# **BUSH MAINTAINS DOUBLE-DIGIT LEAD IN BATTLE FOR AZ'S 10 ECV**



IN 2000, BUSH CARRIED ARIZONA BY 6 ... LEADS TODAY BY 11

- IN AN ELECTION FOR PRESIDENT TODAY IN ARIZONA, GEORGE W BUSH DEFEATS JOHN KERRY 54% TO 43%, ACCORDING TO SURVEYUSA POLL OF 631 LIKELY VOTERS CONDUCTED 9/21 - 9/23.
- 10 WEEKS AGO, IN IDENTICAL TRACKING POLL, BUSH LED BY 12, NOW 11.
- IO WEEKS AGO, BUSH LED BY 1 IN SOUTHERN AZ (INCLUDES TUCSON), NOW BUSH LEADS BY 10.
   IO WEEKS AGO, BUSH LED BY 16 IN NORTHERN AZ (INCLUDES PHOENIX), NOW LEADS BY 12.
- SUSH LEADS BY 16 AMONG MEN, BY 7 AMONG WOMEN.
- BUSH LEADS AMONG WHITE VOTERS BY 23 & TRAILS AMONG HISPANIC VOTERS BY 11.
- SUSH LEADS BY 18 IN MILITARY/VET HOUSEHOLDS, LEADS BY 1 IN NON-MILITARY HOUSEHOLDS.

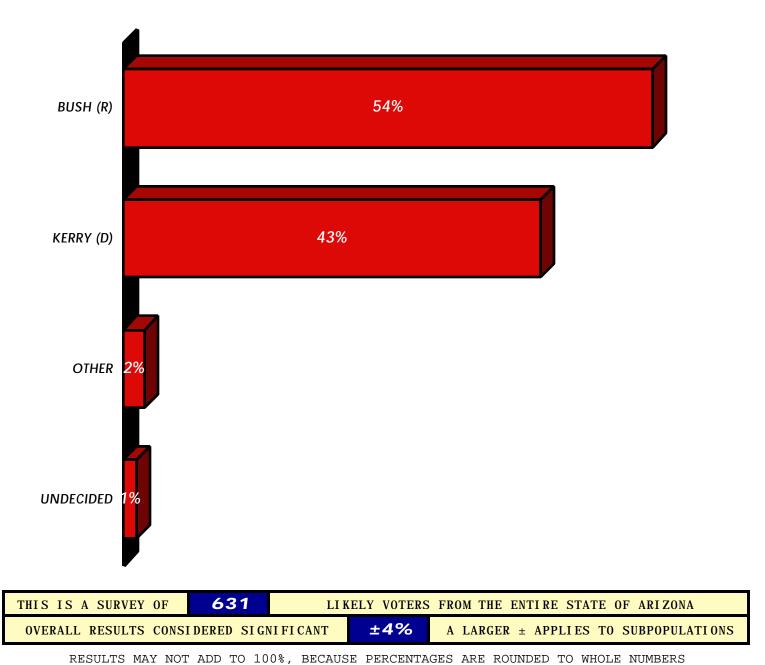
RESEARCH CONDUCTED E.T.	040921 18: 31-22: 47 040922 18: 30-22: 50 040923 18: 31-22: 48 ET
RESPONDENTS DRAWN FROM	THE ENTIRE STATE OF ARIZONA
RANDOM SAMPLE SELECTED BY	SURVEY SAMPLING INC.

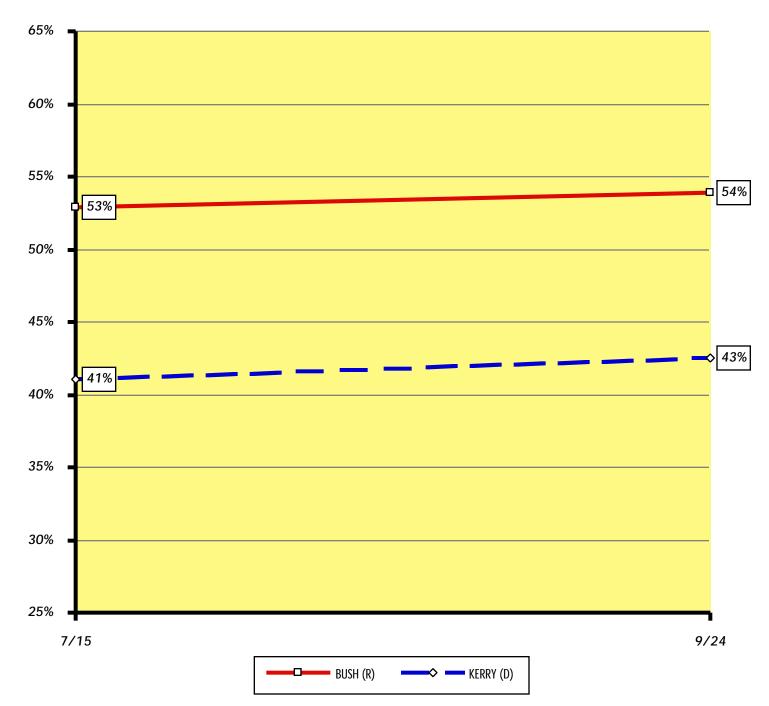
RESEARCH CONDUCTED FOR KPNX-TV PHOENIX AND KVOA-TV TUCSON

