

REPUBLICANS REFUSE TO PLAY DEAD IN CA: BUSH & JONES MAKING NOISE



55 ELECTORAL VOTES AT STAKE ... IN 2000, DEMOCRATS CARRIED CA BY 11 PTS

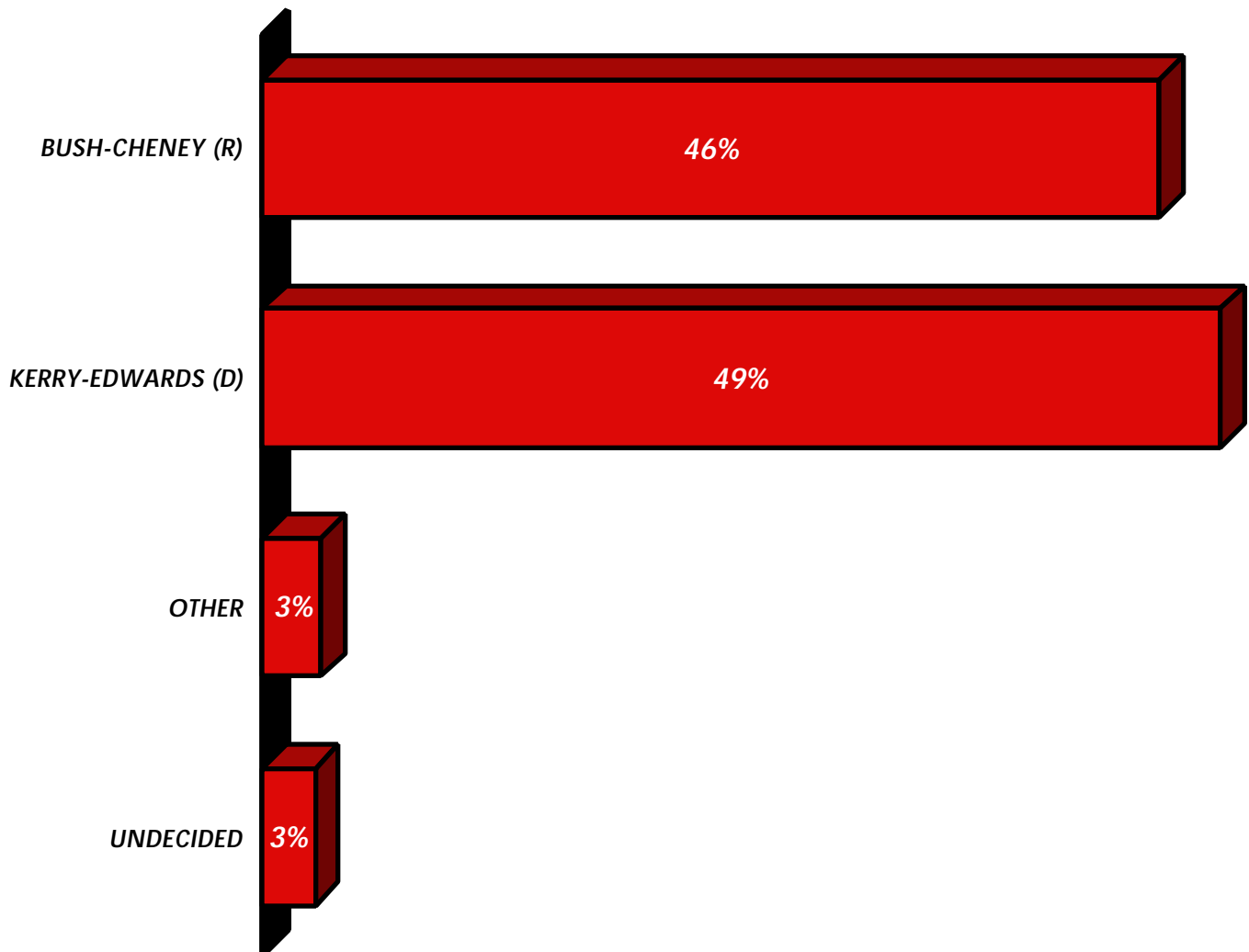
- * IN ELECTIONS IN CALIFORNIA TODAY, JOHN KERRY BARELY DEFEATS GEORGE W BUSH & DEMOCRAT BARBARA BOXER DEFEATS REPUBLICAN BILL JONES IN SINGLE DIGITS, ACCORDING TO SURVEYUSA POLL OF 589 LIKELY VOTERS CONDUCTED 8/16 - 8/18.
- * TODAY IT'S KERRY-EDWARDS 49%, BUSH-CHENEY 46%. BUSH LEADS BY 11 AMONG MEN. KERRY LEADS BY 16 AMONG WOMEN. BUSH UP 21 PTS IN CENTRAL VALLEY, UP 23 PTS IN INLAND EMPIRE. KERRY UP 25 PTS IN BAY AREA, UP 16 PTS IN GREATER LOS ANGELES.
- * TODAY IT'S BOXER 48%, JONES 42%. JONES UP 11 PTS AMONG MEN. BOXER UP 23 PTS AMONG WOMEN. JONES UP 4 PTS AMONG WHITES, BOXER UP 15 AMONG HISPANICS, 39 AMONG BLACKS.
- * 84% OF BUSH VOTERS STAY WITH GOP JONES. 85% OF KERRY VOTERS STAY WITH DEM BOXER.

