# KEY BATTLEGROUND OF OHIO FLIPS TO BUSH IN CAMPAIGN'S FINAL HRS



INCUMBENT REPUBLICAN GEORGE VOINOVICH RE-ELECTED TO U.S. SENATE, 61% TO 33%

- ✓ STILL A TOSS-UP, OHIO SWUNG 5 PTS IN FAVOR OF THE GOP IN THE CAMPAIGN'S FINAL WEEK, FROM JOHN KERRY AHEAD BY 3 PTS ON 10/26 TO GEORGE W BUSH UP BY 2 PTS TODAY, ELECTION EVE, ACCORDING TO SURVEYUSA POLL OF 816 LIKELY VOTERS CONDUCTED 10/29 - 10/31.
- BUSH GETS 49% TO KERRY'S 47%, 24 HRS TILL POLLS OPEN, TOO-CLOSE-TO-CALL, BUT MOMENTUM ON THE SIDE OF THE REPUBLICANS. A WK AGO, BUSH LED BY 3 AMONG MEN, NOW 8. KERRY HAD LED BY 8 AMONG WOMEN, NOW 3. KERRY HAD LED IN 3 OF 4 AGE GROUPS, NOW BUSH LEADS IN 3.
  BUSH HAD LED BY 15 AMONG REGULAR CHURCH GOERS, NOW 29. BUSH HAD LED BY 35 AMONG
- PRO-LIFE VOTERS, ALREADY DRAMATIC, BUT NOW LEADS BY 51. CAN EVANGELICALS DELIVER OHIO FOR BUSH? BUSH HAD LED BY 10 AMONG THOSE EARNING > \$80K/YR, NOW 20. BUSH HAD LED BY 4 IN CENTRAL OH, NOW 12. BUSH UP 15 PTS IN WESTERN OH. KERRY UP 14 IN EASTERN OH.

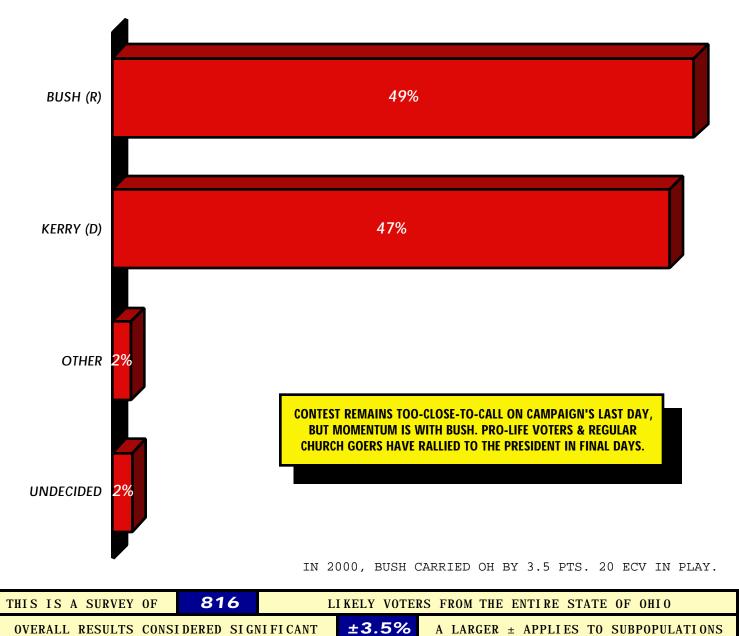
RESEARCH CONDUCTED E.T.	041029 15: 35-20: 49 041030 12: 04-20: 50 041031 12: 34-17: 58 ET
RESPONDENTS DRAWN FROM	THE ENTIRE STATE OF OHIO
RANDOM SAMPLE SELECTED BY	SURVEY SAMPLING INC.

