

# **BUSH OVER THE TOP IN ROCKY TOP; BEATS KERRY BY 22 PTS IN TENNESSEE**



**IN 2000, RUNNING AGAINST A TN SENATOR, BUSH CARRIED TN BY 4 ... LEADS TODAY BY 22**

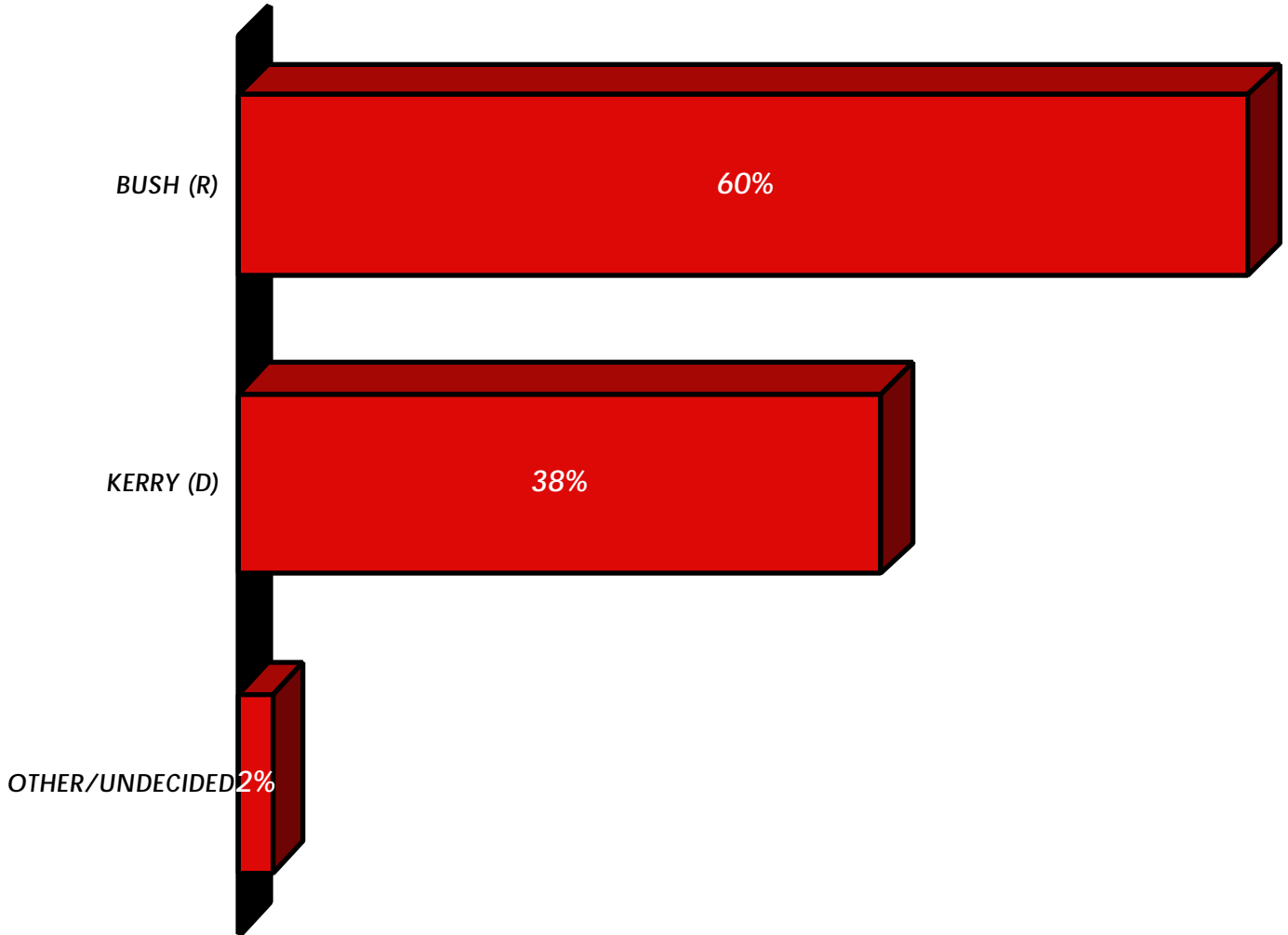
- ☛ IN AN ELECTION FOR PRESIDENT TODAY IN TN, GEORGE W BUSH DEFEATS JOHN KERRY 60% TO 38%, ACCORDING TO SURVEYUSA POLL OF 615 LIKELY VOTERS CONDUCTED 10/17 - 10/19.
- ☛ 2 WKS AGO, IN IDENTICAL SURVEYUSA TRACKING POLL, BUSH HAD LED BY 19, NOW BY 22.
- ☛ BUSH LEADS BY 36 PTS AMONG WHITE VOTERS. KERRY LEADS BY 66 PTS AMONG BLACK VOTERS.
- ☛ KERRY LEADS BY 5 IN WESTERN TN, BUT BUSH LEADS BY 31 IN MIDDLE TN & EASTERN TN.
- ☛ BUSH HOLDS 97% OF GOP BASE. KERRY HOLDS 87% OF DEM BASE. 11% OF DEMS CROSS-OVER.
- ☛ INDEPENDENTS BREAK 60% TO 36% FOR BUSH. MODERATES BREAK 55% TO 43% FOR KERRY.

