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.

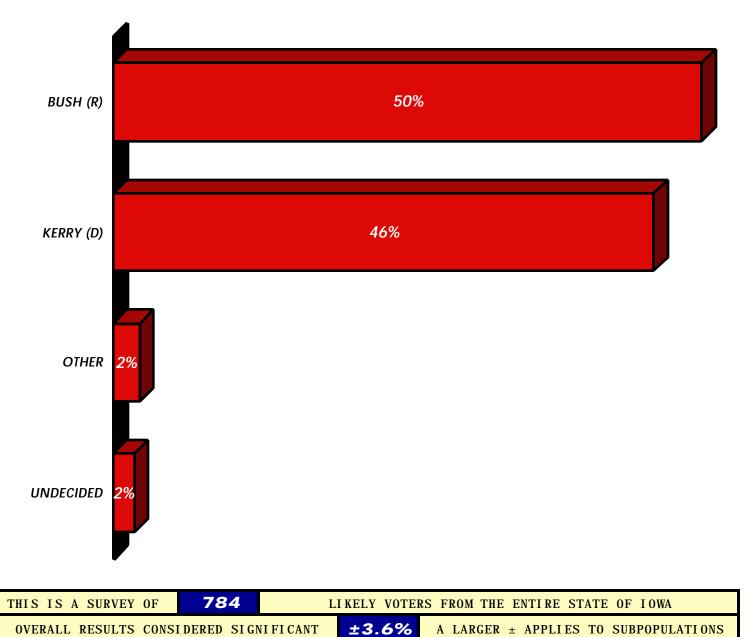
RESEARCH CONDUCTED E.T.	040920 16: 32-21: 49 040921 16: 31-21: 49 040922 16: 35-21: 49 ET
RESPONDENTS DRAWN FROM	THE ENTIRE STATE OF IOWA
RANDOM SAMPLE SELECTED BY	SURVEY SAMPLING INC.

RESEARCH CONDUCTED FOR WHO-TV DES MOINES

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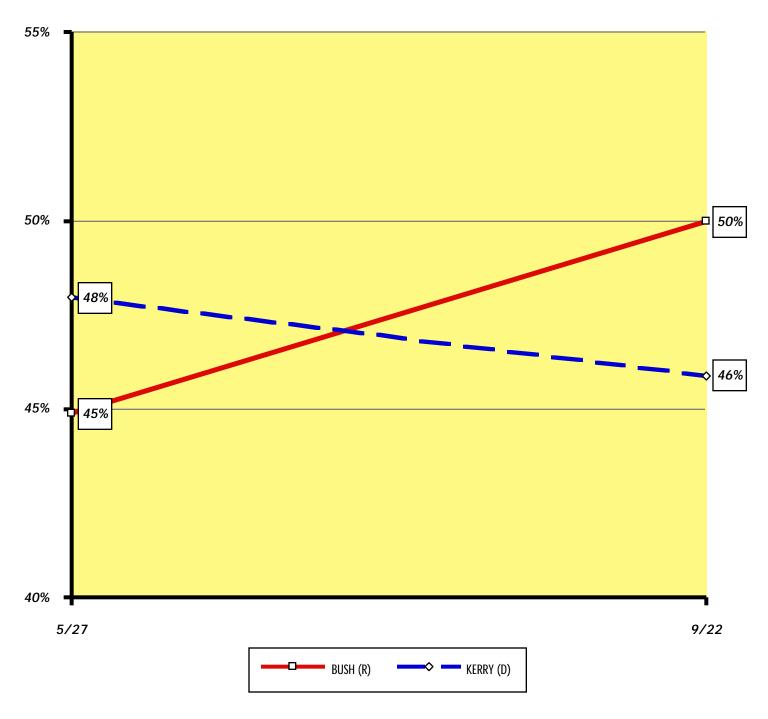
VOTE FOR PRESIDENT / ALL LIKELY VOTERS

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?



RESULTS MAY NOT A	DD TO 100	E. BECAUSE	PERCENTAGES	ARE	ROUNDED	TO	WHOLE	NUMBERS





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
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BUSH (R) KERRY (D) OTHER UNDECIDED

		RE	SPOI	VSES	SORT	ED B	Y DEN	/IOGR	APHI	C CAT	TEGO	RY	
50%	50%	48%	56%	44%	48%	52%	50%	49%	50%	48%	33%	43%	
46%	47%	41%	40%	52%	46%	43%	47%	48%	46%	52%	65%	31%	
2%	2%	5%	3%	2%	3%	3%	1%	2%	2%	0%	0%	26%	
2%	1%	6%	1%	2%	2%	2%	1%	1%	2%	0%	2%	0%	
100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	

