KERRY 5 PTS ATOP BUSH IN FIGHT FOR MAINE'S 4 ELECTORAL VOTES



IN 2000, GORE BEAT BUSH IN MAINE 49% TO 44% ... TODAY, IT'S STILL 49% TO 44%

- * IN AN ELECTION FOR PRESIDENT OF THE UNITED STATES IN MAINE TODAY, JOHN KERRY DEFEATS GEORGE W BUSH 49% TO 44%, IDENTICAL TO THE VOTE TOTALS FROM 2000, WHEN AL GORE BEAT BUSH 49% TO 44%, ACCORDING TO SURVEYUSA POLL OF 632 LIKELY VOTERS TAKEN 8/22 8/24.
- * BUSH & KERRY TIE IN NORTHERN MAINE. KERRY LEADS BY 9 IN SOUTHERN MAINE.
- * BUSH LEADS BY 20 AMONG THOSE WHO ATTEND CHURCH REGULARLY. KERRY LEADS BY 21 AMONG THOSE WHO ATTEND CHURCH RARELY. BUSH LEADS BY 36 AMONG PRO-LIFE VOTERS, KERRY LEADS BY 27 AMONG PRO-CHOICE VOTERS.
- * BUSH UP 3 AMONG MEN, DOWN 11 AMONG WOMEN. INDYS BREAK 5:4 FOR KERRY, MODERATES BREAK 3:2 FOR KERRY. KERRY LEADS IN NON-MILITARY HOUSEHOLDS BY 13. MILITARY HH'S TIED.

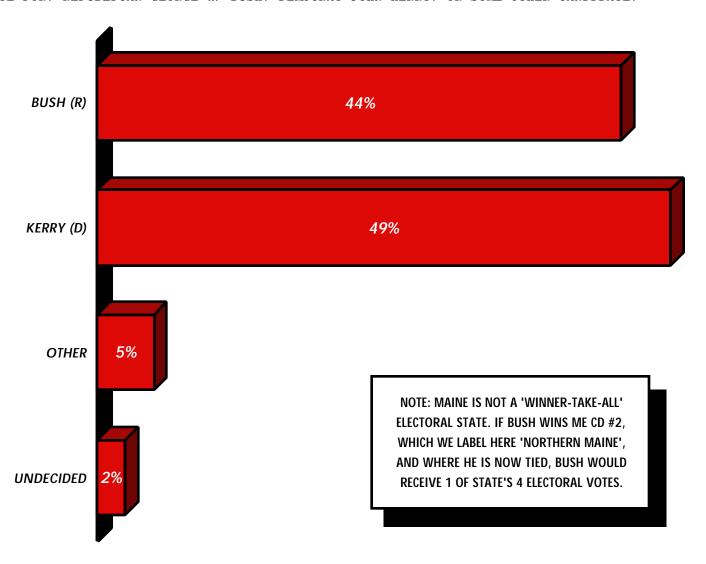
| RESEARCH CONDUCTED E.T. | 040822 14: 01-19: 26 040823 15: 30-20: 44 040824 15: 30-20: 47 ET |
|---------------------------|---|
| RESPONDENTS DRAWN FROM | THE ENTIRE STATE OF MAINE |
| RANDOM SAMPLE SELECTED BY | SURVEY SAMPLING INC. |

RESEARCH CONDUCTED FOR WCSH-TV PORTLAND & WLBZ-TV BANGOR

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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?



| THIS IS A SURVEY OF | 632 LI | KELY VOTER | S FROM THE ENTIRE STATE OF MAINE |
|----------------------|-------------------|------------|--------------------------------------|
| OVERALL RESULTS CONS | DERED SIGNIFICANT | ±4% | A LARGER ± APPLIES TO SUBPOPULATIONS |