RESEARCH CONDUCTED E.T.	040816 19: 31- 23: 50 040817 18: 31- 23: 50 040818 18: 31- 23: 49 ET
RESPONDENTS DRAWN FROM	THE ENTIRE STATE OF CALIFORNIA
RANDOM SAMPLE SELECTED BY	SURVEY SAMPLING INC.

RESEARCH CONDUCTED FOR KABC-TV LOS ANGELES, KPIX-TV SAN FRANCISCO, KXTV-TV SACRAMENTO & KGTV-TV SAN DIEGO

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? THE REPUBLICAN TICKET OF GEORGE W. BUSH AND DICK CHENEY? OR, THE DEMOCRATIC TICKET OF JOHN KERRY AND JOHN EDWARDS?

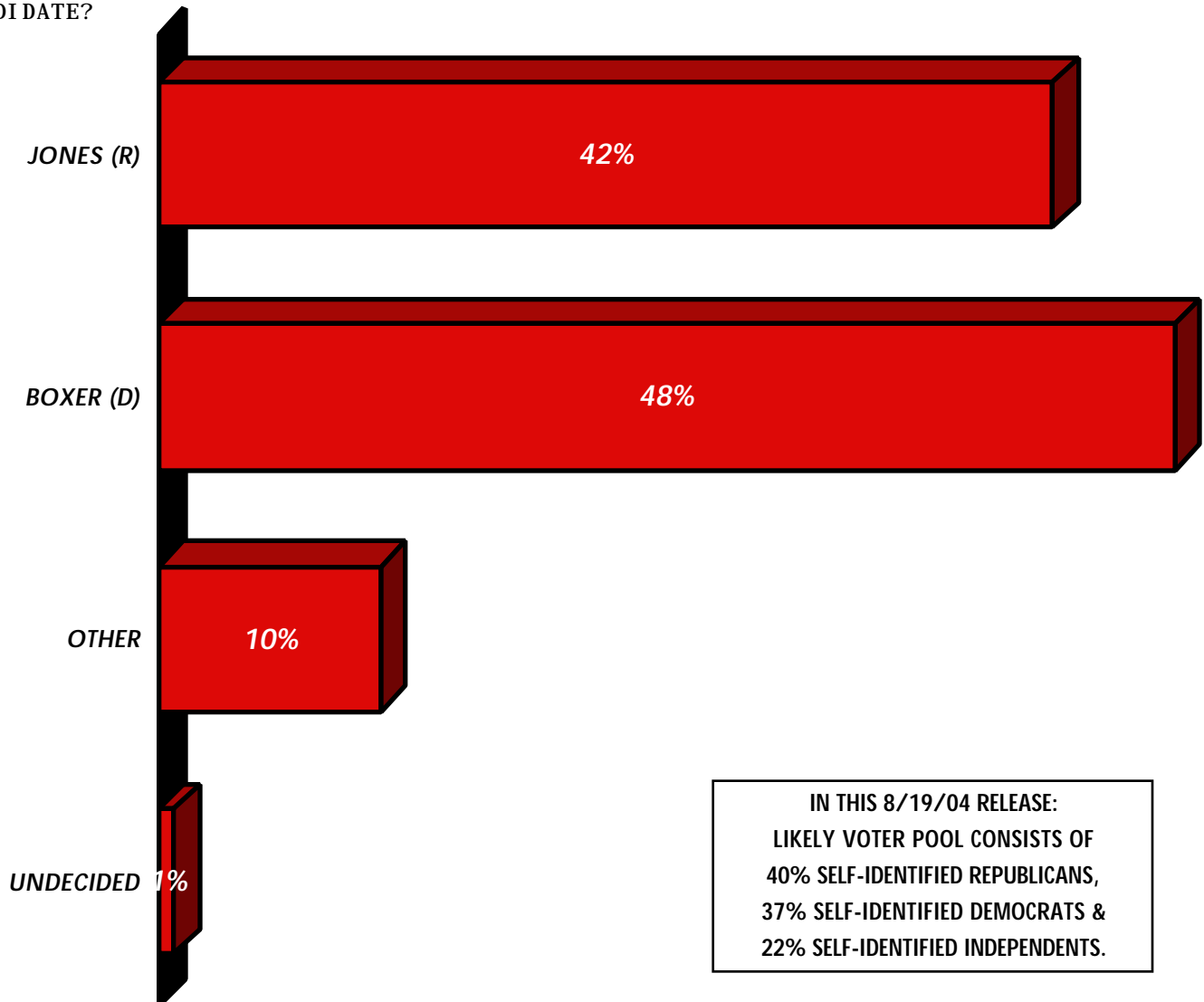


THIS IS A SURVEY OF	589	LIKELY VOTERS FROM THE ENTIRE STATE OF CALIFORNIA
OVERALL RESULTS CONSIDERED SIGNIFICANT	±4.1%	A LARGER ± APPLIES TO SUBPOPULATIONS

RESULTS MAY NOT ADD TO 100%, BECAUSE PERCENTAGES ARE ROUNDED TO WHOLE NUMBERS

VOTE FOR SENATOR / ALL LIKELY VOTERS

CALIFORNIANS MAY ALSO VOTE IN AN ELECTION FOR UNITED STATES SENATOR. IF THE ELECTION FOR U. S. SENATOR FROM CALIFORNIA WERE TODAY, AND YOU WERE STANDING IN THE VOTING BOOTH RIGHT NOW, WHO WOULD YOU VOTE FOR? REPUBLICAN BILL JONES? DEMOCRAT BARBARA BOXER? OR SOME OTHER CANDIDATE?

