

# 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**

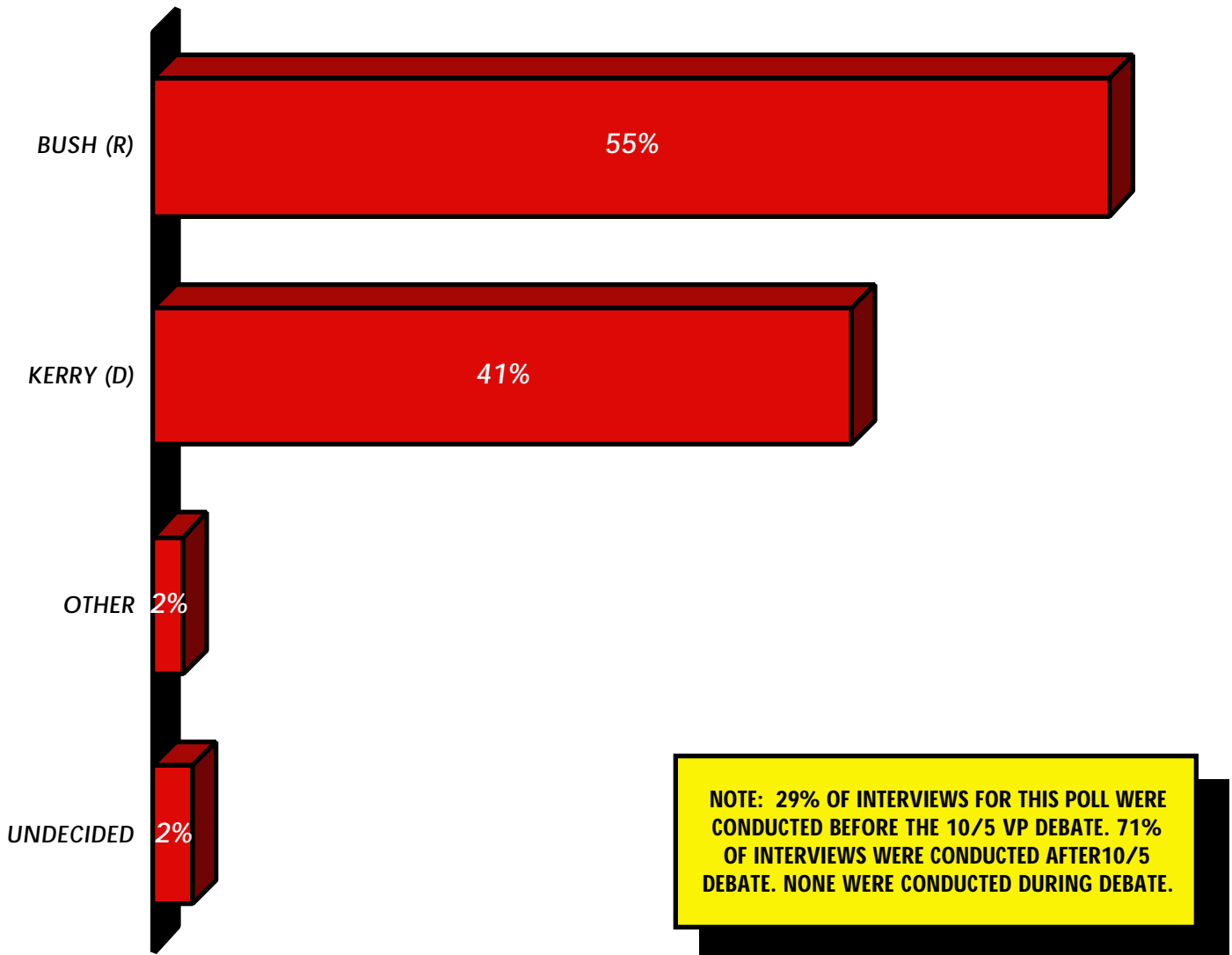
- ☛ IN AN ELECTION FOR PRESIDENT IN ARIZONA TODAY, GEORGE W BUSH DEFEATS JOHN KERRY 55% TO 41%, ACCORDING TO SURVEYUSA POLL OF 599 LIKELY VOTERS CONDUCTED 10/5 - 10/7.
- ☛ COMPARED TO IDENTICAL SURVEYUSA TRACKING POLL RELEASED 9/24, BUSH IS UP 1, KERRY IS DOWN 2. BUSH HAD LED BY 11, NOW 14. 10 ECV AT 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.
- ☛ BUSH LEADS BY 2 PTS IN TUCSON & SOUTH. BUSH LEADS BY 18 PTS IN PHOENIX & NORTH.