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

VOTE FOR PRESIDENT / RESPONSES COMPARED BY PERCENTAGES AND BY INDEX

CERTAIN
PROBABLE
MALE
FEMALE
AGE 18-34
AGE 50-64
AGE 65+

BUSH (R) KERRY (D) OTHER Undecided

| | | R | SPOI | VSES | SORT | ED B | Y DEN | /IOGR | APHI | C CA | TEGO | RY | |
|------|------|------|------|------|------|------|-------|-------|------|------|------|----|--|
| 44% | 44% | 44% | 48% | 41% | 40% | 49% | 43% | 42% | | | | | |
| 49% | 50% | 40% | 45% | 52% | 48% | 44% | 53% | 52% | | | | | |
| 5% | 4% | 13% | 5% | 5% | 9% | 4% | 3% | 2% | | | | | |
| 2% | 2% | 3% | 2% | 2% | 2% | 2% | 1% | 4% | | | | | |
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| 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | | | | | |

BUSH (R) KERRY (D) OTHER UNDECIDED

| D | ЕМО | GRAF | PHIC S | SUBP | OPUL | ATIOI | VS IN | DEXE | D TO | OVE | RALL | RESP | ONSE | S |
|-----|-----|------|--------|------|------|-------|-------|------|------|-----|------|------|------|---|
| 100 | 100 | 100 | 108 | 92 | 91 | 111 | 96 | 95 | | | | | | |
| 100 | 102 | 82 | 93 | 107 | 99 | 90 | 109 | 106 | | | | | | |
| 100 | 77 | 280 | 98 | 102 | 199 | 94 | 64 | 46 | | | | | | |
| 100 | 98 | 119 | 106 | 95 | 79 | 103 | 57 | 169 | | | | | | |
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CERTAIN
PROBABLE
MALE
FEMALE
AGE 18-34
AGE 50-64
AGE 65+

OVERALL

OVE

BUSH (R) KERRY (D) OTHER UNDECIDED

| | | RE | SPOI | VSES | SORT | ED B | Y DEN | ЛОGR | APHI | C CA | TEGO | RY | |
|------|------|------|------|------|------|------|-------|------|------|------|------|----|--|
| 44% | 83% | 11% | 40% | 35% | 49% | 48% | 44% | 73% | 38% | 12% | | | |
| 49% | 11% | 85% | 50% | 61% | 46% | 41% | 50% | 21% | 56% | 78% | | | |
| 5% | 4% | 3% | 7% | 2% | 2% | 9% | 5% | 4% | 3% | 8% | | | |
| 2% | 2% | 1% | 3% | 2% | 2% | 3% | 2% | 2% | 3% | 1% | | | |
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| 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | | | |

BUSH (R) KERRY (D) OTHER UNDECIDED

| D | EMO | GRAF | PHIC S | SUBP | OPUL. | ATIO | NS IN | DEXE | D TO | OVE | RALL | RESP | ONSE | S |
|-----|------------|------|--------|------|-------|------|-------|------|------|-----|------|------|------|---|
| 100 | 188 | 25 | 91 | 79 | 111 | 107 | 99 | 164 | 86 | 28 | | | | |
| 100 | 23 | 175 | 102 | 125 | 95 | 85 | 102 | 44 | 115 | 161 | | | | |
| 100 | 77 | 68 | 145 | 40 | 51 | 182 | 95 | 89 | 72 | 175 | | | | |
| 100 | 92 | 39 | 138 | 86 | 94 | 113 | 90 | 78 | 126 | 39 | | | | |
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OVERALL DEMOCRAT COLLEGE GRAD SOME COLLEGE LIBERAL REPUBLICAN INDEPENDENT/OTHER GRAD SCHOOL NO COLLEGE CONSERVATIVE MODERATE

