

BUSH NOW UP 14 PTS IN TENNESSEE, LEADS 55% TO 41%, 40 DAYS OUT



IN 2000, BUSH WON TN BY 4, LEADS NOW BY 14 ... 11 ELECTORAL VOTES AT STAKE

- * IN AN ELECTION FOR PRESIDENT TODAY IN TENNESSEE, GEORGE W BUSH DEFEATS JOHN KERRY 55% TO 41%, ACCORDING TO SURVEYUSA POLL OF 601 LIKELY VOTERS CONDUCTED 9/20 - 9/22.

- * 7 WKS AGO, IN AN IDENTICAL TRACKING POLL, BUSH LED BY 2, NOW 14, A 12-PT GOP SWING.
- * THAT POLL WAS TAKEN IMMEDIATELY AFTER DNC & BEFORE SWIFT-BOAT ATTACKS HAD BEGUN.

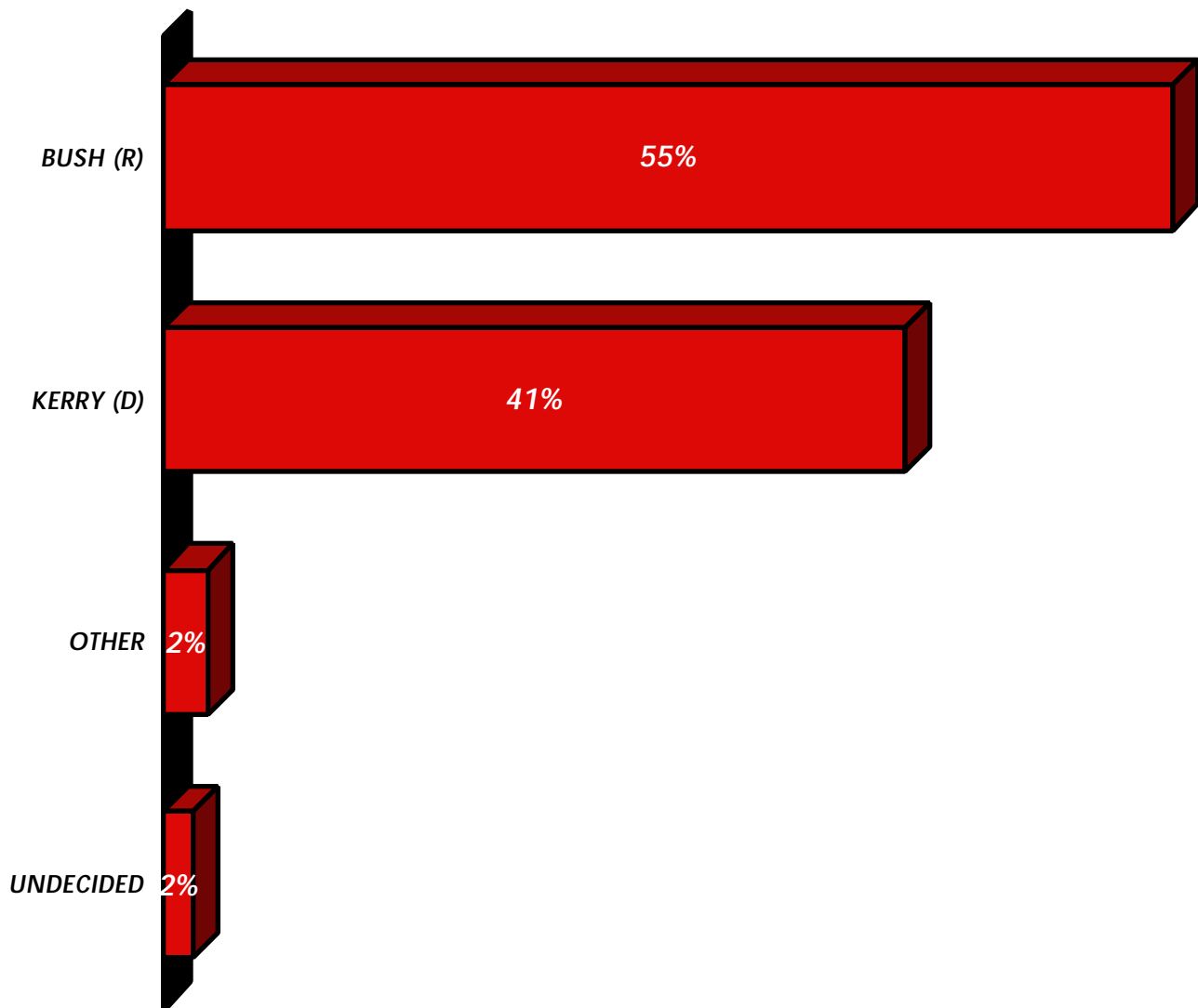
- * 7 WKS AGO: BUSH LED BY 2 AMONG MEN, NOW 25. A 23-PT SWING.
- * 7 WKS AGO: BUSH LED BY 18 AMONG WHITES, NOW 31, A 13-PT SWING.
- * 7 WKS AGO: BUSH LED BY 4 IN MIDDLE TN, NOW 20, A 16-PT SWING.
- * 7 WKS AGO: BUSH LED BY 12 IN EASTERN TN, NOW 26, A 14-PT SWING.
- * 7 WKS AGO: BUSH LED IN RURAL TN BY 3, NOW 22, A 19-PT SWING.

