KERRY LOSES MORE GROUND IN AZ; BUSH NOW UP 14 PTS, 25 DAYS OUT



IN 2000, BUSH CARRIED AZ BY 6 PTS ... LEADS TODAY BY 14 ... 10 ELECTORAL VOTES

- IN AN ELECTION FOR PRESIDENT IN ARIZONA TODAY, GEORGE W BUSH DEFEATS JOHN KERRY 55% TO 41%, ACCORDING TO SURVEYUSA POLL OF 599 LIKELY VOTERS CONDUCTED 10/5 - 10/7.
- COMPARED TO IDENTICAL SURVEYUSA TRACKING POLL RELEASED 9/24, BUSH IS UP 1, KERRY IS DOWN 2. BUSH HAD LED BY 11, NOW 14. 10 ECV AT STAKE. BUSH WON AZ BY 6 PTS IN 2000.
- ✤ BUSH LEADS BY 23 PTS AMONG WHITE VOTERS. KERRY LEADS BY 14 PTS AMONG HISPANIC VOTERS.
- ☞ 17% OF DEMOCRATS CROSS-OVER TO VOTE BUSH, COMPARED TO 8% OF REPUBLICANS WHO CROSS-OVER TO VOTE KERRY. INDEPENDENTS BREAK 5:4 FOR KERRY. MODERATES BREAK 4:3 FOR KERRY.
- SUSH LEADS BY 2 PTS IN TUCSON & SOUTH. BUSH LEADS BY 18 PTS IN PHOENIX & NORTH.

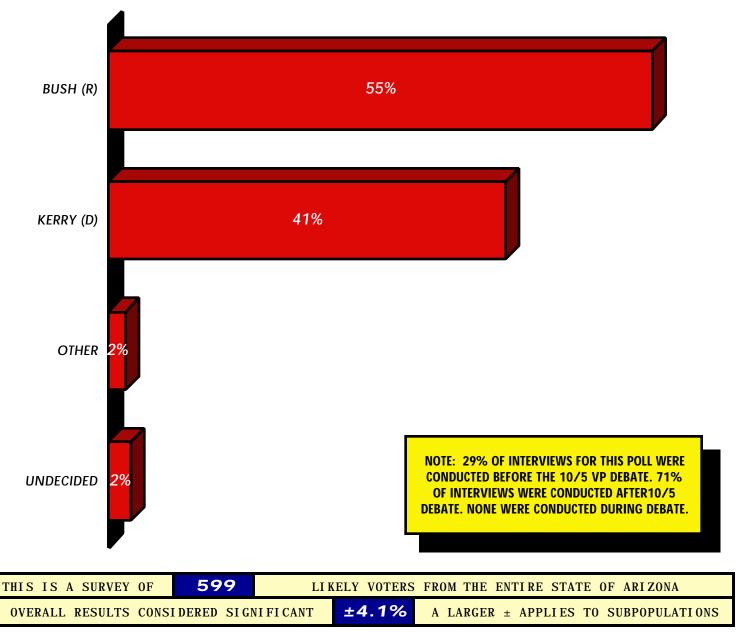
RESEARCH CONDUCTED E.T.	041005 19: 31-20: 49 041006 18: 31-22: 46 041007 18: 30-22: 46 ET
RESPONDENTS DRAWN FROM	THE ENTIRE STATE OF ARIZONA
RANDOM SAMPLE SELECTED BY	SURVEY SAMPLING INC.

