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.

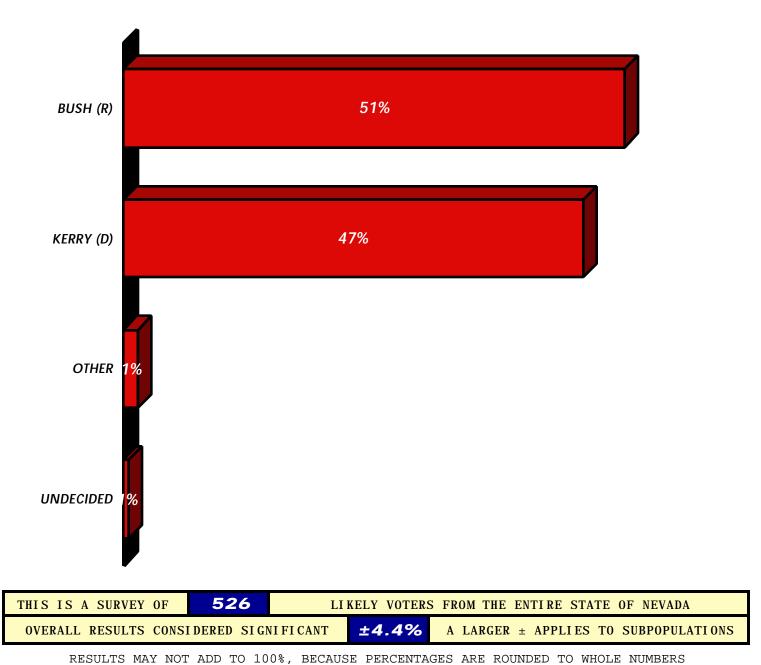
RESEARCH CONDUCTED E.T.	040911 15: 02-23: 50 040912 17: 01-22: 30 040913 18: 34-23: 47 ET
RESPONDENTS DRAWN FROM	THE ENTIRE STATE OF NEVADA
RANDOM SAMPLE SELECTED BY	SURVEY SAMPLING INC.

RESEARCH CONDUCTED FOR KVBC-TV LAS VEGAS

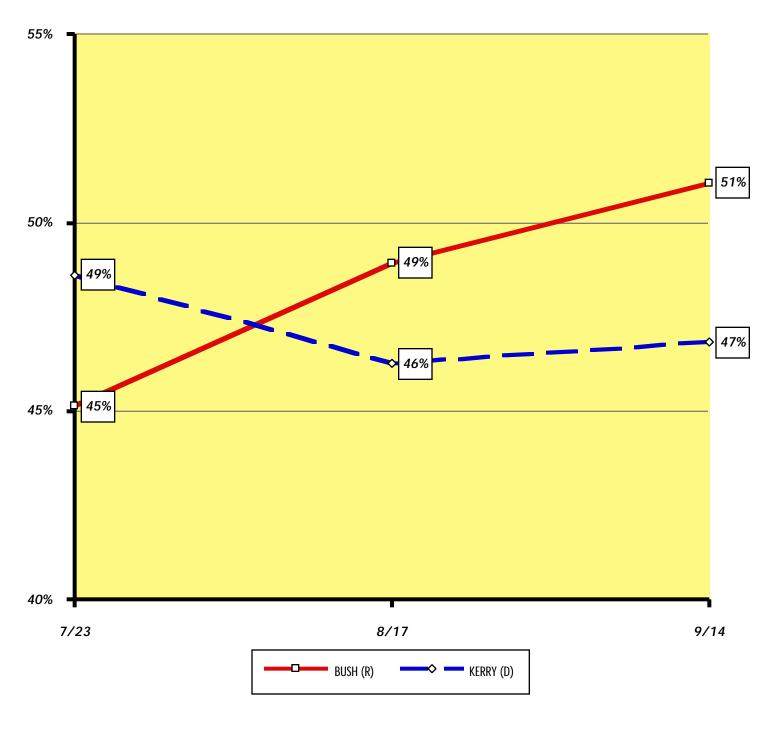
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VOTE FOR PRESIDENT / ALL LIKELY VOTERS

ON NOVEMBER 2ND, AMERICANS WILL ELECT A PRESIDENT. IF THE ELECTION FOR PRESIDENT OF THE UNITED STATES WERE 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?