RESEARCH CONDUCTED FOR WCPO-TV CINCINNATI & WKYC-TV CLEVELAND

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

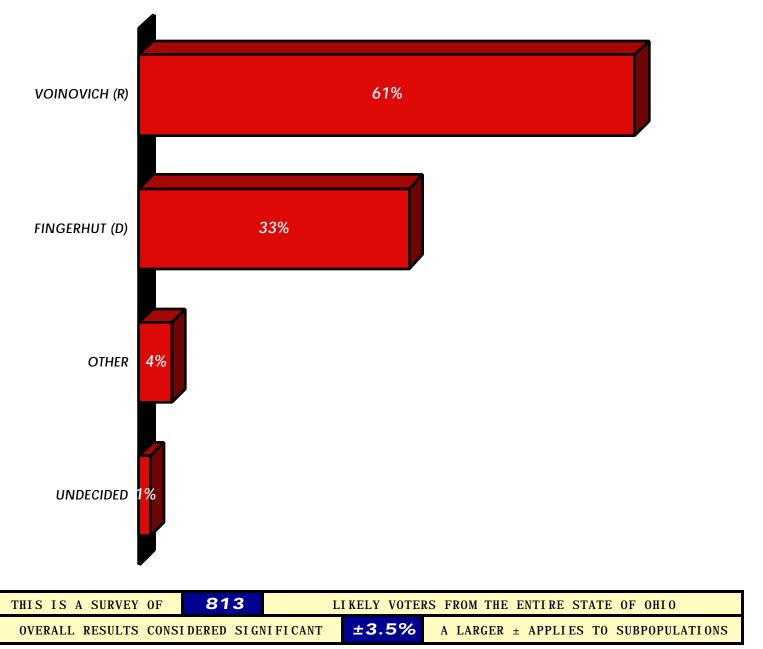
ON TUESDAY, AMERICANS WILL ELECT A PRESIDENT. IF THE ELECTION FOR PRESIDENT OF THE UNITED STATES WERE TODAY, AND YOU WERE STANDING IN THE VOTING BOOTH RIGHT NOW, WHO WOULD YOU VOTE FOR? REPUBLICAN GEORGE W. BUSH? DEMOCRAT JOHN KERRY? OR SOME OTHER CANDIDATE?



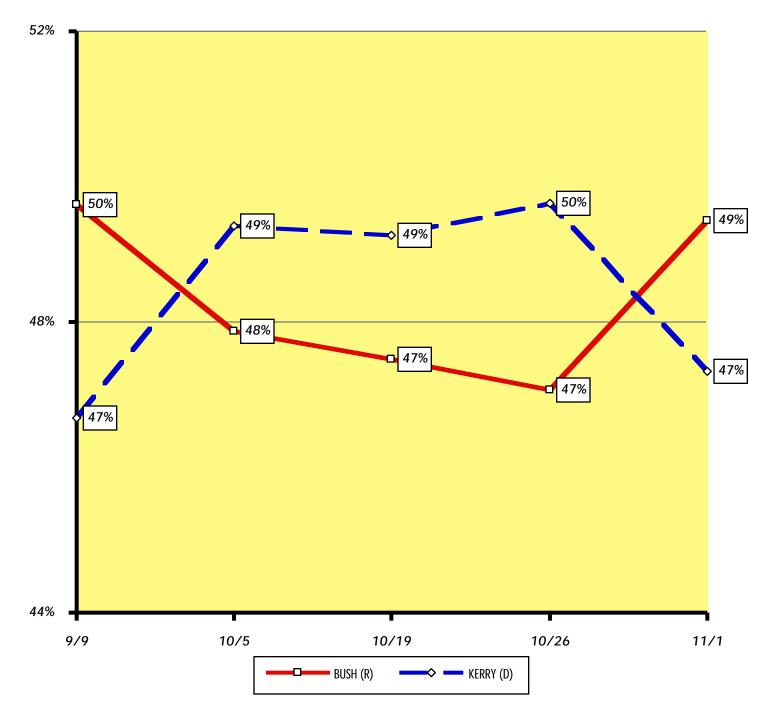
RESULTS MAY	NOT	ADD	ТΟ	100%.	BECAUSE	PERCENTAGES	ARE	ROUNDED	ТΟ	WHOLE	NUMBERS

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

OHIO VOTERS MAY ALSO VOTE IN AN ELECTION FOR UNITED STATES SENATOR. IF THE ELECTION FOR U.S. SENATOR FROM OHIO WERE TODAY, AND YOU WERE STANDING IN THE VOTING BOOTH RIGHT NOW, WHO WOULD YOU VOTE FOR? REPUBLICAN GEORGE VOINOVICH? DEMOCRAT ERIC FINGERHUT? OR SOME OTHER CANDIDATE?