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

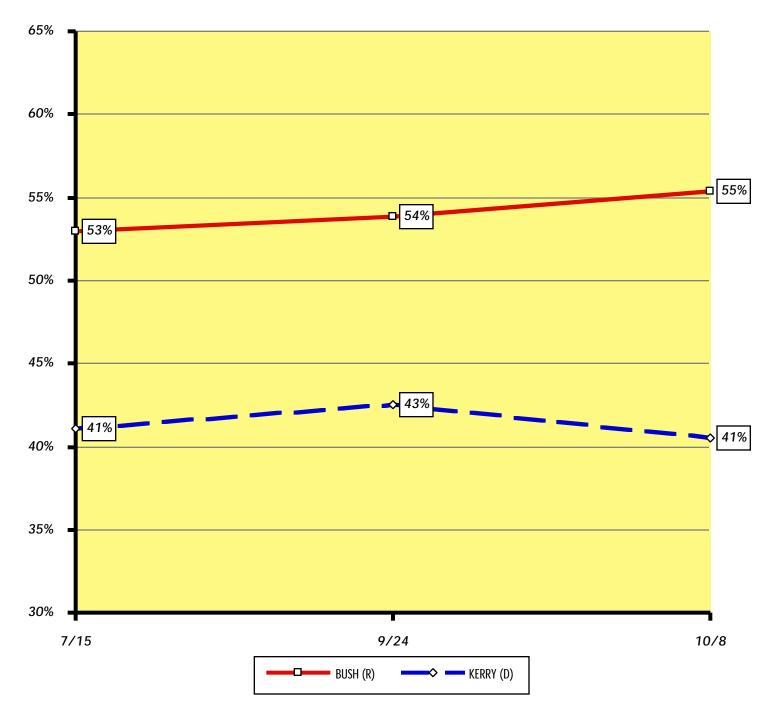
© 2004 SURVEYUSA, PROUD TO BE AMERICA'S POLLSTER

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?



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



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

53%

43%

2%

2%

56%

42%

0%

2%

60%

37%

2%

1%

54%

46%

0%

0%

39%

53%

1%

7%

48%

51%

1%

0%

82%

17%

51%

46%

BUSH (R) KERRY (D) OTHER UNDECIDED 55%

41%

2%

2%

56%

40%

1%

3%

50%

43%

7%

0%

55%

39%

3%

2%

55%

42%

1%

2%

51%

42%

3%

4%

61%

36%

2%

1%

VOTED 'FOR' CANDIDATE 'AGAINST' OTHER CAND.

D	EMO	GRAP	PHIC S	SUBPO	OPUL	ATIOI	NS IN	DEXE	d to	OVE	RALL	RESP	ONSE	S
100	101	90	100	100	92	111	95	100	108	98	70	87		
100	99	107	97	103	104	88	107	103	90	113	131	125		
100	71	372	164	40	148	115	100	16	120	0	46	55		
100	111	0	108	92	168	39	94	107	65	0	304	0		
ALL	CERTAIN	BLE	MALE	FEMALE	-34	35-49	50-64	65+	WHITE	BLACK	NIC	ASIAN/OTHER		
OVERALL	RT	BA	Ĕ	Ĕ	18	35	50	іЕ 6	Ň	BLA	HISPANIC	Ē		
20	G	PROBABLE		L.	AGE 18-34	AGE	AGE	AGE			SIH	N		
					•	•	•					A		

BUSH (R) KERRY (D) OTHER UNDECIDED

VOTE FOR PRESIDENT / RESPONSES COMPARED BY PERCENTAGES AND BY INDEX

OVERALL	/ N
REPUBLICAN	LJFO
DEMOCRAT	VJLJ (
INDEPENDENT/OTI	со щ іг
GRADUATE SCHOO	
COLLEGE GRAD	DIT
SOME COLLEGE	LNOLN
NO COLLEGE	IIAOL
CONSERVATIVE	J ANL
MODERATE	, , , ,
LIBERAL	NDLA
MILITARY /VET	
NON-MILITARY/V	

BUSH (R) Kerry (D) Other Undecided

			RE	SPO	VSES	SORT	ED BY	Y DEN	/IOGR	APHI	C CAT	TEGO	RY	
5	55%	90%	17%	41%	49%	57%	61%	51%	85%	40%	28%	55%	55%	
4	11%	8%	80%	51%	48%	40%	36%	41%	14%	54%	67%	40%	42%	
	2%	1%	0%	6%	0%	0%	2%	5%	1%	3%	2%	2%	1%	
	2%	1%	2%	2%	3%	3%	1%	4%	0%	3%	4%	2%	2%	
1	00%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	