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

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

VOTE FOR PRESIDENT / ALL LIKELY VOTERS

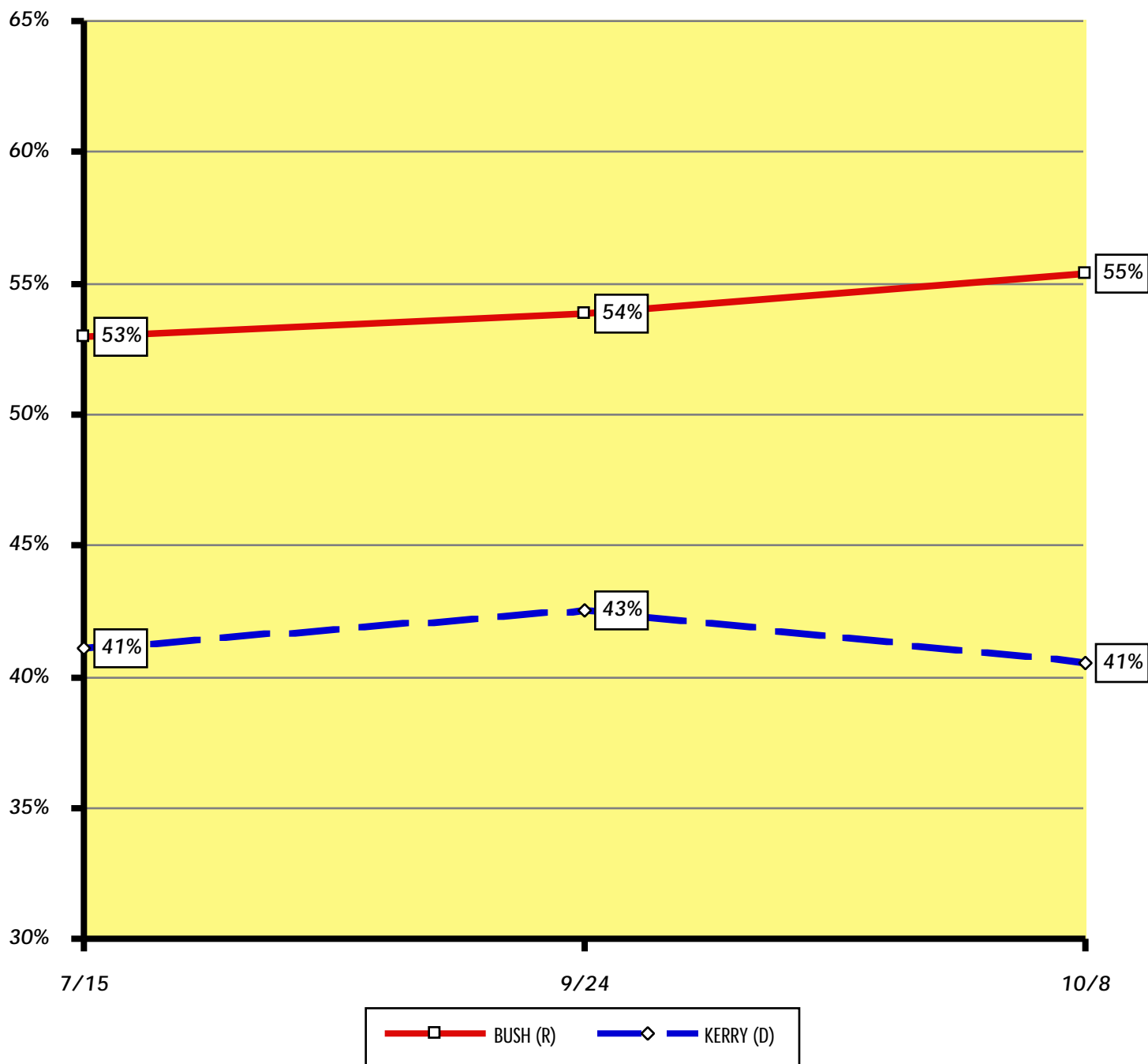
ON NOVEMBER 2ND, AMERICANS WILL ELECT A PRESIDENT. IF THE ELECTION FOR PRESIDENT OF THE UNITED STATES WERE HELD TODAY, AND YOU WERE STANDING IN THE VOTING BOOTH RIGHT NOW, WHO WOULD YOU VOTE FOR? REPUBLICAN GEORGE W. BUSH? DEMOCRAT JOHN KERRY? OR SOME OTHER CANDIDATE?



