# **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.

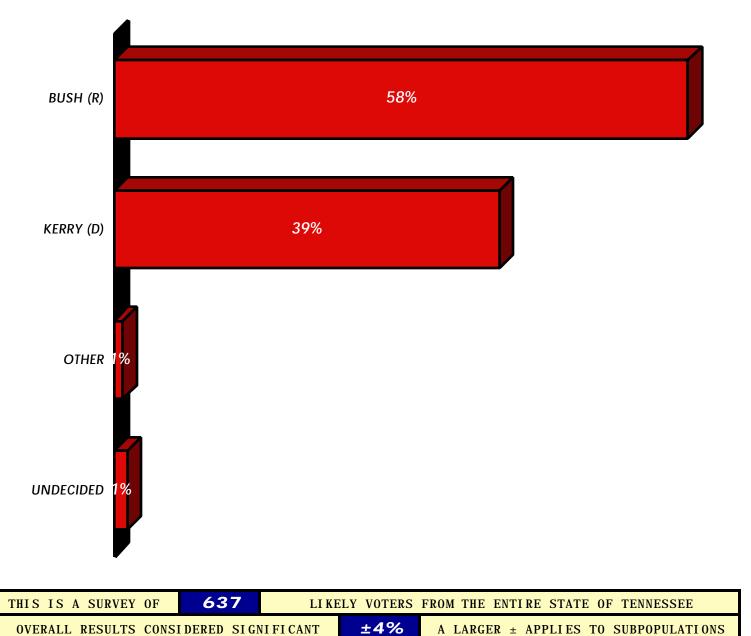
RESEARCH CONDUCTED E.T.	041003 15:01-19:29 041004 16:36-20:46 041005 16:32-20:50 ET
RESPONDENTS DRAWN FROM	THE ENTIRE STATE OF TENNESSEE
RANDOM SAMPLE SELECTED BY	SURVEY SAMPLING INC.

### RESEARCH CONDUCTED FOR WBIR-TV KNOXVILLE

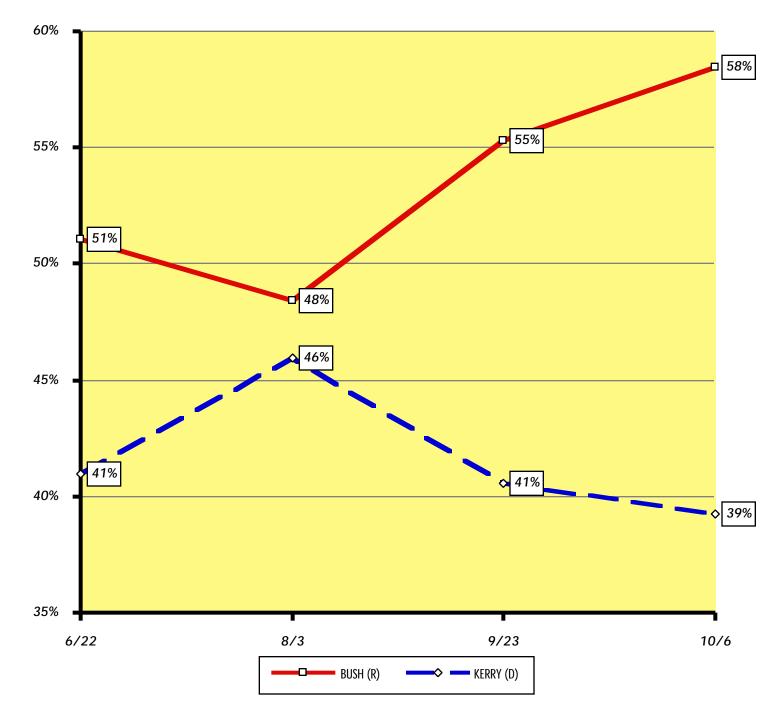
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### **VOTE FOR PRESIDENT / ALL LIKELY VOTERS**

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?



