

# ***FIERCE BATTLE FOR OREGON'S 7 ECV: BUSH 48%, KERRY 47%, 6 WKS OUT***



***IN 2000, GORE CARRIED OREGON BY ONE-HALF OF ONE PERCENTAGE POINT ... FIGHT IN 2004 IS JUST AS TIGHT***

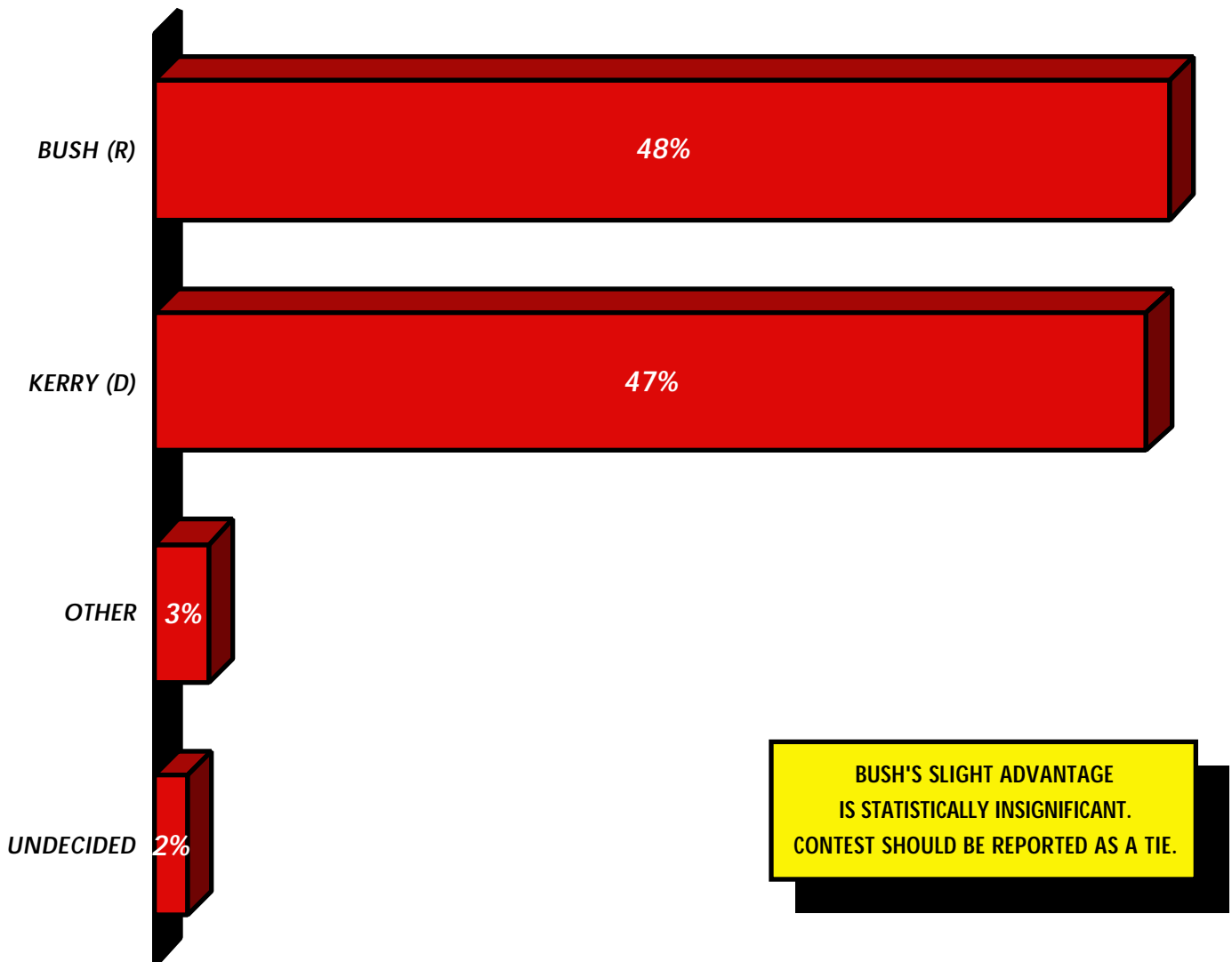
- \* IN AN ELECTION FOR PRESIDENT IN OREGON TODAY, GEORGE W BUSH & JOHN KERRY TIE, ACCORDING TO SURVEYUSA POLL OF 747 LIKELY VOTERS, CONDUCTED 9/19 + 9/20 + 9/21.
- \* IT'S BUSH 48%, KERRY 47% TODAY, A STATISTICAL TIE. BUSH HOLDS 89% OF REPUBLICAN BASE. KERRY HOLDS 88% OF DEMOCRAT BASE. INDEPENDENTS BREAK 4:3 FOR KERRY.
- \* THOSE WHO HAVE COMPLETED GRADUATE SCHOOL SUPPORT KERRY 3:2. ALL OTHER EDUCATION LEVELS SUPPORT BUSH. MILITARY HOUSEHOLDS SUPPORT BUSH BY 9. NON-MILITARY HH'S SUPPORT KERRY BY 9. THOSE WHO ATTEND CHURCH REGULARLY SUPPORT BUSH 2:1. THOSE WHO ATTEND CHURCH RARELY SUPPORT KERRY 2:1. KERRY UP 6 IN GREATER PORTLAND. BUSH UP 13 IN REST OF OREGON. BUSH UP 12 PTS IN SUBURBAN OR, UP 22 IN RURAL OR, DOWN 32 IN URBAN OR.