THIS IS A SURVEY OF	599	LIKELY VOTERS FROM THE ENTIRE STATE OF ARIZONA
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 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)	55%	56%	50%	55%	55%	51%	61%	53%	56%	60%	54%	39%	48%			
KERRY (D)	41%	40%	43%	39%	42%	42%	36%	43%	42%	37%	46%	53%	51%			
OTHER	2%	1%	7%	3%	1%	3%	2%	2%	0%	2%	0%	1%	1%			
UNDECIDED	2%	3%	0%	2%	2%	4%	1%	2%	2%	1%	0%	7%	0%			
VOTED 'FOR' CANDIDATE															82%	
'AGAINST' OTHER CAND.															17%	51%
																46%
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%			

DEMOGRAPHIC SUBPOPULATIONS INDEXED TO OVERALL RESPONSES

BUSH (R)	100	101	90	100	100	92	111	95	100	108	98	70	87		
KERRY (D)	100	99	107	97	103	104	88	107	103	90	113	131	125		
OTHER	100	71	372	164	40	148	115	100	16	120	0	46	55		
UNDECIDED	100	111	0	108	92	168	39	94	107	65	0	304	0		

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		
<b>RESPONSES SORTED BY DEMOGRAPHIC CATEGORY</b>															
BUSH (R)	55%	90%	17%	41%	49%	57%	61%	51%	85%	40%	28%	55%	55%		
KERRY (D)	41%	8%	80%	51%	48%	40%	36%	41%	14%	54%	67%	40%	42%		
OTHER	2%	1%	0%	6%	0%	0%	2%	5%	1%	3%	2%	2%	1%		
UNDECIDED	2%	1%	2%	2%	3%	3%	1%	4%	0%	3%	4%	2%	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		
<b>DEMOGRAPHIC SUBPOPULATIONS INDEXED TO OVERALL RESPONSES</b>															
BUSH (R)	100	162	31	73	88	102	110	92	153	73	50	100	99		
KERRY (D)	100	21	198	125	118	99	89	100	35	134	165	100	104		
OTHER	100	32	5	358	0	21	118	252	37	166	97	130	60		
UNDECIDED	100	45	109	95	140	121	32	160	12	115	167	77	97		

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**  
**TUCSON & SOUTH**  
**PHOENIX & NORTH**  
**URBAN**  
**SUBURBAN**  
**RURAL**

RESPONSES SORTED BY DEMOGRAPHIC CATEGORY														
<b>BUSH (R)</b>	55%	49%	57%	55%	56%	53%								
<b>KERRY (D)</b>	41%	47%	39%	41%	39%	45%								
<b>OTHER</b>	2%	3%	2%	2%	3%	0%								
<b>UNDECIDED</b>	2%	2%	2%	2%	3%	2%								
	100%	100%	100%	100%	100%	100%								

DEMOGRAPHIC SUBPOPULATIONS INDEXED TO OVERALL RESPONSES														
<b>BUSH (R)</b>	100	88	103	100	101	95								
<b>KERRY (D)</b>	100	116	96	101	95	111								
<b>OTHER</b>	100	146	88	88	145	0								
<b>UNDECIDED</b>	100	74	107	84	122	93								

**OVERALL**  
**TUCSON & SOUTH**  
**PHOENIX & NORTH**  
**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.