BUSH (R) KERRY (D) OTHER UNDECIDED

D	ремо	GRAP	PHIC S	SUBP	OPUL	ΑΤΙΟΙ	NS IN	DEXE	D TO	OVE	RALL	RESP	ONSE	S
100	162	31	73	88	102	110	92	153	73	50	100	99		
100	21	198	125	118	99	89	100	35	134	165	100	104		
100	32	5	358	0	21	118	252	37	166	97	130	60		
100	45	109	95	140	121	32	160	12	115	167	77	97		
ALL	AN	AT	ΨĒΚ		GRAD	B	B	Κ	ΔIE	ß	ΛET	/ET		
OVERALL	REPUBLICAN	DEMOCRAT	0T	SCHOOL	GR	SOME COLLEGE	COLLEGE	CONSERVATIVE	MODERATE	LIBERAL	MILITARY/VET	ž		
0	DU	Ĕ	Ì		COLLEGE	3	22	ERV	100		IAR	IAR		
	RE	Ω	DEN	IAT	III	W	NO	ISN	2					
			INDEPENDENT/OTHER	GRADUATE	3	SC		00			2	NON-MILITARY/VET		
			DE	GR/								NON		
			2	-								_		

OVERALL OVERALL OVERALL OVERALL OVERALL OVERALL UNION NON-UNION NON-UNION SERVICES NON-UNION SERVICES NO RELIGIOUS SERVICES SERVICES NO RELIGIOUS SERVICES SERVICES NO RECULAR RELIGIOUS SERVICES SERVICES PRO-LIFE PRO-CHOICE PRO-CHOICE SERVICES PRO-CHOICE SERVICES S40K - \$80K/YR A > \$80K/YR A

BUSH (R) Kerry (D) Other Undecided

			RE	SPOI	VSES	SORT	ED B	Y DEN	/IOGR	APHI	C CA	TEGO	RY	
5	5%	46%	57%	45%	56%	63%	73%	41%	50%	56%	60%			
4	1%	51%	39%	51%	42%	33%	23%	55%	46%	40%	39%			
4	2%	2%	2%	2%	0%	3%	2%	2%	3%	2%	1%			
4	2%	1%	2%	2%	2%	2%	1%	2%	1%	2%	1%			
10	00%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%			

BUSH (R) KERRY (D) OTHER UNDECIDED

D	DEMO	GRAP	ніс з	SUBP	OPUL	ΑΤΙΟΙ	NS IN	DEXE	D TO	OVER	ALL	RESP	ONSI	ES
100	83	103	81	100	113	133	73	90	101	108				
100	126	96	125	105	81	58	137	113	99	96				
100	87	98	136	7	139	89	109	165	96	55				
100	61	91	72	85	97	65	92	49	107	27				
I L	NOIN	NOIN	VICES	VICES	VICES	O-LIFE	HOICE	К/YR	К/YR	ΥR				
RALI	ž	ž	ž	ž	ž	Ę	ē	5	2	2				

> \$80K/Y
\$40K - \$80K/Y
< \$40K/Y
PRO-CHOIC
PR0-LIF
REGULAR RELIGIOUS SERVICE
OCCASIONAL RELIGIOUS SERVICE
NO RELIGIOUS SERVICE
OINN-NON
UNIO
OVERAI

PAGE 6 OF 12

VOTE FOR PRESIDENT / RESPONSES COMPARED BY PERCENTAGES AND BY INDEX

OVERALL TUCSON & SOUTH	PHOENIX & NORTH	URBAN	SUBURBAN	RURAL
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BUSH (R) KERRY (D) OTHER UNDECIDED

		RE	SPOI	VSES	SORT	ED B	Y DEI	ЛОGF	RAPH	C CA	TEGO	RY	
55%	49%	57%	55%	56%	53%								
41%	47%	39%	41%	39%	45%								
2%	3%	2%	2%	3%	0%								
2%	2%	2%	2%	3%	2%								
100%	100%	100%	100%	100%	100%								

