

# SLIGHT EDGE TO BUSH NOW IN KEY BATTLEGROUND STATE OF IOWA



**IN 2000, GORE WON IOWA BY THREE TENTHS OF ONE PERCENT ... BUSH NOW UP BY 4 PTS, 40 DAYS OUT**

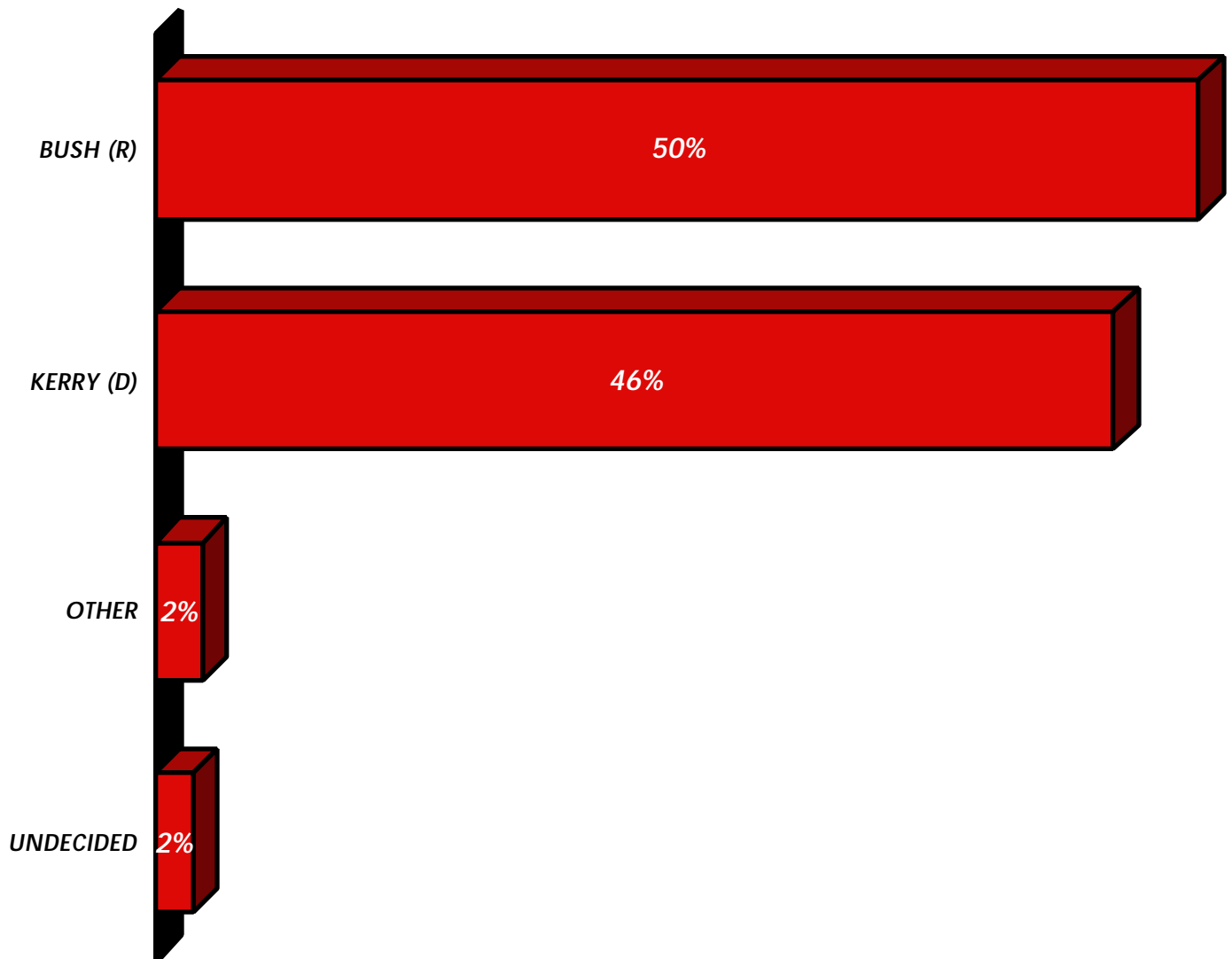
- \* IN AN ELECTION FOR PRESIDENT TODAY IN IOWA, GEORGE W BUSH DEFEATS JOHN KERRY 50% TO 46%, ACCORDING TO SURVEYUSA POLL OF 784 LIKELY VOTERS CONDUCTED 9/20 + 9/21 + 9/22.
- \* IT'S BUSH 50%, KERRY 46% TODAY, TIGHT ENOUGH TO BE WITHIN THE MARGIN OF ERROR, BUT ENOUGH OF A GOP ADVANTAGE TO BE SIGNIFICANT IN THIS KEY SEE-SAW BATTLEGROUND STATE.
- \* BUSH LEADS BY 16 PTS AMONG MEN. KERRY LEADS BY 8 PTS AMONG WOMEN. LARGE GENDER GAP.
- \* BUSH LEADS BY 10 IN MILITARY HOUSEHOLDS. KERRY LEADS BY 3 IN NON-MILITARY HOUSEHOLDS.
- \* KERRY LEADS BY 31 IN UNION HOUSEHOLDS. BUSH LEADS BY 14 IN NON-UNION HOUSEHOLDS.
- \* BUSH LEADS BY 42 AMONG PRO-LIFE VOTERS. KERRY LEADS BY 29 AMONG PRO-CHOICE VOTERS.
- \* REGULAR CHURCH GOERS BACK BUSH BY 18 PTS. INFREQUENT CHURCH GOERS BACK KERRY BY 14.