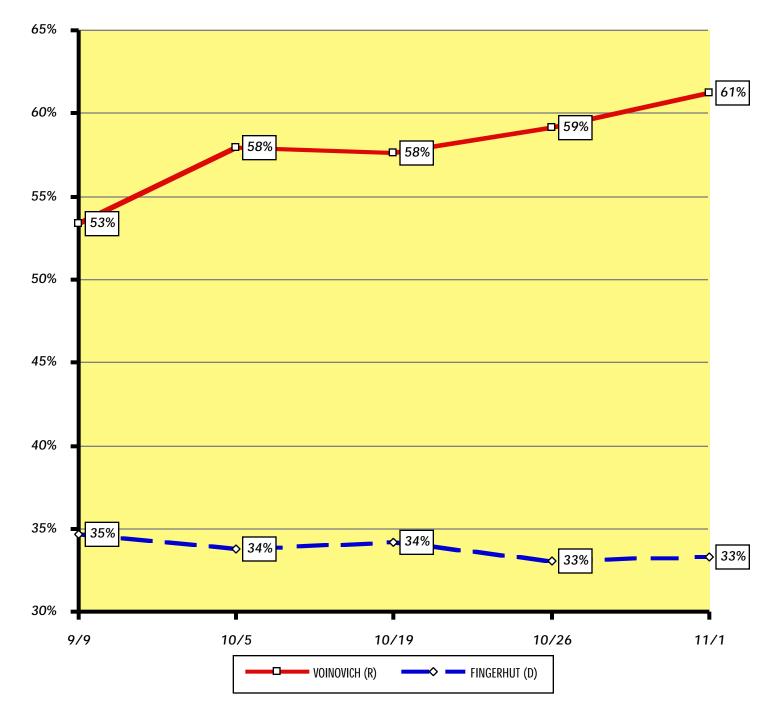


RESULTS MAY NOT ADD TO 100%, BECAUSE PERCENTAGES ARE ROUNDED TO WHOLE NUMBERS



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

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

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

46% 53%

44%

2%

2%

51%

2%

1%

OVERALL	MALE	FEMALE	AGE 18-34	AGE 35-49	AGE 50-64	AGE 65+	WHITE	BLACK		BUSH (R)	KERRY (D)
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**RESPONSES SORTED BY DEMOGRAPHIC CATEGORY** 

53%

44%

1%

2%

13%

85%

1%

1%

83%

1.00/

53%

4.0.0/

48% 50%

48%

0%

1%

47%

2%

3%

BUSH (R) KERRY (D) OTHER UNDECIDED 49%

47%

2%

2%

52%

44%

2%

2%

47%

50%

1%

2%

VOTED 'FOR' CANDIDATE 'AGAINST' OTHER CAND.

	OVERALL	MALE	FEMALE	AGE 18-34	AGE 35-49	AGE 50-64	AGE 65+	WHITE	BLACK	HISPANIC	ASIAN/OTHER				
UNDECIDED	100	111	90	58	101	176	56	100	62						
OTHER	100	107	94	141	99	113	22	71	41						
BUSH (R) KERRY (D)	100 100	106 93	95 106	94 107	107 93	97 100	102 102	108 93	26 181						
										<b>D TO</b>	OVE	RALL	RESP	ONSE	S
	100%	100%	100%	100%	100%	100%	100%	100%	100%						
OTHER CAND.														16%	43%

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

LIBERAL

BUSH (R) Kerry (D) Other Undecided

	RESPONSES SORTED BY DEMOGRAPHIC CATEGORY														
499	<b>94%</b>	9%	44%	48%	51%	52%	48%	84%	36%	7%					
479	6 5%	89%	49%	48%	46%	45%	49%	15%	60%	89%					
2%	0%	0%	4%	3%	1%	1%	1%	0%	2%	3%					
2%	1%	1%	3%	1%	2%	1%	2%	1%	2%	0%					
100	% 100%	100%	100%	100%	100%	100%	100%	100%	100%	100%					