RESEARCH CONDUCTED E.T.	040920 16: 32- 20: 50 040921 16: 32- 20: 44 040922 16: 36- 20: 50 ET
RESPONDENTS DRAWN FROM	THE ENTIRE STATE OF TENNESSEE
RANDOM SAMPLE SELECTED BY	SURVEY SAMPLING INC.

RESEARCH CONDUCTED FOR WBIR-TV KNOXVILLE

VOTE FOR PRESIDENT / ALL LIKELY VOTERS

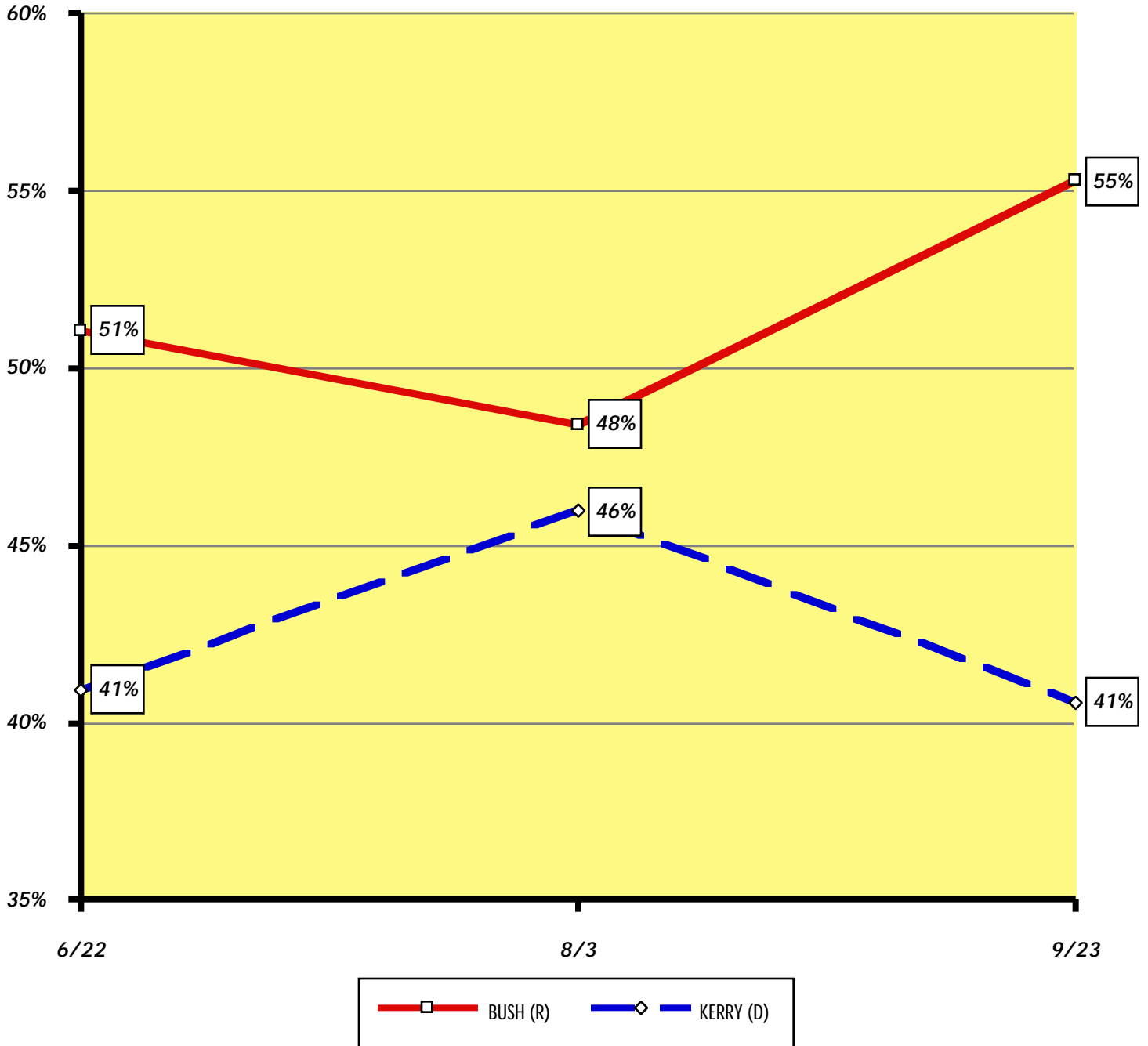
ON NOVEMBER 2ND, AMERICANS WILL ELECT A PRESIDENT. IF THE ELECTION FOR PRESIDENT OF THE UNITED STATES WERE TODAY, AND YOU WERE STANDING IN THE VOTING BOOTH RIGHT NOW, WHO WOULD YOU VOTE FOR? REPUBLICAN GEORGE W. BUSH? DEMOCRAT JOHN KERRY? OR SOME OTHER CANDIDATE?