BUSH (R) KERRY (D) OTHER UNDECIDED

D	EMO	GRAP	PHIC S	SUBP	OPUL	ATIOI	NS IN	DEXE	D ТО	OVE	RALL	RESP	ONSE	S
100	100	97	113	88	97	104	101	98	101	96	66	86		
100	101	88	87	112	100	94	103	105	99	113	142	68		
100	85	237	112	88	149	129	35	73	84	0	0	1138		
100	77	305	72	126	134	114	68	75	104	0	90	0		
ALL	N	BLE	MALE	ALE	34	49	64	5+	WHITE	CK	HISPANIC	IER		
OVERALL	CERTAIN	PROBABLE	ž	FEMALE	18-34	35-49	50-64	AGE 65+	MH	BLACK	PAI	ASIAN/OTHER		
20	G	RO		Ē	AGE	AGE	AGE	AG			HIS	Ň		
		4			A	A	A					SIA		
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VOTE FOR PRESIDENT / RESPONSES COMPARED BY PERCENTAGES AND BY INDEX

OVERALL	REPUBLICAN	DEMOCRAT	INDEPENDENT/OT	GRAD SCHOOL	COLLEGE GRAD	SOME COLLEGE	NO COLLEGE	CONSERVATIVE	MODERATE	LIBERAL
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BUSH (R) Kerry (d) Other Undecided

		RE	SPO	VSES	SORT	ED B	Y DEI	<i>NOGR</i>	APHI	C CA	TEGO	RY	
50%	94%	10%	46%	46%	56%	49%	49%	81%	40%	9%			
46%	5%	89%	45%	52%	41%	45%	47%	16%	56%	87%			
2%	1%	0%	6%	1%	1%	4%	2%	1%	3%	3%			
2%	1%	1%	3%	2%	2%	2%	2%	1%	1%	1%			
100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%			

BUSH (R) KERRY (D) OTHER UNDECIDED

D	EMO	GRAP	HIC S	SUBPO	OPUL	ATIOI	VS IN	DEXE	D ТО	OVER	ALL	RESP	ONSE	S
100	187	20	92	91	111	98	98	163	81	18				
100	11	195	97	113	90	98	103	35	121	189				
100	30	11	268	30	42	186	92	56	114	148				
100	39	31	188	84	114	86	89	70	79	34				
١L	AN	AT	ER	OL	AD	GE	GE	VE	II	AL				
OVERALL	REPUBLICAN	DEMOCRAT	INDEPENDENT/OTHER	grad school	COLLEGE GRAD	SOME COLLEGE	NO COLLEGE	CONSERVATIVE	MODERATE	LIBERAL				
2	PUE	EMC	Ĩ) S(GE	00	00	ERV	IOD	-				
	RE	Ō	DEN	RAL	OLLE	OME	NO	SNC	ž					
			PEN	6	3	SC		S						
			IDE											
			2											

OVERALL OVERALL NO RELIGIOUS SERVES COCASIONAL RELIGIOUS SERVICES PRO-LIFE PRO-LIFE PRO-CHOICE PRO-CHOICE PRO-CHOICE PRO-CHOICE PRO-CHOICE PRO-CHOICE PRO-CHOICE PRO-CHOICE PRO-LIFE PR

BUSH (R) Kerry (d) Other Undecided

		RE	SPOI	VSES	SORT	ED B	Y DEN	/IOGR	APHI	C CA	TEGO	RY	
50%	40%	47%	57%	69%	34%	53%	46%	33%	55%				
46%	54%	51%	39%	27%	63%	43%	49%	64%	41%				
2%	5%	2%	1%	2%	2%	2%	2%	1%	2%				
2%	1%	1%	3%	2%	1%	1%	2%	2%	2%				
100%	100%	100%	100%	100%	100%	100%	100%	100%	100%				

BUSH (R) KERRY (D) OTHER UNDECIDED

D	EMO	GRAF	HIC S	SUBP	OPUL	ATIOI	VS IN	DEXE	D TO	OVE	RALL	RESP	ONSE	S
100	79	94	114	139	67	107	92	65	110					
100	118	110	86	58	138	94	108	138	90					
100	222	73	54	90	85	87	107	59	109					
100	55	36	146	105	56	68	119	133	82					
OVERALL	NO RELIGIOUS SERVICES	OCCASIONAL RELIGIOUS SERVICES	REGULAR RELIGIOUS SERVICES	PRO-LIFE	PRO-CHOICE	MILITARY/VET	NON-MILITARY/VET	NOINN	NOINU-NON					

VOTE FOR PRESIDENT / RESPONSES COMPARED BY PERCENTAGES AND BY INDEX

52%

45%

43%

52%

53%

45%

OVERALL	>\$40,000	\$40,000-\$80,000	\$80,000+	NE IOWA	SE IOWA	SW IOWA	NW IOWA	URBAN	SUBURBAN	RURAL	BUSH (R)	KERRY (D)	
0	^	\$	\$	~	S	S	~		S	æ		×	

RESPONSES SORTED BY DEMOGRAPHIC CATEGORY

57%

38%

43%

53%

59%

38%

50%

46%

58%

39%

51%

46%

BUSH (R) KERRY (D) OTHER UNDECIDED 50%

46%

45%

49%

VOTED 'FOR' CANDIDATE 'AGAINST' OTHER CAND.