BUSH (R) KERRY (D) OTHER UNDECIDED

D	EMO	GRAP	HIC S	SUBPO	OPUL	ΑΤΙΟΙ	NS IN	DEXE	D TO	OVE	RALL	RESP	ONSE	S
100	189	19	89	97	103	106	97	170	73	14				
100	11	188	102	100	97	96	104	32	128	189				
100	23	27	280	218	92	56	76	15	121	209				
100	41	61	196	74	109	89	92	40	91	22				
	_	-	- 1		_									
ALL	CAN	RAT	HER		GRAD	EGE	EGE	N N	ATE	RAL				
OVERALL	REPUBLICAN	DEMOCRAT	,0Т	CHO	5	OLL	COLLEGE	LA	MODERATE	LIBERAL				
õ	EPU	DEM	NT,	DS	EGI	С Ш	Ŭ O	SER	ЮИ	_				
	2		NDE	GRAD SCHOOL	COLLEGE	SOME COLLEGE	NO	CONSERVATIVE	-					
			E	Ċ	5	S		5						
			INDEPENDENT/OTHER											

#### OVERALL OVERALL NO RELIGIOUS SERVICES OCCASIONAL RELIGIOUS SERVICES PRO-LIFE PRO-LIFE PRO-LIFE PRO-CHOICE PRO-CHOICE PRO-LIFE PRO-LIFE NON-UNION NON-UNICATION NON-UNION NON-UNION NON-UNICATION NON-UNION NON-UNION NON-UNION NON-UNICATION NON-UNION NON-UNION NON-UNICATION NON-UNICATION NON-UNICATION NON-UNION NON-UNICATION NON-UNICATION NON-UNION NON-UNICATION NON-UNION NON-UNICATION NON-U

BUSH (R) Kerry (D) Other Undecided

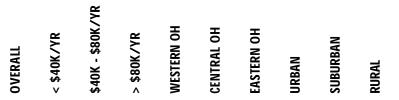
	RESPONSES SORTED BY DEMOGRAPHIC CATEGORY													
49%	37%	42%	63%	74%	27%	39%	54%	49%	51%					
47%	60%	55%	34%	23%	70%	58%	42%	48%	46%					
2%	2%	2%	1%	2%	2%	1%	2%	2%	1%					
2%	1%	1%	2%	2%	1%	2%	2%	1%	2%					
100%	100%	100%	100%	100%	100%	100%	100%	100%	100%					

BUSH (R) KERRY (D) OTHER UNDECIDED

	ρεμο	GRAF	PHIC S	SUBP	<b>OPUL</b>	ΑΤΙΟΙ	NS IN	DEXE	D ТО	OVE	RALL	RESP	ONSE	S
100	75	85	127	150	55	80	110	99	103					
100	128	116	71	48	149	123	89	101	97					
100	96	106	89	96	98	50	118	118	67					
100	72	84	109	98	51	95	95	73	122					
OVERALL	NO RELIGIOUS SERVICES	OCCASIONAL RELIGIOUS SERVICES	REGULAR RELIGOUS SERVICES	PRO-LIFE	PRO-CHOICE	NOINN	NOINU-NON	MILITARY/VET	NON-MILITARY/VET					

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



BUSH (R) KERRY (D) OTHER UNDECIDED

			RE	SPO	VSES	SORT	ED B	Y DEN	/IOGR	RAPHI	C CA	TEGO	RY	
ſ	49%	42%	53%	58%	56%	55%	41%	40%	52%	56%				
	47%	56%	44%	38%	41%	43%	55%	56%	45%	39%				
	2%	1%	2%	3%	1%	1%	3%	1%	2%	1%				
	2%	1%	1%	2%	2%	2%	1%	2%	1%	4%				
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%				

