

NEVADA: BUSH NOW ABOVE 50%, TOPS KERRY BY 4 IN PIVOTAL STATE



IN 2000, BUSH BEAT GORE 50% TO 46% IN NEVADA ... TODAY, BUSH LEADS 51% TO 47% HERE

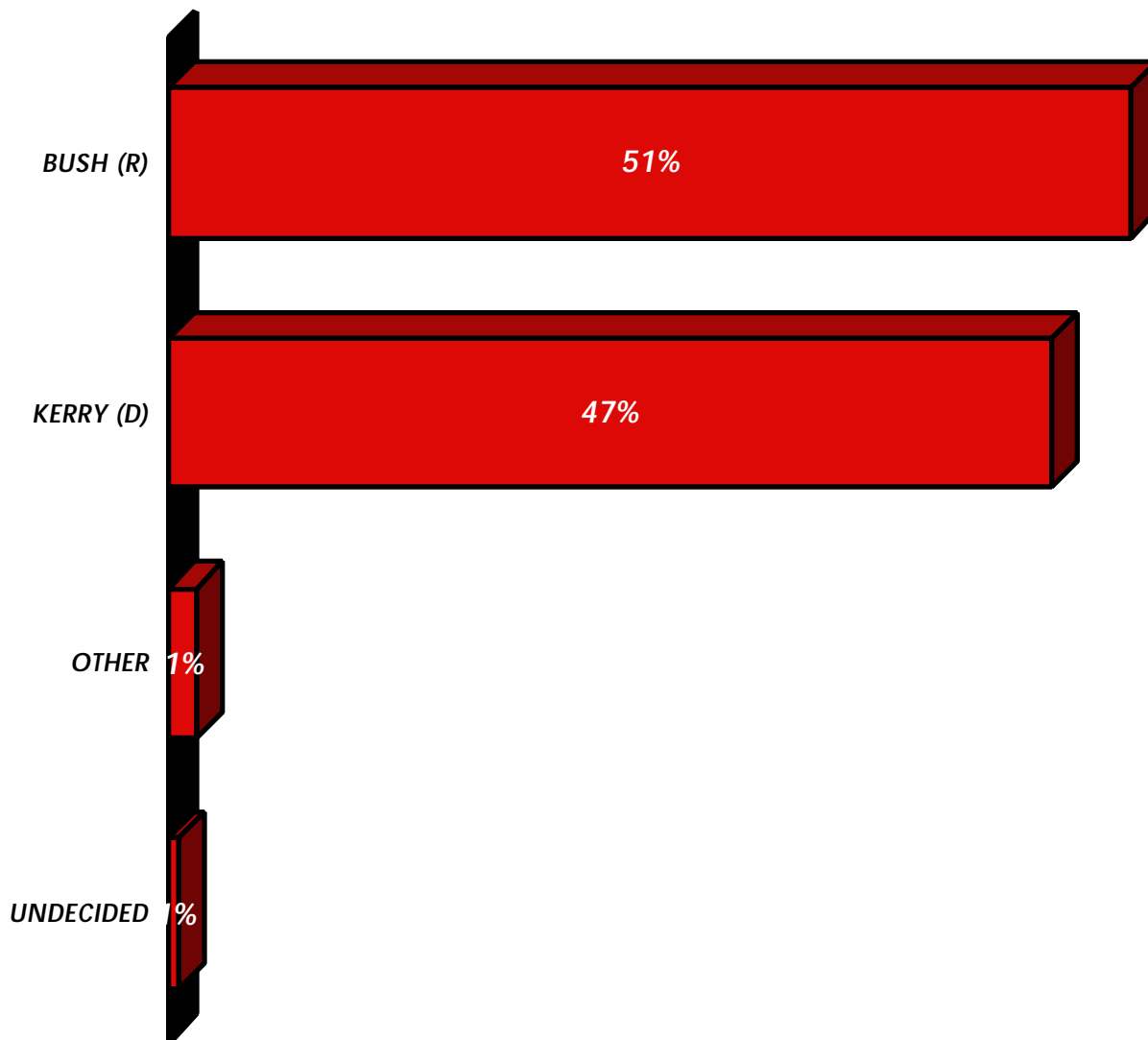
- * IN AN ELECTION FOR PRESIDENT IN NEVADA TODAY, 49 DAYS TO THE VOTE, GEORGE W BUSH DEFEATS JOHN KERRY 51% TO 47% & CAPTURES THE SILVER STATE'S 5 ELECTORAL VOTES, ACCORDING TO SURVEYUSA KVBC-TV NEWS POLL OF 526 LIKELY VOTERS CONDUCTED 9/11 - 9/13.
- * 2 MOS AGO, KERRY LED BY 4 IN NEVADA. 1 MO AGO, BUSH LED BY 3 BUT STILL WAS BELOW 50%. IN PAST 4 WEEKS, KERRY HAS PICKED UP 1 PT, BUT BUSH HAS PICKED UP 2 & NOW IS AT 51%.
- * BUSH LEADS BY 32 PTS AMONG THOSE WHO ATTEND CHURCH REGULARLY. KERRY LEADS BY 14 AMONG THOSE WHO ATTEND CHURCH RARELY. BUSH UP 53 PTS AMONG PRO-LIFE VOTERS, KERRY UP 24 PTS AMONG PRO-CHOICE VOTERS. BUSH UP 23 PTS AMONG THOSE EARNING > \$80K/YEAR, KERRY UP 14 AMONG THOSE EARNING < \$40K/YR. MODERATES & INDEPENDENTS BREAK FOR KERRY.

