VOTE FOR PRESIDENT / RESPONSES COMPARED BY PERCENTAGES AND BY INDEX

OVERALL
 LAS VEGAS AREA
 REST OF STATE
 URBAN
 SUBURBAN
 RURAL

RESPONSES SORTED BY DEMOGRAPHIC CATEGORY													
BUSH (R)	45%	40%	57%	44%	42%	59%							
KERRY (D)	49%	53%	37%	51%	51%	34%							
OTHER	4%	4%	4%	3%	4%	5%							
UNDECIDED	3%	3%	2%	2%	3%	3%							
	100%	100%	100%	100%	100%	100%							

DEMOGRAPHIC SUBPOPULATIONS INDEXED TO OVERALL RESPONSES													
BUSH (R)	100	89	127	98	93	131							
KERRY (D)	100	110	76	105	105	69							
OTHER	100	101	98	89	100	124							
UNDECIDED	100	109	78	62	120	101							

OVERALL
 LAS VEGAS AREA
 REST OF STATE
 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	MALE	FEMALE	AGE 18-34	AGE 35-49	AGE 50-64	AGE 65+	WHITE	BLACK	HISPANIC	ASIAN/OTHER	FOR CANDIDATE	AGAINST OTHER CAND.	NOT SURE
REGISTERED	912	458	454	249	284	222	156	663	055	136	057	439	286	026
CERTAIN	705	342	363	159	231	185	131	525	041	093	046	404	244	018
PROBABLE	096	057	039	043	023	018	012	071	004	017	004	035	043	008
LIKELY	801	399	402	202	254	202	143	597	045	110	049	439	286	026
BUSH (R)	362	194	168	086	118	092	066	298	007	036	021	278	075	008
KERRY (D)	390	180	209	101	119	101	069	262	036	065	027	161	211	017
OTHER	030	018	012	010	008	007	005	021	002	007	000	000	000	000
UNDECIDED	020	008	013	005	009	003	004	016	000	002	002	000	000	000
TOTAL	1200	610	590	393	369	261	176	827	074	201	098	439	286	026
COMPOSITION OF ADULTS	100%	51%	49%	33%	31%	22%	15%	69%	6%	17%	8%	37%	24%	2%
COMP. OF REG. VOTERS	100%	50%	50%	27%	31%	24%	17%	73%	6%	15%	6%	48%	31%	3%
COMP. OF LIKELY VOTERS	100%	50%	50%	25%	32%	25%	18%	74%	6%	14%	6%	55%	36%	3%

1200 NEVADA ADULTS WERE INTERVIEWED BY TELEPHONE 7/20 - 7/22. OF THEM, 912 WERE REGISTERED TO VOTE. OF THEM, 801 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	912	329	323	247	012	203	167	331	206	296	410	159	033	530	363
CERTAIN	705	270	265	166	005	163	138	267	133	244	321	115	019	423	272
PROBABLE	096	034	030	028	004	020	015	034	026	018	048	022	005	047	046
LIKELY	801	304	295	194	009	183	153	301	159	262	369	136	023	469	318
BUSH (R)	362	259	030	071	002	077	070	145	067	199	136	016	007	228	128
KERRY (D)	390	031	255	097	005	096	076	134	082	048	212	113	013	205	179
OTHER	030	006	004	019	000	007	004	011	006	010	012	006	000	022	006
UNDECIDED	020	008	005	006	002	003	003	011	004	005	010	002	003	014	005
TOTAL	1200	329	323	247	012	251	188	436	315	392	503	220	058	676	492
COMPOSITION OF ADULTS	100%	27%	27%	21%	1%	21%	16%	36%	26%	33%	42%	18%	5%	56%	41%
COMP. OF REG. VOTERS	100%	36%	35%	27%	1%	22%	18%	36%	23%	32%	45%	17%	4%	58%	40%
COMP. OF LIKELY VOTERS	100%	38%	37%	24%	1%	23%	19%	38%	20%	33%	46%	17%	3%	59%	40%

1200 NEVADA ADULTS WERE INTERVIEWED BY TELEPHONE 7/20 - 7/22. OF THEM, 912 WERE REGISTERED TO VOTE. OF THEM, 801 WERE JUDGED TO BE 'LIKELY' TO VOTE. GRAPHS REFLECT 'LIKELY' VOTERS.

RAW COUNTS FOR ALL RESPONSE CHOICES

THE RESPONSES OF A SUBPOPULATION OF 1200 WOULD TYPICALLY BE CONSIDERED ACCURATE ± 10%. PLEASE EXERCISE EXTREME CAUTION IN DRAWING CONCLUSIONS FROM SUBPOPULATIONS SMALLER THAN 100

	OVERALL	UNION	NON-UNION	NOT SURE	NO RELIGIOUS SERVICES	OCCASIONAL RELIGIOUS SERVICES	REGULAR RELIGIOUS SERVICES	PRO-LIFE	PRO-CHOICE	NOT SURE	<\$40,000	\$40,000-\$80,000	\$80,000+	DECLINE
REGISTERED	912	230	657	005	326	315	242	288	555	039	216	352	229	055
CERTAIN	705	183	508	003	248	235	205	227	435	026	151	291	190	036
PROBABLE	096	027	066	000	032	044	012	027	054	008	022	036	018	010
LIKELY	801	210	574	003	280	279	218	254	488	034	173	327	208	046
BUSH (R)	362	077	278	001	107	119	128	170	173	011	057	152	116	021
KERRY (D)	390	116	266	002	159	138	080	071	287	019	105	154	084	020
OTHER	030	010	018	000	008	014	005	008	018	000	006	010	005	003
UNDECIDED	020	006	013	001	006	009	005	005	010	003	004	010	003	002
TOTAL	1200	285	873	010	458	408	288	385	702	066	332	435	260	080
COMPOSITION OF ADULTS	100%	24%	73%	1%	38%	34%	24%	32%	59%	5%	28%	36%	22%	7%
COMP. OF REG. VOTERS	100%	25%	72%	1%	36%	35%	26%	32%	61%	4%	24%	39%	25%	6%
COMP. OF LIKELY VOTERS	100%	26%	72%	0%	35%	35%	27%	32%	61%	4%	22%	41%	26%	6%

1200 NEVADA ADULTS WERE INTERVIEWED BY TELEPHONE 7/20 - 7/22. OF THEM, 912 WERE REGISTERED TO VOTE. OF THEM, 801 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
 LAS VEGAS AREA
 REST OF STATE
 URBAN
 SUBURBAN
 RURAL

REGISTERED	912	660	252	267	512	133									
CERTAIN	705	499	207	214	388	104									
PROBABLE	096	075	021	025	058	013									
LIKELY	801	574	227	239	445	117									
BUSH (R)	362	231	131	105	187	069									
KERRY (D)	390	306	084	122	228	039									
OTHER	030	021	008	008	016	005									
UNDECIDED	020	016	004	004	014	003									
TOTAL	1200	868	332	352	666	182									
COMPOSITION OF ADULTS	100%	72%	28%	29%	56%	15%									
COMP. OF REG. VOTERS	100%	72%	28%	29%	56%	15%									
COMP. OF LIKELY VOTERS	100%	72%	28%	30%	56%	15%									

1200 NEVADA ADULTS WERE INTERVIEWED BY TELEPHONE 7/20 - 7/22.
OF THEM, 912 WERE REGISTERED TO VOTE.
OF THEM, 801 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.