	1/7/7/7/7/7		1000.		PERCENTAGES				
RESULTS			100%	BRUAUSE		ARE.	RUUNNUH	WHOLER.	NUMBERS



## **VOTE FOR PRESIDENT / ALL LIKELY VOTERS**

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### **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)
			RE	SPO	ISES	SORT	ED BY	Y DEN	/IOGR	APHI	C CAT	<b>IEGO</b>	RY		
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%				
			_												
	-											RALL	RESP	ONSE	S
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				

### OVERALL OVERALL OVERALL REPUBLICAN REPUBLICAN NODERATT CONSERVATIVE MODERATE MODERATE CONSERVATIVE CONSERVATIVE MODERATE CONSERVATIVE REPUBLICAN NO RELIGIOUS SERVERS REPUBLICAN REGULAR RELIGIOUS SERVICES CONSERVATIVE MODERATE CONSERVATIVE RECULAR RELIGIOUS SERVICES CONSERVERS RECULAR RELIGIOUS SERVICES COCASIONAL RELIGIOUS SERVICES COCASIONAL RELIGIOUS SERVICES

BUSH (R)	ľ
KERRY (D)	ľ
OTHER	ľ
UNDECIDED	ľ
	ŀ

		RE	SPOI	VSES	SORT	ED BY	Y DEN	/IOGR	APHI	C CA	TEGO	RY	
58%	97%	9%	58%	79%	44%	25%	50%	51%	64%				
39%	3%	90%	37%	18%	55%	72%	49%	45%	35%				
1%	1%	0%	2%	2%	0%	0%	0%	1%	1%				
1%	0%	2%	2%	1%	0%	3%	1%	3%	1%				
100%	100%	100%	100%	100%	100%	100%	100%	100%	100%				

BUSH (R) KERRY (D) OTHER UNDECIDED

D	<b>DEMO</b>	GRAP	HIC S	SUBPO	OPUL	ΑΤΙΟΙ	NS IN	DEXE	<b>D TO</b>	OVER	ALL	RESP	ONSE	S
100	165	15	100	136	75	43	85	87	109					
100	7	228	95	46	141	184	125	115	88					
100	64	8	262	190	24	0	0	162	94					
100	23	135	131	68	34	198	107	184	47					
RALL	CAN	RAT	IHER	TIVE	RATE	ERAL	VICES	ICES	/ICES					

OCCASIONAL RELIGIOUS SERVICE REGULAR RELIGIOUS SERVICE
NO RELIGIOUS SERVICE
LIBERA
MODERAT
CONSERVATIV
INDEPENDENT/OTHEI
DEMOCRA
REPUBLICA
OVERAL

# VOTE FOR PRESIDENT / RESPONSES COMPARED BY PERCENTAGES AND BY INDEX

OVERAL PRO-LIFF PRO-CH MILITAR NON-MI COLLEGI COLLEGI SOME C SOME C SOME C	OVERALL	PRO-CHOICE	PRO-LIFE	PRO-CHOICE MILITARY /VET	NON-MILITARY /VE	GRAD SCHOOL	COLLEGE GRAD	SOME COLLEGE	NO COLLEGE	< \$40K/YR	\$40K - \$80K/YR	> \$80K/YR
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BUSH (R) KERRY (D) OTHER UNDECIDED

		RE	SPOI	VSES	SORT	ED B	Y DEN	<i>N</i> OGR	APHI	C CA	TEGO	RY	
58%	74%	37%	58%	58%	64%	71%	55%	50%	48%	62%	72%		
39%	25%	61%	40%	40%	33%	28%	43%	47%	49%	36%	27%		
1%	1%	1%	1%	0%	2%	0%	1%	1%	1%	1%	0%		
1%	1%	1%	1%	2%	1%	1%	1%	2%	1%	1%	1%		
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	<b>D TO</b>	OVE	RALL	RESP	ONSE	S
100	126	64	99	100	110	122	94	85	83	107	122			
100	63	155	101	101	84	72	109	120	125	92	69			
100	63	87	100	48	251	0	82	97	122	96	0			
100	61	79	86	111	41	49	89	151	100	50	88			
ALL	뜨	ICE	VET	Æ		GRAD	<u>E</u>	<u>E</u>	Ϋ́R	Ϋ́R	ΥR			
OVERALL	PRO-LIFE	PRO-CHOICE	ž	ž	CHO	GR	COLLEGE	NO COLLEGE	\$40K/YR	К	\$80K/YR			
0	Å	6	TAR	IAR	) S(	EGE	3	22	\$4(	\$8	\$80			
		РК	MILITARY/VET	NON-MILITARY/VET	grad school	COLLEGE	SOME	NO	v	\$40K - \$80K/YR	۸			
			2	2-2	9	ຮ	SC			\$40				
				NOI										