<b>RESEARCH CONDUCTED E.T.</b>	041017 15:02-19:34 041018 16:33-20:50 041019 16:32-20:50 ET
<b>RESPONDENTS DRAWN FROM</b>	THE ENTIRE STATE OF TENNESSEE
<b>RANDOM SAMPLE SELECTED BY</b>	SURVEY SAMPLING INC.

RESEARCH CONDUCTED FOR WBIR-TV KNOXVILLE

VOTE FOR PRESIDENT / ALL LIKELY VOTERS

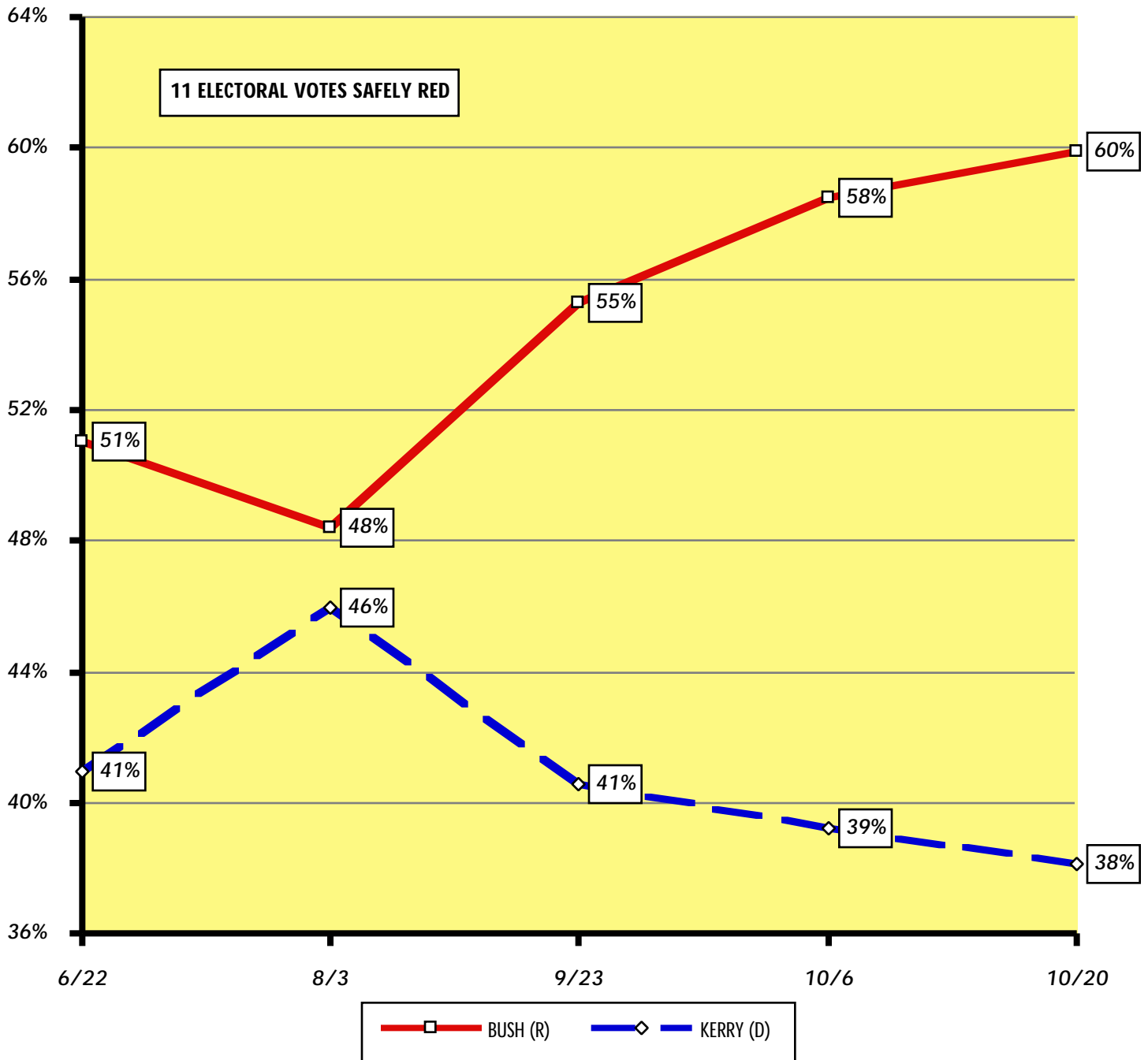
ON NOVEMBER 2ND, AMERICANS WILL ELECT A PRESIDENT. IF THE ELECTION FOR PRESIDENT OF THE UNITED STATES WERE TODAY, AND YOU WERE STANDING IN THE VOTING BOOTH RIGHT NOW, WHO WOULD YOU VOTE FOR? REPUBLICAN GEORGE W. BUSH? DEMOCRAT JOHN KERRY? OR SOME OTHER CANDIDATE?



