

TEETER-TOTTER TILTS TO BUSH IN IA; LEADS KERRY BY 6 PTS, 12 DAYS OUT



DEMOCRATS CARRIED IA IN 2000 BY LESS THAN 1% ... KEY STATE FOR KERRY, IN WHICH HE NOW TRAILS

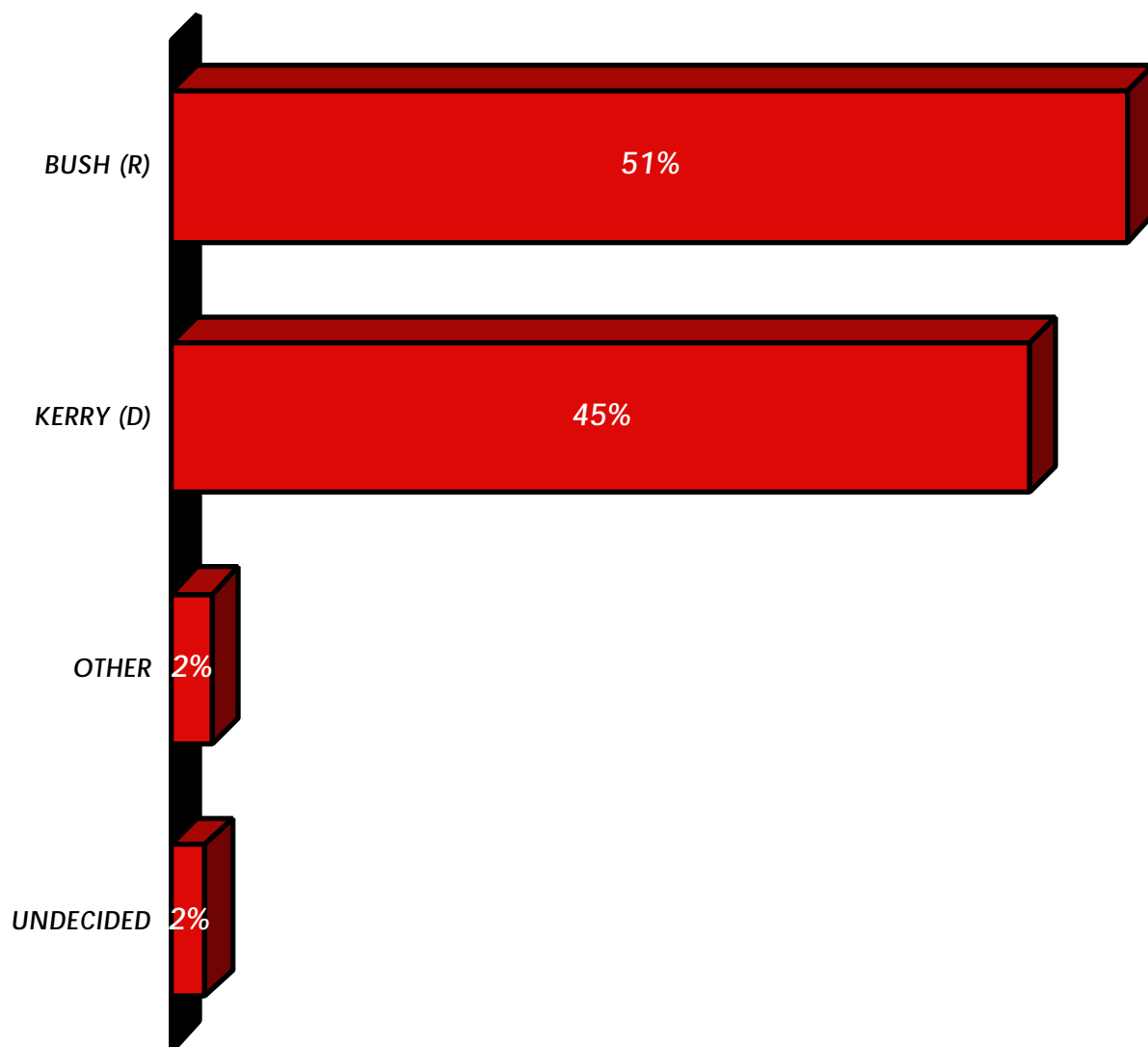
- ✦ IN AN ELECTION TODAY IN THE KEY BATTLEGROUND OF IOWA, GEORGE W BUSH DEFEATS JOHN KERRY 51% TO 45%, ACCORDING TO SURVEYUSA POLL OF 690 LIKELY VOTERS 10/18 - 10/20.
- ✦ THIS IS THE 3RD TIME LEAD IN IA HAS CHANGED HANDS: BUSH LED ON 9/22, KERRY LED ON 10/7, NOW BUSH IS UP, WITH TIME RUNNING OUT. BUSH HAD LED BY 2 PTS AMONG THOSE AGE 35 TO 49, NOW LEADS BY 17 PTS, A 15-PT GOP SWING. KERRY HAD LED BY 10 AMONG INDYS, NOW BUSH LEADS BY 4, A 14-PT GOP SWING. KERRY HAD LED BY 32 AMONG MODERATES, NOW BY 15, A 17-PT GOP SWING. KERRY HAD LED BY 27 AMONG THOSE HH' S EARNING < \$40K/YR, NOW BY 11.
- ✦ KERRY LEADS BY 3 AMONG WOMEN. BUSH UP BY 14 AMONG MEN. 17-PT GENDER GAP. KERRY LEADS IN SE IA BY 14, LEADS IN NE IA BY 4. BUSH LEADS IN SW IA BY 18 & IN NW IA BY 30.

