

CALIFORNIA, 15 DAYS TO ELECTION: KERRY UP BY 10, BOXER UP BY 22



IN 2000, GORE CARRIED CA BY 12 PTS ... 55 ELECTORAL VOTES SAFELY BLUE

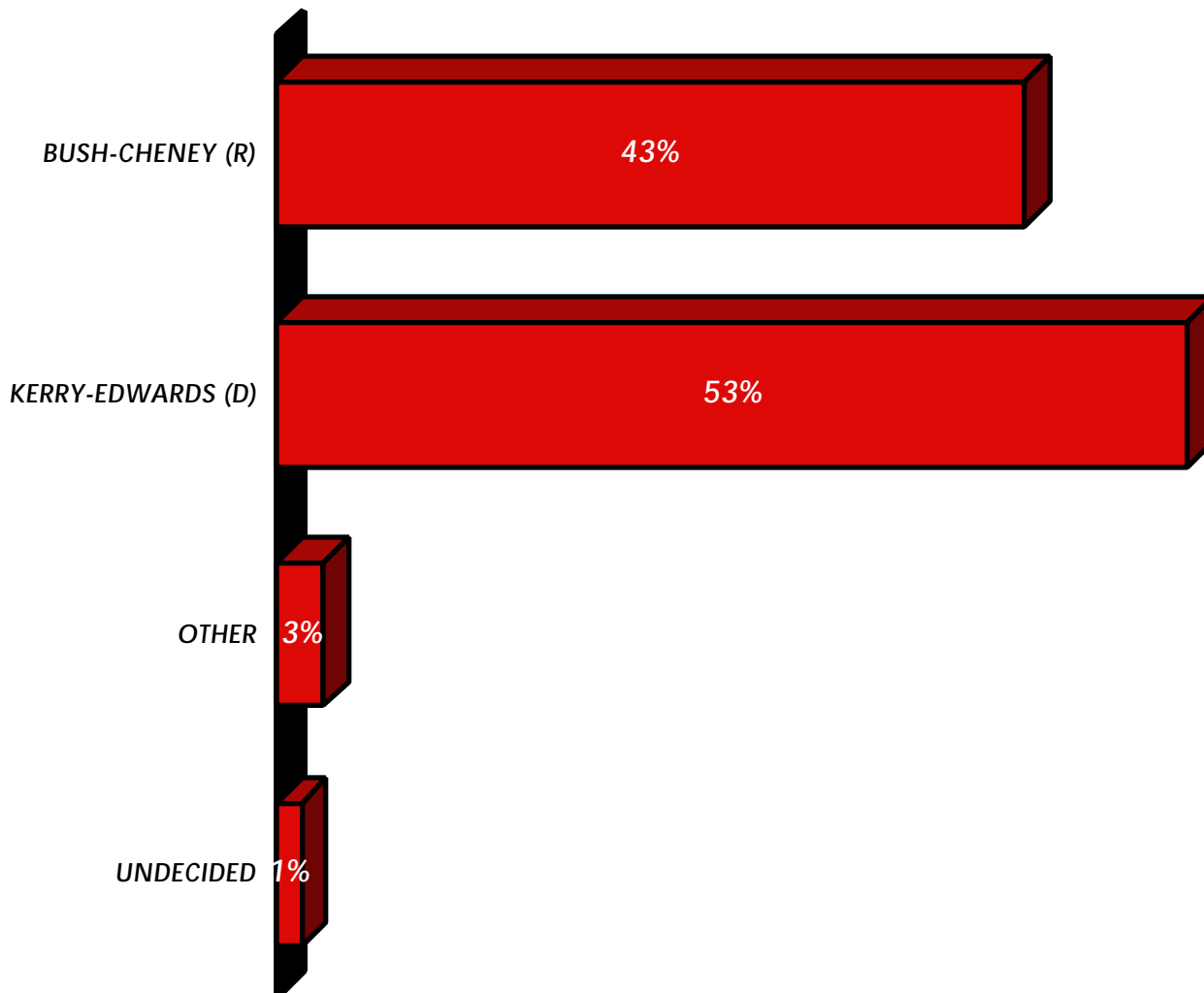
- ☛ IN AN ELECTION TODAY IN CALIFORNIA, JOHN KERRY DEFEATS GEORGE W BUSH 53% TO 43% & INCUMBENT DEMOCRATIC SENATOR BARBARA BOXER DEFEATS GOP CHALLENGER BILL JONES 57% TO 35%, ACCORDING TO SURVEYUSA POLL OF 703 LIKELY VOTERS CONDUCTED 10/15 - 10/17.
- ☛ COMPARED TO IDENTICAL TRACKING POLL 2 WKS AGO, KERRY IS UP 2, BUSH IS FLAT. KERRY UP 1 AMONG MEN, UP 17 AMONG WOMEN. BUSH UP 4 AMONG WHITES, KERRY UP AMONG MINORITIES. KERRY LEADS IN SUBURBAN & RURAL CA BY 2. KERRY LEADS IN URBAN CA BY 22.
- ☛ COMPARED TO IDENTICAL TRACKING POLL 2 WKS AGO, BOXER IS UP 4, JONES IS DOWN 1. BOXER UP 6 AMONG WHITES, UP 3: 1 AMONG MINORITIES. 18% OF BUSH VOTERS SPLIT-TICKET TO VOTE FOR BOXER, COMPARED TO 4% OF KERRY VOTERS WHO SPLIT-TICKET TO VOTE FOR JONES.

