

VIRGINIA: BUSH PULLS 11 PTS AHEAD OF KERRY, 39 DAYS TO THE ELECTION



IN 2000, BUSH CARRIED VA BY 8 PTS ... LEADS TODAY BY 11 ... 13 ELECTORAL VOTES IN PLAY

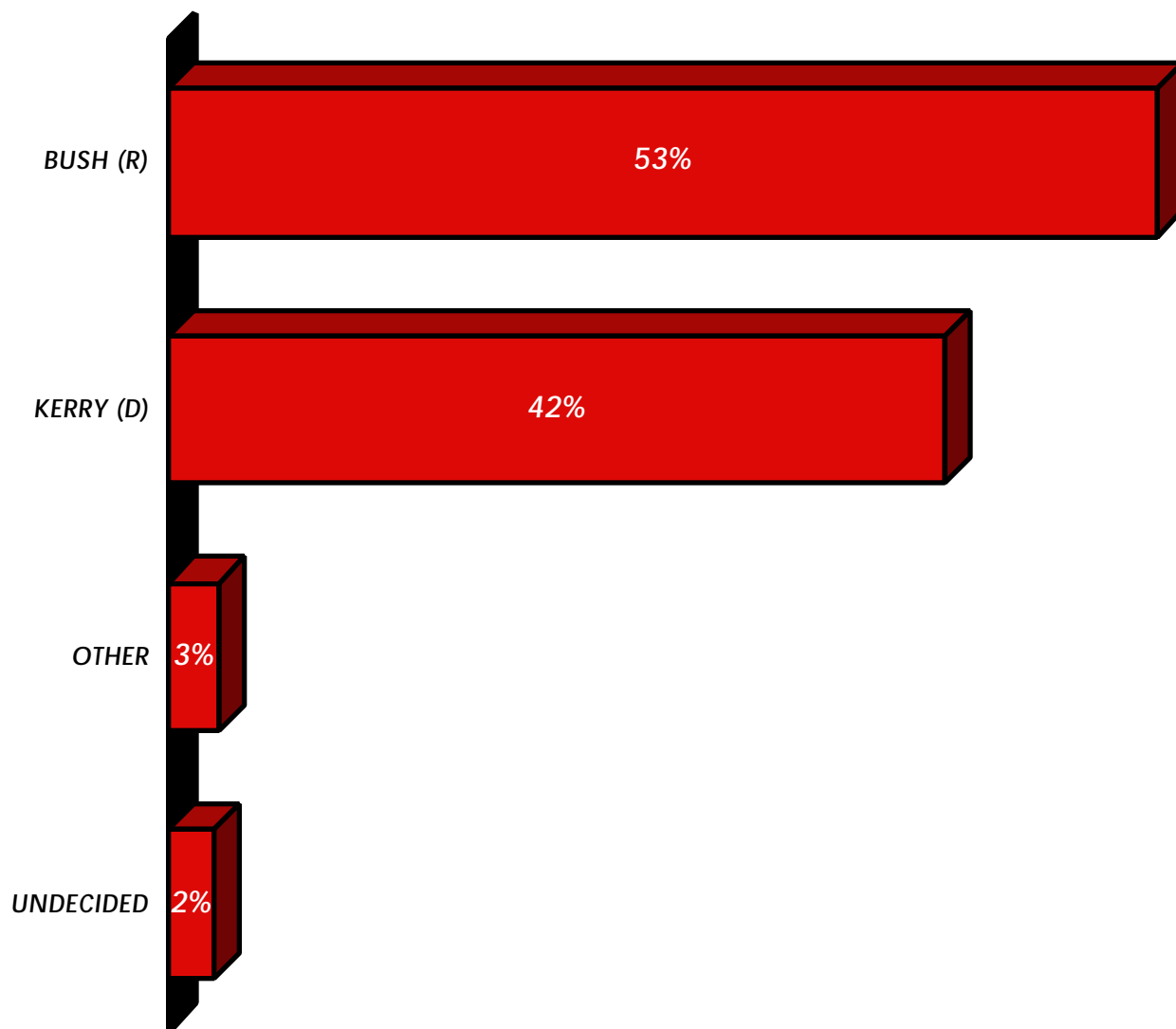
- ☛ IN AN ELECTION FOR PRESIDENT TODAY IN VIRGINIA, GEORGE W BUSH DEFEATS JOHN KERRY 53% TO 42%, ACCORDING TO SURVEYUSA POLL OF 744 LIKELY VOTERS CONDUCTED 9/21 - 9/23.
- ☛ 1 MO AGO, BUSH LED BY 4 IN VA, NOW 11.
- ☛ 1 MO AGO, KERRY LED BY 3 AMONG WOMEN, NOW BUSH LEADS BY 5, AN 8-PT SWING.
- ☛ 1 MO AGO, BUSH LED BY 2 AMONG VOTERS 65+, NOW BUSH LEADS BY 26, A 24-PT SWING.
- ☛ 1 MO AGO, KERRY LED BY 10 IN UNION HOUSEHOLDS, NOW BUSH LEADS BY 7.
- ☛ 1 MO AGO, KERRY LED BY 12 AMONG VOTERS EARNING < \$40K/YR, NOW BY ONLY 3.
- ☛ 1 MO AGO, BUSH LED BY 3 IN SUBURBAN VA, NOW BUSH LEADS BY 14.