© 2004 SURVEYUSA, PROUD TO BE AMERICA'S POLLSTER

### **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?





## **VOTE FOR PRESIDENT / ALL LIKELY VOTERS**

PAGE 3 OF 12

## **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** 

57%

41%

2%

1%

50%

45%

3%

3%

60%

37%

3%

1%

23%

77%

0%

0%

44%

55%

1%

0%

30%

58%

4%

8%

82%

17%

43%

54%

BUSH (R) KERRY (D) OTHER UNDECIDED 54%

43%

2%

1%

54%

43%

2%

1%

50%

42%

4%

4%

56%

40%

3%

1%

52%

45%

2%

1%

50%

47%

1%

1%

58%

38%

3%

1%

VOTED 'FOR' CANDIDATE 'AGAINST' OTHER CAND.

D	DEMO	GRAP	PHIC S	SUBP	OPUL	ΑΤΙΟΙ	NS IN	DEXE	<b>D TO</b>	OVE	RALL	RESP	ONSE	S
100	101	92	104	96	93	107	105	93	111	43	82	55		
100	100	100	94	106	111	89	96	105	87	181	129	137		
100	91	187	129	73	67	142	79	113	114	0	26	177		
100	84	255	92	108	70	97	47	219	74	0	29	586		
<b>ALL</b>	N	BLE	MALE	FEMALE	18-34	35-49	50-64	65+	WHITE	BLACK	NIC	ER		
OVERALL	CERTAIN	BAI	Ĭ	EM	18	35	50	Е 6	M	BLA	HISPANIC	Ę		
0	S	PROBABLE		Ē	AGE	AGE	AGE	AGE			HIS	ASIAN/OTHER		
		<u>a</u>			A	A	A					SIA		
												Ä		

BUSH (R) KERRY (D) OTHER UNDECIDED

# VOTE FOR PRESIDENT / RESPONSES COMPARED BY PERCENTAGES AND BY INDEX

VER	/ KLJ
REPUBLICAN Democrat	
INDEPENDENT/OTH	3 004
GRADUATE SCHOC	
COLLEGE GRAD	DIT
SOME COLLEGE	LNOLI
NO COLLEGE	IIAOL
<b>CONSERVATIVE</b>	.J ANL
MODERATE	ווטי
LIBERAL	MULA
MILITARY /VET	
NON-MILITARY/VI	E.

BUSH (R) Kerry (D) Other Undecided

		RE	SPO	VSES	SORT	ED B	Y DEN	/IOGR	APHI	C CA	TEGO	RY	
54%	89%	16%	43%	49%	56%	57%	54%	82%	45%	14%	57%	49%	
43%	9%	80%	50%	47%	41%	41%	40%	14%	51%	83%	39%	48%	
2%	1%	2%	5%	3%	2%	2%	3%	3%	2%	2%	3%	1%	
1%	1%	2%	2%	1%	1%	1%	3%	1%	2%	0%	1%	2%	
100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	