OVERALL OVERALL OVERALL NO RELIGIOUS SERVICES OCCASIONAL RELIGISES SERVICES

REGULAR RELIGIOUS OF STATE OF

KERRY (D) OTHER UNDECIDED

| | | RI | SPOI | VSES | SORT | ED B | Y DEN | /IOGR | APHI | C CA | TEGO | RY | |
|------|------|------|------|------|------|------|-------|-------|------|------|------|----|--|
| 44% | 35% | 44% | 57% | 65% | 33% | 48% | 39% | 38% | 46% | | | | |
| 49% | 56% | 50% | 37% | 29% | 60% | 47% | 52% | 57% | 47% | | | | |
| 5% | 7% | 4% | 3% | 4% | 5% | 4% | 6% | 5% | 5% | | | | |
| 2% | 2% | 2% | 3% | 2% | 2% | 2% | 2% | 0% | 2% | | | | |
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| 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | | | | |

BUSH (R) KERRY (D) OTHER UNDECIDED

| D | EMO | GRAF | PHIC S | SUBP | OPUL. | ATIOI | VS IN | DEXE | D TO | OVE | RALL | RESP | ONSE | S |
|-----|-----|------|--------|------|-------|-------|-------|------|------|-----|------|------|------|---|
| 100 | 79 | 99 | 129 | 147 | 74 | 108 | 89 | 86 | 103 | | | | | |
| 100 | 115 | 102 | 77 | 59 | 124 | 96 | 107 | 117 | 98 | | | | | |
| 100 | 148 | 81 | 57 | 94 | 95 | 74 | 128 | 104 | 99 | | | | | |
| 100 | 84 | 105 | 109 | 80 | 101 | 81 | 95 | 0 | 101 | | | | | |
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OVERALL NO RELIGIOUS SERVICES OCCASIONAL RELIGIOUS SERVICES

REGULAR RELIGIOUS SERVICES

PRO-LIFE

PRO-CHOICE MILITARY/VET NON-MILITARY/VET

NOIND-NON

UNION

VOTE FOR PRESIDENT / RESPONSES COMPARED BY PERCENTAGES AND BY INDEX

>\$40,000 \$40,000-\$80,000 \$80,000+ SOUTHERN MAINE URBAN SUBURBAN SUBURBAN RURAL RURAL

BUSH (R) KERRY (D) OTHER UNDECIDED

VOTED 'FOR' CANDIDATE 'AGAINST' OTHER CAND.

| | | RE | SPO | VSES | SORT | ED B | Y DEN | /IOGR | APHI | C CA | TEGO | RY | | |
|------|------|------|------|------|------|------|-------|-------|------|------|------|-----|-----|--|
| 44% | 39% | 48% | 44% | 43% | 45% | 39% | 49% | 43% | | | | | | |
| 49% | 53% | 46% | 51% | 52% | 45% | 51% | 46% | 50% | | | | | | |
| 5% | 7% | 3% | 4% | 3% | 7% | 8% | 3% | 5% | | | | | | |
| 2% | 1% | 3% | 1% | 2% | 3% | 3% | 3% | 2% | | | | | | |
| | | | | | | | | | | | | | | |
| | | | | | | | | | | | | 81% | 39% | |
| | | | | | | | | | | | | 17% | 57% | |
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| 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | | | | | | |

BUSH (R) KERRY (D) OTHER UNDECIDED

| D | ЕМО | GRAF | PHIC S | SUBP | OPUL | ATIO | VS IN | DEXE | D TO | OVE | RALL | RESP | ONSE | S |
|-----|-----|------|--------|------|------|------|-------|------|------|-----|------|------|------|---|
| 100 | 88 | 107 | 99 | 98 | 102 | 88 | 109 | 98 | | | | | | |
| 100 | 109 | 96 | 105 | 107 | 93 | 105 | 94 | 103 | | | | | | |
| 100 | 149 | 66 | 78 | 62 | 142 | 159 | 71 | 99 | | | | | | |
| 100 | 43 | 121 | 51 | 75 | 127 | 119 | 107 | 91 | | | | | | |
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SOUTHERN MAINE

URBAN

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RURAL

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

| RALL | RTAIN | BABLE | ш | ALE | 18-34 | 35-49 | 50-64 | +59 |
|------|-------|-------|------|------|-------|-------|-------|-----|
| 0VE | CERT | PRO | MALE | FEM, | AGE | AGE | AGE | AGE |