RESEARCH CONDUCTED E.T.	040921 15: 32- 20: 49 040922 15: 30- 20: 49 040923 15: 33- 20: 46 ET
RESPONDENTS DRAWN FROM	THE ENTIRE STATE OF VIRGINIA
RANDOM SAMPLE SELECTED BY	SURVEY SAMPLING INC.

RESEARCH CONDUCTED FOR WSL5-TV ROANOKE

VOTE FOR PRESIDENT / ALL LIKELY VOTERS

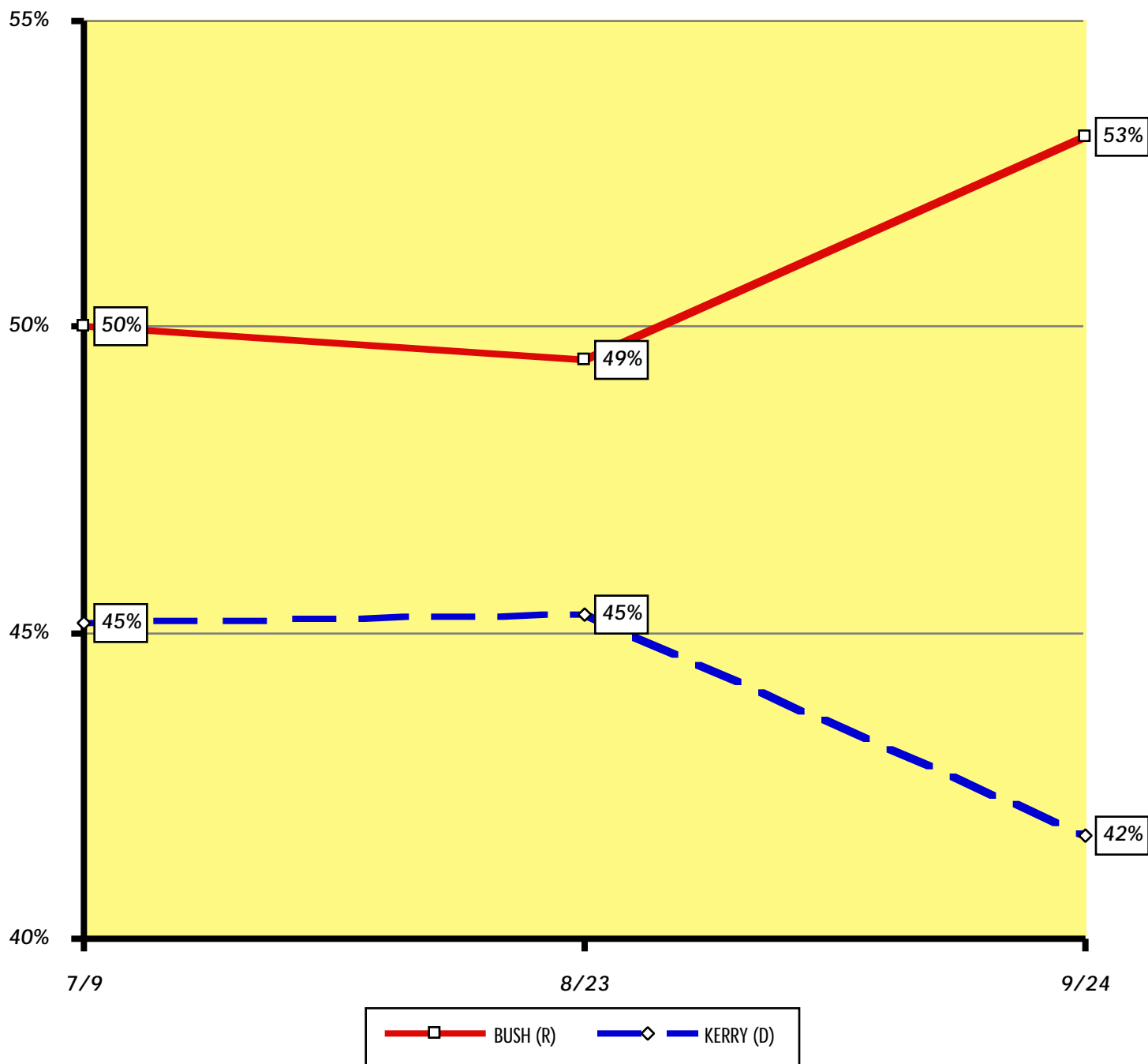
ON NOVEMBER 2ND, AMERICANS WILL ELECT A PRESIDENT. IF THE ELECTION FOR PRESIDENT OF THE UNITED STATES WERE HELD TODAY, AND YOU WERE STANDING IN THE VOTING BOOTH RIGHT NOW, WHO WOULD YOU VOTE FOR? REPUBLICAN GEORGE W. BUSH? DEMOCRAT JOHN KERRY? OR SOME OTHER CANDIDATE?



THIS IS A SURVEY OF	744	LIKELY VOTERS FROM THE ENTIRE STATE OF VIRGINIA
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 / ALL LIKELY VOTERS



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)	53%	54%	46%	56%	50%	49%	55%	50%	62%	63%	18%	47%	28%		
KERRY (D)	42%	41%	43%	38%	45%	44%	40%	45%	36%	34%	78%	39%	39%		
OTHER	3%	2%	5%	3%	2%	4%	3%	2%	1%	2%	2%	6%	9%		
UNDECIDED	2%	2%	6%	2%	3%	3%	3%	2%	1%	1%	2%	7%	23%		
VOTED 'FOR' CANDIDATE															85%
'AGAINST' OTHER CAND.															13%
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%		

DEMOGRAPHIC SUBPOPULATIONS INDEXED TO OVERALL RESPONSES

BUSH (R)	100	103	86	105	95	92	103	95	116	119	33	89	53		
KERRY (D)	100	99	103	92	108	106	95	109	86	81	188	95	95		
OTHER	100	86	172	117	83	148	94	81	54	85	72	237	324		
UNDECIDED	100	70	261	98	102	134	111	83	41	38	85	271	943		