BUSH (R) KERRY (D) OTHER UNDECIDED

D	DEMO	GRAP	HIC S	SUBP	OPUL	ΑΤΙΟΙ	NS IN	DEXE	D TO	OVE	RALL	RESP	ONSE	S
100	86	108	116	113	111	84	82	105	113					
100	118	93	80	87	91	115	119	96	83					
100	36	96	184	35	46	182	70	127	55					
100	75	89	102	132	107	70	126	47	243					
	~	~	~	Ŧ	Ŧ	Ŧ	z	z	_					
OVERALL	< \$40K/YR	\$80K/YR	\$80K/YR	WESTERN OH	CENTRAL OH	EASTERN OH	URBAN	SUBURBAN	RURAL					
NE	40K	80k	80K	IERI	RA	ERI	Ŋ	BUR	R					
0	éð- ∨		₩ ∧	/ES1	EN	ASI		SU						
		\$40K		5	ى د	ш								
		\$1												

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



VOINOVICH (R) FINGERHUT (D) OTHER UNDECIDED

	RESPONSES SORTED BY DEMOGRAPHIC CATEGORY														
ſ	61%	63%	60%	56%	64%	61%	64%	63%	37%	85%	66%				
	33%	32%	35%	36%	32%	33%	33%	31%	58%	15%	13%				
	4%	4%	4%	6%	4%	4%	3%	4%	3%	0%	17%				
	1%	1%	2%	2%	1%	2%	1%	1%	3%	0%	4%				
ľ															
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%				

D	DEMO	GRAP	PHIC S	SUBP	OPUL	ATIOI	NS IN	DEXE	d to	OVE	RALL	RESP	ONSE	S
100	103	98	92	105	100	104	103	60	138	109				
100	95	104	108	95	99	98	95	173	46	40				
100	104	96	138	93	87	73	100	63	0	412				
100	72	124	155	45	156	38	86	221	0	266				
٩Ľ	MALE	٩E	34	49	64	5	Ë	CK	NIC	ER				
OVERALL	M	FEMALE	18-34	35-49	50-64	AGE 65+	WHITE	BLACK	HISPANIC	OTH				
0		Ē	AGE	AGE	AGE	AG			SIH	ASIAN/OTHER				
			A	A	A					SIA				
										A				

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

OVERALL	REPUBLICAN	DEMOCRAT	INDEPENDENT/OT	GRAD SCHOOL	COLLEGE GRAD	SOME COLLEGE	NO COLLEGE	CONSERVATIVE	MODERATE	LIBERAL	BUSH (R)	KERRY (D)
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VOINOVICH (R) FINGERHUT (D) OTHER UNDECIDED

			RE	SPO	VSES	SORT	ED B	Y DEN	/IOGR	APHI	C CA	TEGO	RY	
ľ	61%	95%	28%	60%	62%	60%	64%	60%	86%	56%	23%	92%	30%	
ľ	33%	4%	67%	30%	36%	35%	30%	33%	11%	39%	68%	5%	63%	
	4%	2%	3%	7%	1%	3%	5%	5%	3%	3%	7%	3%	4%	
	1%	0%	2%	3%	1%	2%	1%	1%	0%	2%	1%	0%	3%	
ľ														
ľ														
ľ														
ľ														
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	

D	EMO	GRAP	HIC S	SUBPO	OPUL	ΑΤΙΟΙ	NS IN	DEXE	<b>D TO</b>	OVE	RALL	RESP	ONSE	S
100	154	47	99	101	98	104	98	140	92	38	151	49		
100	11	200	89	107	107	91	100	33	116	205	14	190		
100	43	74	182	34	68	116	133	78	73	180	68	95		
100	0	129	181	68	137	107	95	13	153	82	12	195		
		_	~		~			ш			~	~		
RALL	CAN	RAT	HER	100	RAD	EGE	EGE	IIVE	ATE	RAL	(R)	(0)		
VERALL	JBLICAN	IOCRAT	/OTHER	CHOOL	E GRAD	OLLEGE	OLLEGE	<b>WATIVE</b>	DERATE	LIBERAL	USH (R)	rry (d)		
OVERALL	EPUBLICAN	DEMOCRAT	INT/OTHER	D SCHOOL	EGE GRAD	IE COLLEGE	O COLLEGE	SERVATIVE	MODERATE	LIBERAL	BUSH (R)	KERRY (D)		
OVERALL	REPUBLICAN	DEMOCRAT	NDENT/OTHER	SRAD SCHOOL	OLLEGE GRAD	OME COLLEGE	NO COLLEGE	ONSERVATIVE	MODERATE	LIBERAL	BUSH (R)	KERRY (D)		
OVERALL	REPUBLICAN	DEMOCRAT	EPENDENT/OTHER	<b>GRAD SCHOOL</b>	COLLEGE GRAD	SOME COLLEGE	NO COLLEGE	CONSERVATIVE	MODERATE	LIBERAL	BUSH (R)	KERRY (D)		
OVERALL	REPUBLICAN	DEMOCRAT	INDEPENDENT/OTHER	<b>GRAD SCHOOL</b>	COLLEGE GRAD	SOME COLLEGE	NO COLLEGE	CONSERVATIVE	MODERATE	LIBERAL	BUSH (R)	KERRY (D)		

