

# TENNESSEE: BUSH CONSOLIDATING SUPPORT, NOW LEADS BY 19 PTS



ALL INTERVIEWS CONDUCTED BEFORE 10/5 VICE PRESIDENTIAL DEBATE

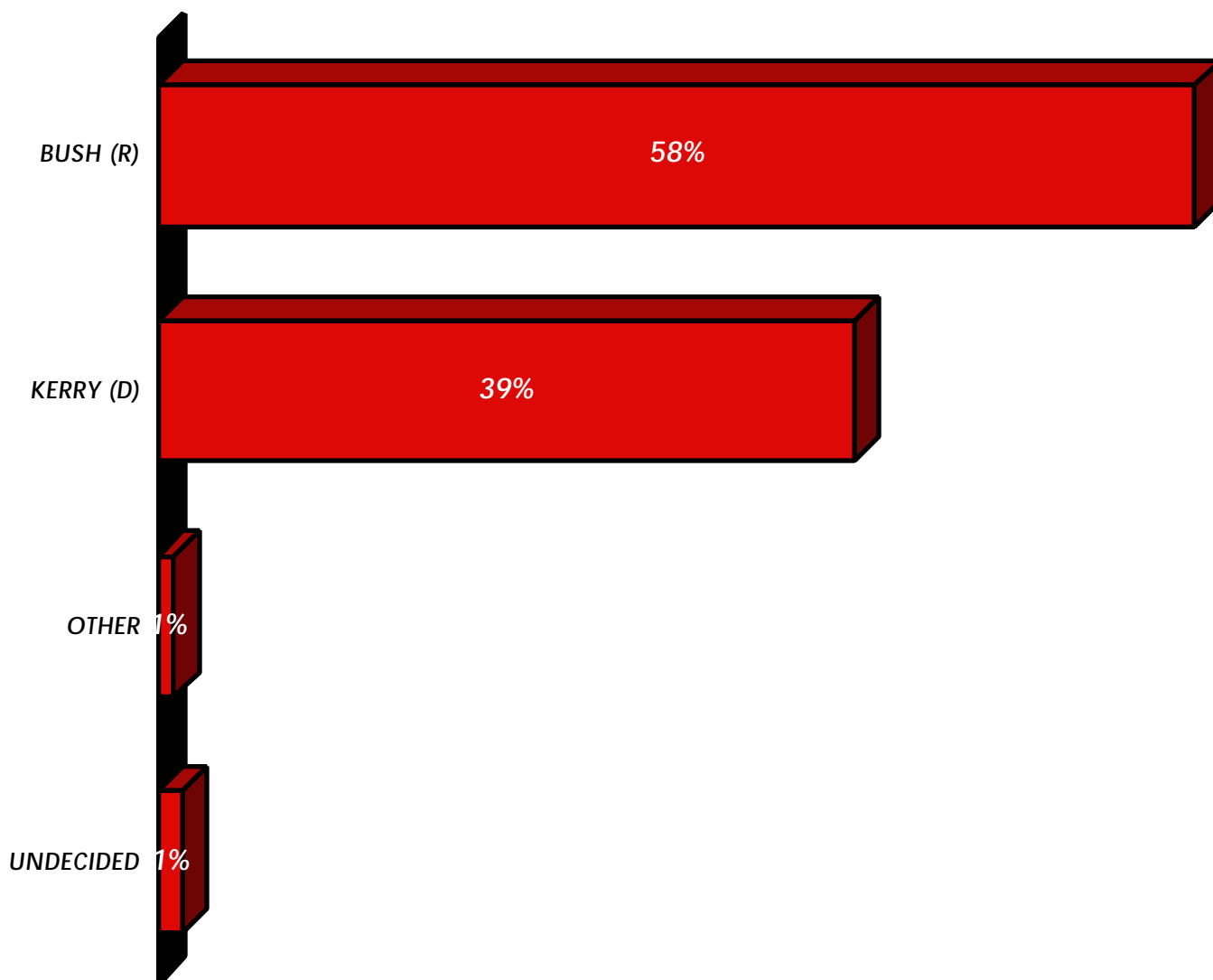
- ✦ IN AN ELECTION FOR PRESIDENT IN TENNESSEE TODAY, 27 DAYS TO THE ELECTION, GEORGE W BUSH DEFEATS JOHN KERRY 58% TO 39% & CAPTURES TN'S 11 ELECTORAL VOTES, ACCORDING TO SURVEYUSA POLL OF 637 LIKELY TN VOTERS CONDUCTED 10/3 - 10/5.
- ✦ COMPARED TO IDENTICAL SURVEYUSA POLL ON 9/23, BUSH IS UP 3 PTS, KERRY IS DOWN 2. BUSH HAD LED BY 14 PTS, NOW LEADS BY 19 PTS. SINCE 8/3 POLL, IMMEDIATELY FOLLOWING DNC CONVENTION, KERRY HAS LOST 17 PTS TO BUSH IN TN.
- ✦ BUSH LEADS BY 29 PTS AMONG MEN, BY 10 PTS AMONG WOMEN. BUSH LEADS BY 30 PTS AMONG WHITES, KERRY LEADS BY 43 PTS AMONG BLACKS. KERRY LEADS BY 2 PTS IN WESTERN TN. BUSH LEADS BY 23 PTS IN MIDDLE TN & BY 30 PTS IN EASTERN TN.