BUSH (R) KERRY (D) OTHER UNDECIDED

D	DEMO	GRAP	рніс з	SUBP	OPUL	ΑΤΙΟΙ	NS IN	DEXE	<b>D TO</b>	OVE	RALL	RESP	ONSE	S
100	165	30	80	90	103	105	100	153	84	26	105	91		
100	21	189	119	110	98	97	94	32	121	196	92	114		
100	50	89	220	141	80	73	137	122	87	107	133	49		
100	55	126	131	103	80	59	226	99	109	0	93	115		
ALL	AN	RAT	Ę		GRAD	<u> 1</u>	<u>GE</u>	Ę	AIE -	LIBERAL	ΛET	/ET		
OVERALL	SLIC	DEMOCRAT	ί	SCHOOL	GR	ILE	COLLEGE	ATI	MODERATE	BEF	ž	ž		
S	=	š		S	ä	2	2	≳	8		Å	¥		
5	F	5	=		<u> </u>		-		<u> </u>					
0	REPUBLICAN	DEN	DENT		OLLEG	ME	NO	NSEF	ž					
J	REPL	DEN	ENDENT		COLLEGE	SOME COLLEGE	NO	CONSERVATIVE	ž		MILITARY/VET	N-MILIT/		
0	REPL	DEI	INDEPENDENT/OTHER	GRADUATE	COLLEG	SOME	NO	CONSEF	ž		MILIT	NON-MILITARY/VET		

# OVERALL OVERALL OVERALL OVERALL UNION NON-UNION NON-UNION SERVICES NO NON-UNION NO NON-UNION NO NON-UNION NO NO NO SERVICES NO NO NO Services NO Services Services

BUSH (R) KERRY (D) OTHER UNDECIDED

		RE	SPO	VSES	SORT	ED BY	Y DEN	/IOGR	APHI	C CAT	TEGO	RY	
54%	53%	54%	42%	51%	64%	76%	36%	46%	58%	55%			
43%	41%	43%	54%	46%	32%	22%	59%	50%	38%	43%			
2%	4%	2%	2%	2%	3%	1%	3%	3%	2%	2%			
1%	2%	1%	2%	2%	1%	1%	2%	1%	2%	0%			
100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%			

BUSH (R) KERRY (D) OTHER UNDECIDED

Ľ	DEMO	GRAP	HIC S	SUBPO	OPUL	ΑΤΙΟΙ	NS IN	DEXE	D TO	OVE	RALL	RESP	ONS	ES
100	98	100	78	95	120	142	67	85	108	102				
100	97	101	127	107	75	51	139	118	88	100				
100	190	85	104	79	121	63	134	135	92	106				
100	128	97	117	115	79	41	128	85	171	24				
	z	Z	S	S	S	щ	щ	0	0	+				
RALL	NOIN	NOIN	/ICES	/ICES	/ICES	-LIFE	OICE	000'	000'	+000				
VERALL	NOINN	NOINU-I	ERVICES	ERVICES	ERVICES	PRO-LIFE	-CHOICE	\$40,000	\$80,000	80,000+				
OVERALL	NOINU	NOINU-NOM	JS SERVICES	JS SERVICES	JS SERVICES	PRO-LIFE	RO-CHOICE	<\$40,000	000'280'000	\$80,000+				
OVERALL	NOINU	NOINU-NON	SIOUS SERVICES	IOUS SERVICES	SIOUS SERVICES	PRO-LIFE	PRO-CHOICE	<\$40,000	10'000-\$80'000	\$80,000+				
OVERALL	NOINU	NOINU-NON	ELIGIOUS SERVICES	ELIGIOUS SERVICES	ELIGIOUS SERVICES	PRO-LIFE	PRO-CHOICE	<\$40,000	\$40,000-\$80,000	\$80,000+				
OVERALL	NOINU	NOINU-NON	O RELIGIOUS SERVICES	L RELIGIOUS SERVICES	R RELIGIOUS SERVICES	PRO-LIFE	PRO-CHOICE	<\$40,000	\$40,000-\$80,000	\$80,000+				
OVERALL	NOINN	NOINU-NON	NO RELIGIOUS SERVICES	NAL RELIGIOUS SERVICES	ULAR RELIGIOUS SERVICES	PRO-LIFE	PRO-CHOICE	<\$40,000	\$40,000-\$80,000	\$80,000+				
OVERALL	NOINN	NOINU-NON	NO RELIGIOUS SERVICES	<b>SIONAL RELIGIOUS SERVICES</b>	REGULAR RELIGIOUS SERVICES	PRO-LIFE	PRO-CHOICE	<\$40,000	\$40,000-\$80,000	\$80,000+				
OVERALL	NNION	NOINU-NON	NO RELIGIOUS SERVICES	OCCASIONAL RELIGIOUS SERVICES	REGULAR RELIGIOUS SERVICES	PRO-LIFE	PRO-CHOICE	<\$40,000	\$40,000-\$80,000	\$80,000+				