2%	4%	1%	2%	3%	1%	2%	4%	3%	1%	2%				
2%	2%	1%	1%	2%	3%	1%	2%	1%	2%	2%				
												84%	51%	
												14%	44%	
100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%				
D	EMO	GRAP	ніс з	SUBPO	OPUL	ATIOI	VS IN	DEXE	D TO	OVE	RALL	RESP	ONSE	S
														_

BUSH (R)
KERRY (D)
OTHER
UNDECIDED

D	EMO	GRAP	HIC S	SUBP	OPUL	ATIOI	VS IN	DEXE	d to	OVE	RALL	RESP	ONSE	S
100	91	106	104	87	101	116	113	86	119	100				
100	107	97	99	114	100	86	82	115	83	100				
100	176	44	75	125	26	77	154	152	36	96				
100	96	80	44	84	144	64	130	39	95	124				
ALL	00	00	+0	٨A	MA	SW IOWA	٨A	URBAN	AN	ß				
OVERALL	>\$40,000	30,0)0(ne Iowa	se Iowa	0	0	JRB	JRB	RURAL				
20	7 \$ <	; \$	\$80,000+	NE	SE	SW	NW IOWA		SUBURBAN	_				
		00					—		S					
		\$40,000-\$80,000												

RAW COUNTS FOR ALL RESPONSE CHOICES

THE RESPONSES PLEASE EXERCISE E														
	OVERALL	CERTAIN	PROBABLE	MALE	FEMALE	AGE 18-34	AGE 35-49	AGE 50-64	AGE 65+	WHITE	BLACK	HISPANIC	ASIAN/OTHER	
REGISTERED	889	704	080	432	457	253	247	202	187	842	016	016	016	
CERTAIN	704	704	000	339	365	172	207	175	150	663	015	013	013	
PROBABLE	080	000	080	039	040	032	019	015	013	076	000	002	001	
LIKELY	784	704	080	379	405	205	226	189	163	739	015	015	014	
BUSH (R)	392	353	039	213	179	099	117	096	080	373	007	005	006	
KERRY (D)	360	328	032	151	209	094	098	090	079	338	008	010	004	
OTHER	018	014	004	010	008	007	007	002	003	014	000	000	004	
UNDECIDED	014	010	004	005	009	005	005	002	002	014	000	000	000	
TOTAL	1000	704	080	483	517	298	286	218	199	939	017	022	021	
COMPOSITION OF ADULTS	100%	70%	8%	48%	52%	30%	29%	22%	20%	94%	2%	2%	2%	
COMP. OF REG. VOTERS	100%	79%	9%	49%	51%	28%	28%	23%	21%	95%	2%	2%	2%	
COMP. OF LIKELY VOTERS	100%	90%	10%	48%	52%	26%	29%	24%	21%	94%	2%	2%	2%	
	OF T OF T	НЕМ, НЕМ,	889 784	WERE WERE	REG	I STEI GED	RED 7 FO BI	T <mark>o vo</mark> E ' LI	TE.			9/20 Enti A		

RAW COUNTS FOR ALL RESPONSE CHOICES

THE RESPONSES PLEASE EXERCISE E															
<u><u><u></u><u><u></u><u><u></u><u></u><u></u><u></u><u></u><u></u><u></u><u></u><u></u><u></u><u></u><u></u><u></u><u></u><u></u></u></u></u></u>	OVERALL		DEMOCRAT			GRAD SCHOOL	COLLEGE GRAD	SOME COLLEGE	NO COLLEGE	CONSERVATIVE	MODERATE			THAN	100
DEGISTEDED	000	0.0.1	004	000	000	105	100	0.00	007	010	400	100	0.0.1		
REGISTERED	889	291	294	296	008	125	192	260	305	312	402	136	031		
CERTAIN	704	244	240	218	002	112	159	203	224	252	309	113	023		
PROBABLE	080	025	024	027	003	008	016	018	037	025	039	010	006		
LIKELY	784	269	264	245	006	120	175	221	261	277	349	123	028		
BUSH (R)	392	252	026	112	001	055	098	109	128	225	140	011	012		
KERRY (D)	360	013	236	109	002	063	073	100	123	045	194	107	012		
OTHER	018	002	001	015	000	001	002	009	005	004	009	004	000		
UNDECIDED	014	002	001	008	003	002	004	004	004	004	005	001	004		
TOTAL	1000	291	294	296	008	132	200	284	374	348	437	157	043		
COMPOSITION OF ADULTS	100%	29%	29%	30%	1%	13%	20%	28%	37%	35%	44%	16%	4%		
COMP. OF REG. VOTERS	100%	33%	33%	33%	1%	14%	22%	29%	34%	35%	45%	15%	4%		
COMP. OF LIKELY VOTERS	100%	34%	34%	31%	1%	15%	22%	28%	33%	35%	44%	16%	4%		
	1000	LOW	A ADI	ILTS	WERE	INT	ERVLI	WED	BY T	FL E PI	HONE	9/20	- 9	/ 2.2	
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	GINAP	ns k													