RESEARCH CONDUCTED E.T.	040911 15:02-23:50 040912 17:01-22:30 040913 18:34-23:47 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

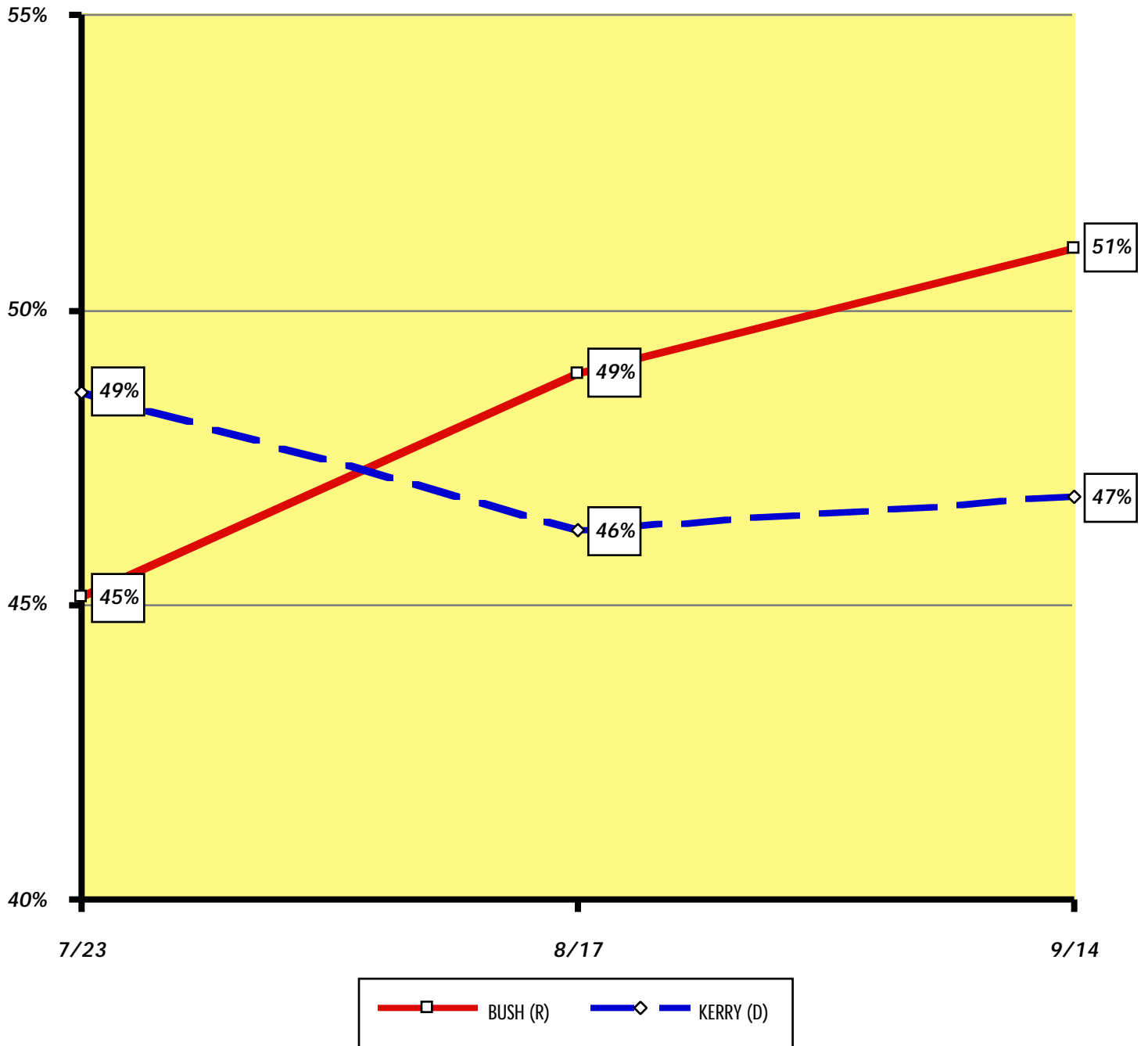
ON NOVEMBER 2ND, AMERICANS WILL ELECT A PRESIDENT. IF THE ELECTION FOR PRESIDENT OF THE UNITED STATES WERE HELD TODAY, AND YOU WERE STANDING IN THE VOTING BOOTH RIGHT NOW, WHO WOULD YOU VOTE FOR? REPUBLICAN GEORGE W. BUSH? DEMOCRAT JOHN KERRY? OR SOME OTHER CANDIDATE?