<b>RESEARCH CONDUCTED E.T.</b>	040919 17:01-22:27 040920 18:32-22:49 040921 18:30-22:48 ET
<b>RESPONDENTS DRAWN FROM</b>	THE ENTIRE STATE OF OREGON
<b>RANDOM SAMPLE SELECTED BY</b>	SURVEY SAMPLING INC.

RESEARCH CONDUCTED FOR KATU-TV PORTLAND

*VOTE FOR PRESIDENT / ALL LIKELY VOTERS*

AMERICANS WILL ELECT A PRESIDENT ON NOVEMBER 2ND. 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	747	LIKELY VOTERS FROM THE ENTIRE STATE OF OREGON
OVERALL RESULTS CONSIDERED SIGNIFICANT	$\pm 3.7\%$	A LARGER $\pm$ 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	MALE	FEMALE	AGE 18-34	AGE 35-49	AGE 50-64	AGE 65+	WHITE	BLACK	HISPANIC	ASIAN/OTHER				
	<b>RESPONSES SORTED BY DEMOGRAPHIC CATEGORY</b>														
BUSH (R)	48%	49%	48%	45%	53%	51%	44%	49%	30%	36%	51%				
KERRY (D)	47%	46%	48%	50%	44%	45%	52%	47%	62%	54%	47%				
OTHER	3%	3%	3%	3%	2%	3%	3%	2%	6%	8%	1%				
UNDECIDED	2%	2%	1%	2%	1%	1%	2%	2%	2%	2%	1%				
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%				

	OVERALL	MALE	FEMALE	AGE 18-34	AGE 35-49	AGE 50-64	AGE 65+	WHITE	BLACK	HISPANIC	ASIAN/OTHER				
	<b>DEMOGRAPHIC SUBPOPULATIONS INDEXED TO OVERALL RESPONSES</b>														
BUSH (R)	100	102	98	92	109	104	90	102	62	74	106				
KERRY (D)	100	98	102	106	93	95	110	99	131	114	100				
OTHER	100	97	103	131	62	112	104	90	225	313	28				
UNDECIDED	100	113	88	114	95	90	101	101	117	101	52				

VOTE FOR PRESIDENT / RESPONSES COMPARED BY PERCENTAGES AND BY INDEX

	OVERALL	REPUBLICAN	DEMOCRAT	INDEPENDENT/OTHER	GRAD SCHOOL	COLLEGE GRAD	SOME COLLEGE	NO COLLEGE	CONSERVATIVE	MODERATE	LIBERAL				
<b>RESPONSES SORTED BY DEMOGRAPHIC CATEGORY</b>															
BUSH (R)	48%	89%	9%	39%	37%	50%	51%	51%	85%	39%	6%				
KERRY (D)	47%	9%	88%	53%	59%	47%	45%	44%	11%	57%	90%				
OTHER	3%	1%	2%	6%	2%	2%	3%	3%	1%	3%	4%				
UNDECIDED	2%	2%	1%	2%	2%	1%	1%	2%	2%	1%	0%				
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%				