## **VOTE FOR PRESIDENT / RESPONSES COMPARED BY PERCENTAGES AND BY INDEX**

OVERALL TUCSON & SOUTH PHOENLY & NODTH	URBAN	SUBURBAN RURAL
--	-------	-------------------

BUSH (R) KERRY (D) OTHER UNDECIDED

		RE	SPO	VSES	SORT	ED B	Y DEI	ЛОGI	RAPH	IC CA	TEGO	RY	
54%	54%	54%	52%	56%	53%								
43%	44%	42%	44%	42%	38%								
2%	1%	3%	2%	2%	7%								
1%	0%	2%	2%	1%	2%								
100%	100%	100%	100%	100%	100%								

BUSH (R) KERRY (D) OTHER UNDECIDED

D	EMO	GRAP	HIC S	SUBPO	OPUL	ΑΤΙΟΙ	NS IN	DEXE	d to	OVE	RALL	RESP	ONSE	S
100	101	100	97	104	99									
100	104	99	104	98	89									
100	59	113	77	67	319									
100	0	131	122	68	115									

OVERALL TUCSON & SOUTH PHOENIX & NORTH URBAN SUBURBAN RURAL

## **RAW COUNTS FOR ALL RESPONSE CHOICES**

THE RESPONSES PLEASE EXERCISE E														_	0
	OVERALL	CERTAIN	PROBABLE	MALE	FEMALE	AGE 18-34	AGE 35-49	AGE 50-64	AGE 65+	WHITE	BLACK	HISPANIC	ASIAN/OTHER	VOTED 'FOR' CA	AGAINST' OTHER
REGISTERED	741	570	060	365	376	225	208	164	144	519	017	154	051		
CERTAIN	570	570	000	280	290	153	165	140	112	417	012	102	040		
PROBABLE	060	000	060	028	033	030	016	009	005	040	001	015	005		
LIKELY	631	570	060	308	323	183	181	149	117	456	013	117	044		
BUSH (R)	340	310	030	172	167	092	105	085	059	272	003	052	013	278	058
KERRY (D)	268	242	026	123	145	086	068	061	052	168	010	064	026	114	144
OTHER	014	012	003	009	005	003	006	003	003	012	000	001	002	000	000
UNDECIDED	009	007	002	004	005	002	002	001	004	005	000	000	004	000	000
TOTAL	900	570	060	445	455	301	256	183	161	621	025	192	063		
COMPOSITION OF ADULTS	100%	63%	7%	49%	51%	33%	28%	20%	18%	69%	3%	21%	7%		
COMP. OF REG. VOTERS	100%	77%	8%	49%	51%	30%	28%	22%	19%	70%	2%	21%	7%		
COMP. OF LIKELY VOTERS	100%	90%	10%	49%	51%	29%	29%	24%	19%	72%	2%	19%	7%		
	000	ADI		DUIT					D DV				0.1	0 / 0 0	
					S WE					TEL	EPHON	E 9/	21 -	9/23	
					E REG						VOTE	,			
									KELY	10	VOTE	••			
	GRAP	HS R	EFLE(		I KEL	r vo	JTERS								

## **RAW COUNTS FOR ALL RESPONSE CHOICES**

THE RESPONSES	OF A	SUBPO	PULAT		F 100	WOUL	D TYP		Y BE		DERED		RATE	± 10%	. T
PLEASE EXERCISE E	XI KEM	E CAU	IION		AWING	ENC		NS FK Ш	UM SU	<mark>ВРОРО</mark> ш		NS SM	ALLER	IHAN	
PLEASE EXERCISE E	OVERALL	REPUBLICAN	DEMOCRAT	INDEPENDENT,	NOT SURE	<b>GRADUATE SC</b>	<b>COLLEGE GRAI</b>	SOME COLLEG	NO COLLEGE	CONSERVATIVI	MODERATE	LIBERAL	NOT SURE	MILITARY/VET	NON-MILITARY
REGISTERED	741	311	247	178	005	162	144	281	151	261	330	119	021	455	276
CERTAIN	570	252	196	121	005	136	144	222	089	201	255	086	021	357	207
PROBABLE	060	022	022	015	001	011	007	029	013	018	029	012	001	030	029
LIKELY	631	274	218	136	001	147	128	251	102	229	284	098	013	387	236
BUSH (R)	340	244	035	058	003	071	071	142	055	188	128	014	006	220	116
KERRY (D)	268	025	175	068	000	069	053	103	033	031	146	014	006	151	114
OTHER	014	003	004	007	000	005	002	004	003	006	006	002	000	012	003
UNDECIDED	009	002	004	002	000	002	001	002	003	003	004	000	001	005	004
TOTAL	900	311	247	178	005	187	163	332	214	306	392	149	039	543	340
COMPOSITION OF ADULTS	100%	35%	27%	20%	1%	21%	18%	37%	24%	34%	44%	17%	4%	60%	38%
COMP. OF REG. VOTERS	100%	42%	33%	24%	1%	22%	19%	38%	20%	35%	45%	16%	3%	61%	37%
COMP. OF LIKELY VOTERS	100%	43%	35%	22%	0%	23%	20%	40%	16%	36%	45%	16%	2%	61%	37%
	900	ART 7			'S WF	RE I	TERI	/TEWE	D RV	TELI	EPHON	FQ/	21 -	9/23	2
	OF T OF T	НЕМ, НЕМ,	741 631	WERE WERE	REG JUD	I STEI GED – 1	RED T FO BE	TO VO E ' LI	TE.		VOTE		~1 -	3720	
	GRAP	HS R	EFLE	CT 'L	I KEL	Y'V(	UTERS	<b>.</b>							

