

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



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

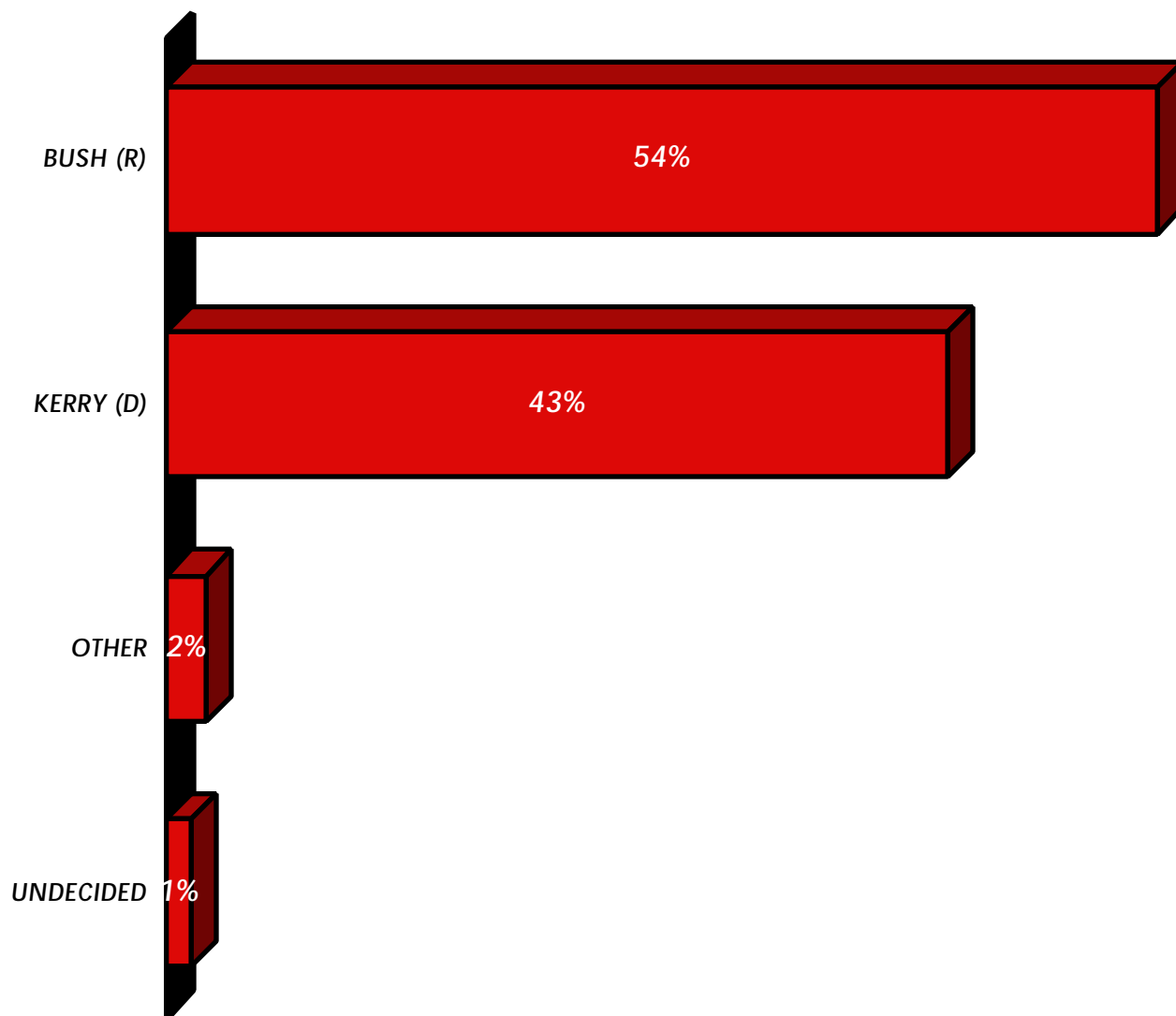
- ✦ IN AN ELECTION FOR PRESIDENT TODAY IN ARIZONA, GEORGE W BUSH DEFEATS JOHN KERRY 54% TO 43%, ACCORDING TO SURVEYUSA POLL OF 631 LIKELY VOTERS CONDUCTED 9/21 - 9/23.
- ✦ 10 WEEKS AGO, IN IDENTICAL TRACKING POLL, BUSH LED BY 12, NOW 11.
- ✦ 10 WEEKS AGO, BUSH LED BY 1 IN SOUTHERN AZ (INCLUDES TUCSON),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