THIS IS A SURVEY OF	526	LIKELY VOTERS FROM THE ENTIRE STATE OF NEVADA
OVERALL RESULTS CONSIDERED SIGNIFICANT	±4.4%	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
 HISPANIC
 ASIAN/OTHER
 BUSH (R)
 KERRY (D)

RESPONSES SORTED BY DEMOGRAPHIC CATEGORY

BUSH (R)	51%	52%	50%	47%	53%	54%	49%	55%	28%	48%	34%				
KERRY (D)	47%	45%	49%	52%	45%	44%	48%	42%	71%	52%	65%				
OTHER	1%	2%	1%	1%	2%	2%	2%	2%	0%	1%	0%				
UNDECIDED	1%	0%	1%	1%	0%	1%	1%	1%	1%	0%	1%				
FOR CANDIDATE													79%	42%	
AGAINST OTHER CAND.													20%	57%	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%				

DEMOGRAPHIC SUBPOPULATIONS INDEXED TO OVERALL RESPONSES

BUSH (R)	100	103	97	92	104	105	97	108	55	94	67				
KERRY (D)	100	97	104	111	95	94	103	90	151	110	138				
OTHER	100	134	65	40	132	104	123	128	24	39	0				
UNDECIDED	100	66	135	112	67	128	101	105	201	0	155				

OVERALL
 MALE
 FEMALE
 AGE 18-34
 AGE 35-49
 AGE 50-64
 AGE 65+
 WHITE
 BLACK
 HISPANIC
 ASIAN/OTHER

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	655	257	230	160	008	099	150	220	180	236	296	093	017	369	264
LIKELY	526	221	186	117	002	084	129	181	128	195	241	070	011	308	201
BUSH (R)	268	194	026	049	000	038	078	091	059	158	096	007	004	164	100
KERRY (D)	246	025	158	062	002	046	048	087	065	034	139	062	007	138	096
OTHER	008	001	001	006	000	000	002	001	004	003	003	002	000	004	003
UNDECIDED	003	001	001	001	000	000	001	001	002	002	002	000	000	002	001
TOTAL	800	257	230	160	008	104	161	255	269	274	350	120	035	444	326
COMPOSITION OF ADULTS	100%	32%	29%	20%	1%	13%	20%	32%	34%	34%	44%	15%	4%	55%	41%
COMP. OF REG. VOTERS	100%	39%	35%	24%	1%	15%	23%	34%	27%	36%	45%	14%	3%	56%	40%
COMP. OF LIKELY VOTERS	100%	42%	35%	22%	0%	16%	24%	34%	24%	37%	46%	13%	2%	59%	38%

800 NEVADA ADULTS WERE INTERVIEWED BY TELEPHONE 9/11 - 9/13. OF THEM, 655 WERE REGISTERED TO VOTE. OF THEM, 526 WERE JUDGED TO BE 'LIKELY' TO VOTE. GRAPHS REFLECT 'LIKELY' VOTERS.

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	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	655	184	442	004	224	222	180	225	369	030	170	264	139	029
LIKELY	526	143	360	004	168	176	157	189	292	019	121	211	127	024
BUSH (R)	268	070	190	003	070	089	102	143	107	010	051	104	077	016
KERRY (D)	246	071	161	001	095	083	052	044	178	008	068	101	048	008
OTHER	008	001	006	000	003	003	002	002	006	000	002	004	001	000
UNDECIDED	003	001	002	000	001	001	001	000	002	001	000	002	001	000
TOTAL	800	202	555	010	298	262	202	271	447	041	231	310	151	039
COMPOSITION OF ADULTS	100%	25%	69%	1%	37%	33%	25%	34%	56%	5%	29%	39%	19%	5%
COMP. OF REG. VOTERS	100%	28%	67%	1%	34%	34%	27%	34%	56%	5%	26%	40%	21%	4%
COMP. OF LIKELY VOTERS	100%	27%	68%	1%	32%	34%	30%	36%	56%	4%	23%	40%	24%	5%

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	OVERALL	LAS VEGAS AREA	REST OF STATE	URBAN	SUBURBAN	RURAL									
REGISTERED	655	470	185	207	367	079									
LIKELY	526	370	156	173	287	063									
BUSH (R)	268	181	087	081	141	046									
KERRY (D)	246	179	067	091	137	017									
OTHER	008	007	001	001	007	000									
UNDECIDED	003	003	000	001	002	000									
TOTAL	800	583	217	251	449	097									
COMPOSITION OF ADULTS	100%	73%	27%	31%	56%	12%									
COMP. OF REG. VOTERS	100%	72%	28%	32%	56%	12%									
COMP. OF LIKELY VOTERS	100%	70%	30%	33%	55%	12%									

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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.