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

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		
RESPONSES SORTED BY DEMOGRAPHIC CATEGORY															
BUSH (R)	53%	93%	9%	46%	49%	55%	55%	55%	84%	42%	15%	56%	50%		
KERRY (D)	42%	6%	88%	44%	47%	40%	40%	38%	13%	52%	79%	39%	44%		
OTHER	3%	1%	1%	6%	3%	2%	3%	4%	2%	3%	3%	2%	3%		
UNDECIDED	2%	0%	2%	4%	1%	3%	3%	3%	2%	2%	2%	2%	3%		
	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		
DEMOGRAPHIC SUBPOPULATIONS INDEXED TO OVERALL RESPONSES															
BUSH (R)	100	175	18	87	92	104	103	103	157	80	29	106	95		
KERRY (D)	100	13	210	106	113	96	95	92	31	125	189	94	105		
OTHER	100	44	43	208	96	56	105	146	74	125	124	88	120		
UNDECIDED	100	13	79	157	50	140	111	115	64	94	92	99	105		

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)	53%	51%	54%	42%	57%	57%	75%	38%	45%	60%	53%					
KERRY (D)	42%	44%	40%	52%	39%	37%	20%	56%	48%	36%	42%					
OTHER	3%	4%	3%	4%	2%	3%	3%	3%	2%	3%	3%					
UNDECIDED	2%	1%	3%	2%	2%	3%	2%	2%	5%	2%	1%					
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%					

	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+					
	DEMOGRAPHIC SUBPOPULATIONS INDEXED TO OVERALL RESPONSES															
BUSH (R)	100	95	102	79	107	107	142	72	84	112	100					
KERRY (D)	100	106	97	125	94	89	48	136	115	87	102					
OTHER	100	136	97	151	82	94	96	109	83	93	114					
UNDECIDED	100	59	107	68	72	138	72	88	198	73	50					

VOTE FOR PRESIDENT / RESPONSES COMPARED BY PERCENTAGES AND BY INDEX

OVERALL
 SHENANDOAH
 NORTHEAST VIRGINIA
 SOUTHEAST VIRGINIA
 CENTRAL VIRGINIA
 URBAN
 SUBURBAN
 RURAL

RESPONSES SORTED BY DEMOGRAPHIC CATEGORY															
BUSH (R)	53%	60%	45%	54%	54%	51%	54%	54%							
KERRY (D)	42%	36%	48%	39%	43%	45%	40%	42%							
OTHER	3%	2%	4%	3%	2%	3%	3%	2%							
UNDECIDED	2%	2%	4%	4%	1%	1%	3%	2%							
	100%	100%	100%	100%	100%	100%	100%	100%							

DEMOGRAPHIC SUBPOPULATIONS INDEXED TO OVERALL RESPONSES															
BUSH (R)	100	113	84	102	102	95	101	102							
KERRY (D)	100	86	114	95	102	109	97	100							
OTHER	100	81	146	93	76	118	103	75							
UNDECIDED	100	71	149	150	34	35	128	89							

OVERALL
 SHENANDOAH
 NORTHEAST VIRGINIA
 SOUTHEAST VIRGINIA
 CENTRAL VIRGINIA
 URBAN
 SUBURBAN
 RURAL

RAW COUNTS FOR ALL RESPONSE CHOICES

THE RESPONSES OF A SUBPOPULATION OF 100 WOULD TYPICALLY BE CONSIDERED ACCURATE \pm 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	VOTED 'FOR' CANDIDATE	'AGAINST' OTHER CAND.	NOT SURE
REGISTERED	768	377	391	225	239	182	121	572	127	029	039	463	221	020
CERTAIN	627	311	316	154	212	158	103	480	099	020	028	407	180	014
PROBABLE	117	057	060	060	024	020	013	076	027	005	010	057	041	006
LIKELY	744	368	376	214	235	178	117	556	125	025	038	463	221	020
BUSH (R)	395	206	189	104	129	090	072	350	022	012	011	336	053	006
KERRY (D)	310	141	169	094	094	081	042	187	098	010	015	128	168	014
OTHER	020	012	009	009	006	004	002	013	002	002	003	000	000	000
UNDECIDED	018	009	010	007	006	004	001	005	003	002	009	000	000	000
TOTAL	900	435	465	289	275	202	134	649	164	038	048	463	221	020
COMPOSITION OF ADULTS	100%	48%	52%	32%	31%	22%	15%	72%	18%	4%	5%	51%	25%	2%
COMP. OF REG. VOTERS	100%	49%	51%	29%	31%	24%	16%	74%	17%	4%	5%	60%	29%	3%
COMP. OF LIKELY VOTERS	100%	49%	51%	29%	32%	24%	16%	75%	17%	3%	5%	62%	30%	3%