RESEARCH CONDUCTED E.T.	041015 18: 32- 23: 50 041016 15: 02- 23: 44 041017 17: 02- 22: 27 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?

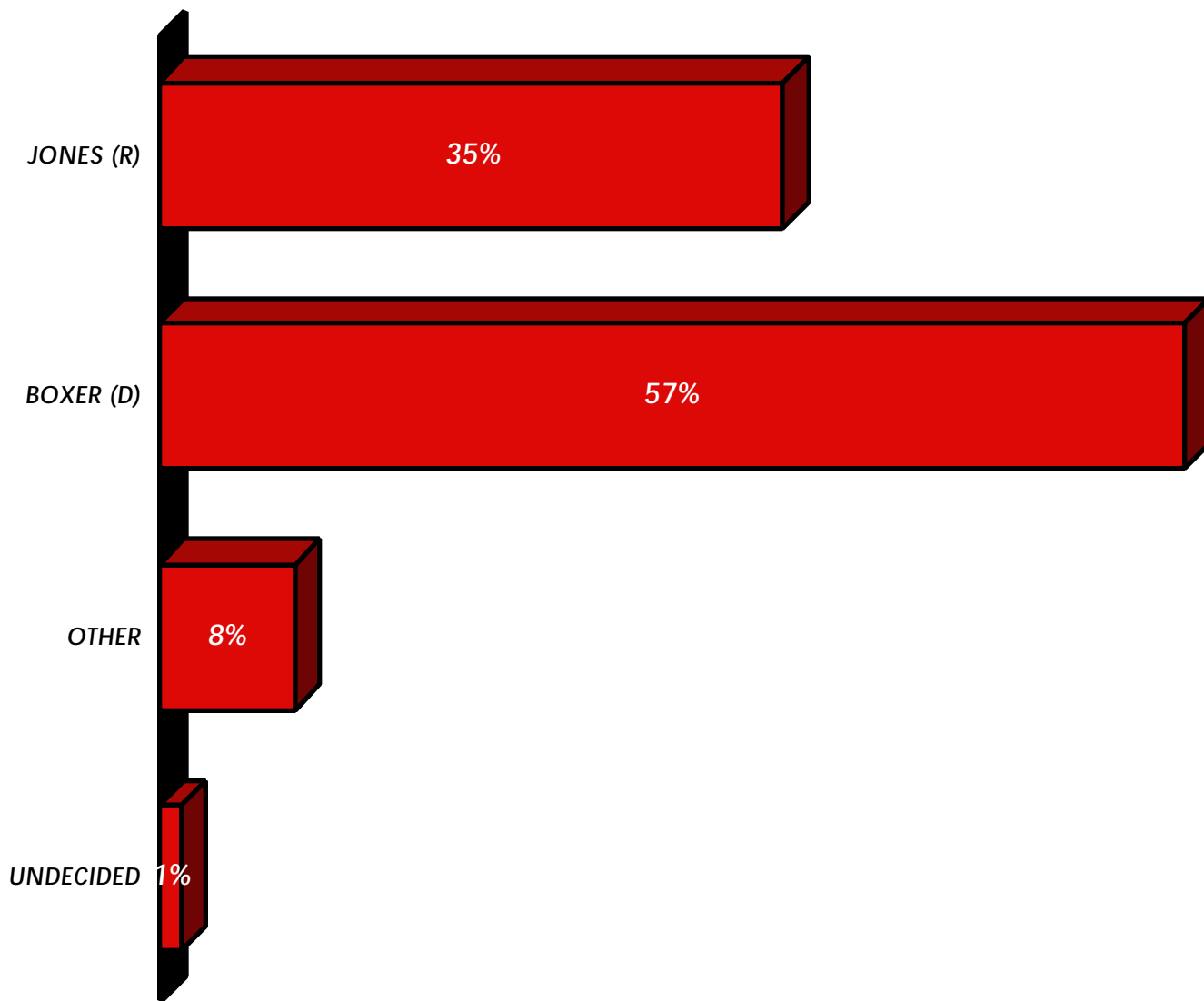


THIS IS A SURVEY OF	703	LIKELY VOTERS FROM THE ENTIRE STATE OF CALIFORNIA
OVERALL RESULTS CONSIDERED SIGNIFICANT	±3.8%	A LARGER ± APPLIES TO SUBPOPULATIONS

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

