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.

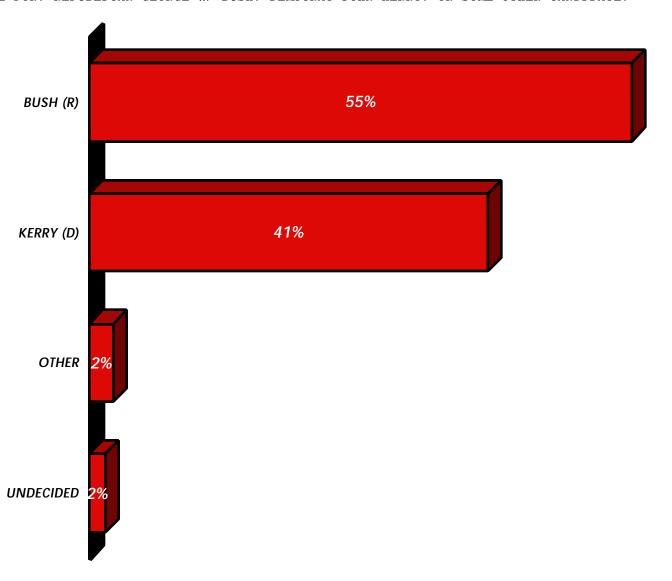
RESEARCH CONDUCTED E.T.	040920 16: 32-20: 50 040921 16: 32-20: 44 040922 16: 36-20: 50 ET
RESPONDENTS DRAWN FROM	THE ENTIRE STATE OF TENNESSEE
RANDOM SAMPLE SELECTED BY	SURVEY SAMPLING INC.

RESEARCH CONDUCTED FOR WBIR-TV KNOXVILLE

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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 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?

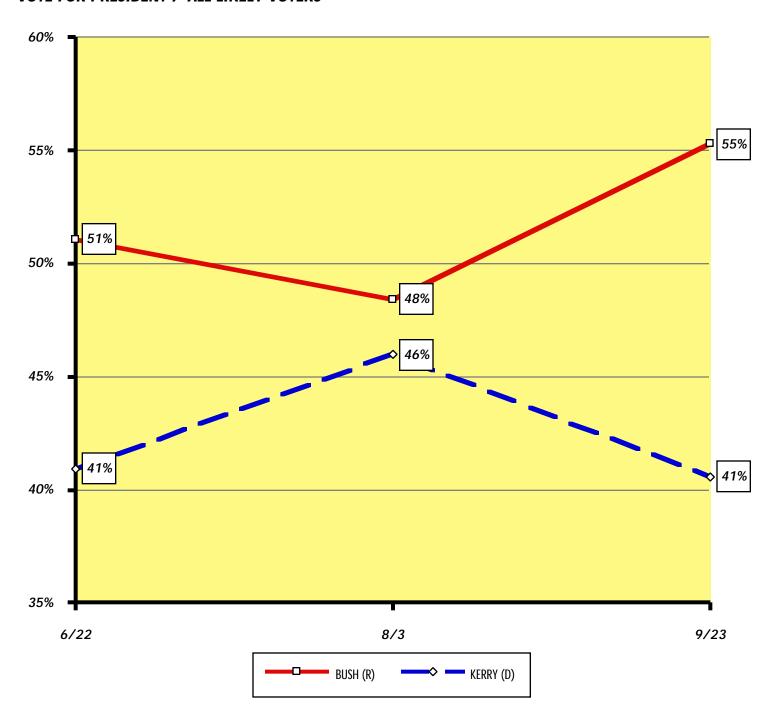


THIS IS A SURVEY OF 601 LIKELY VOTERS FROM THE ENTIRE STATE OF TENNESSEE

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

≓	_	BLE		ш	-34	-49	-64	.±			€	<u>e</u>
RAL	₹	ВА	щ	ALE	18-	35-	50-	9	μ	X)	≿
)VER	ERTAIN	ROB	MALE	ΈM	1GE	₹6E	GE	4GE	WHITE	3LA(SUS	Œ

BUSH	(R)
KERRY	(D)
OTH	IER
UNDECIE)FD

RESPONSES SORTED BY DEMOGRAPHIC CATEGORY 61% 50% 63% 12% 55% 56% 61% 53% 55% 51%41% 41% 37% 36% 45% 32% 44% 41% 46% 32% 87% 2% 2% 6% 3% 4% 2% 3% 1% 3% 1% 1% 2% 3% 1% 1% 1% 1% 84% 48% 15% 48% 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100%

FOR CANDIDATE AGAINST OTHER CAND.