BUSH (R) Kerry (d) Other Undecided

D	EMO	GRAF	HIC S	SUBP	OPUL	ATIOI	NS IN	DEXE	d to	OVE	RALL	RESP	ONSE	S
100	88	103	100	101	95									
100	116	96	101	95	111									
100	146	88	88	145	0									
100	74	107	84	122	93									

OVERALL TUCSON & SOUTH PHOENIX & NORTH URBAN SUBURBAN RURAL

RAW COUNTS FOR ALL RESPONSE CHOICES

THE RESPONSES PLEASE EXERCISE E														_	AGAINST' OTHER CAND.
										-					
REGISTERED	663	541	058	326	337	196	188	147	132	481	020	124	038		
CERTAIN	541	541	000	263	278	137	159	130	115	407	016	089	029		
PROBABLE	058	000	058	027	031	024	018	009	007	039	002	013	004		
LIKELY	599	541	058	290	309	160	177	139	122	446	018	102	033		
BUSH (R)	331	303	029	160	171	082	108	073	068	266	010	040	016	270	057
KERRY (D)	243	218	025	114	129	068	063	061	051	163	008	054	017	124	111
OTHER	011	007	004	009	002	004	004	003	000	010	000	001	000	000	000
UNDECIDED	014	014	000	007	006	006	002	003	003	007	000	007	000	000	000
TOTAL	800	541	058	395	405	267	221	170	142	552	022	171	056		
COMPOSITION OF ADULTS	100%	68%	7%	49%	51%	33%	28%	21%	18%	69%	3%	21%	7%		
COMP. OF REG. VOTERS	100%	82%	9%	49%	51%	30%	28%	22%	20%	73%	3%	19%	6%		
COMP. OF LIKELY VOTERS	100%	90%	10%	48%	52%	27%	30%	23%	20%	74%	3%	17%	5%		
	800	API 7	ONA /		'S WE		VTEDV	/TEWE	D BV	TEL	TDHON	F 10	/5	10/7	7
	OF T OF T	НЕМ, НЕМ,	663 599	WERE WERE		I STEI GED [RED T FO BE	TO VO E ' LI	TE.				73 -	-1077	•