<b>RESEARCH CONDUCTED E.T.</b>	040920 16: 32- 21: 49 040921 16: 31- 21: 49 040922 16: 35- 21: 49 ET
<b>RESPONDENTS DRAWN FROM</b>	THE ENTIRE STATE OF IOWA
<b>RANDOM SAMPLE SELECTED BY</b>	SURVEY SAMPLING INC.

RESEARCH CONDUCTED FOR WHO-TV DES MOINES

*VOTE FOR PRESIDENT / ALL LIKELY VOTERS*

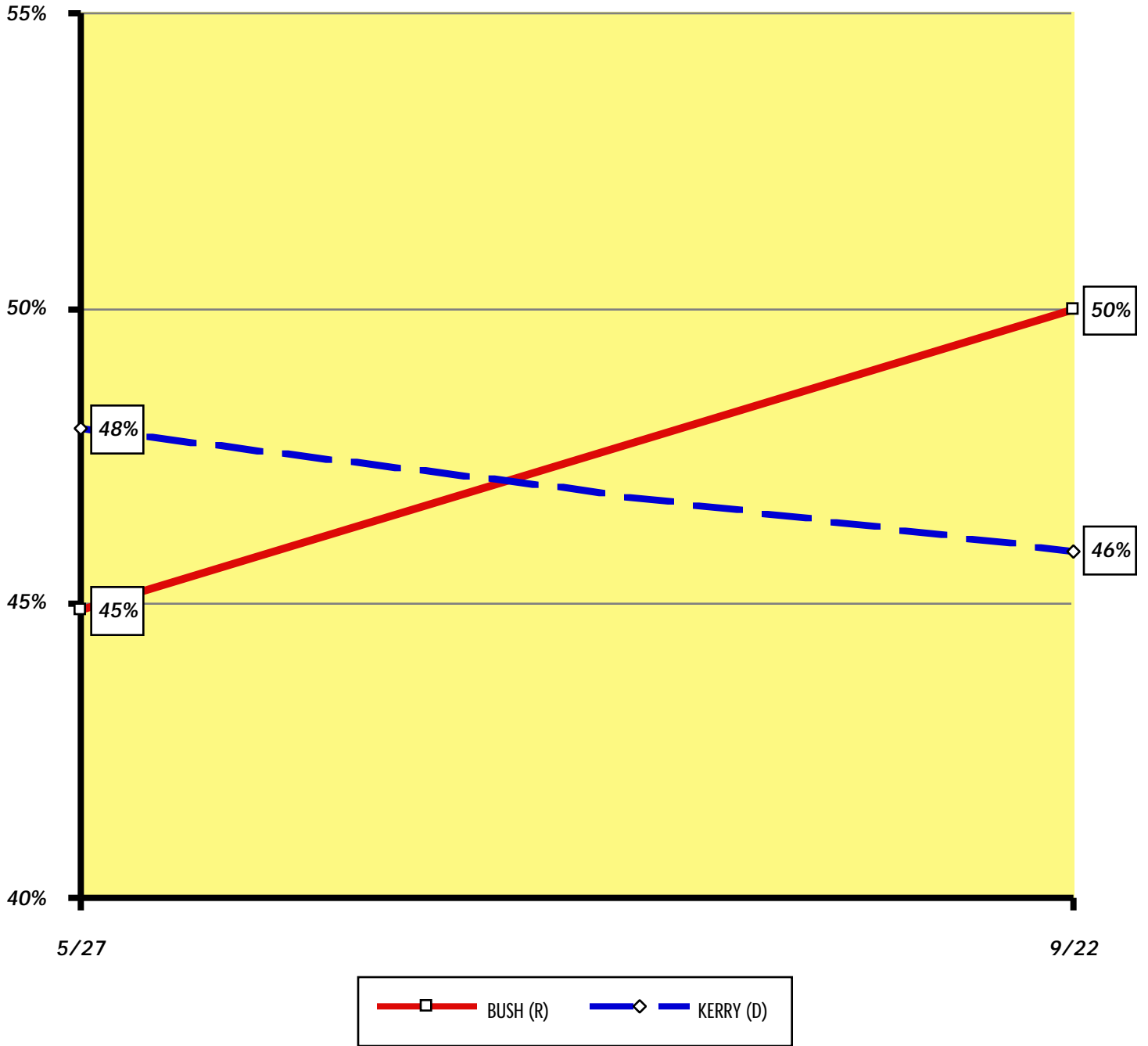
AMERICANS WILL ELECT A PRESIDENT ON NOVEMBER 2ND. IF THE ELECTION FOR PRESIDENT OF THE UNITED STATES WERE TODAY, AND YOU WERE STANDING IN THE VOTING BOOTH RIGHT NOW, WHO WOULD YOU VOTE FOR? REPUBLICAN GEORGE W. BUSH? DEMOCRAT JOHN KERRY? OR SOME OTHER CANDIDATE?