BUSH (R) KERRY (D) OTHER UNDECIDED

E	ЕМО	GRAF	PHIC S	SUBP	OPUL	ATIO	NS IN	DEXE	D TO	OVE	RALL	RESP	ONSE	S
100	101	95	110	90	110	96	100	93	115	21				
100	101	92	88	112	80	109	101	114	79	214				
100	84	257	60	138	146	78	113	54	108	28				
100	87	233	121	80	181	67	68	79	112	50				

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

OVERALL

OVERALL

OVERALL

OVERALL

DEMOCRAT

SASSNOASSANOASSA

CONSERVATIVE

MODERATE

LIBERAL

NO RELIGIOUS SERVICES

OCCASIONAL RELIGIOUS ARVICES

REGULAR RELIGIOUS ARVICES

REGULAR RELIGIOUS ARVICES

BUSH (R) KERRY (D) OTHER UNDECIDED

		RE	SPOI	VSES	SORT	ED B	Y DEI	/IOGR	RAPHI	C CA	TEGO	RY	
55%	94%	9%	55%	77%	41%	14%	45%	51%	60%				
41%	4%	87%	40%	19%	55%	83%	53%	45%	36%				
2%	2%	2%	4%	1%	3%	3%	2%	3%	2%				
2%	1%	2%	1%	2%	1%	0%	0%	1%	2%				
100%	100%	100%	100%	100%	100%	100%	100%	100%	100%				

BUSH (R) KERRY (D) OTHER UNDECIDED

E	EMO	GRAF	PHIC S	SUBP	OPUL.	ATIO	NS IN	DEXE	D TO	OVE	RALL	RESP	ONSE	S
100	170	15	99	140	74	25	81	93	108					
100	9	215	100	47	136	204	131	110	88					
100	73	85	148	49	135	140	90	106	95					
100	30	130	60	126	40	0	0	65	140					

OCCASIONAL RELIGIOUS SERVICES

REGULAR RELIGIOUS SERVICES

OVERALL LIBERAL CONSERVATIVE MODERATE REPUBLICAN DEMOCRAT INDEPENDENT/OTHER NO RELIGIOUS SERVICES

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	+000′08\$
0	풉	ᆸ	≥	ž	<u>5</u>	Ξ	S	ž	Ÿ	\$	₩

BUSH (R) KERRY (D) OTHER Undecided

		RE	SPOI	VSES	SORT	ED B	Y DEN	/IOGR	RAPHI	C CA	TEGO	RY	
55%	71%	35%	53%	59%	47%	67%	65%	45%	47%	59%	64%		
41%	25%	62%	43%	37%	49%	29%	31%	51%	49%	37%	33%		
2%	1%	3%	2%	3%	1%	2%	4%	2%	3%	2%	2%		
2%	2%	0%	2%	2%	3%	2%	0%	2%	1%	2%	0%		
100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%		

BUSH (R) KERRY (D) OTHER Undecided

D	ЕМО	GRAF	PHIC S	SUBP	OPUL.	ATIO	VS IN	DEXE	D TO	OVE	RALL	RESP	ONSE	S
100	129	63	96	107	85	122	117	81	85	107	116			
100	63	153	106	90	121	71	76	126	121	91	82			
100	52	118	89	111	43	101	172	64	128	85	77			
100	117	13	95	90	155	90	7	143	45	116	28			