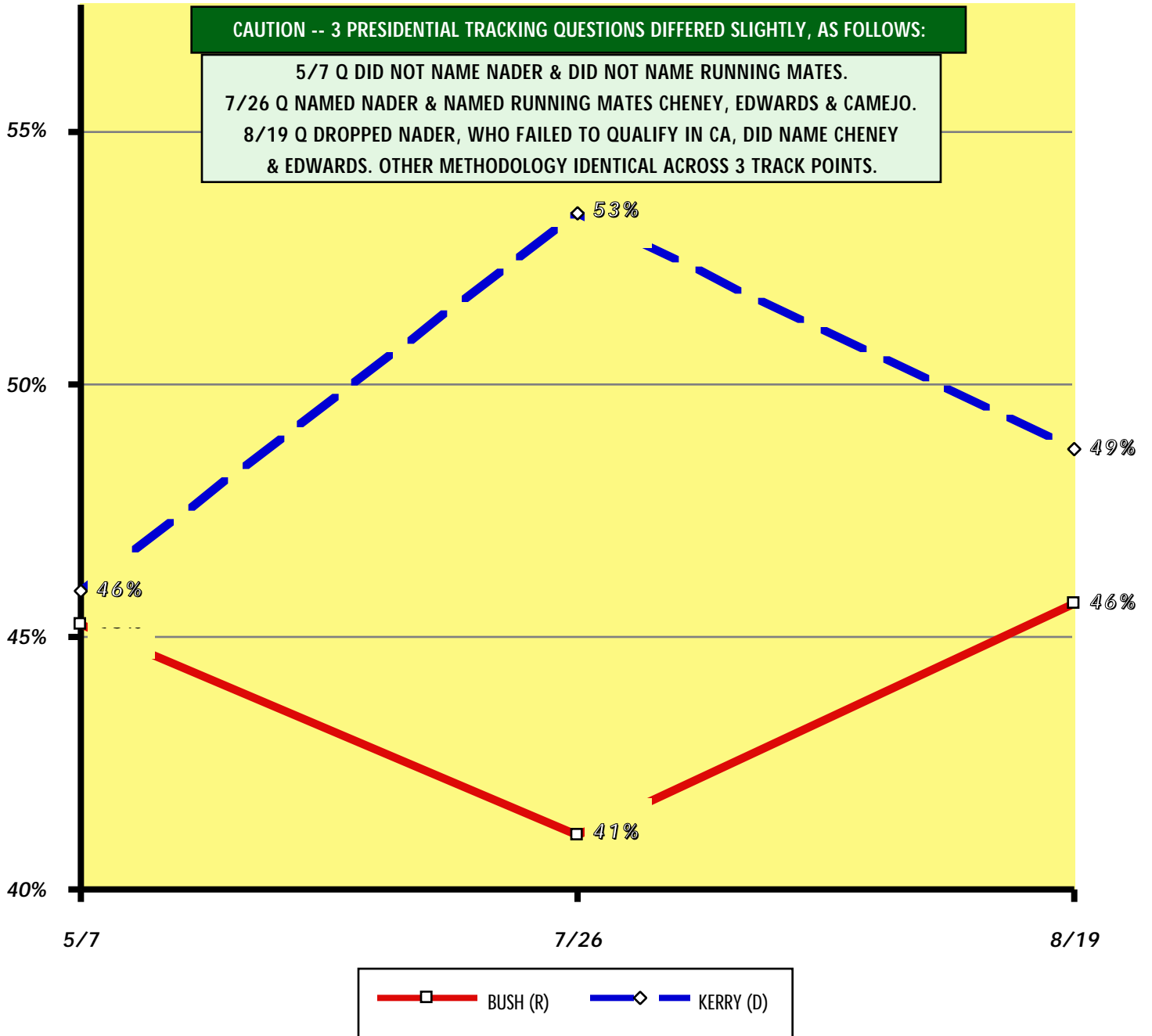


IN THIS 8/19/04 RELEASE:
 LIKELY VOTER POOL CONSISTS OF
 40% SELF-IDENTIFIED REPUBLICANS,
 37% SELF-IDENTIFIED DEMOCRATS &
 22% SELF-IDENTIFIED INDEPENDENTS.