THIS IS A SURVEY OF	<b>784</b>	LIKELY VOTERS FROM THE ENTIRE STATE OF IOWA
OVERALL RESULTS CONSIDERED SIGNIFICANT	<b>±3.6%</b>	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	REPUBLICAN	DEMOCRAT	INDEPENDENT/OTHER	GRAD SCHOOL	COLLEGE GRAD	SOME COLLEGE	NO COLLEGE	CONSERVATIVE	MODERATE	LIBERAL				
<b>RESPONSES SORTED BY DEMOGRAPHIC CATEGORY</b>															
BUSH (R)	50%	94%	10%	46%	46%	56%	49%	49%	81%	40%	9%				
KERRY (D)	46%	5%	89%	45%	52%	41%	45%	47%	16%	56%	87%				
OTHER	2%	1%	0%	6%	1%	1%	4%	2%	1%	3%	3%				
UNDECIDED	2%	1%	1%	3%	2%	2%	2%	2%	1%	1%	1%				
	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	187	20	92	91	111	98	98	163	81	18				
KERRY (D)	100	11	195	97	113	90	98	103	35	121	189				
OTHER	100	30	11	268	30	42	186	92	56	114	148				
UNDECIDED	100	39	31	188	84	114	86	89	70	79	34				

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	> \$40,000	\$40,000-\$80,000	\$80,000+	NE IOWA	SE IOWA	SW IOWA	NW IOWA	URBAN	SUBURBAN	RURAL	BUSH (R)	KERRY (D)
<b>RESPONSES SORTED BY DEMOGRAPHIC CATEGORY</b>														
BUSH (R)		50%	45%	53%	52%	43%	51%	58%	57%	43%	59%	50%		
KERRY (D)		46%	49%	45%	45%	52%	46%	39%	38%	53%	38%	46%		
OTHER		2%	4%	1%	2%	3%	1%	2%	4%	3%	1%	2%		
UNDECIDED		2%	2%	1%	1%	2%	3%	1%	2%	1%	2%	2%		
VOTED 'FOR' CANDIDATE													84%	51%
'AGAINST' OTHER CAND.													14%	44%
		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%		

		OVERALL	> \$40,000	\$40,000-\$80,000	\$80,000+	NE IOWA	SE IOWA	SW IOWA	NW IOWA	URBAN	SUBURBAN	RURAL	BUSH (R)	KERRY (D)
<b>DEMOGRAPHIC SUBPOPULATIONS INDEXED TO OVERALL RESPONSES</b>														
BUSH (R)		100	91	106	104	87	101	116	113	86	119	100		
KERRY (D)		100	107	97	99	114	100	86	82	115	83	100		
OTHER		100	176	44	75	125	26	77	154	152	36	96		
UNDECIDED		100	96	80	44	84	144	64	130	39	95	124		











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.