RAW COUNTS FOR ALL RESPONSE

REGISTERD UNDECIDED 889 196 283 400 408 413 051 442 423 185 672 005
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NO NO <th< td=""></th<>
CERTAIN 704 147 205 343 314 332 043 348 338 154 525 005 PROBABLE 080 025 028 026 037 039 003 045 032 015 061 000
CERTAIN 704 147 205 343 314 332 043 348 338 154 525 005 005 061 000 <
PROBABLE 080 025 028 026 037 039 003 045 032 015 061 000 Image: constraints of the state sta
LIKELY 784 172 233 369 351 371 046 392 370 169 586 005
BUSH (R) 392 068 110 209 244 125 016 210 170 055 321 001
KERRY (D) 360 093 118 145 094 235 025 170 183 107 241 004 OTHER 018 009 004 005 007 003 008 009 002 015 000 UNDECIDED 014 002 002 010 007 004 002 005 008 004 009 000 TOTAL 1000 247 319 417 450 459 067 489 479 199 760 006 COMPOSITION OF ADULTS 100% 25% 32% 42% 45% 46% 7% 49% 48% 20% 76% 1% </td
OTHER 018 009 004 005 007 007 003 008 009 002 015 000 UNDECIDED 014 002 002 010 007 004 002 005 008 004 009 000
UNDECIDED 014 002 002 010 007 004 002 005 008 004 009 000 TOTAL 1000 247 319 417 450 459 067 489 479 199 760 006
TOTAL 1000 247 319 417 450 459 067 489 479 199 760 006 006 000 <t< td=""></t<>
COMP. OF REG. VOTERS 100% 22% 32% 45% 46% 46% 50% 48% 21% 76% 1% Image: Comparison of the second
COMP. OF LIKELY VOTERS 100% 22% 30% 47% 45% 47% 6% 50% 47% 22% 75% 1% Image:
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1000 IOWA ADULTS WERE INTERVIEWED BY TELEPHONE 9/20 - 9/22.
OF THEM, 889 WERE REGISTERED TO VOTE.
OF THEM, 784 WERE JUDGED TO BE 'LIKELY' PRESIDENTIAL VOTERS.

RAW COUNTS FOR ALL RESPONSE CHOICES

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THE RESPONSES	OF A S	SUBPO	PULAT	ION O	F 100	WOUL	D TYP	I CALL	Y BE	CONSI	DERED	ACCU			
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	0	~\$^	\$4(\$8(DE(NE	SE	SW	ž	UR	SUI	RUI	٨٥	ĕ.	NO
REGISTERED	889	329	328	153	024	374	174	184	157	243	136	474			
CERTAIN	704	238	278	127	019	305	147	137	116	199	109	375			
PROBABLE	080	034	027	012	001	028	012	022	017	019	010	040			
LIKELY	784 392	273 123	304 161	140 073	020	333 144	159 081	159 092	133 075	218 093	119 071	415 207	329	055	008
BUSH (R) KERRY (D)	392	123	136	073	011	144	073	092	075	115	071	190	329 184	159	018
OTHER	018	011	003	003	000	010	073	003	005	008	043	009	000	000	000
UNDECIDED	013	005	003	002	000	005	001	003	003	002	001	010	000	000	000
TOTAL	1000	387	359	162	025	414	197	204	184	273	146	540	000	000	000
COMPOSITION OF ADULTS	100%	39%	36%	16%	2%	41%	20%	20%	18%	27%	15%	54%			
COMP. OF REG. VOTERS	100%	37%	37%	17%	3%	42%	20%	21%	18%	27%	15%	53%			
COMP. OF LIKELY VOTERS	100%	35%	39%	18%	3%	43%	20%	20%	17%	28%	15%	53%			
	1000	TOW		II TC	WEDE	T N/TP			DV T		IONE	0 / 9 0		/ 9 9	
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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.