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| RESEARCH CONDUCTED E.T. | 041018 16: 33- 21: 46 041019 16: 32- 21: 46 041020 16: 31- 21: 44 ET |
| RESPONDENTS DRAWN FROM | THE ENTIRE STATE OF IOWA |
| RANDOM SAMPLE SELECTED BY | SURVEY SAMPLING INC. |

RESEARCH CONDUCTED FOR WHO-TV DES MOINES

VOTE FOR PRESIDENT / ALL LIKELY VOTERS

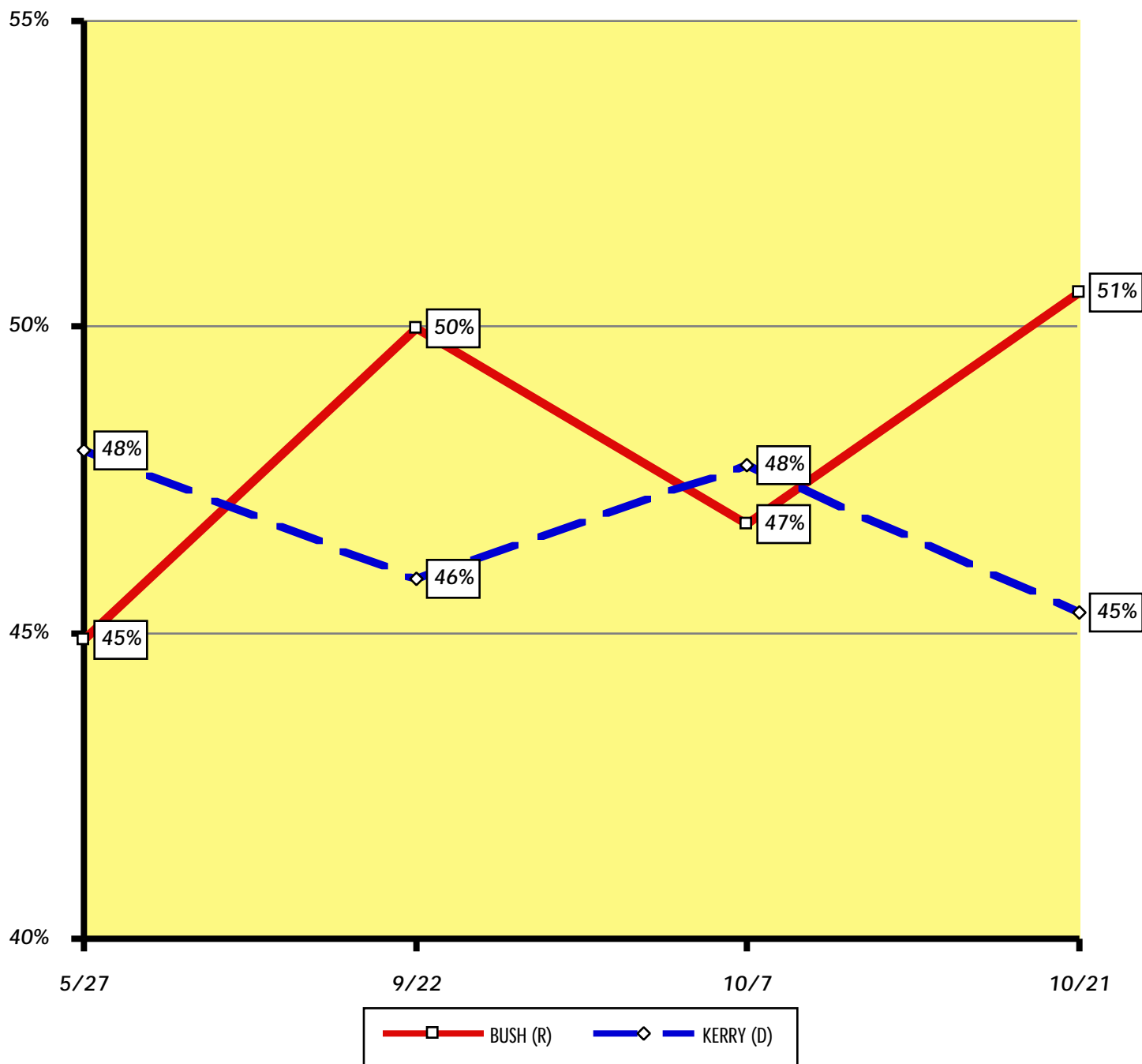
AMERICANS WILL ELECT A PRESIDENT ON NOVEMBER 2ND. IF THE ELECTION FOR PRESIDENT OF THE UNITED STATES WERE TODAY, AND YOU WERE STANDING IN THE VOTING BOOTH RIGHT NOW, WHO WOULD YOU VOTE FOR? REPUBLICAN GEORGE W. BUSH? DEMOCRAT JOHN KERRY? OR SOME OTHER CANDIDATE?