VOTE FOR PRESIDENT / ALL LIKELY VOTERS

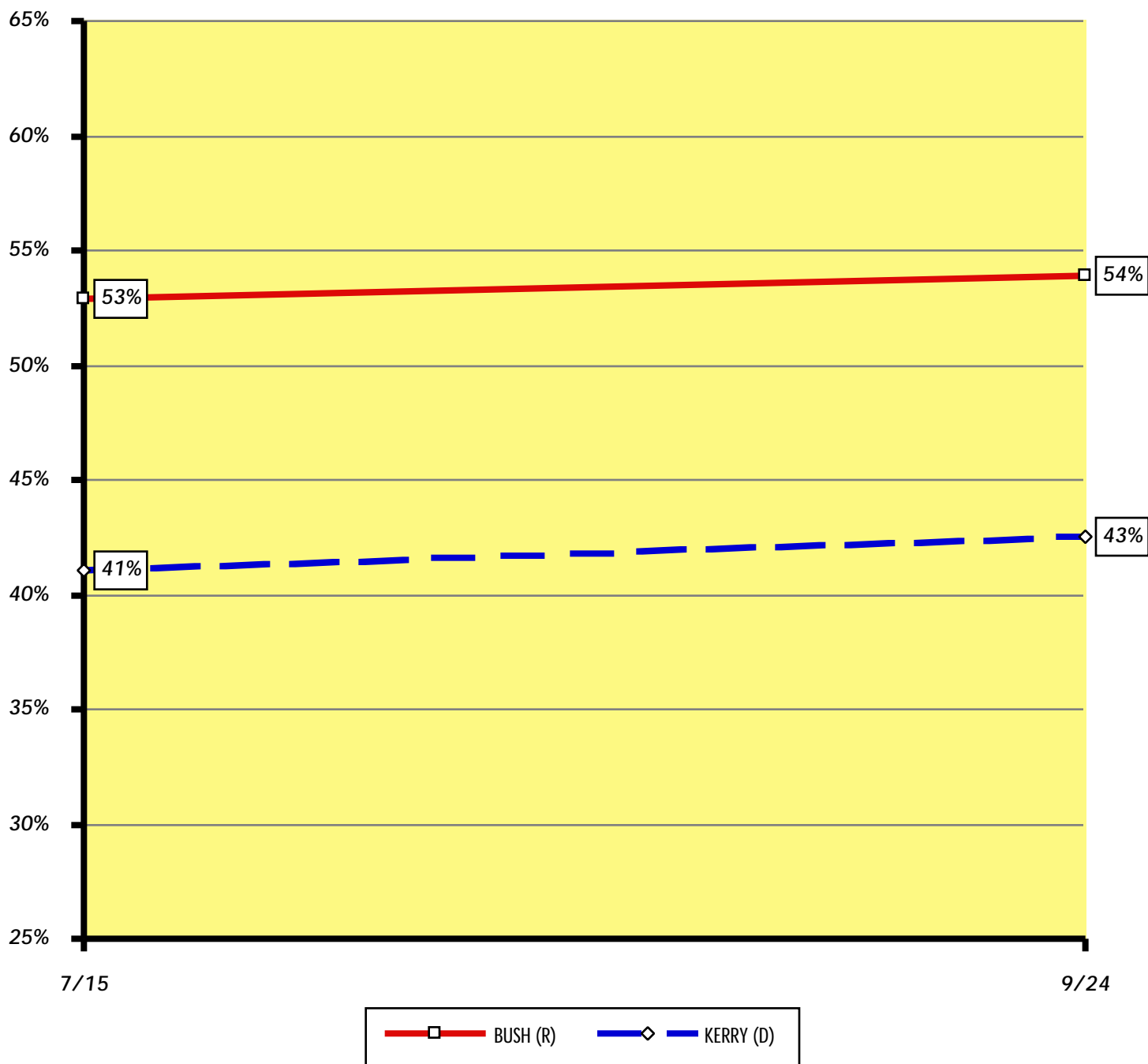
ON NOVEMBER 2ND, AMERICANS WILL ELECT A PRESIDENT. IF THE ELECTION FOR PRESIDENT OF THE UNITED STATES WERE HELD TODAY, AND YOU WERE STANDING IN THE VOTING BOOTH RIGHT NOW, WHO WOULD YOU VOTE FOR? REPUBLICAN GEORGE W. BUSH? DEMOCRAT JOHN KERRY? OR SOME OTHER CANDIDATE?