VOTE FOR PRESIDENT / ALL LIKELY VOTERS



VOTE FOR PRESIDENT / RESPONSES COMPARED BY PERCENTAGES AND BY INDEX

47%

52%

1%

1%

53%

45%

2%

0%

54%

44%

2%

1%

 $100\% \ 100\% \ 100\% \ 100\% \ 100\% \ 100\% \ 100\% \ 100\% \ 100\% \ 100\% \ 100\% \ 100\% \ 100\%$



49%

48%

2%

1%

RESPONSES SORTED BY DEMOGRAPHIC CATEGORY

55%

42%

2%

1%

28%

71%

0%

1%

48%

52%

1%

0%

34%

65%

0%

1%

79%

20%

42%

57%

BUSH (R) KERRY (D) OTHER UNDECIDED 51%

47%

1%

1%

52%

45%

2%

0%

50%

49%

1%

1%

FOR CANDIDATE AGAINST OTHER CAND.

	D	EMO	GRAP	ніс з	SUBP	OPUL	ΑΤΙΟΙ	NS IN	DEXE	D TO	OVE	RALL	RESP	ONSE	S
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				
	I L	MALE	٩E	34	35-49	64	5+	WHITE	BLACK	NC	IER				
	OVERALI	ž	FEMALE	18-	35-	50-64	AGE 65+	MH	BLA	HISPANIC	HO				
	0		Ē	AGE 18-34	AGE	AGE	AG		_	HIS	ž				
				A	A	A					ASIAN/OTHER				
											Ä				

VOTE FOR PRESIDENT / RESPONSES COMPARED BY PERCENTAGES AND BY INDEX

OVERALL	/ 1
REPUBLICAN	LJIU
DEMOCRAT	NJLJ
INDEPENDENT/OTHI	
GRADUATE SCHOOI	
COLLEGE GRAD	
SOME COLLEGE	LNGLN
NO COLLEGE	ITAOL
CONSERVATIVE	J ANL
MODERATE	,
LIBERAL	NDLA
MILITARY /VET	
NON-MILITARY/VE1	—

BUSH (R) Kerry (d) Other Undecided

_		RE	SPOI	VSES	SORT	ED BY	Y DEN	ЛОGR	APHI	C CA	TEGO	RY	
51%	88%	14%	41%	46%	60%	51%	46%	81%	40%	10%	53%	50%	
47%	12%	85%	53%	54%	37%	48%	50%	17%	58%	88%	45%	48%	
1%	0%	1%	5%	0%	2%	1%	3%	1%	1%	2%	1%	2%	
1%	0%	1%	1%	0%	1%	0%	1%	1%	1%	0%	1%	1%	
100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	

BUSH (R) KERRY (D) OTHER UNDECIDED

D	DEMO	GRAF	PHIC S	SUBPO	OPUL	ATIOI	NS IN	DEXE	D TO	OVE	RALL	RESP	ONSE	S
100	172	27	81	89	118	99	90	158	78	19	104	97		
100	25	181	112	115	79	103	107	37	124	187	96	102		
100	23	47	331	26	123	46	186	92	88	160	88	115		
100	54	123	152	0	111	77	189	126	116	0	103	104		
I L	AN	AT	IER	0	AD	GE	GE	Έ	/TE	ß	/ET	ÆΤ		
OVERALL	BLIC	CR	OT	SCHOOL	GR	ILE	EE .	ATIV	ER/	LIBERAL	ž	\leq		
20	REPUBLICAN	DEMOCRAT	Ě		COLLEGE GRAD	SOME COLLEGE	NO COLLEGE	CONSERVATIVE	MODERATE		MILITARY/VET	AR		
	RE	D	DEN	ATI	ILE	ME	NO	NSE	Σ		≣			
			INDEPENDENT/OTHER	GRADUATE	00	SO		CO			Σ	NON-MILITARY/VET		
			DEF	ŝRA								NO		