VOTE FOR SENATOR / ALL LIKELY VOTERS

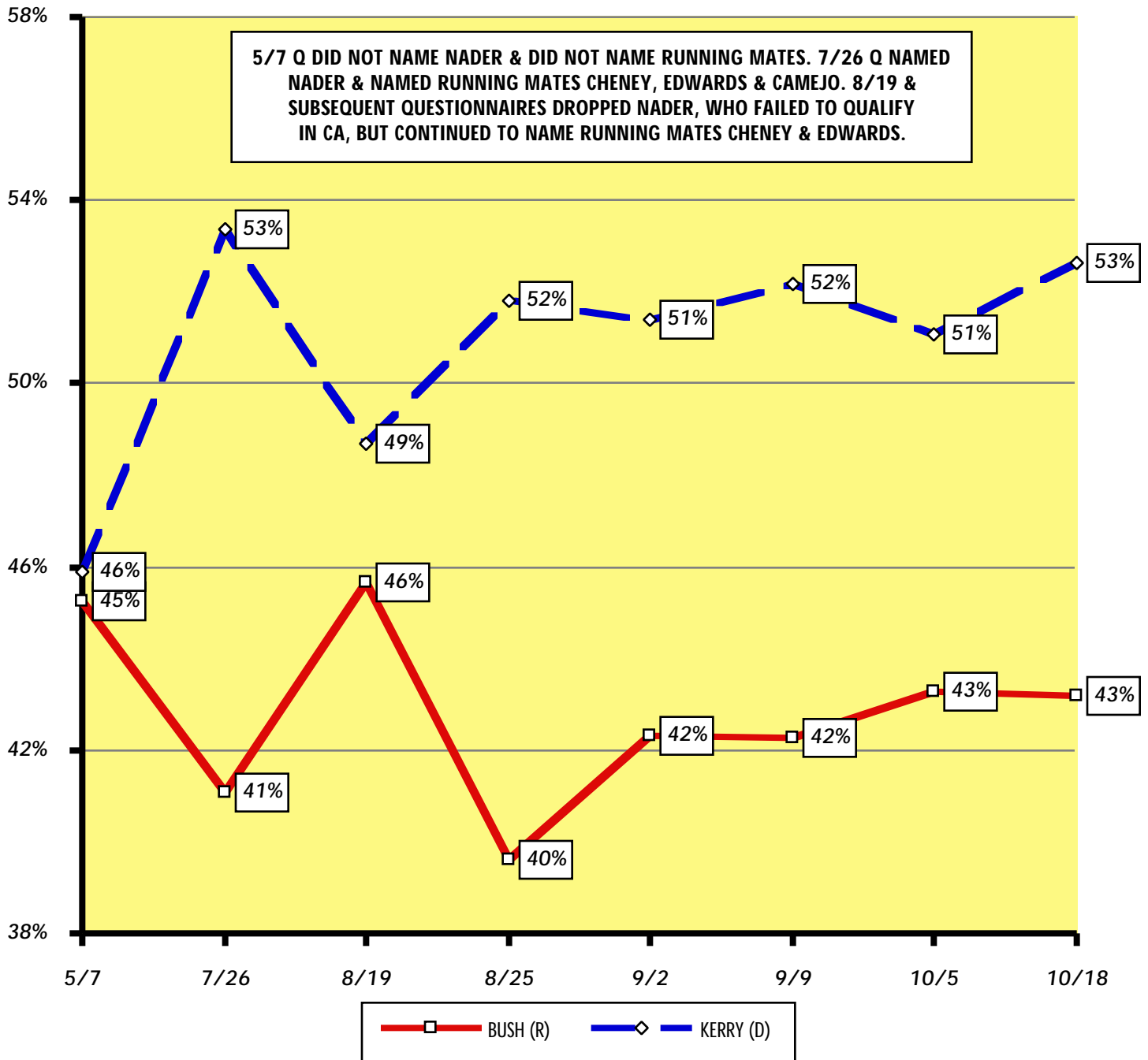
CALIFORNIANS MAY ALSO VOTE IN AN ELECTION FOR UNITED STATES SENATOR. IF THE ELECTION FOR U. S. SENATOR FROM CALIFORNIA WERE TODAY, AND YOU WERE STANDING IN THE VOTING BOOTH RIGHT NOW, WHO WOULD YOU VOTE FOR? REPUBLICAN BILL JONES? DEMOCRAT BARBARA BOXER? OR SOME OTHER CANDIDATE?