REGISTERED
CERTAIN
PROBABLE
LIKELY
BUSH (R)
KERRY (D)
OTHER
UNDECIDED
TOTAL
COMPOSITION OF ADULTS
COMP. OF REG. VOTERS

| | | | | | | | | | | 8/22 | /24 | |
|------------|------------|-----|-----|-----|------------|------------|-----|-----|--|------|-----|--|
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| 100% | 89% | 11% | 49% | 51% | 22% | 34% | 24% | 20% | | | | |
| 100% | 78% | 10% | 49% | 51% | 23% | 33% | 24% | 20% | | | | |
| 100% | 70% | 9% | 48% | 52% | 27% | 32% | 23% | 19% | | | | |
| 800 | 560 | 071 | 383 | 417 | 212 | 255 | 181 | 151 | | | | |
| 015 | 013 | 002 | 008 | 007 | 003 | 005 | 002 | 005 | | | | |
| 030 | 021 | 010 | 014 | 016 | 013 | 010 | 005 | 003 | | | | |
| 307 | 278 | 028 | 138 | 169 | 066 | 093 | 082 | 065 | | | | |
| 280 | 248 | 032 | 147 | 133 | 056 | 105 | 066 | 053 | | | | |
| 632 | 560 | 071 | 307 | 324 | 138 | 213 | 154 | 126 | | | | |
| 071 | 000 | 071 | 039 | 032 | 021 | 026 | 014 | 010 | | | | |
| 720 560 | 560 560 | 071 | 350 | 370 | 169 116 | 235 187 | 171 | 146 | | | | |

800 MAINE ADULTS WERE INTERVIEWED BY TELEPHONE 8/22 - 8/24.

OF THEM, 720 WERE REGISTERED TO VOTE.

OF THEM, 632 WERE HIDGED TO BE 'LIKELY' PRESIDENTIAL VOTERS

OF THEM, 632 WERE JUDGED TO BE 'LIKELY' PRESIDENTIAL VOTERS. GRAPHS REFLECT 'LIKELY' VOTERS.

RAW COUNTS FOR ALL RESPONSE CHOICES

| THE RESPONSES | OF A | SUBP0 | PULAT | I 0k 0 | F 100 | WOUL | D TYP | I CALL | Y BE | CONSI | DERED | ACCU | RATE : | ± 10%. | |
|------------------------|---------|------------|----------|-------------|----------|-------------|--------------|--------------|------------|--------------|----------|---------|----------|-------------|--|
| PLEASE EXERCISE E | | | | | | | | | | | | | | | |
| | OVERALL | REPUBLICAN | DEMOCRAT | INDEPENDENT | NOT SURE | GRAD SCHOOL | COLLEGE GRAD | SOME COLLEGE | NO COLLEGE | CONSERVATIVE | MODERATE | LIBERAL | NOT SURE | | |
| REGISTERED | 720 | 220 | 213 | 284 | 004 | 121 | 143 | 181 | 271 | 239 | 320 | 128 | 027 | | |
| CERTAIN | 560 | 179 | 180 | 200 | 002 | 098 | 120 | 151 | 189 | 186 | 242 | 112 | 016 | | |
| PROBABLE | 071 | 014 | 015 | 042 | 001 | 010 | 011 | 018 | 032 | 017 | 043 | 006 | 005 | | |
| LIKELY | 632 | 193 | 195 | 241 | 003 | 109 | 131 | 169 | 220 | 203 | 285 | 119 | 021 | | |
| BUSH (R) | 280 | 160 | 022 | 097 | 001 | 038 | 064 | 080 | 096 | 148 | 108 | 015 | 008 | | |
| KERRY (D) | 307 | 021 | 165 | 120 | 001 | 066 | 061 | 070 | 109 | 043 | 159 | 093 | 010 | | |
| OTHER | 030 | 007 | 006 | 017 | 000 | 002 | 003 | 015 | 010 | 009 | 010 | 010 | 002 | | |
| UNDECIDED | 015 | 004 | 002 | 008 | 001 | 002 | 003 | 005 | 005 | 004 | 008 | 001 | 001 | | |
| TOTAL | 800 | 240 | 236 | 317 | 007 | 128 | 151 | 201 | 316 | 257 | 354 | 146 | 034 | | |
| COMPOSITION OF ADULTS | 100% | 30% | 30% | 40% | 1% | 16% | 19% | 25% | 39% | 32% | 44% | 18% | 4% | | |
| COMP. OF REG. VOTERS | 100% | 30% | 30% | 39% | 1% | 17% | 20% | 25% | 38% | 33% | 44% | 18% | 4% | | |
| COMP. OF LIKELY VOTERS | 100% | 31% | 31% | 38% | 0% | 17% | 21% | 27% | 35% | 32% | 45% | 19% | 3% | | |
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| | 800 | MAI N | E ADI | JLTS | WERE | INT | ERVI I | EWED | BY T | ELEPI | IONE | 8/22 | - 8/ | 24 . | |
| | OF T | HEM, | 720 | WERE | REG | I STE | RED T | 0 V0 | TE. | | | | | | |