THIS IS A SURVEY OF	615	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)

RESPONSES SORTED BY DEMOGRAPHIC CATEGORY

BUSH (R)	60%	60%	55%	64%	56%	59%	64%	61%	53%	67%	16%				
KERRY (D)	38%	38%	35%	34%	42%	41%	33%	36%	46%	31%	82%				
OTHER	1%	0%	4%	1%	0%	0%	1%	2%	0%	1%	0%				
UNDECIDED	1%	1%	6%	1%	1%	1%	2%	1%	1%	1%	2%				
VOTED 'FOR' CANDIDATE														84%	59%
'AGAINST' OTHER CAND.														15%	39%
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%				

DEMOGRAPHIC SUBPOPULATIONS INDEXED TO OVERALL RESPONSES

BUSH (R)	100	101	92	107	94	98	106	103	88	112	26				
KERRY (D)	100	101	91	89	110	107	87	94	122	81	216				
OTHER	100	70	572	141	63	0	145	229	0	90	0				
UNDECIDED	100	76	477	107	94	48	161	101	76	95	148				

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 BY INDEX

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

RESPONSES SORTED BY DEMOGRAPHIC CATEGORY															
<b>BUSH (R)</b>	60%	97%	11%	60%	83%	43%	16%	50%	52%	65%					
<b>KERRY (D)</b>	38%	2%	87%	36%	16%	55%	82%	47%	44%	34%					
<b>OTHER</b>	1%	0%	1%	1%	0%	2%	0%	3%	1%	0%					
<b>UNDECIDED</b>	1%	0%	1%	3%	1%	1%	2%	1%	3%	1%					
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%					

DEMOGRAPHIC SUBPOPULATIONS INDEXED TO OVERALL RESPONSES															
<b>BUSH (R)</b>	100	162	19	100	139	71	26	83	87	108					
<b>KERRY (D)</b>	100	6	228	94	42	143	216	124	116	90					
<b>OTHER</b>	100	67	134	115	38	220	0	381	103	50					
<b>UNDECIDED</b>	100	6	94	258	38	99	153	43	217	51					

**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)	60%	81%	33%	61%	59%	57%	64%	63%	55%	50%	66%	68%			
KERRY (D)	38%	19%	66%	38%	39%	43%	32%	35%	42%	48%	31%	31%			
OTHER	1%	0%	1%	0%	1%	0%	1%	1%	1%	1%	1%	1%			
UNDECIDED	1%	0%	1%	1%	2%	0%	3%	1%	2%	1%	2%	0%			
	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	135	54	102	98	95	107	105	93	84	111	114			
KERRY (D)	100	49	173	99	101	113	83	93	111	125	82	80			
OTHER	100	44	143	60	157	0	205	94	92	89	73	133			
UNDECIDED	100	36	42	80	127	0	191	69	125	110	154	0			

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)	60%	47%	64%	65%	44%	68%	63%						
KERRY (D)	38%	52%	33%	34%	54%	31%	34%						
OTHER	1%	0%	1%	1%	1%	1%	0%						
UNDECIDED	1%	1%	3%	1%	1%	1%	2%						
	100%	100%	100%	100%	100%	100%	100%						

DEMOGRAPHIC SUBPOPULATIONS INDEXED TO OVERALL RESPONSES													
BUSH (R)	100	78	106	108	74	113	106						
KERRY (D)	100	136	86	90	142	80	90						
OTHER	100	60	143	83	123	127	57						
UNDECIDED	100	52	190	41	67	72	151						