|                           |  |
|---------------------------|--|
| RESEARCH CONDUCTED E.T.   | 041003 15: 01- 19: 29 041004 16: 36- 20: 46 041005 16: 32- 20: 50 ET |
| RESPONDENTS DRAWN FROM    | THE ENTIRE STATE OF TENNESSEE  |
| RANDOM SAMPLE SELECTED BY | SURVEY SAMPLING INC.   |

RESEARCH CONDUCTED FOR WBIR-TV KNOXVILLE

VOTE FOR PRESIDENT / ALL LIKELY VOTERS

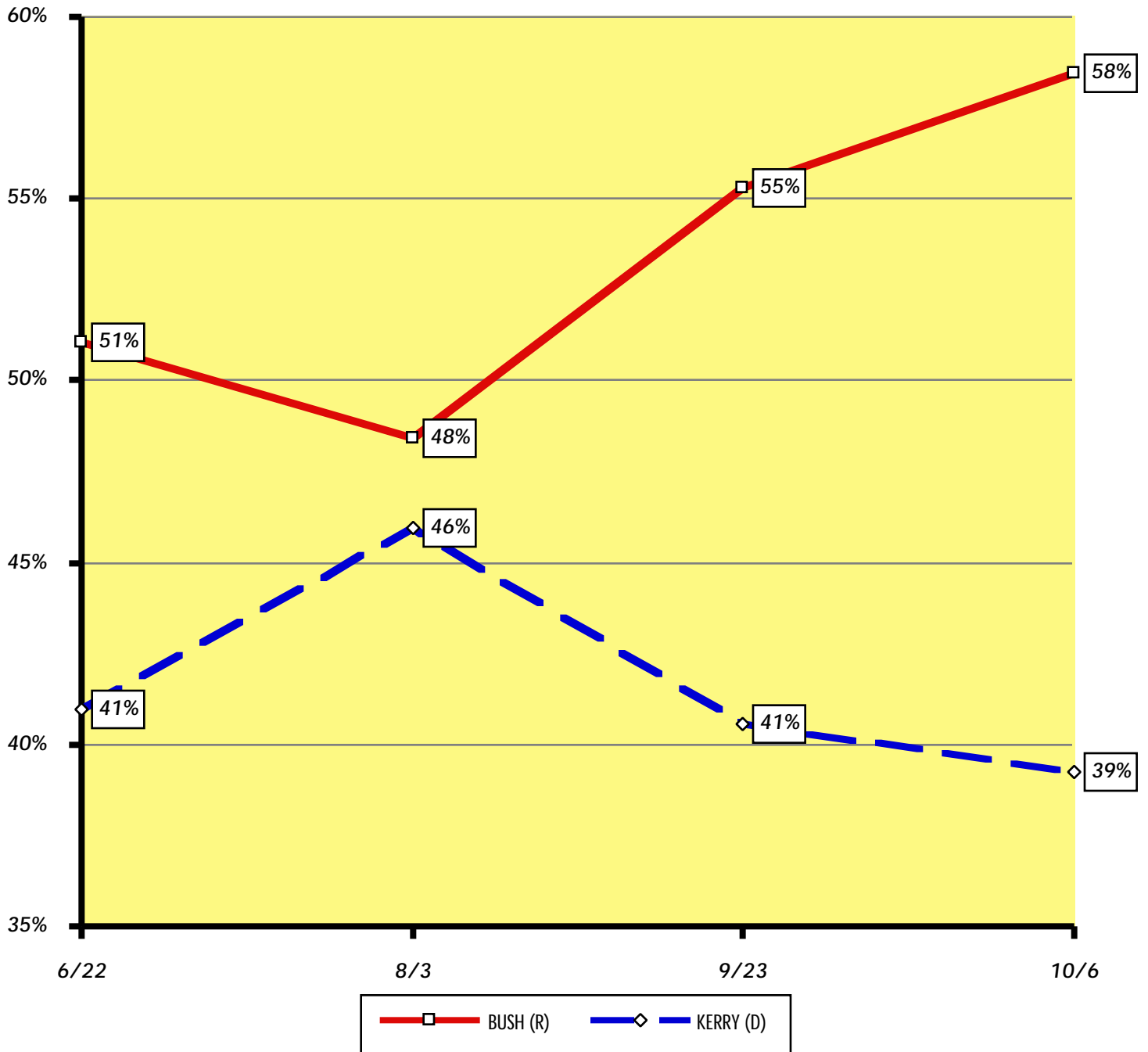
ON NOVEMBER 2ND, AMERICANS WILL ELECT A PRESIDENT. IF THE ELECTION FOR PRESIDENT OF THE UNITED STATES WERE TODAY, AND YOU WERE STANDING IN THE VOTING BOOTH RIGHT NOW, WHO WOULD YOU VOTE FOR? REPUBLICAN GEORGE W. BUSH? DEMOCRAT JOHN KERRY? OR SOME OTHER CANDIDATE?