#### OVERALL OVERALL NO RELIGIOUS SERVICES OCCASIONAL RELIGIOUS SERVICES PRO-LIFE PRO-LIFE PRO-CHOICE PR

VOINOVICH (R) FINGERHUT (D) OTHER UNDECIDED

		RE	SPO	VSES	SORT	ED BY	Y DEN	/IOGR	APHI	C CA	TEGO	RY	
61%	51%	55%	72%	78%	46%	53%	65%	62%	61%				
33%	41%	39%	24%	18%	48%	40%	30%	32%	35%				
4%	5%	5%	2%	4%	4%	6%	3%	4%	3%				
1%	3%	1%	1%	1%	2%	1%	1%	1%	1%				
100	<b>% 100%</b>	100%	100%	100%	100%	100%	100%	100%	100%				

D	<b>EMO</b>	GRAF	HIC S	SUBPO	OPUL	ΑΤΙΟΙ	NS IN	DEXE	D TO	OVE	RALL	RESP	ONSE	S
100	83	90	118	128	75	87	106	102	99					
100	124	116	73	53	145	119	91	96	104					
100	119	129	58	91	88	148	78	111	80					
100	200	65	70	36	142	69	98	78	102					
OVERALL	NO RELIGIOUS SERVICES	OCCASIONAL RELIGIOUS SERVICES	REGULAR RELIGOUS SERVICES	PRO-LIFE	PRO-CHOICE	NUINN	NOINU-NON	MILITARY/VET	NON-MILITARY/VET					

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



VOINOVICH (R) FINGERHUT (D) OTHER UNDECIDED

			RE	SPO	VSES	SORT	ED B	Y DEN	/IOGR	APHI	C CA	TEGO	RY	
	61%	55%	65%	68%	64%	62%	58%	54%	65%	59%				
ľ	33%	39%	31%	28%	30%	35%	35%	40%	29%	36%				
	4%	5%	3%	3%	3%	2%	5%	4%	4%	4%				
ľ	1%	1%	2%	1%	2%	1%	1%	2%	1%	1%				
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%				

D	<b>EMO</b>	GRAP	PHIC S	SUBP	OPUL	ΑΤΙΟΙ	NS IN	DEXE	D TO	OVE	RALL	RESP	ONSE	S
100	89	106	112	104	102	95	88	106	97					
100	117	93	83	91	104	106	122	88	108					
100	130	68	76	83	60	134	97	105	87					
100	82	123	60	174	39	68	117	95	89					
ALL	ΥR	ΥR	ΥR	Ю	НО	Ю	AN	AN	al					
OVERALL	X	\$80K/YR	X	RN	AL	R	URBAN	JRB	RURAL					
20	< \$40K/YR	\$8(	\$80K/YR	WESTERN OH	CENTRAL	EASTERN OH	-	SUBURBAN	_					
	v	÷ ¥	۸	Ň	CE	EA		S						
		\$40K												