OVERALL
PRO-LIFE
PRO-CHOICE
MILITARY/VET
GRAD SCHOOL
COLLEGE GRAD
SOME COLLEGE
NO COLLEGE
A40,000
\$40,000 - \$80,000

VOTE FOR PRESIDENT / RESPONSES COMPARED BY PERCENTAGES AND BY INDEX

OVERALL
WESTERN TN
MIDDLE TN
EASTERN TN
URBAN
SUBURBAN
RURAL

BUSH (R) Kerry (D) Other Undecided

	RESPONSES SORTED BY DEMOGRAPHIC CATEGORY														
55%	43%	58%	61%	44%	60%	59%									
41%	53%	38%	35%	53%	34%	37%									
2%	2%	3%	2%	2%	3%	2%									
2%	2%	1%	3%	0%	2%	2%									
100%	100%	100%	100%	100%	100%	100%									

BUSH (R) KERRY (D) OTHER Undecided

E	PEMO	GRAP	HIC S	SUBP	OPUL.	ATIOI	VS IN	DEXE	D TO	OVE	RALL	RESP	ONSE	S
100	79	106	110	79	109	107								
100	130	94	85	132	85	92								
100	82	122	93	100	132	65								
100	112	32	151	28	130	124								

OVERALL
WESTERN TN
MIDDLE TN
EASTERN TN
URBAN
SUBURBAN

THE RESPONSES PLEASE EXERCISE E															. 100 100
	OVERALL	CERTAIN	PROBABLE	MALE	FEMALE	AGE 18-34	AGE 35-49	AGE 50-64	AGE 65+	WHITE	BLACK	HISPANIC	ASIAN/OTHER	FOR CANDIDATE	AGAINST OTHER GAND
REGISTERED	687	547	055	328	359	187	220	156	125	566	104	007	010		
CERTAIN	547	547	000	265	282	144	175	129	098	448	085	005	008		
PROBABLE	055	000	055	029	026	017	019	013	006	052	001	000	002		
LIKELY	601	547	055	294	308	160	194	142	105	500	086	005	010		
BUSH (R)	332	304	029	179	154	097	103	078	054	317	010	003	002	280	050
KERRY (D)	244	224	020	105	139	052	086	058	048	160	075	002	007	117	118
OTHER	015	011	003	004	010	006	004	004	001	013	001	000	001	000	000
UNDECIDED	010	008	002	006	004	005	002	002	001	009	001	000	000	000	000
TOTAL	800	547	055	383	417	254	247	168	131	650	118	016	016		
COMPOSITION OF ADULTS	100%	68%	7%	48%	52%	32%	31%	21%	16%	81%	15%	2%	2%		
COMP. OF REG. VOTERS	100%	80%	8%	48%	52%	27%	32%	23%	18%	82%	15%	1%	1%		
COMP. OF LIKELY VOTERS	100%	91%	9%	49%	51%	27%	32%	24%	17%	83%	14%	1%	2%		
	900-	THE NAME	FOCIE	7 ADE	TTC	WEDE	T NITE		WED		er repu	ONE	0 / 9 0	-0-	/ O O
										BY 11	SICKPH	ONE	9/20	- 9/	22.
	OF T	HEM,	687	WERE	REG	LOTE	RED T	U VU	IE.						

OF THEM, 601 WERE JUDGED TO BE '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 SUBPROPULAR ONS MALLER THAN 100

OVERALL	REPUBLICAN	DEMOCRAT	INDEPENDENT/(NOT SURE	CONSERVATIVE	MODERATE	LIBERAL	NOT SURE	NO RELIGIOUS S	OCCASIONAL RE	REGULAR RELIGI
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PROBABLE LIKELY BUSH (R) KERRY (D) OTHER UNDECIDED **TOTAL COMPOSITION OF ADULTS** COMP. OF REG. VOTERS COMP. OF LIKELY VOTERS