	OVERALL	REPUBLICAN	DEMOCRAT	INDEPENDENT/OTHER	GRAD SCHOOL	COLLEGE GRAD	SOME COLLEGE	NO COLLEGE	CONSERVATIVE	MODERATE	LIBERAL				
<b>DEMOGRAPHIC SUBPOPULATIONS INDEXED TO OVERALL RESPONSES</b>															
BUSH (R)	100	183	19	82	77	104	105	105	176	81	13				
KERRY (D)	100	18	187	111	124	98	94	93	24	120	189				
OTHER	100	47	72	229	64	82	109	112	44	97	161				
UNDECIDED	100	100	44	113	143	65	91	111	148	85	0				

OVERALL  
 REPUBLICAN  
 DEMOCRAT  
 INDEPENDENT/OTHER  
 GRAD SCHOOL  
 COLLEGE GRAD  
 SOME COLLEGE  
 NO COLLEGE  
 CONSERVATIVE  
 MODERATE  
 LIBERAL

VOTE FOR PRESIDENT / RESPONSES COMPARED BY PERCENTAGES AND BY INDEX

OVERALL  
 NO RELIGIOUS SERVICES  
 OCCASIONAL RELIGIOUS SERVICES  
 REGULAR RELIGIOUS SERVICES  
 PRO-LIFE  
 PRO-CHOICE  
 MILITARY/VET  
 NON-MILITARY/VET  
 UNION  
 NON-UNION

RESPONSES SORTED BY DEMOGRAPHIC CATEGORY															
BUSH (R)	48%	34%	46%	66%	80%	27%	52%	44%	43%	50%					
KERRY (D)	47%	63%	49%	30%	16%	69%	43%	53%	53%	46%					
OTHER	3%	2%	2%	2%	2%	3%	3%	1%	1%	3%					
UNDECIDED	2%	1%	2%	2%	2%	1%	2%	1%	2%	1%					
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%					

DEMOGRAPHIC SUBPOPULATIONS INDEXED TO OVERALL RESPONSES															
BUSH (R)	100	69	95	136	166	57	106	92	88	104					
KERRY (D)	100	134	104	63	33	145	92	112	113	96					
OTHER	100	87	83	94	70	102	124	39	55	98					
UNDECIDED	100	49	149	107	127	72	108	87	146	84					

OVERALL  
 NO RELIGIOUS SERVICES  
 OCCASIONAL RELIGIOUS SERVICES  
 REGULAR RELIGIOUS SERVICES  
 PRO-LIFE  
 PRO-CHOICE  
 MILITARY/VET  
 NON-MILITARY/VET  
 UNION  
 NON-UNION

VOTE FOR PRESIDENT / RESPONSES COMPARED BY PERCENTAGES AND BY INDEX

OVERALL      >\$40,000      \$40,000-\$80,000      \$80,000+      PORTLAND AREA      REST OF OREGON      URBAN      SUBURBAN      RURAL      BUSH (R)      KERRY (D)

RESPONSES SORTED BY DEMOGRAPHIC CATEGORY

BUSH (R)	48%	41%	52%	53%	45%	54%	32%	54%	59%					
KERRY (D)	47%	54%	44%	45%	51%	41%	64%	42%	37%					
OTHER	3%	4%	2%	1%	3%	3%	4%	2%	2%					
UNDECIDED	2%	1%	3%	0%	1%	2%	0%	2%	3%					
VOTED 'FOR' CANDIDATE													83%	43%
'AGAINST' OTHER CAND.													15%	55%
	100%	100%	100%	100%	100%	100%	100%	100%	100%					

DEMOGRAPHIC SUBPOPULATIONS INDEXED TO OVERALL RESPONSES

BUSH (R)	100	85	107	110	94	112	66	111	121					
KERRY (D)	100	115	92	96	107	87	134	89	78					
OTHER	100	156	59	39	100	101	143	88	70					
UNDECIDED	100	41	174	13	84	131	29	100	184					

OVERALL      >\$40,000      \$40,000-\$80,000      \$80,000+      PORTLAND AREA      REST OF OREGON      URBAN      SUBURBAN      RURAL











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.