|  |     |  |
|--|-----|--|
| THIS IS A SURVEY OF                    | 637 | LIKELY VOTERS FROM THE ENTIRE STATE OF TENNESSEE |
| OVERALL RESULTS CONSIDERED SIGNIFICANT | ±4% | 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 |  |  |  | BUSH (R) | KERRY (D) |
|---|---------|---------|----------|------|--------|-----------|-----------|-----------|---------|-------|-------|--|--|--|----------|-----------|
| <b>RESPONSES SORTED BY DEMOGRAPHIC CATEGORY</b> |         |         |          |      |        |           |           |           |         |       |       |  |  |  |          |           |
| BUSH (R)  | 58%     | 58%     | 59%      | 63%  | 54%    | 60%       | 66%       | 53%       | 50%     | 64%   | 27%   |  |  |  |          |           |
| KERRY (D)                                       | 39%     | 40%     | 32%      | 34%  | 44%    | 37%       | 32%       | 46%       | 47%     | 34%   | 70%   |  |  |  |          |           |
| OTHER   | 1%      | 1%      | 3%       | 1%   | 0%     | 1%        | 0%        | 0%        | 2%      | 1%    | 1%    |  |  |  |          |           |
| UNDECIDED                                       | 1%      | 1%      | 6%       | 1%   | 2%     | 2%        | 1%        | 1%        | 1%      | 1%    | 2%    |  |  |  |          |           |
|   |         |         |          |      |        |           |           |           |         |       |       |  |  |  |          |           |
|   |         |         |          |      |        |           |           |           |         |       |       |  |  |  |          |           |
| FOR CANDIDATE                                   |         |         |          |      |        |           |           |           |         |       |       |  |  |  | 85%      | 55%       |
| AGAINST OTHER CAND.                             |         |         |          |      |        |           |           |           |         |       |       |  |  |  | 13%      | 42%       |
|   |         |         |          |      |        |           |           |           |         |       |       |  |  |  |          |           |
|   |         |         |          |      |        |           |           |           |         |       |       |  |  |  |          |           |
|   | 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 |  |  |  |  |  |
|--|---------|---------|----------|------|--------|-----------|-----------|-----------|---------|-------|-------|--|--|--|--|--|
| <b>DEMOGRAPHIC SUBPOPULATIONS INDEXED TO OVERALL RESPONSES</b> |         |         |          |      |        |           |           |           |         |       |       |  |  |  |  |  |
| BUSH (R)   | 100     | 100     | 102      | 108  | 92     | 102       | 113       | 90        | 85      | 109   | 46    |  |  |  |  |  |
| KERRY (D)  | 100     | 102     | 82       | 88   | 112    | 94        | 82        | 118       | 119     | 87    | 178   |  |  |  |  |  |
| OTHER  | 100     | 82      | 302      | 151  | 50     | 165       | 52        | 0         | 233     | 102   | 108   |  |  |  |  |  |
| UNDECIDED  | 100     | 72      | 409      | 61   | 138    | 151       | 83        | 66        | 90      | 90    | 177   |  |  |  |  |  |
|  |         |         |          |      |        |           |           |           |         |       |       |  |  |  |  |  |
|  |         |         |          |      |        |           |           |           |         |       |       |  |  |  |  |  |
|  |         |         |          |      |        |           |           |           |         |       |       |  |  |  |  |  |
|  |         |         |          |      |        |           |           |           |         |       |       |  |  |  |  |  |
|  |         |         |          |      |        |           |           |           |         |       |       |  |  |  |  |  |
|  |         |         |          |      |        |           |           |           |         |       |       |  |  |  |  |  |
|  |         |         |          |      |        |           |           |           |         |       |       |  |  |  |  |  |