### **VOTE FOR PRESIDENT / RESPONSES COMPARED BY PERCENTAGES AND BY INDEX**



BUSH (R) KERRY (D) OTHER UNDECIDED

	_		RE	SPO	VSES	SORT	ED B	Y DEN	ЛОGI	RAPHI	C CA	TEGO	RY	
ľ	58%	48%	60%	64%	50%	66%	58%							
	39%	50%	37%	34%	47%	33%	39%							
ľ	1%	0%	1%	1%	2%	0%	1%							
	1%	2%	2%	1%	1%	1%	2%							
ľ														
ľ	100%	100%	100%	100%	100%	100%	100%							

	D	EMO	GRAP	HIC	SUBPO	OPUL	ATIOI	NS IN	IDEXE	d to	OVE	RALL	RESP	ONSE	S
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

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### **RAW COUNTS FOR ALL RESPONSE CHOICES**

THE RESPONSES PLEASE EXERCISE E	OF A CONTRACTOR	CERTAIN CERTAIN CERTAIN	DROBABLE	IONO INDR	F 100 Awi ng Hemate	AGE 18-34	<b>441 TYP</b> <b>101 CT </b>	I CALL NS FR 10-09-05	Y BE OM SU 92+	CONSI BPOPU IIIHM	DERED LATIO	ACCU NS SM HISDANIC	ALLER ASIAN/OTHER ASIAN/OTHER	FOR CANDIDATE	AGAINST OTHER BAND
REGISTERED	707	584	053	342	365	214	208	167	119	574	105	015	013		
CERTAIN	584	584	000	293	291	172	180	145	088	480	086	013	013		
PROBABLE	053	000	053	023	030	017	015	013	008	040	011	003	001		
LIKELY	637	584	053	316	321	189	195	157	096	521	097	010	010		
BUSH (R)	372	341	031	200	172	113	129	083	048	332	026	009	006	316	048
KERRY (D)	250	233	017	108	141	069	063	073	045	178	067	000	005	137	104
OTHER	006	004	001	004	001	003	001	000	002	005	001	000	000	000	000
UNDECIDED	009	006	003	003	006	004	002	001	001	006	002	000	000	000	000
TOTAL	800	584	053	383	417	254	241	176	129	650	118	016	016		
COMPOSITION OF ADULTS	100%	73%	7%	48%	52%	32%	30%	22%	16%	81%	15%	2%	2%		
COMP. OF REG. VOTERS	100%	83%	7%	48%	52%	30%	29%	24%	17%	81%	15%	2%	2%		
COMP. OF LIKELY VOTERS	100%	92%	8%	50%	50%	30%	31%	25%	15%	82%	15%	2%	2%		
	OF T OF T	HEM, HEM,	707 637	E ADU WERE WERE CT 'L	REG JUD	I STEI GED	RED 7 FO BH	TO VO E 'LI	TE.			IONE	10/3	- 10	)/5.