| | | |
|--|-------------|---|
| THIS IS A SURVEY OF | 690 | LIKELY VOTERS FROM THE ENTIRE STATE OF IOWA |
| OVERALL RESULTS CONSIDERED SIGNIFICANT | $\pm 3.8\%$ | A LARGER \pm 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 | | |
|---|---------|---------|----------|------|--------|-----------|-----------|-----------|---------|-------|-------|----------|-------------|--|--|
| RESPONSES SORTED BY DEMOGRAPHIC CATEGORY | | | | | | | | | | | | | | | |
| BUSH (R) | 51% | 52% | 34% | 55% | 47% | 47% | 57% | 49% | 48% | 52% | 25% | 46% | 18% | | |
| KERRY (D) | 45% | 45% | 54% | 41% | 50% | 49% | 40% | 48% | 46% | 44% | 71% | 42% | 71% | | |
| OTHER | 2% | 2% | 3% | 3% | 2% | 2% | 2% | 2% | 3% | 2% | 5% | 0% | 11% | | |
| UNDECIDED | 2% | 1% | 9% | 2% | 2% | 2% | 2% | 1% | 3% | 2% | 0% | 12% | 0% | | |
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| | 100% | 100% | 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 | HISPANIC | ASIAN/OTHER | | |
|--|---------|---------|----------|------|--------|-----------|-----------|-----------|---------|-------|-------|----------|-------------|--|--|
| DEMOGRAPHIC SUBPOPULATIONS INDEXED TO OVERALL RESPONSES | | | | | | | | | | | | | | | |
| BUSH (R) | 100 | 103 | 67 | 108 | 92 | 92 | 113 | 97 | 95 | 102 | 49 | 92 | 36 | | |
| KERRY (D) | 100 | 98 | 119 | 90 | 109 | 109 | 88 | 105 | 101 | 98 | 156 | 92 | 157 | | |
| OTHER | 100 | 95 | 155 | 116 | 84 | 110 | 68 | 92 | 143 | 92 | 202 | 0 | 492 | | |
| UNDECIDED | 100 | 67 | 481 | 94 | 105 | 89 | 97 | 65 | 157 | 93 | 0 | 648 | 0 | | |
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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 | GRAD SCHOOL | COLLEGE GRAD | SOME COLLEGE | NO COLLEGE | CONSERVATIVE | MODERATE | LIBERAL | | | | |
|---|---------|------------|----------|-------------------|-------------|--------------|--------------|------------|--------------|----------|---------|--|--|--|--|
| RESPONSES SORTED BY DEMOGRAPHIC CATEGORY | | | | | | | | | | | | | | | |
| BUSH (R) | 51% | 94% | 8% | 48% | 44% | 57% | 55% | 46% | 78% | 40% | 12% | | | | |
| KERRY (D) | 45% | 5% | 90% | 44% | 51% | 38% | 42% | 50% | 19% | 55% | 85% | | | | |
| OTHER | 2% | 0% | 0% | 6% | 3% | 3% | 1% | 2% | 1% | 3% | 2% | | | | |
| UNDECIDED | 2% | 1% | 2% | 3% | 2% | 2% | 2% | 2% | 1% | 2% | 2% | | | | |
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| | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | | | | |

| | OVERALL | REPUBLICAN | DEMOCRAT | INDEPENDENT/OTHER | GRAD SCHOOL | COLLEGE GRAD | SOME COLLEGE | NO COLLEGE | CONSERVATIVE | MODERATE | LIBERAL | | | | |
|--|---------|------------|----------|-------------------|-------------|--------------|--------------|------------|--------------|----------|---------|--|--|--|--|
| DEMOGRAPHIC SUBPOPULATIONS INDEXED TO OVERALL RESPONSES | | | | | | | | | | | | | | | |
| BUSH (R) | 100 | 185 | 15 | 94 | 87 | 113 | 109 | 91 | 155 | 78 | 23 | | | | |
| KERRY (D) | 100 | 12 | 198 | 97 | 113 | 84 | 93 | 110 | 43 | 121 | 187 | | | | |
| OTHER | 100 | 17 | 20 | 257 | 134 | 146 | 49 | 102 | 54 | 141 | 89 | | | | |
| UNDECIDED | 100 | 36 | 95 | 146 | 96 | 103 | 81 | 117 | 60 | 128 | 101 | | | | |
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OVERALL
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 INDEPENDENT/OTHER
 GRAD SCHOOL
 COLLEGE GRAD
 SOME COLLEGE
 NO COLLEGE
 CONSERVATIVE
 MODERATE
 LIBERAL

VOTE FOR PRESIDENT / RESPONSES COMPARED BY PERCENTAGES AND BY INDEX

OVERALL **< \$40K/YR** **\$40K - \$80K/YR** **> \$80K/YR** **NE IOWA** **SE IOWA** **SW IOWA** **NW IOWA** **URBAN** **SUBURBAN** **RURAL** **BUSH (R)** **KERRY (D)**

RESPONSES SORTED BY DEMOGRAPHIC CATEGORY

| | | | | | | | | | | | | | | | |
|------------------------------|------|------|------|------|------|------|------|------|------|------|------|-----|-----|--|--|
| BUSH (R) | 51% | 42% | 56% | 56% | 46% | 41% | 57% | 63% | 40% | 60% | 53% | | | | |
| KERRY (D) | 45% | 53% | 41% | 41% | 50% | 55% | 39% | 33% | 54% | 37% | 43% | | | | |
| OTHER | 2% | 3% | 2% | 2% | 3% | 1% | 3% | 1% | 4% | 2% | 1% | | | | |
| UNDECIDED | 2% | 2% | 1% | 1% | 1% | 3% | 1% | 2% | 2% | 1% | 2% | | | | |
| VOTED 'FOR' CANDIDATE | | | | | | | | | | | | | | | |
| 'AGAINST' OTHER CAND. | | | | | | | | | | | | 80% | 53% | | |
| | | | | | | | | | | | | 17% | 44% | | |
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| | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | | | | |

DEMOGRAPHIC SUBPOPULATIONS INDEXED TO OVERALL RESPONSES

| | | | | | | | | | | | | | | | |
|------------------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|--|--|--|--|
| BUSH (R) | 100 | 83 | 112 | 112 | 91 | 81 | 113 | 125 | 79 | 119 | 106 | | | | |
| KERRY (D) | 100 | 116 | 91 | 91 | 110 | 120 | 86 | 73 | 120 | 81 | 95 | | | | |
| OTHER | 100 | 144 | 69 | 69 | 131 | 59 | 118 | 52 | 169 | 99 | 62 | | | | |
| UNDECIDED | 100 | 122 | 56 | 43 | 68 | 171 | 74 | 129 | 101 | 68 | 109 | | | | |
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OVERALL **< \$40K/YR** **\$40K - \$80K/YR** **> \$80K/YR** **NE IOWA** **SE IOWA** **SW IOWA** **NW IOWA** **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 | | |
|-------------------------------|---------|---------|----------|------|--------|-----------|-----------|-----------|---------|-------|-------|----------|-------------|--|--|
| REGISTERED | 736 | 635 | 055 | 360 | 376 | 212 | 218 | 154 | 152 | 695 | 013 | 014 | 014 | | |
| CERTAIN | 635 | 635 | 000 | 310 | 324 | 171 | 194 | 139 | 131 | 599 | 013 | 010 | 013 | | |
| PROBABLE | 055 | 000 | 055 | 028 | 027 | 026 | 018 | 004 | 007 | 051 | 000 | 004 | 000 | | |
| LIKELY | 690 | 635 | 055 | 339 | 351 | 197 | 212 | 143 | 139 | 651 | 013 | 014 | 013 | | |
| BUSH (R) | 349 | 330 | 019 | 186 | 163 | 091 | 121 | 070 | 066 | 337 | 003 | 006 | 002 | | |
| KERRY (D) | 313 | 283 | 030 | 139 | 174 | 097 | 084 | 068 | 064 | 289 | 009 | 006 | 009 | | |
| OTHER | 015 | 014 | 002 | 009 | 007 | 005 | 003 | 003 | 004 | 013 | 001 | 000 | 001 | | |
| UNDECIDED | 013 | 008 | 005 | 006 | 007 | 003 | 004 | 002 | 004 | 011 | 000 | 002 | 000 | | |
| TOTAL | 800 | 635 | 055 | 386 | 414 | 241 | 238 | 163 | 158 | 751 | 014 | 018 | 017 | | |
| COMPOSITION OF ADULTS | 100% | 79% | 7% | 48% | 52% | 30% | 30% | 20% | 20% | 94% | 2% | 2% | 2% | | |
| COMP. OF REG. VOTERS | 100% | 86% | 8% | 49% | 51% | 29% | 30% | 21% | 21% | 94% | 2% | 2% | 2% | | |
| COMP. OF LIKELY VOTERS | 100% | 92% | 8% | 49% | 51% | 28% | 31% | 21% | 20% | 94% | 2% | 2% | 2% | | |
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800 IOWA ADULTS WERE INTERVIEWED BY TELEPHONE 10/18 - 10/20. OF THEM, 736 WERE REGISTERED TO VOTE. OF THEM, 690 WERE JUDGED TO BE ' LIKELY ' PRESIDENTIAL 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 | GRAD SCHOOL | COLLEGE GRAD | SOME COLLEGE | NO COLLEGE | CONSERVATIVE | MODERATE | LIBERAL | NOT SURE | | |
|------------------------|---------|------------|----------|-------------------|----------|-------------|--------------|--------------|------------|--------------|----------|---------|----------|--|--|
| REGISTERED | 736 | 242 | 228 | 257 | 010 | 113 | 146 | 202 | 268 | 263 | 351 | 078 | 032 | | |
| CERTAIN | 635 | 222 | 194 | 212 | 007 | 107 | 128 | 179 | 216 | 232 | 301 | 067 | 025 | | |
| PROBABLE | 055 | 009 | 021 | 025 | 001 | 002 | 011 | 015 | 026 | 017 | 031 | 004 | 002 | | |
| LIKELY | 690 | 231 | 215 | 236 | 008 | 109 | 139 | 194 | 242 | 249 | 333 | 072 | 027 | | |
| BUSH (R) | 349 | 216 | 017 | 112 | 004 | 048 | 079 | 107 | 111 | 195 | 132 | 008 | 008 | | |
| KERRY (D) | 313 | 012 | 193 | 104 | 004 | 056 | 053 | 081 | 120 | 048 | 182 | 061 | 017 | | |
| OTHER | 015 | 001 | 001 | 014 | 000 | 003 | 005 | 002 | 006 | 003 | 010 | 001 | 001 | | |
| UNDECIDED | 013 | 002 | 004 | 006 | 001 | 002 | 003 | 003 | 005 | 003 | 008 | 001 | 001 | | |
| TOTAL | 800 | 242 | 228 | 257 | 010 | 117 | 152 | 215 | 305 | 275 | 384 | 087 | 037 | | |
| COMPOSITION OF ADULTS | 100% | 30% | 28% | 32% | 1% | 15% | 19% | 27% | 38% | 34% | 48% | 11% | 5% | | |
| COMP. OF REG. VOTERS | 100% | 33% | 31% | 35% | 1% | 15% | 20% | 27% | 36% | 36% | 48% | 11% | 4% | | |
| COMP. OF LIKELY VOTERS | 100% | 33% | 31% | 34% | 1% | 16% | 20% | 28% | 35% | 36% | 48% | 10% | 4% | | |
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800 IOWA ADULTS WERE INTERVIEWED BY TELEPHONE 10/18 - 10/20. OF THEM, 736 WERE REGISTERED TO VOTE. OF THEM, 690 WERE JUDGED TO BE ' LIKELY ' PRESIDENTIAL 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.