OVERALL CERTAIN PROBABLE MALE FEMALE AGE 18-34 AGE 35-49 AGE 50-64 AGE 65+ WHITE BLACK

VOTE FOR PRESIDENT / RESPONSES COMPARED BY PERCENTAGES AND INDEX

OVERALL  
 REPUBLICAN  
 DEMOCRAT  
 INDEPENDENT/OTHER  
 CONSERVATIVE  
 MODERATE  
 LIBERAL  
 NO RELIGIOUS SERVICES  
 OCCASIONAL RELIGIOUS SERVICES  
 REGULAR RELIGIOUS SERVICES

| RESPONSES SORTED BY DEMOGRAPHIC CATEGORY |      |      |      |      |      |      |      |      |      |      |  |  |  |  |  |  |  |
|--|------|------|------|------|------|------|------|------|------|------|--|--|--|--|--|--|--|
| BUSH (R)                                 | 58%  | 97%  | 9%   | 58%  | 79%  | 44%  | 25%  | 50%  | 51%  | 64%  |  |  |  |  |  |  |  |
| KERRY (D)                                | 39%  | 3%   | 90%  | 37%  | 18%  | 55%  | 72%  | 49%  | 45%  | 35%  |  |  |  |  |  |  |  |
| OTHER                                    | 1%   | 1%   | 0%   | 2%   | 2%   | 0%   | 0%   | 0%   | 1%   | 1%   |  |  |  |  |  |  |  |
| UNDECIDED                                | 1%   | 0%   | 2%   | 2%   | 1%   | 0%   | 3%   | 1%   | 3%   | 1%   |  |  |  |  |  |  |  |
|  |      |      |      |      |      |      |      |      |      |      |  |  |  |  |  |  |  |
|  |      |      |      |      |      |      |      |      |      |      |  |  |  |  |  |  |  |
|  |      |      |      |      |      |      |      |      |      |      |  |  |  |  |  |  |  |
|  |      |      |      |      |      |      |      |      |      |      |  |  |  |  |  |  |  |
|  |      |      |      |      |      |      |      |      |      |      |  |  |  |  |  |  |  |
|  |      |      |      |      |      |      |      |      |      |      |  |  |  |  |  |  |  |
|  | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |  |  |  |  |  |  |  |

| DEMOGRAPHIC SUBPOPULATIONS INDEXED TO OVERALL RESPONSES |     |     |     |     |     |     |     |     |     |     |  |  |  |  |  |  |  |
|---|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|--|--|--|--|--|--|--|
| BUSH (R)  | 100 | 165 | 15  | 100 | 136 | 75  | 43  | 85  | 87  | 109 |  |  |  |  |  |  |  |
| KERRY (D)   | 100 | 7   | 228 | 95  | 46  | 141 | 184 | 125 | 115 | 88  |  |  |  |  |  |  |  |
| OTHER   | 100 | 64  | 8   | 262 | 190 | 24  | 0   | 0   | 162 | 94  |  |  |  |  |  |  |  |
| UNDECIDED   | 100 | 23  | 135 | 131 | 68  | 34  | 198 | 107 | 184 | 47  |  |  |  |  |  |  |  |
|   |     |     |     |     |     |     |     |     |     |     |  |  |  |  |  |  |  |
|   |     |     |     |     |     |     |     |     |     |     |  |  |  |  |  |  |  |
|   |     |     |     |     |     |     |     |     |     |     |  |  |  |  |  |  |  |
|   |     |     |     |     |     |     |     |     |     |     |  |  |  |  |  |  |  |
|   |     |     |     |     |     |     |     |     |     |     |  |  |  |  |  |  |  |
|   |     |     |     |     |     |     |     |     |     |     |  |  |  |  |  |  |  |