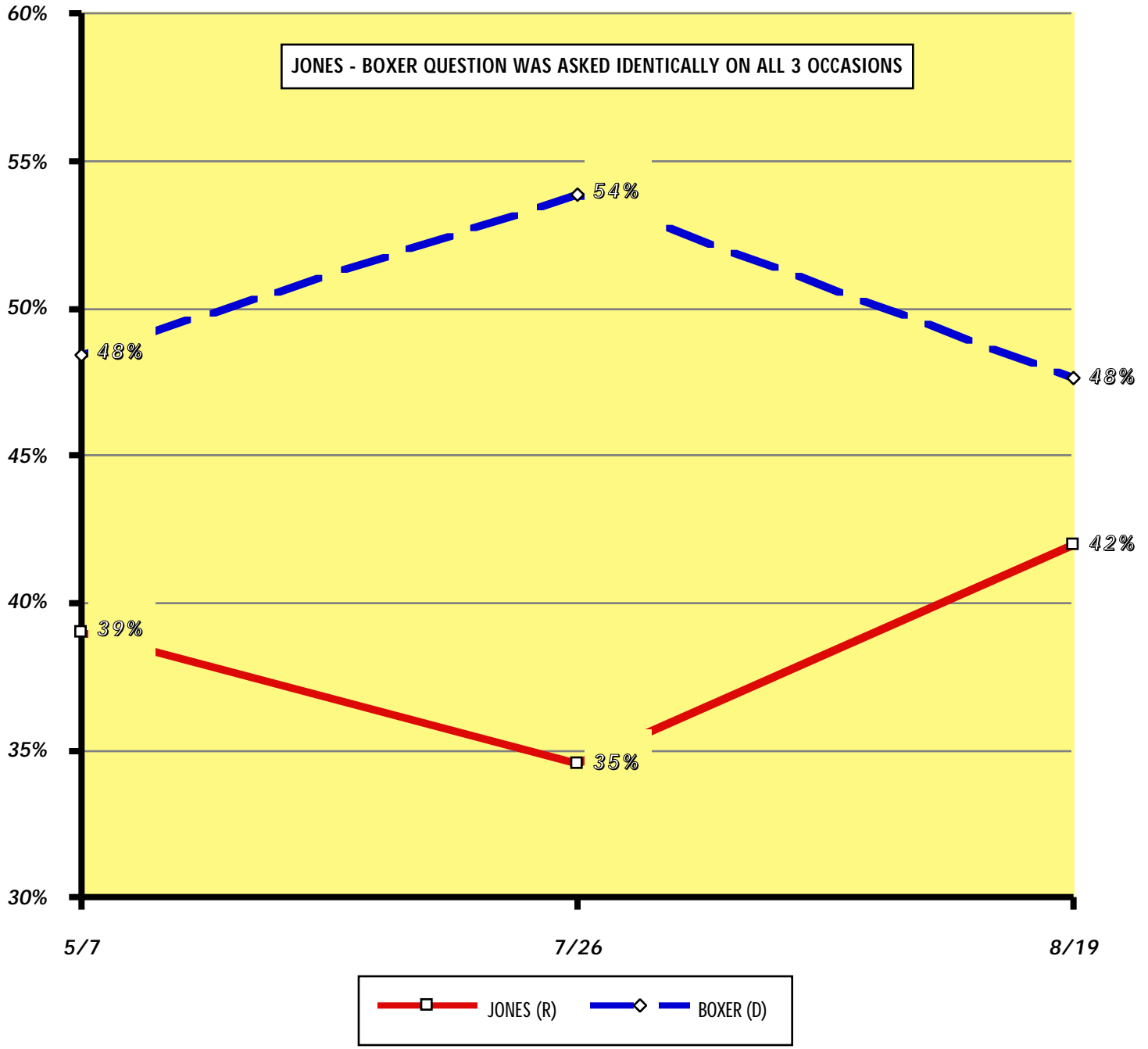
THIS IS A SURVEY OF	582	LIKELY VOTERS FROM THE ENTIRE STATE OF CALIFORNIA
OVERALL RESULTS CONSIDERED SIGNIFICANT	±4.1%	A LARGER ± APPLIES TO SUBPOPULATIONS