OVERALL OVERALL OVERALL OVERALL OVERALL OVERALL UNION NON-UNION NON-UNION SERVICES NON-UNION SERVICES NO< REGLIAR RELIGIOUS SERVER</td> A PRO-LIFE A PRO-LIFE A PRO-LIFE A Services SERVICES Services A PRO-LIFE A PRO-LIFE A PRO-LIFE A Services A Services A Services B PRO-LIFE B PRO-LIFE B PRO-LIFE B PRO-CHOICE B Services B

BUSH (R) Kerry (d) Other Undecided

		RE	SPOI	VSES	SORT	ED B	Y DEN	/IOGR	APHI	C CA	TEGO	RY	
51%	49%	53%	42%	51%	65%	76%	37%	42%	49%	61%			
47%	49%	45%	56%	47%	33%	23%	61%	56%	48%	38%			
1%	1%	2%	2%	2%	1%	1%	2%	2%	2%	1%			
1%	1%	1%	1%	0%	1%	0%	1%	0%	1%	0%			
100%	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 ТО	OVE	RALL	RESP	ONSE	S
100	96	103	81	99	127	149	72	82	97	119				
100	106	95	120	101	71	49	130	120	102	81				
100	56	118	101	113	85	69	128	118	133	62				
100	88	111	103	67	113	0	108	54	138	65				
OVERALL	NOINN	NOIND-NON	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



BUSH (R) KERRY (D) OTHER UNDECIDED

			RE	SPOI	VSES	SORT	ED B	Y DEI	ИOGI	RAPH	IC CA	TEGO	RY	
5	1%	49%	56%	47%	49%	73%								
47	7%	48%	43%	52%	48%	27%								
1	%	2%	1%	0%	2%	0%								
1	.%	1%	0%	1%	1%	0%								
10	0%	100%	100%	100%	100%	100%								

BUSH (R) KERRY (D) OTHER UNDECIDED

D	EMO	GRAP	HIC S	SUBP	OPUL	ATIO	NS IN	DEXE	D TO	OVE	RALL	RESP	ONSE	S
100	96	110	91	96	143									
100	103	92	112	102	58									
100	121	51	31	164	0									
100	126	39	118	112	0									

OVERALL URBAN SUBURBAN LAS VEGAS AREA **REST OF STATE** RURAL

RAW COUNTS FOR ALL RESPONSE CHOICES

THE RESPONSES															
PLEASE EXERCISE E	XTREM	E CAU	TION	IN DR	AWI NG	CONC	LUSI 0	NS FR	om su	BPOPU				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	NOT SURE	
REGISTERED	655	337	319	183	206	162	105	468	041	096	050	314	193	008	
LIKELY	526	268	258	132	169	137	087	385	029	070	042	314	193	008	
BUSH (R)	268	140	128	062	090	074	043	213	008	033	014	211	053	004	
KERRY (D)	246	121	125	069	075	060	042	163	020	036	027	102	140	004	
OTHER	008	005	002	001	003	002	002	007	000	000	000	000	000	000	
UNDECIDED	003	001	002	001	001	001	001	003	000	000	000	000	000	000	
TOTAL	800	406	394	262	243	178	118	551	049	134	065	314	193	008	
COMPOSITION OF ADULTS	100%	51%	49%	33%	30%	22%	15%	69%	6%	17%	8%	39%	24%	1%	
COMP. OF REG. VOTERS	100%	51%	49%	28%	31%	25%	16%	71%	6%	15%	8%	48%	30%	1%	
COMP. OF LIKELY VOTERS	100%	51%	49%	25%	32%	26%	16%	73%	5%	13%	8%	60%	37%	1%	
	800	NEVA	DA AI	DULTS	WER	E IN	ΓERVI	EWED	BY	TELEI	PHONE	E 9/1	1 - 9	9/13.	
	OF T	HEM,	655	WERE	REG	I STEI	RED 1	0 V 0	TE.						
	OF T	HEM,	526	WERE	JUD	GED [го ві	E'LI	KELY	T0	VOTE				
	GRAP	HS R	EFLE	CT 'L	I KEL	Y' V	OTERS	5.							