RAW COUNTS FOR ALL RESPONSE CHOICES

THE RESPONSES	OF A	SUBPO	PULAT		F 100	WOUL	D TYP	I CALL	Y BE		DERED		RATE	± 10%	. T
PLEASE EXERCISE E	AIKEM	E CAU	TION		AWING	ENC			UM SU	BPUPU س		N2 2M	ALLEK		
PLEASE EXERCISE E	OVERALL	REPUBLICAN	DEMOCRAT	INDEPENDENT ,	NOT SURE	GRADUATE SC	COLLEGE GRA	SOME COLLEG	NO COLLEGE	CONSERVATIV	MODERATE	LIBERAL	NOT SURE	MILITARY/VE1	NON-MILITAR'
REGISTERED	663	274	211	166	011	152	127	241	139	251	286	091	027	389	260
CERTAIN	541	248	164	120	011	132	127	202	106	211	234	091	027	315	217
PROBABLE	058	016	020	021	001	011	009	018	018	016	029	006	004	037	017
LIKELY	599	264	184	141	010	133	119	220	125	228	263	081	020	352	234
BUSH (R)	331	238	032	057	005	065	067	134	064	193	106	022	020	195	128
KERRY (D)	243	022	148	071	001	064	048	079	051	033	143	054	011	142	098
OTHER	011	002	000	009	000	000	000	005	006	002	008	001	000	008	003
UNDECIDED	014	003	005	003	003	004	003	002	005	001	007	003	001	006	005
TOTAL	800	274	211	166	011	177	137	284	197	287	348	105	046	467	314
COMPOSITION OF ADULTS	100%	34%	26%	21%	1%	22%	17%	36%	25%	36%	44%	13%	6%	58%	39%
COMP. OF REG. VOTERS	100%	41%	32%	25%	2%	23%	19%	36%	21%	38%	43%	14%	4%	59%	39%
COMP. OF LIKELY VOTERS	100%	44%	31%	24%	2%	22%	20%	37%	21%	38%	44%	14%	3%	59%	39%
	800	ARI 7			'S WF	REI	VTERV	/TEWE	D RV	TFI	EPHON	F 10	/5 -	10/7	
					E REG									-10/7	
										то	VOTE				
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	RAW COUNTS FOR ALL RESPONSE CHOICES														
THE RESPONSES PLEASE EXERCISE E						WEBUL	D R ALD	ICALL NS FR	Y BE OM SU	CONSI RPOPU	DERED	ACCU	RATE MIIER	± 10% τηδη	. 100
TLEASE EALACISE I	OVERALL	NOINN	NOINU-NON	NOT SURE	NO RELIGIOUS SER	OCCASIONAL REL	REGULAR RELIGIO	PRO-LIFE	PRO-CHOICE	NOT SURE	< \$40K/YR	\$40K - \$80K/YR	> \$80K/YR	DECLINE	100
REGISTERED	663	099	541	008	194	219	232	256	353	032	182	260	146	036	
CERTAIN	541	077	449	005	152	170	206	213	290	021	132	219	130	031	
PROBABLE	058	010	043	001	017	017	020	021	030	003	019	020	009	002	
LIKELY	599	087	493	006	169	187	226	234	320	025	152	239	140	034	
BUSH (R)	331	040	282	002	076	104	141	172	130	017	076	133	083	019	
KERRY (D)	243	044	192	004	086	079	074	055	177	007	070	096	054	013	
OTHER	011	001	009	000	004	000	006	004	006	000	005	004	001	000	
UNDECIDED	014	001	010	000	003	004	005	003	007	001	002	006	001	001	
TOTAL	800	116	652	011	248	248	276	311	410	046	255	285	157	045	
COMPOSITION OF ADULTS	100%	15%	81%	1%	31%	31%	35%	39%	51%	6%	32%	36%	20%	6%	
COMP. OF REG. VOTERS	100%	15%	82%	1%	29%	33%	35%	39%	53%	5%	27%	39%	22%	5%	
COMP. OF LIKELY VOTERS	100%	15%	82%	1%	28%	31%	38%	39%	53%	4%	25%	40%	23%	6%	
							NTERN RED 1			TELI	EPHON	E 10	/5 -	10/7	•
							KED I FO BE			' TO	VOTE	-			
							OTERS		MEL I	10	VOTE	2.			

RAW COUNTS FOR ALL RESPONSE CHOICES

THE RESPONSES PLEASE EXERCISE E															
		Sout	NOR			Conc	20010			21 01 0					100
	Н	ي مە	IX &	_	BAN										
	OVERALL	TUCSON &	PHOENIX	URBAN	SUBURBAN	RURAL									
	õ	Ę	đ	5	SL	RI									
REGISTERED	663	139	524	334	253	076									
CERTAIN	541	121	420	272	207	062									
PROBABLE	058	005	053	025	026	006									
LIKELY	599	126	473	297	234	068									
BUSH (R)	331	062	270	165	131	036									
KERRY (D)	243	059	184	122	090	031									
OTHER	011	003	008	005	006	000									
UNDECIDED	014	002	012	006	006	001									
TOTAL	800	162	638	405	306	089									
COMPOSITION OF ADULTS	100%	20%	80%	51%	38%	11%									
COMP. OF REG. VOTERS	100%	21%	79%	50%	38%	11%									
COMP. OF LIKELY VOTERS	100%	21%	79%	50%	39%	11%									
							NTERV			TEL	EPHON	NE 10)/5 -	10/	7.
							RED T								
							ГО BE		KELY	' TO	VOTI	Ε.			
	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.