RESULTS MAY NOT ADD TO 100%, BECAUSE PERCENTAGES ARE ROUNDED TO WHOLE NUMBERS

VOTE FOR PRESIDENT / ALL LIKELY VOTERS



VOTE FOR SENATOR / 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	MILITARY	NON-MILITARY		
RESPONSES SORTED BY DEMOGRAPHIC CATEGORY															
BUSH-CHENEY (R)	46%	85%	6%	40%	36%	52%	47%	43%	82%	35%	9%	50%	41%		
KERRY-EDWARDS (D)	49%	11%	90%	47%	59%	43%	47%	48%	15%	58%	85%	43%	55%		
OTHER	3%	2%	2%	8%	2%	3%	4%	2%	2%	3%	4%	3%	3%		
UNDECIDED	3%	2%	2%	4%	2%	2%	1%	6%	1%	4%	3%	4%	1%		
	100%	100%	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	MILITARY	NON-MILITARY		
DEMOGRAPHIC SUBPOPULATIONS INDEXED TO OVERALL RESPONSES															
BUSH-CHENEY (R)	100	187	14	89	80	113	104	95	180	77	20	109	90		
KERRY-EDWARDS (D)	100	23	185	97	122	89	97	99	32	119	174	88	113		
OTHER	100	51	59	266	73	108	129	69	62	101	122	115	86		
UNDECIDED	100	75	76	162	82	68	51	234	19	143	96	144	54		

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

VOTE FOR PRESIDENT / RESPONSES COMPARED BY PERCENTAGES AND BY INDEX

OVERALL
 NO RELIGIOUS SERVICES
 OCCASIONAL RELIGIOUS SERVICES
 REGULAR RELIGIOUS SERVICES
 CENTRAL VALLEY
 GREATER L.A.
 INLAND EMPIRE
 BAY AREA/NORTHERN COAST
 URBAN
 SUBURBAN
 RURAL

RESPONSES SORTED BY DEMOGRAPHIC CATEGORY

BUSH-CHENEY (R)	46%	34%	41%	63%	57%	39%	60%	34%	39%	49%	50%				
KERRY-EDWARDS (D)	49%	57%	55%	33%	36%	55%	37%	59%	57%	44%	33%				
OTHER	3%	5%	2%	3%	5%	2%	2%	3%	3%	3%	9%				
UNDECIDED	3%	4%	3%	1%	1%	3%	2%	3%	1%	4%	8%				
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%				

DEMOGRAPHIC SUBPOPULATIONS INDEXED TO OVERALL RESPONSES

BUSH-CHENEY (R)	100	74	89	138	126	86	131	74	85	108	110				
KERRY-EDWARDS (D)	100	117	112	68	74	113	76	122	117	91	68				
OTHER	100	178	52	91	174	80	52	110	104	88	300				
UNDECIDED	100	142	118	43	47	130	68	123	30	132	292				

OVERALL
 NO RELIGIOUS SERVICES
 OCCASIONAL RELIGIOUS SERVICES
 REGULAR RELIGIOUS SERVICES
 CENTRAL VALLEY
 GREATER L.A.
 INLAND EMPIRE
 BAY AREA/NORTHERN COAST
 URBAN
 SUBURBAN
 RURAL

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.