RAW COUNTS FOR A	ALL RE	SPON	SE CH	OICES						<u></u>	IS SERVICES	RVICES			
THE RESPONSES PLEASE EXERCISE E	OF A	SUBPO	PULAT		F 100	WOUL	D TYP	I CALL	Y BE	CO SI	DE <b>E</b> ED	ACU		± 10%	100
PLEASE EXERCISE F	LAIKEM	E CAU	TION		AWING		LUSIU	NS FR	UM SU	S			ALLER	IHAN	100
	OVERALL	REPUBLICAN	DEMOCRAT	INDEPENDENT	NOT SURE	CONSERVATIVE	MODERATE	LIBERAL	NOT SURE	NO RELIGIOUS	OCCASIONAL RE	REGULAR RELIG			
REGISTERED	707	279	226	194	008	320	262	084	034	100	208	381			
CERTAIN	584	243	186	149	006	277	212	062	026	079	158	331			
PROBABLE	053	017	011	024	000	020	023	007	002	009	020	024			
LIKELY	637	260	197	174	007	297	235	069	028	088	178	355			
BUSH (R)	372	251	017	101	003	236	104	017	010	044	090	226			
KERRY (D)	250	007	176	065	002	053	130	050	015	043	080	123			
OTHER	006	002	000	004	000	005	001	000	000	000	003	003			
UNDECIDED	009	001	004	003	001	003	001	002	002	001	005	002			
TOTAL	800	279	226	194	008	353	298	094	041	124	244	406			
COMPOSITION OF ADULTS	100%	35%	28%	24%	1%	44%	37%	12%	5%	16%	31%	51%			
COMP. OF REG. VOTERS	100%	39%	32%	27%	1%	45%	37%	12%	5%	14%	29%	54%			
COMP. OF LIKELY VOTERS	100%	41%	31%	27%	1%	47%	37%	11%	4%	14%	28%	56%			
	OF T OF T	НЕМ, НЕМ,	707 637	E ADU WERE WERE CT 'L	REG JUD	I STEI GED [	RED T FO BE	TO VO E ' LI	TE.			IONE	10/3	- 10	/5.

### **RAW COUNTS FOR ALL RESPONSE CHOICES**

THE RESPONSES PLEASE EXERCISE E											LATI O				
	OVERALL	PRO-LIFE	PRO-CHOICE	MILITARY/VET	NON-MILITARY,	<b>GRAD SCHOOL</b>	COLLEGE GRAD	SOME COLLEGE	NO COLLEGE	< \$40K/YR	\$40K - \$80K/YI	> \$80K/YR	DECLINE		
REGISTERED	707	383	258	380	295	111	140	191	259	237	263	120	032		
CERTAIN	584	323	209	318	242	101	130	160	188	177	224	114	027		
PROBABLE	053	031	019	032	019	007	006	017	023	020	022	004	002		
LIKELY	637	354	227	350	261	108	136	178	211	198	247	118	029		
BUSH (R)	372	261	085	203	153	070	097	098	105	096	154	084	014		
KERRY (D)	250	088	138	139	103	036	038	076	099	097	089	032	014		
OTHER	006	002	002	003	001	002	000	001	002	002	002	000	000		
UNDECIDED	009	003	002	004	004	001	001	002	004	003	002	001	001		
TOTAL	800	426	285	420	338	122	145	205	321	286	288	126	032		
COMPOSITION OF ADULTS	100%	53%	36%	52%	42%	15%	18%	26%	40%	36%	36%	16%	4%		
COMP. OF REG. VOTERS	100%	54%	37%	54%	42%	16%	20%	27%	37%	34%	37%	17%	4%		
COMP. OF LIKELY VOTERS	100%	56%	36%	55%	41%	17%	21%	28%	33%	31%	39%	19%	5%		
	0.00						TAUT							1.1	
	OF T OF T	НЕМ, НЕМ,	707 637	WERE WERE	REG JUD	I STEI GED []	INTE RED T FO BE DTERS	TO VO E 'LI	TE.			IONE	10/3	- 1(	0/5.

### **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 **WESTERN TN** EASTERN TN MIDDLE TN SUBURBAN OVERALL URBAN RURAL REGISTERED 707 182 255 270 190 242 275 CERTAIN 584 153 212 219 155 203 | 226 PROBABLE 053 011 018 023 016 013 024 LIKELY 637 230 243 217 249 164 171 BUSH (R) 372 079 138 155 085 143 144 KERRY (D) 250 082 085 083 080 072 098 OTHER 006 000 003 003 004 000 002 UNDECIDED 009 003 004 002 001 002 006 TOTAL 800 201 289 310 211 274 315 **COMPOSITION OF ADULTS** 100% 25% 36% 39% 26% 34% 39% COMP. OF REG. VOTERS 100% 36% 38% 27% 39% 26% 34% **COMP. OF LIKELY VOTERS** 100% 26% 36% 38% 27% 34% 39% 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.