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  $\pm$  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	VOTED 'FOR' CAND.	'AGAINST' OTHER CAND.
REGISTERED	688	579	036	328	359	212	202	162	113	564	102	009	013		
CERTAIN	579	579	000	279	300	165	176	144	094	487	080	005	007		
PROBABLE	036	000	036	015	022	012	015	004	005	031	004	001	001		
LIKELY	615	579	036	294	321	177	191	148	099	517	084	006	008		
BUSH (R)	368	348	020	188	181	104	121	091	052	347	013	005	002	309	054
KERRY (D)	234	222	013	099	135	072	063	053	046	160	069	001	005	138	091
OTHER	004	003	001	003	001	000	002	002	000	003	000	000	001	000	000
UNDECIDED	008	006	002	004	004	001	004	002	001	007	002	000	000	000	000
TOTAL	800	579	036	383	417	256	242	172	130	650	118	016	016		
COMPOSITION OF ADULTS	100%	72%	5%	48%	52%	32%	30%	22%	16%	81%	15%	2%	2%		
COMP. OF REG. VOTERS	100%	84%	5%	48%	52%	31%	29%	24%	16%	82%	15%	1%	2%		
COMP. OF LIKELY VOTERS	100%	94%	6%	48%	52%	29%	31%	24%	16%	84%	14%	1%	1%		

800 TENNESSEE ADULTS WERE INTERVIEWED BY TELEPHONE 10/17 - 10/19  
 OF THEM, 688 WERE REGISTERED TO VOTE.  
 OF THEM, 615 WERE JUDGED TO BE 'LIKELY' VOTERS.  
 GRAPHS REFLECT 'LIKELY' VOTERS.



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	REPUBLICAN	DEMOCRAT	INDEPENDENT/OTHER	NOT SURE	CONSERVATIVE	MODERATE	LIBERAL	NOT SURE	NO RELIGIOUS SERVICES	OCCASIONAL RELIGIOUS SERVICES	REGULAR RELIGIOUS SERVICES			
<b>REGISTERED</b>	688	270	221	190	007	318	249	081	026	084	202	385			
<b>CERTAIN</b>	579	240	181	152	005	282	210	061	015	062	166	338			
<b>PROBABLE</b>	036	014	012	010	000	011	019	002	004	004	011	021			
<b>LIKELY</b>	615	254	194	162	006	293	229	063	020	066	177	359			
<b>BUSH (R)</b>	368	246	022	097	003	244	097	010	009	033	093	233			
<b>KERRY (D)</b>	234	006	168	058	003	047	125	052	008	031	078	123			
<b>OTHER</b>	004	001	002	001	000	001	003	000	000	002	001	001			
<b>UNDECIDED</b>	008	000	002	006	000	001	003	001	002	000	005	002			
<b>TOTAL</b>	800	270	221	190	007	353	292	097	035	113	242	419			
<b>COMPOSITION OF ADULTS</b>	100%	34%	28%	24%	1%	44%	37%	12%	4%	14%	30%	52%			
<b>COMP. OF REG. VOTERS</b>	100%	39%	32%	28%	1%	46%	36%	12%	4%	12%	29%	56%			
<b>COMP. OF LIKELY VOTERS</b>	100%	41%	31%	26%	1%	48%	37%	10%	3%	11%	29%	58%			

800 TENNESSEE ADULTS WERE INTERVIEWED BY TELEPHONE 10/17 - 10/19 OF THEM, 688 WERE REGISTERED TO VOTE. OF THEM, 615 WERE JUDGED TO BE ' LIKELY ' VOTERS. GRAPHS REFLECT ' LIKELY ' VOTERS.



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	WESTERN TN	MIDDLE TN	EASTERN TN	URBAN	SUBURBAN	RURAL								
REGISTERED	688	170	254	264	180	248	259								
CERTAIN	579	145	219	215	153	216	210								
PROBABLE	036	007	014	016	008	010	019								
LIKELY	615	152	233	231	161	225	229								
BUSH (R)	368	071	148	149	071	152	145								
KERRY (D)	234	079	076	079	087	069	079								
OTHER	004	001	002	001	001	002	001								
UNDECIDED	008	001	006	001	001	002	005								
TOTAL	800	197	293	310	217	279	304								
COMPOSITION OF ADULTS	100%	25%	37%	39%	27%	35%	38%								
COMP. OF REG. VOTERS	100%	25%	37%	38%	26%	36%	38%								
COMP. OF LIKELY VOTERS	100%	25%	38%	38%	26%	37%	37%								

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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.