GRAPHS REFLECT 'LIKELY' VOTERS.

OF THEM, 632 WERE JUDGED TO BE 'LIKELY' PRESIDENTIAL VOTERS.

RAW COUNTS FOR ALL RESPONSE CHOISES

| THE RESPONSES | | S | s s | RV. | | | | | | | | | | | |
|------------------------|---------|-----------------|----------------|-----------------|----------|------------|----------|--------------|---------------|-------|-----------|----------|-------|--------------|-----|
| THE RESPONSES | OF A | SU ∰ P0 | PU ⋛ AT | 1 0 ½ 0. | F 100 | WOUL | D TYP | I CALL | Y <u>В</u> Е | CONSI | DERED | ACCU | RATE | ± 10% | |
| PLEASE EXERCISE E | EXTREM | E € AU | | | AWI NG | CONC | LUSI 0 | NS FR | $\overline{}$ | BPOPU | LATI 0 | NS SM | ALLER | THAN | 100 |
| | OVERALL | NO RELIGIOUS SE | OCCASIONAL RE | REGULAR RELIGI | PRO-LIFE | PRO-CHOICE | NOT SURE | MILITARY/VET | NON-MILITARY, | UNION | NON-UNION | NOT SURE | | | |
| REGISTERED | 720 | 289 | 233 | 186 | 243 | 428 | 033 | 373 | 321 | 129 | 557 | 006 | | | |
| CERTAIN | 560 | 218 | 174 | 160 | 195 | 335 | 019 | 292 | 253 | 105 | 433 | 005 | | | |
| PROBABLE | 071 | 031 | 029 | 010 | 019 | 045 | 006 | 039 | 029 | 012 | 055 | 001 | | | |
| LIKELY | 632 | 249 | 202 | 170 | 214 | 379 | 025 | 331 | 282 | 117 | 488 | 006 | | | |
| BUSH (R) | 280 | 088 | 089 | 098 | 139 | 125 | 009 | 159 | 111 | 045 | 222 | 002 | | | |
| KERRY (D) | 307 | 139 | 101 | 064 | 061 | 228 | 013 | 154 | 147 | 067 | 231 | 003 | | | |
| OTHER | 030 | 018 | 008 | 005 | 010 | 017 | 002 | 012 | 017 | 006 | 023 | 000 | | | |
| UNDECIDED | 015 | 005 | 005 | 004 | 004 | 009 | 001 | 006 | 006 | 000 | 012 | 001 | | | |
| TOTAL | 800 | 329 | 261 | 194 | 262 | 478 | 038 | 413 | 355 | 143 | 616 | 008 | | | |
| COMPOSITION OF ADULTS | 100% | 41% | 33% | 24% | 33% | 60% | 5% | 52% | 44% | 18% | 77% | 1% | | | |
| COMP. OF REG. VOTERS | 100% | 40% | 32% | 26% | 34% | 59% | 5% | 52% | 45% | 18% | 77% | 1% | | | |
| COMP. OF LIKELY VOTERS | 100% | 39% | 32% | 27% | 34% | 60% | 4% | 52% | 45% | 19% | 77% | 1% | | | |
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| | 000 | VAT AT | | II TO | WEDE | T MOR | | WED. | DV B | | LONE | 0./00 | | /0.4 | |
| | 800 | MAIN. | E ADU | JLTS | WERE | 1 NT | ERVI E | WED | BY T | ELEPI | TONE | 8/22 | 8, | /24 . | |