RAW COUNTS FOR					S	JS SERVICES	ERVICES							± 10%	
THE RESPONSES PLEASE EXERCISE E						WEGUL	D <b>P</b> YP	ICALL	YBE OMSU				RATE	± 10%	
<u>FLEASE EXERCISE</u>	OVERALL	NOINN	NOINU-NON	NOT SURE	NO RELIGIOUS SER	OCCASIONAL RELE	REGULAR RELIGION	PRO-LIFE	PRO-CHOICE	NOT SURE	40,000	\$40,000-\$80,000	+000 <sup>(</sup> 08\$	THAN	100
REGISTERED	741	110	615	004	211	239	270	287	394	035	201	271	191	034	
CERTAIN	570	091	470	001	160	179	219	229	306	020	131	224	162	026	
PROBABLE	060	009	050	000	021	022	017	021	034	004	014	022	020	003	
LIKELY	631	100	519	002	181	201	236	250	340	024	145	245	182	029	
BUSH (R)	340	053	280	001	076	103	152	191	123	014	066	142	099	016	
KERRY (D)	268	041	223	001	098	092	075	054	200	008	072	092	077	012	
OTHER	014	004	010	000	004	004	006	004	010	000	004	005	004	000	
UNDECIDED	009	002	007	000	003	003	003	001	006	001	002	006	001	001	
TOTAL	900	127	746	007	281	289	298	354	467	041	272	313	211	038	
COMPOSITION OF ADULTS	100%	14%	83%	1%	31%	32%	33%	39%	52%	5%	30%	35%	23%	4%	
COMP. OF REG. VOTERS	100%	15%	83%	1%	28%	32%	36%	39%	53%	5%	27%	37%	26%	5%	
COMP. OF LIKELY VOTERS										4%		39%			
										TELI	EPHON	IE 9/	21 -	9/23	
	OF T														
						GED ' Y' V		E 'LI 5.	KELY	TO	VOTE	<u>.</u>			

## **RAW COUNTS FOR ALL RESPONSE CHOICES**

THE RESPONSES PLEASE EXERCISE E															
		South	NOR			00110									100
	ALL	rucson &	NIX &	z	SUBURBAN										
	OVERALL	ncso	PHOENIX	URBAN	INBUI	RURAL									
	0	F	<u>a</u>		S	œ									
REGISTERED	741	168	574	364	290	088									
CERTAIN	570	138	433	283	225	063									
PROBABLE	060	012	049	032	021	007									
LIKELY	631	149	481	315	245	070									
BUSH (R)	340	081	258	165	138	037									
KERRY (D)	268	066	202	140	102	026									
OTHER	014	002	012	005	004	005									
UNDECIDED	009	000	009	005	002	001									
TOTAL	900	193	707	437	353	110									
COMPOSITION OF ADULTS	100%	21%	79%	49%	39%	12%									
COMP. OF REG. VOTERS	100%	23%	77%	49%	39%	12%									
COMP. OF LIKELY VOTERS	100%	24%	76%	50%	39%	11%									
	900	ARI Z	ONA A	ADULT	S WE	RE I	NTERV	I EWI	ED BY	TEL	EPHON	NE 9/	21 -	9/23	3.
					REG										
					E JUD				KELY	' <b>TO</b>	VOTI	Ξ.			
	GRAP	HS R	EFLE	CT 'L	I KEL	Y' V	OTERS	5.							

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.