OVERALL  
 REPUBLICAN  
 DEMOCRAT  
 INDEPENDENT/OTHER  
 CONSERVATIVE  
 MODERATE  
 LIBERAL  
 NO RELIGIOUS SERVICES  
 OCCASIONAL RELIGIOUS SERVICES  
 REGULAR RELIGIOUS SERVICES

VOTE FOR PRESIDENT / RESPONSES COMPARED BY PERCENTAGES AND BY INDEX

|   | OVERALL | PRO-LIFE | PRO-CHOICE | MILITARY/VET | NON-MILITARY/VET | GRAD SCHOOL | COLLEGE GRAD | SOME COLLEGE | NO COLLEGE | < \$40K/YR | \$40K - \$80K/YR | > \$80K/YR |  |  |  |
|---|---------|----------|------------|--------------|------------------|-------------|--------------|--------------|------------|------------|------------------|------------|--|--|--|
| <b>RESPONSES SORTED BY DEMOGRAPHIC CATEGORY</b> |         |          |            |              |                  |             |              |              |            |            |                  |            |  |  |  |
| BUSH (R)  | 58%     | 74%      | 37%        | 58%          | 58%              | 64%         | 71%          | 55%          | 50%        | 48%        | 62%              | 72%        |  |  |  |
| KERRY (D)                                       | 39%     | 25%      | 61%        | 40%          | 40%              | 33%         | 28%          | 43%          | 47%        | 49%        | 36%              | 27%        |  |  |  |
| OTHER   | 1%      | 1%       | 1%         | 1%           | 0%               | 2%          | 0%           | 1%           | 1%         | 1%         | 1%               | 0%         |  |  |  |
| UNDECIDED                                       | 1%      | 1%       | 1%         | 1%           | 2%               | 1%          | 1%           | 1%           | 2%         | 1%         | 1%               | 1%         |  |  |  |
|   |         |          |            |              |                  |             |              |              |            |            |                  |            |  |  |  |
|   |         |          |            |              |                  |             |              |              |            |            |                  |            |  |  |  |
|   |         |          |            |              |                  |             |              |              |            |            |                  |            |  |  |  |
|   |         |          |            |              |                  |             |              |              |            |            |                  |            |  |  |  |
|   |         |          |            |              |                  |             |              |              |            |            |                  |            |  |  |  |
|   |         |          |            |              |                  |             |              |              |            |            |                  |            |  |  |  |
|   |         |          |            |              |                  |             |              |              |            |            |                  |            |  |  |  |
|   | 100%    | 100%     | 100%       | 100%         | 100%             | 100%        | 100%         | 100%         | 100%       | 100%       | 100%             | 100%       |  |  |  |