THE RESPONSES														± 10%	
PLEASE EXERCISE E	OVERALL <b>WEAL</b>	MALE MALE	FEMALE	AGE 18-34	AGE 35-49	AGE 50-64	AGE 65+	IIIHM	BLACK	HISPANIC	ASIAN/OTHER	VOTED 'FOR' CAN	AGAINST' OTHER	IHAN	100
REGISTERED	898	422	475	250	273	211	164	778	088	014	017				
LIKELY	816	379	437	217	259	198	142	715	074	013	014				
BUSH (R)	403	198	205	101	136	095	072	381	010	005	008	336	066		
KERRY (D)	386	167	219	110	114	093	069	315	063	005	004	205	168		
OTHER	013	006	007	005	004	004	000	008	000	004	001	000	000		
UNDECIDED	014	007	007	002	004	006	001	012	001	000	001	000	000		
VOINOVICH (R)	498	237	260	122	165	119	091	450	027	011	009				
FINGERHUT (D)	271	120	151	078	082	065	046	224	043	002	002				
OTHER	033	016	017	012	010	007	004	029	002	000	002				
WON'T VOTE	004	002	001	000	001	002	000	004	000	000	000				
UNDECIDED	011	004	008	005	002	004	001	009	002	000	001				
TOTAL	1000	477	523	304	295	224	177	857	104	016	023				
COMPOSITION OF ADULTS	100%	48%	52%	30%	29%	22%	18%	86%	10%	2%	2%				
COMP. OF REG. VOTERS	100%	47%	53%	28%	30%	23%	18%	87%	10%	2%	2%				
COMP. OF LIKELY VOTERS	100%	46%	54%	27%	32%	24%	17%	88%	9%	2%	2%				
	1000	OHI	O ADU	JLTS	WERE	I NT	ERVI I	EWED	BY T	ELEPI	IONE	10/2	9 -	10/31	•
	OF T	HEM,	898	WERE	REG	I STE	RED 1	'0 V0	TE.						
	OF T	HEM,	816	WERE	JUD	GED [	го ві	LI ' LI	KELY	' <b>TO</b>	VOTE	l.			
	GRAP	HS R	EFLE	CT 'L	I KEL	Y' V	OTERS	5.							

THE RESPONSES	OF A	SUBP0	PULAT	I0 <b>f</b> ¥ 0	F 100	WOUL	D TYP	I CALL	Y BE	CONSI	DERED	ACCU	RATE	± 10%	
PLEASE EXERCISE E															
	OVERALL	REPUBLICAN	DEMOCRAT	INDEPENDENT/0	NOT SURE	<b>GRAD SCHOOL</b>	COLLEGE GRAD	SOME COLLEGE	NO COLLEGE	CONSERVATIVE	MODERATE	LIBERAL	NOT SURE	BUSH (R)	KERRY (D)
REGISTERED	898	308	306	275	009	147	160	230	349	324	399	120	037		
LIKELY	816	287	283	241	005	139	151	209	309	295	364	109	034		
BUSH (R)	403	268	027	105	003	066	077	109	148	248	131	008	012		
KERRY (D)	386	016	252	117	002	066	069	095	153	044	220	098	017		
OTHER	013	001	001	011	000	005	002	002	004	001	007	004	001		
UNDECIDED	014	002	003	008	001	002	003	003	005	002	006	000	004		
VOINOVICH (R)	498	270	081	145	003	086	090	132	184	250	205	026	011	369	116
FINGERHUT (D)	271	010	188	071	000	049	053	062	103	032	140	074	018	019	244
OTHER	033	005	008	018	002	002	004	010	016	009	011	008	003	011	015
WON'T VOTE	004	002	000	001	000	000	000	002	001	003	001	000	000	003	001
UNDECIDED	011	000	005	006	000	001	003	003	004	001	008	001	002	001	011
TOTAL	1000	308	306	275	009	156	169	247	414	349	448	138	043		
COMPOSITION OF ADULTS	100%	31%	31%	27%	1%	16%	17%	25%	41%	35%	45%	14%	4%		
COMP. OF REG. VOTERS	100%	34%	34%	31%	1%	16%	18%	26%	39%	36%	44%	13%	4%		
COMP. OF LIKELY VOTERS	100%	35%	35%	30%	1%	17%	18%	26%	38%	36%	45%	13%	4%		
										ELEPI	HONE	10/2	9 -	0/31	
					E REG						NO				
									KELY	- ТО	VOTE				
	GRAP	HS R	EFLE(		I KEL	Y'VO	UTERS	<b>)</b> .							