OF THEM, 632 WERE JUDGED TO BE 'LIKELY' PRESIDENTIAL VOTERS.

OF THEM, 720 WERE REGISTERED TO VOTE.

GRAPHS REFLECT 'LIKELY' VOTERS.

RAW COUNTS FOR ALL RESPONSE CHOICES

| 1 | | | | | | | | | | | 별 | <u> </u> | | | |
|------------------------|---------|--|------------------|-----------|---------|--------------|-------------|---------------|----------|------------|---------------|---------------|------------|------|-----|
| THE RESPONSES | WOUL | WOULD TYPICALLY BE CONSIDE ED A CURATE ± 10%. CONCLUSIONS FROM SUBPOPULA DONS MALLER THAN 10 | | | | | | | | | | | | | |
| PLEASE EXERCISE I | LAIKEM | E CAU | | IN DK | AWING | | | NS FK | UM SU | вроро | S FAT | | ALLEK | IHAN | 100 |
| | OVERALL | >\$40,000 | \$40,000-\$80,00 | +000'08\$ | DECLINE | SOUTHERN MAI | NORTHERN MA | URBAN | SUBURBAN | RURAL | VOTED 'FOR' (| 'AGAINST' OTH | NOT SURE | | |
| REGISTERED | 720 | 273 | 270 | 115 | 020 | 373 | 347 | 104 | 235 | 380 | | | | | |
| CERTAIN | 560 | 203 | 220 | 095 | 015 | 297 | 263 | 079 | 186 | 294 | | | | | |
| PROBABLE | 071 | 031 | 025 | 008 | 003 | 035 | 036 | 013 | 016 | 042 | | | | | |
| LIKELY | 632 | 234 | 246 | 103 | 018 | 332 | 299 | 092 | 203 | 336 | | | | | |
| BUSH (R) | 280 | 091 | 117 | 045 | 010 | 145 | 135 | 036 | 098 | 145 | 227 | 047 | 007 | | |
| KERRY (D) | 307 | 124 | 114 | 053 | 007 | 172 | 135 | 047 | 092 | 167 | 119 | 173 | 015 | | |
| OTHER | 030 | 017 | 008 | 004 | 001 | 010 | 020 | 007 | 007 | 016 | 000 | 000 | 000 | | |
| UNDECIDED | 015 | 002 | 007 | 001 | 001 | 006 | 009 | 003 | 005 | 007 | 000 | 000 | 000 | | |
| TOTAL | 800 | 312 | 293 | 122 | 022 | 415 | 385 | 116 | 260 | 422 | | | | | |
| COMPOSITION OF ADULTS | 100% | 39% | 37% | 15% | 3% | 52% | 48% | 14% | 33% | 53% | | | | | |
| COMP. OF REG. VOTERS | 100% | 38% | 37% | 16% | 3% | 52% | 48% | 14% | 33% | 53% | | | | | |
| COMP. OF LIKELY VOTERS | 100% | 37% | 39% | 16% | 3% | 53% | 47% | 15% | 32% | 53% | | | | | |
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GRAPHS REFLECT 'LIKELY' VOTERS.

OF THEM, 632 WERE JUDGED TO BE 'LIKELY' PRESIDENTIAL 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.