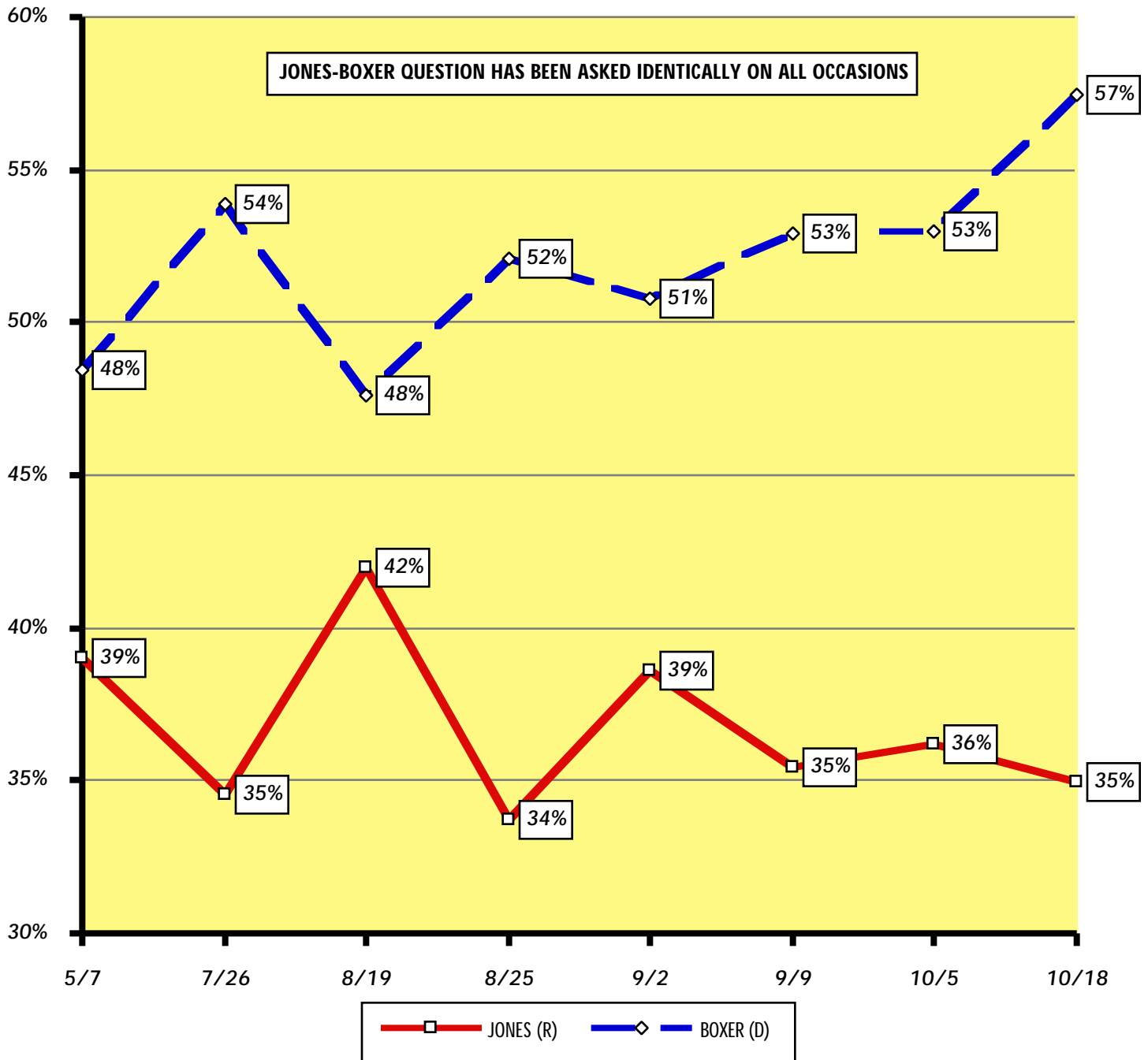
THIS IS A SURVEY OF	697	LIKELY VOTERS FROM THE ENTIRE STATE OF CALIFORNIA
OVERALL RESULTS CONSIDERED SIGNIFICANT	±3.8%	A LARGER ± APPLIES TO SUBPOPULATIONS