RAW COUNTS FOR ALL RESPONSE CHOICES

THE RESPONSES	OF A	SUBP0	PULAT	I 0 😤 0	F 100	WOUL	D TYP	I CALL	Y BE	CONSI	DERED	ACCU	RATE	± 10%	
PLEASE EXERCISE E	XTREM	E CAU	TI ON	INEDR	AWI NG	CBNC	LUSI O	NS FR	OM SU	BPOPU	LATI O	NS SM	ALLER	THAN	150
PLEASE EXERCISE E	OVERALL	REPUBLICAN	DEMOCRAT	INDEPENDENT/0	NOT SURE	GRADUATE SCH	COLLEGE GRAD	SOME COLLEGE	NO COLLEGE	CONSERVATIVE	MODERATE	LIBERAL	NOT SURE	MILITARY/VET	NON-MILITARY
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	NEVA	DA AI	DULTS	WER	E IN	ΓERVI	EWED	BY	TELE	PHONE	E 9/1	1 -	9/13.	
	OF T	HEM,	655	WERE	REG	I STE	RED 1	0 V 0	TE.						
	OF T	HEM,	526	WERE	JUD	GED [го ві	E'LI	KELY	' TO	VOTE	E.			
	GRAP	HS R	EFLE	CT 'L	IKEL	Y' V	OTERS	5.							

RAW COUNTS FOR A					S	S SERVICES	RVICES							± 10%	
THE RESPONSES						WEUL	D PYP	ICALL	Y BE	CONSI	DERED	ACCU	RATE	± 10%	
PLEASE EXERCISE E	XTREM	E CAU	TION	IN DR	AWENG	CBENC		NS FR	OM SU	BPOPU	LATI 0		ALLER	THAN	100
	OVERALL	NOINU	NOINU-NON	NOT SURE	NO RELIGIOUS	OCCASIONAL RE	REGULAR RELIGI	PRO-LIFE	PRO-CHOICE	NOT SURE	<\$40,000	\$40,000-\$80,00	\$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%	
										TELEI	PHONE	E 9/1	1 - 9	9/13.	
							RED 1 FO BE			' TO	VOTE				
							OTERS		MEL I	10	VOTE				
	UNAP	ns k													

RAW COUNTS FOR ALL RESPONSE CHOICES

THE RESPONSES OF A SUBPOPULATION OF 100 WOULD TYPICALLY BE CONSIDERED AC PLEASE EXERCISE EXTREME <u>CAUTION IN DRAWING</u> CONCLUSIONS FROM SUBPOPULATIONS															
PLEASE EXERCISE E		LAS VEGAS ARE	REST OF STATE			CUNC	LUSION	IS FK	<u>um su</u>	BLOLO	LAIIU	<u>NS S</u>		C I HAN	100
	OVERALI	S VE	ST 0	URBAN	SUBURBAN	RURAL									
	6	LA	RE	5	SL	RI									
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%									
	800	NEXA			UITID	с т.ж			DX			0 /-	1	0 / 1 0	
										TELE	PHONE	9/1	-	9/13.	
		OF THEM, 655 WERE REGISTERED TO VOTE. OF THEM, 526 WERE JUDGED TO BE 'LIKELY' TO VOTE.													
							TU BE		KELY	10	VUIE				
	GRAP	ns k	CRLE(A KEL		JIERS.	•							

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.