REGISTERED CERTAIN

800	TENN	FCCFI	F ADI	II TS	WERE	INTE	RVIE	.ME.D	RY TI	71 FPI	ONE	9/20	- 9	/22.
100%	40%	32%	26%	1%	47%	37%	11%	3%	13%	30%	56%			
100%	38%	34%	27%	2%	46%	38%	11%	4%	12%	30%	55%			
100%	33%	29%	23%	1%	44%	38%	11%	5%	16%	30%	51%			
800	263	231	182	011	348	304	089	038	128	238	410			
010	001	004	002	003	006	002	000	002	000	002	008			
015	004	004	006	001	003	007	002	001	002	005	008			
244	009	170	062	003	055	124	054	009	041	080	121			
332	228	017	085	002	221	091	009	007	034	092	201			
601	243	195	154	009	285	224	066	019	076	178	338			
055	020	017	016	002	018	028	005	003	008	021	023			
547	223	178	138	007	268	197	061	016	068	157	315			
687	263	231	182	011	315	259	075	025	085	209	378			

OF THEM, 687 WERE REGISTERED TO VOTE.

OF THEM, 601 WERE JUDGED TO BE 'LIKELY' VOTERS.

THE RESPONSES PLEASE EXERCISE E					_										
	OVERALL	PRO-LIFE	PRO-CHOICE	MILITARY/VET	NON-MILITARY /	GRAD SCHOOL	COLLEGE GRAD	SOME COLLEGE	NO COLLEGE	<\$40,000	\$40,000 - \$80,00	+000'08\$	DECLINE		
REGISTERED	687	377	243	388	266	111	135	172	262	252	234	115	024		
CERTAIN	547	302	201	320	206	097	120	140	188	185	200	103	020		
PROBABLE	055	031	018	023	027	008	007	018	022	021	019	006	002		
LIKELY	601	332	219	344	233	105	128	157	209	206	219	109	023		
BUSH (R)	332	237	076	183	138	049	086	102	094	096	129	070	014		
KERRY (D)	244	085	136	148	085	052	037	048	107	102	081	036	006		
OTHER	015	004	006	007	006	001	003	007	003	006	005	002	000		
UNDECIDED	010	007	000	006	004	003	002	000	005	002	004	001	002		
TOTAL	800	419	290	430	324	114	139	189	345	306	263	127	027		
COMPOSITION OF ADULTS	100%	52%	36%	54%	41%	14%	17%	24%	43%	38%	33%	16%	3%		
COMP. OF REG. VOTERS	100%	55%	35%	57%	39%	16%	20%	25%	38%	37%	34%	17%	3%		
COMP. OF LIKELY VOTERS	100%	55%	36%	57%	39%	17%	21%	26%	35%	34%	36%	18%	4%		
	800	TENN	FCCFI	Z ADI	TTC	WEDE	INTE	DVIE	WED	DV TI	er ridu	ONE	0/20	0.	22.
		HEM,				WEKE I STEI				D 1 11	ا کا امالوال	IUNE	9720	- 97	~~.
		HEM.			JUD					' VOI	rede				

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 WESTERN TN MIDDLE TN EASTERN TN URBAN SUBURBAN	Suburban Rural
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REGISTERED CERTAIN **PROBABLE** LIKELY BUSH (R) KERRY (D) **OTHER** UNDECIDED **TOTAL COMPOSITION OF ADULTS** COMP. OF REG. VOTERS COMP. OF LIKELY VOTERS

687	178	237	272	184	251	253								
547	150	189	207	154	214	179								
055	011	017	027	011	015	029								
601	161	206	234	165	229	207								
332	070	120	142	072	138	123								
244	085	078	081	088	079	077								
015	003	006	005	004	007	003								
010	003	001	006	001	005	004								
800	203	288	308	207	280	313								
100%	25%	36%	39%	26%	35%	39%								
100%	26%	34%	40%	27%	36%	37%								
100%	27%	34%	39%	27%	38%	34%								
900	TELEVIALE	ECCEI	ZADI	TTC	WEDE	T NUTT	DVI I	WED	DV TI	RI EDH	ONE	0/20	0	22

800 TENNESSEE ADULTS WERE INTERVIEWED BY TELEPHONE 9/20 OF THEM, 687 WERE REGISTERED TO VOTE.

OF THEM, 601 WERE JUDGED TO BE '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.