900 VIRGINIA ADULTS WERE INTERVIEWED BY TELEPHONE 9/21 - 9/23.
OF THEM, 768 WERE REGISTERED TO VOTE.
OF THEM, 744 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	768	274	213	268	013	224	162	217	161	267	354	105	032	433	321
CERTAIN	627	235	175	206	011	193	136	182	114	235	289	077	022	365	255
PROBABLE	117	032	030	054	001	021	022	032	041	026	056	020	009	053	058
LIKELY	744	267	205	260	012	215	158	214	154	261	345	097	031	418	313
BUSH (R)	395	248	019	120	008	105	087	117	084	218	146	015	014	235	158
KERRY (D)	310	015	180	115	001	101	063	085	059	034	180	077	013	163	137
OTHER	020	003	002	015	000	006	002	006	006	005	012	003	000	010	010
UNDECIDED	018	001	004	010	003	003	005	006	004	004	008	002	004	010	008
TOTAL	900	274	213	268	013	251	177	243	217	302	409	120	048	494	381
COMPOSITION OF ADULTS	100%	30%	24%	30%	1%	28%	20%	27%	24%	34%	45%	13%	5%	55%	42%
COMP. OF REG. VOTERS	100%	36%	28%	35%	2%	29%	21%	28%	21%	35%	46%	14%	4%	56%	42%
COMP. OF LIKELY VOTERS	100%	36%	28%	35%	2%	29%	21%	29%	21%	35%	46%	13%	4%	56%	42%

900 VIRGINIA ADULTS WERE INTERVIEWED BY TELEPHONE 9/21 - 9/23. OF THEM, 768 WERE REGISTERED TO VOTE. OF THEM, 744 WERE JUDGED TO BE 'LIKELY' TO VOTE. GRAPHS REFLECT 'LIKELY' VOTERS.

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	OVERALL	SHENANDOAH	NORTHEAST VIRGINIA	SOUTHEAST VIRGINIA	CENTRAL VIRGINIA	URBAN	SUBURBAN	RURAL	CERTAIN	PROBABLE					
REGISTERED	768	196	206	169	197	164	438	166	627	117					
CERTAIN	627	147	171	140	168	131	369	127	627	000					
PROBABLE	117	038	032	023	023	028	059	030	000	117					
LIKELY	744	185	203	164	192	158	428	157	627	117					
BUSH (R)	395	111	090	089	104	080	230	085	342	054					
KERRY (D)	310	067	097	064	082	072	173	065	260	050					
OTHER	020	004	008	004	004	005	012	003	015	005					
UNDECIDED	018	003	007	006	002	001	014	003	011	008					
TOTAL	900	233	231	203	232	197	503	199	627	117					
COMPOSITION OF ADULTS	100%	26%	26%	23%	26%	22%	56%	22%	70%	13%					
COMP. OF REG. VOTERS	100%	25%	27%	22%	26%	21%	57%	22%	82%	15%					
COMP. OF LIKELY VOTERS	100%	25%	27%	22%	26%	21%	58%	21%	84%	16%					

900 VIRGINIA ADULTS WERE INTERVIEWED BY TELEPHONE 9/21 - 9/23. OF THEM, 768 WERE REGISTERED TO VOTE. OF THEM, 744 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.