THIS IS A SURVEY OF	631	LIKELY VOTERS FROM THE ENTIRE STATE OF ARIZONA
OVERALL RESULTS CONSIDERED SIGNIFICANT	±4%	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 HISPANIC ASIAN/OTHER BUSH (R) KERRY (D)

RESPONSES SORTED BY DEMOGRAPHIC CATEGORY

BUSH (R)	54%	54%	50%	56%	52%	50%	58%	57%	50%	60%	23%	44%	30%			
KERRY (D)	43%	43%	42%	40%	45%	47%	38%	41%	45%	37%	77%	55%	58%			
OTHER	2%	2%	4%	3%	2%	1%	3%	2%	3%	3%	0%	1%	4%			
UNDECIDED	1%	1%	4%	1%	1%	1%	1%	1%	3%	1%	0%	0%	8%			
VOTED 'FOR' CANDIDATE															82%	43%
'AGAINST' OTHER CAND.															17%	54%
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%			

DEMOGRAPHIC SUBPOPULATIONS INDEXED TO OVERALL RESPONSES

BUSH (R)	100	101	92	104	96	93	107	105	93	111	43	82	55		
KERRY (D)	100	100	100	94	106	111	89	96	105	87	181	129	137		
OTHER	100	91	187	129	73	67	142	79	113	114	0	26	177		
UNDECIDED	100	84	255	92	108	70	97	47	219	74	0	29	586		

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

VOTE FOR PRESIDENT / RESPONSES COMPARED BY PERCENTAGES AND BY INDEX

	OVERALL	REPUBLICAN	DEMOCRAT	INDEPENDENT/OTHER	GRADUATE SCHOOL	COLLEGE GRAD	SOME COLLEGE	NO COLLEGE	CONSERVATIVE	MODERATE	LIBERAL	MILITARY/VET	NON-MILITARY/VET		
	RESPONSES SORTED BY DEMOGRAPHIC CATEGORY														
BUSH (R)	54%	89%	16%	43%	49%	56%	57%	54%	82%	45%	14%	57%	49%		
KERRY (D)	43%	9%	80%	50%	47%	41%	41%	40%	14%	51%	83%	39%	48%		
OTHER	2%	1%	2%	5%	3%	2%	2%	3%	3%	2%	2%	3%	1%		
UNDECIDED	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%		

	OVERALL	REPUBLICAN	DEMOCRAT	INDEPENDENT/OTHER	GRADUATE SCHOOL	COLLEGE GRAD	SOME COLLEGE	NO COLLEGE	CONSERVATIVE	MODERATE	LIBERAL	MILITARY/VET	NON-MILITARY/VET		
	DEMOGRAPHIC SUBPOPULATIONS INDEXED TO OVERALL RESPONSES														
BUSH (R)	100	165	30	80	90	103	105	100	153	84	26	105	91		
KERRY (D)	100	21	189	119	110	98	97	94	32	121	196	92	114		
OTHER	100	50	89	220	141	80	73	137	122	87	107	133	49		
UNDECIDED	100	55	126	131	103	80	59	226	99	109	0	93	115		

OVERALL
 REPUBLICAN
 DEMOCRAT
 INDEPENDENT/OTHER
 GRADUATE SCHOOL
 COLLEGE GRAD
 SOME COLLEGE
 NO COLLEGE
 CONSERVATIVE
 MODERATE
 LIBERAL
 MILITARY/VET
 NON-MILITARY/VET

VOTE FOR PRESIDENT / RESPONSES COMPARED BY PERCENTAGES AND BY INDEX

OVERALL
UNION
NON-UNION
NO RELIGIOUS SERVICES
OCCASIONAL RELIGIOUS SERVICES
REGULAR RELIGIOUS SERVICES
PRO-LIFE
PRO-CHOICE
<\$40,000
\$40,000-\$80,000
\$80,000+