|  | OVERALL | PRO-LIFE | PRO-CHOICE | MILITARY/VET | NON-MILITARY/VET | GRAD SCHOOL | COLLEGE GRAD | SOME COLLEGE | NO COLLEGE | < \$40K/YR | \$40K - \$80K/YR | > \$80K/YR |  |  |  |
|--|---------|----------|------------|--------------|------------------|-------------|--------------|--------------|------------|------------|------------------|------------|--|--|--|
| <b>DEMOGRAPHIC SUBPOPULATIONS INDEXED TO OVERALL RESPONSES</b> |         |          |            |              |                  |             |              |              |            |            |                  |            |  |  |  |
| BUSH (R)   | 100     | 126      | 64         | 99           | 100              | 110         | 122          | 94           | 85         | 83         | 107              | 122        |  |  |  |
| KERRY (D)  | 100     | 63       | 155        | 101          | 101              | 84          | 72           | 109          | 120        | 125        | 92               | 69         |  |  |  |
| OTHER  | 100     | 63       | 87         | 100          | 48               | 251         | 0            | 82           | 97         | 122        | 96               | 0          |  |  |  |
| UNDECIDED  | 100     | 61       | 79         | 86           | 111              | 41          | 49           | 89           | 151        | 100        | 50               | 88         |  |  |  |
|  |         |          |            |              |                  |             |              |              |            |            |                  |            |  |  |  |
|  |         |          |            |              |                  |             |              |              |            |            |                  |            |  |  |  |
|  |         |          |            |              |                  |             |              |              |            |            |                  |            |  |  |  |
|  |         |          |            |              |                  |             |              |              |            |            |                  |            |  |  |  |
|  |         |          |            |              |                  |             |              |              |            |            |                  |            |  |  |  |
|  |         |          |            |              |                  |             |              |              |            |            |                  |            |  |  |  |
|  |         |          |            |              |                  |             |              |              |            |            |                  |            |  |  |  |
|  |         |          |            |              |                  |             |              |              |            |            |                  |            |  |  |  |
|  |         |          |            |              |                  |             |              |              |            |            |                  |            |  |  |  |

VOTE FOR PRESIDENT / RESPONSES COMPARED BY PERCENTAGES AND BY INDEX

OVERALL  
WESTERN TN  
MIDDLE TN  
EASTERN TN  
URBAN  
SUBURBAN  
RURAL

| RESPONSES SORTED BY DEMOGRAPHIC CATEGORY |      |      |      |      |      |      |      |  |  |  |  |  |  |
|--|------|------|------|------|------|------|------|--|--|--|--|--|--|
| BUSH (R)                                 | 58%  | 48%  | 60%  | 64%  | 50%  | 66%  | 58%  |  |  |  |  |  |  |
| KERRY (D)                                | 39%  | 50%  | 37%  | 34%  | 47%  | 33%  | 39%  |  |  |  |  |  |  |
| OTHER                                    | 1%   | 0%   | 1%   | 1%   | 2%   | 0%   | 1%   |  |  |  |  |  |  |
| UNDECIDED                                | 1%   | 2%   | 2%   | 1%   | 1%   | 1%   | 2%   |  |  |  |  |  |  |
|  |      |      |      |      |      |      |      |  |  |  |  |  |  |
|  |      |      |      |      |      |      |      |  |  |  |  |  |  |
|  |      |      |      |      |      |      |      |  |  |  |  |  |  |
|  |      |      |      |      |      |      |      |  |  |  |  |  |  |
|  |      |      |      |      |      |      |      |  |  |  |  |  |  |
|  |      |      |      |      |      |      |      |  |  |  |  |  |  |
|  | 100% | 100% | 100% | 100% | 100% | 100% | 100% |  |  |  |  |  |  |

| DEMOGRAPHIC SUBPOPULATIONS INDEXED TO OVERALL RESPONSES |     |     |     |     |     |     |     |  |  |  |  |  |  |
|---|-----|-----|-----|-----|-----|-----|-----|--|--|--|--|--|--|
| BUSH (R)  | 100 | 83  | 103 | 109 | 86  | 113 | 99  |  |  |  |  |  |  |
| KERRY (D)   | 100 | 127 | 94  | 87  | 120 | 85  | 100 |  |  |  |  |  |  |
| OTHER   | 100 | 0   | 124 | 145 | 248 | 19  | 69  |  |  |  |  |  |  |
| UNDECIDED   | 100 | 129 | 136 | 47  | 48  | 57  | 173 |  |  |  |  |  |  |
|   |     |     |     |     |     |     |     |  |  |  |  |  |  |
|   |     |     |     |     |     |     |     |  |  |  |  |  |  |
|   |     |     |     |     |     |     |     |  |  |  |  |  |  |
|   |     |     |     |     |     |     |     |  |  |  |  |  |  |
|   |     |     |     |     |     |     |     |  |  |  |  |  |  |
|   |     |     |     |     |     |     |     |  |  |  |  |  |  |
|   |     |     |     |     |     |     |     |  |  |  |  |  |  |

OVERALL  
WESTERN TN  
MIDDLE TN  
EASTERN TN  
URBAN  
SUBURBAN  
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.