THIS IS A SURVEY OF	601	LIKELY VOTERS FROM THE ENTIRE STATE OF TENNESSEE
OVERALL RESULTS CONSIDERED SIGNIFICANT	±4.1%	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 CERTAIN PROBABLE MALE FEMALE AGE 18-34 AGE 35-49 AGE 50-64 AGE 65+ WHITE BLACK BUSH (R) KERRY (D)

RESPONSES SORTED BY DEMOGRAPHIC CATEGORY

BUSH (R)	55%	56%	52%	61%	50%	61%	53%	55%	51%	63%	12%				
KERRY (D)	41%	41%	37%	36%	45%	32%	44%	41%	46%	32%	87%				
OTHER	2%	2%	6%	1%	3%	4%	2%	3%	1%	3%	1%				
UNDECIDED	2%	1%	4%	2%	1%	3%	1%	1%	1%	2%	1%				
FOR CANDIDATE														84%	48%
AGAINST OTHER CAND.														15%	48%
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%				

DEMOGRAPHIC SUBPOPULATIONS INDEXED TO OVERALL RESPONSES

BUSH (R)	100	101	95	110	90	110	96	100	93	115	21				
KERRY (D)	100	101	92	88	112	80	109	101	114	79	214				
OTHER	100	84	257	60	138	146	78	113	54	108	28				
UNDECIDED	100	87	233	121	80	181	67	68	79	112	50				

OVERALL CERTAIN PROBABLE MALE FEMALE AGE 18-34 AGE 35-49 AGE 50-64 AGE 65+ WHITE BLACK

VOTE FOR PRESIDENT / RESPONSES COMPARED BY PERCENTAGES AND BY INDEX

	OVERALL	PRO-LIFE	PRO-CHOICE	MILITARY/VET	NON-MILITARY/VET	GRAD SCHOOL	COLLEGE GRAD	SOME COLLEGE	NO COLLEGE	<\$40,000	\$40,000 - \$80,000	\$80,000+			
RESPONSES SORTED BY DEMOGRAPHIC CATEGORY															
BUSH (R)	55%	71%	35%	53%	59%	47%	67%	65%	45%	47%	59%	64%			
KERRY (D)	41%	25%	62%	43%	37%	49%	29%	31%	51%	49%	37%	33%			
OTHER	2%	1%	3%	2%	3%	1%	2%	4%	2%	3%	2%	2%			
UNDECIDED	2%	2%	0%	2%	2%	3%	2%	0%	2%	1%	2%	0%			
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%			

	OVERALL	PRO-LIFE	PRO-CHOICE	MILITARY/VET	NON-MILITARY/VET	GRAD SCHOOL	COLLEGE GRAD	SOME COLLEGE	NO COLLEGE	<\$40,000	\$40,000 - \$80,000	\$80,000+			
DEMOGRAPHIC SUBPOPULATIONS INDEXED TO OVERALL RESPONSES															
BUSH (R)	100	129	63	96	107	85	122	117	81	85	107	116			
KERRY (D)	100	63	153	106	90	121	71	76	126	121	91	82			
OTHER	100	52	118	89	111	43	101	172	64	128	85	77			
UNDECIDED	100	117	13	95	90	155	90	7	143	45	116	28			

VOTE FOR PRESIDENT / RESPONSES COMPARED BY PERCENTAGES AND BY INDEX

	OVERALL	WESTERN TN	MIDDLE TN	EASTERN TN	URBAN	SUBURBAN	RURAL								
	RESPONSES SORTED BY DEMOGRAPHIC CATEGORY														
BUSH (R)	55%	43%	58%	61%	44%	60%	59%								
KERRY (D)	41%	53%	38%	35%	53%	34%	37%								
OTHER	2%	2%	3%	2%	2%	3%	2%								
UNDECIDED	2%	2%	1%	3%	0%	2%	2%								
	100%	100%	100%	100%	100%	100%	100%								

	DEMOGRAPHIC SUBPOPULATIONS INDEXED TO OVERALL RESPONSES														
BUSH (R)	100	79	106	110	79	109	107								
KERRY (D)	100	130	94	85	132	85	92								
OTHER	100	82	122	93	100	132	65								
UNDECIDED	100	112	32	151	28	130	124								

OVERALL
WESTERN TN
MIDDLE TN
EASTERN TN
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.