RESPONSES SORTED BY DEMOGRAPHIC CATEGORY

BUSH (R)	54%	53%	54%	42%	51%	64%	76%	36%	46%	58%	55%				
KERRY (D)	43%	41%	43%	54%	46%	32%	22%	59%	50%	38%	43%				
OTHER	2%	4%	2%	2%	2%	3%	1%	3%	3%	2%	2%				
UNDECIDED	1%	2%	1%	2%	2%	1%	1%	2%	1%	2%	0%				
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%				

DEMOGRAPHIC SUBPOPULATIONS INDEXED TO OVERALL RESPONSES

BUSH (R)	100	98	100	78	95	120	142	67	85	108	102				
KERRY (D)	100	97	101	127	107	75	51	139	118	88	100				
OTHER	100	190	85	104	79	121	63	134	135	92	106				
UNDECIDED	100	128	97	117	115	79	41	128	85	171	24				

OVERALL
UNION
NON-UNION
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
 PHOENIX & NORTH
 URBAN
 SUBURBAN
 RURAL

RESPONSES SORTED BY DEMOGRAPHIC CATEGORY														
BUSH (R)	54%	54%	54%	52%	56%	53%								
KERRY (D)	43%	44%	42%	44%	42%	38%								
OTHER	2%	1%	3%	2%	2%	7%								
UNDECIDED	1%	0%	2%	2%	1%	2%								
	100%	100%	100%	100%	100%	100%								

DEMOGRAPHIC SUBPOPULATIONS INDEXED TO OVERALL RESPONSES														
BUSH (R)	100	101	100	97	104	99								
KERRY (D)	100	104	99	104	98	89								
OTHER	100	59	113	77	67	319								
UNDECIDED	100	0	131	122	68	115								

OVERALL
 TUCSON & SOUTH
 PHOENIX & NORTH
 URBAN
 SUBURBAN
 RURAL

RAW COUNTS FOR ALL RESPONSE CHOICES

THE RESPONSES OF A SUBPOPULATION OF 100 WOULD TYPICALLY BE CONSIDERED ACCURATE \pm 10%. PLEASE EXERCISE EXTREME CAUTION IN DRAWING CONCLUSIONS FROM SUBPOPULATIONS SMALLER THAN 100.

	OVERALL	CERTAIN	PROBABLE	MALE	FEMALE	AGE 18-34	AGE 35-49	AGE 50-64	AGE 65+	WHITE	BLACK	HISPANIC	ASIAN/OTHER	VOTED 'FOR' CANDIDATE	'AGAINST' OTHER CAND.
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%		

900 ARIZONA ADULTS WERE INTERVIEWED BY TELEPHONE 9/21 - 9/23. OF THEM, 741 WERE REGISTERED TO VOTE. OF THEM, 631 WERE JUDGED TO BE 'LIKELY' TO VOTE. GRAPHS REFLECT 'LIKELY' VOTERS.

RAW COUNTS FOR ALL RESPONSE CHOICES

THE RESPONSES OF A SUBPOPULATION OF 900 WOULD TYPICALLY BE CONSIDERED ACCURATE ± 10%. PLEASE EXERCISE EXTREME CAUTION IN DRAWING CONCLUSIONS FROM SUBPOPULATIONS SMALLER THAN 100

	OVERALL	UNION	NON-UNION	NOT SURE	NO RELIGIOUS SERVICES	OCCASIONAL RELIGIOUS SERVICES	REGULAR RELIGIOUS SERVICES	PRO-LIFE	PRO-CHOICE	NOT SURE	<\$40,000	\$40,000-\$80,000	\$80,000+	DECLINE
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	100%	16%	82%	0%	29%	32%	37%	40%	54%	4%	23%	39%	29%	5%

900 ARIZONA ADULTS WERE INTERVIEWED BY TELEPHONE 9/21 - 9/23. OF THEM, 741 WERE REGISTERED TO VOTE. OF THEM, 631 WERE JUDGED TO BE 'LIKELY' TO VOTE. GRAPHS REFLECT '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 SUBPOPULATIONS SMALLER THAN 100

	OVERALL	TUCSON & SOUTHWEST	PHOENIX & NORTH	URBAN	SUBURBAN	RURAL												
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 ARIZONA ADULTS WERE INTERVIEWED BY TELEPHONE 9/21 - 9/23. OF THEM, 741 WERE REGISTERED TO VOTE. OF THEM, 631 WERE JUDGED TO BE 'LIKELY' TO VOTE. GRAPHS REFLECT '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.