		S	S	<u>N</u>											
THE RESPONSES	OF A	SU 22 PO	PUEAT	I0550	F 100	WOUL	D TYP	I CALL	Y BE	CONSI	DERED	ACCU	RATE	± 10%	
PLEASE EXERCISE E	EXTREM	EEAU			AWI NG	CONC	LUSIO	NS FR	om su	BPOPU	LATI 0	NS SOW	ALLER	THAN	100
PLEASE EXERCISE E	OVERALL	NO RELIGIOUS	OCCASIONAL R	REGULAR RELIG	PRO-LIFE	PRO-CHOICE	NOT SURE	NOINU	NOINU-NON	NOT SURE	MILITARY/VET	NON-MILITARY			
REGISTERED	898	219	295	358	407	420	034	248	585	006	476	367			
LIKELY	816	197	264	334	371	389	030	229	535	006	441	333			
BUSH (R)	403	072	112	210	274	106	012	090	291	002	217	169			
KERRY (D)	386	119	145	113	085	273	015	133	225	004	211	153			
OTHER	013	003	004	005	006	006	000	002	010	000	008	004			
UNDECIDED	014	002	004	006	006	003	003	004	009	000	005	007			
VOINOVICH (R)	498	100	145	240	289	178	017	122	346	004	275	201			
FINGERHUT (D)	271	081	102	081	065	187	008	091	162	002	141	114			
OTHER	033	009	014	008	014	014	004	014	017	000	020	011			
WON'T VOTE	004	000	001	002	001	002	000	000	003	000	001	002			
UNDECIDED	011	005	002	003	002	008	002	002	007	000	005	005			
TOTAL	1000	271	325	370	450	464	041	260	661	007	513	415			
COMPOSITION OF ADULTS	100%	27%	33%	37%	45%	46%	4%	26%	66%	1%	51%	41%			
COMP. OF REG. VOTERS	100%	24%	33%	40%	45%	47%	4%	28%	65%	1%	53%	41%			
COMP. OF LIKELY VOTERS	<b>100%</b>	24%	32%	41%	45%	48%	4%	28%	66%	1%	54%	41%			
	1000	OIII		II TC	WIDDE	TNE			DV T		IONE	10/9	0	10/04	
										ELEPI	IUNE	10/2	9 -	10/31	
				WERE						- TO	VOTI				
									KELY	10	VUIE	•			
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THE RESPONSES PLEASE EXERCISE E															
	OVERALL	< \$40K/YR	\$40K - \$80K/YR	\$80K/YR	DECLINE	WESTERN OH	CENTRAL OH	EASTERN OH	URBAN	SUBURBAN	RURAL			1 11/11	100
REGISTERED	898	325	298	185	029	322	194	382	238	515	145				
LIKELY	816	287	278	175	023	293	176	348	216	468	132				
BUSH (R)	403	122	148	101	012	164	096	144	087	242	074				
KERRY (D)	386	160	122	066	012	121	075	190	122	213	052				
OTHER	013	002	004	005	000	002	001	010	002	009	001				
UNDECIDED	014	004	004	003	001	006	003	004	005	004	005				
VOINOVICH (R)	498	157	179	119	017	187	109	202	116	305	078				
FINGERHUT (D)	271	111	085	048	009	088	060	122	087	137	047				
OTHER	033	015	008	005	002	010	004	019	008	020	005				
WON'T VOTE	004	001	001	001	000	000	001	002	002	001	001				
UNDECIDED	011	003	005	001	000	007	001	003	004	006	002				
TOTAL	1000	379	319	197	030	357	211	433	278	560	162				
COMPOSITION OF ADULTS	100%	38%	32%	20%	3%	36%	21%	43%	28%	56%	16%				
COMP. OF REG. VOTERS	100%	36%	33%	21%	3%	36%	22%	43%	26%	57%	16%				
COMP. OF LIKELY VOTERS	100%	35%	34%	21%	3%	36%	22%	43%	26%	57%	16%				
										ELEPI	IONE	10/29	9 - 1	10/31	
	OF T														
	OF T								KELY	T0	VOTE	<u>.</u>			
	GRAP	HS R	EFLE	CT ' L	I KEL	Y'V(	UTERS	<b>.</b>							

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.