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	CERTAIN	PROBABLE	MALE	FEMALE	AGE 18-34	AGE 35-49	AGE 50-64	AGE 65+	WHITE	BLACK	HISPANIC	ASIAN/OTHER		
RESPONSES SORTED BY DEMOGRAPHIC CATEGORY															
BUSH-CHENEY (R)	43%	44%	39%	47%	40%	39%	44%	43%	50%	51%	24%	39%	29%		
KERRY-EDWARDS (D)	53%	53%	50%	48%	57%	57%	52%	52%	47%	47%	74%	57%	59%		
OTHER	3%	2%	10%	3%	2%	1%	4%	4%	2%	2%	1%	1%	9%		
UNDECIDED	1%	1%	2%	2%	1%	3%	1%	1%	1%	1%	2%	3%	3%		
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%		

	OVERALL	CERTAIN	PROBABLE	MALE	FEMALE	AGE 18-34	AGE 35-49	AGE 50-64	AGE 65+	WHITE	BLACK	HISPANIC	ASIAN/OTHER		
DEMOGRAPHIC SUBPOPULATIONS INDEXED TO OVERALL RESPONSES															
BUSH-CHENEY (R)	100	101	90	108	93	91	102	99	115	117	55	90	68		
KERRY-EDWARDS (D)	100	101	95	92	107	108	98	99	90	89	140	108	112		
OTHER	100	72	357	109	92	42	140	141	75	78	25	50	334		
UNDECIDED	100	99	107	136	66	202	36	85	55	37	118	190	190		

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**
GRAD SCHOOL **COLLEGE GRAD** **SOME COLLEGE** **NO COLLEGE** **CONSERVATIVE** **MODERATE** **LIBERAL** **MILITARY** **NON-MILITARY**

RESPONSES SORTED BY DEMOGRAPHIC CATEGORY

BUSH-CHENEY (R)	43%	88%	10%	39%	38%	42%	45%	46%	77%	35%	10%	42%	44%		
KERRY-EDWARDS (D)	53%	11%	88%	51%	58%	54%	53%	48%	22%	60%	86%	53%	54%		
OTHER	3%	1%	2%	8%	3%	3%	1%	3%	1%	3%	4%	4%	1%		
UNDECIDED	1%	1%	0%	2%	1%	1%	1%	3%	1%	1%	1%	1%	1%		
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%		

DEMOGRAPHIC SUBPOPULATIONS INDEXED TO OVERALL RESPONSES

BUSH-CHENEY (R)	100	204	23	90	89	97	105	106	178	82	22	97	101		
KERRY-EDWARDS (D)	100	20	167	98	110	102	100	92	41	115	163	101	102		
OTHER	100	19	64	296	116	110	48	127	21	106	149	138	55		
UNDECIDED	100	71	31	122	37	91	53	184	49	88	38	85	94		

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)	43%	37%	40%	50%	58%	42%	47%	29%	37%	47%	47%	
KERRY-EDWARDS (D)	53%	59%	57%	45%	38%	54%	50%	65%	59%	49%	49%	
OTHER	3%	3%	1%	3%	2%	3%	1%	4%	3%	3%	4%	
UNDECIDED	1%	1%	2%	1%	2%	1%	2%	1%	2%	1%	0%	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	

DEMOGRAPHIC SUBPOPULATIONS INDEXED TO OVERALL RESPONSES												
BUSH-CHENEY (R)	100	85	93	117	135	97	109	67	86	109	108	
KERRY-EDWARDS (D)	100	112	108	85	72	103	95	124	111	93	93	
OTHER	100	114	54	123	80	98	54	162	96	100	162	
UNDECIDED	100	71	109	88	114	93	119	84	114	96	0	

OVERALL
 NO RELIGIOUS SERVICES
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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.