|                               | OVERALL | CERTAIN | PROBABLE | MALE | FEMALE | AGE 18-34 | AGE 35-49 | AGE 50-64 | AGE 65+ | WHITE | BLACK | HISPANIC | ASIAN/OTHER | FOR CANDIDATE | AGAINST OTHER CAND. |
|-------------------------------|---------|---------|----------|------|--------|-----------|-----------|-----------|---------|-------|-------|----------|-------------|---------------|---------------------|
| <b>REGISTERED</b>             | 707     | 584     | 053      | 342  | 365    | 214       | 208       | 167       | 119     | 574   | 105   | 015      | 013         |               |                     |
| <b>CERTAIN</b>                | 584     | 584     | 000      | 293  | 291    | 172       | 180       | 145       | 088     | 480   | 086   | 009      | 009         |               |                     |
| <b>PROBABLE</b>               | 053     | 000     | 053      | 023  | 030    | 017       | 015       | 013       | 008     | 040   | 011   | 001      | 001         |               |                     |
| <b>LIKELY</b>                 | 637     | 584     | 053      | 316  | 321    | 189       | 195       | 157       | 096     | 521   | 097   | 010      | 010         |               |                     |
| <b>BUSH (R)</b>               | 372     | 341     | 031      | 200  | 172    | 113       | 129       | 083       | 048     | 332   | 026   | 009      | 006         | 316           | 048                 |
| <b>KERRY (D)</b>              | 250     | 233     | 017      | 108  | 141    | 069       | 063       | 073       | 045     | 178   | 067   | 000      | 005         | 137           | 104                 |
| <b>OTHER</b>                  | 006     | 004     | 001      | 004  | 001    | 003       | 001       | 000       | 002     | 005   | 001   | 000      | 000         | 000           | 000                 |
| <b>UNDECIDED</b>              | 009     | 006     | 003      | 003  | 006    | 004       | 002       | 001       | 001     | 006   | 002   | 000      | 000         | 000           | 000                 |
| <b>TOTAL</b>                  | 800     | 584     | 053      | 383  | 417    | 254       | 241       | 176       | 129     | 650   | 118   | 016      | 016         |               |                     |
| <b>COMPOSITION OF ADULTS</b>  | 100%    | 73%     | 7%       | 48%  | 52%    | 32%       | 30%       | 22%       | 16%     | 81%   | 15%   | 2%       | 2%          |               |                     |
| <b>COMP. OF REG. VOTERS</b>   | 100%    | 83%     | 7%       | 48%  | 52%    | 30%       | 29%       | 24%       | 17%     | 81%   | 15%   | 2%       | 2%          |               |                     |
| <b>COMP. OF LIKELY VOTERS</b> | 100%    | 92%     | 8%       | 50%  | 50%    | 30%       | 31%       | 25%       | 15%     | 82%   | 15%   | 2%       | 2%          |               |                     |
|                               |         |         |          |      |        |           |           |           |         |       |       |          |             |               |                     |
|                               |         |         |          |      |        |           |           |           |         |       |       |          |             |               |                     |
|                               |         |         |          |      |        |           |           |           |         |       |       |          |             |               |                     |
|                               |         |         |          |      |        |           |           |           |         |       |       |          |             |               |                     |
|                               |         |         |          |      |        |           |           |           |         |       |       |          |             |               |                     |
|                               |         |         |          |      |        |           |           |           |         |       |       |          |             |               |                     |
|                               |         |         |          |      |        |           |           |           |         |       |       |          |             |               |                     |
|                               |         |         |          |      |        |           |           |           |         |       |       |          |             |               |                     |
|                               |         |         |          |      |        |           |           |           |         |       |       |          |             |               |                     |
|                               |         |         |          |      |        |           |           |           |         |       |       |          |             |               |                     |
|                               |         |         |          |      |        |           |           |           |         |       |       |          |             |               |                     |
|                               |         |         |          |      |        |           |           |           |         |       |       |          |             |               |                     |
|                               |         |         |          |      |        |           |           |           |         |       |       |          |             |               |                     |

800 TENNESSEE ADULTS WERE INTERVIEWED BY TELEPHONE 10/3 - 10/5. OF THEM, 707 WERE REGISTERED TO VOTE. OF THEM, 637 WERE JUDGED TO BE ' LIKELY' VOTERS. GRAPHS REFLECT ' LIKELY' 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.