

# IN THE END, NEW JERSEY NO LONGER A TOSS-UP; DEMOCRATS GET 15 ECV



72 HOURS TILL POLLS OPEN ... KERRY 54%, BUSH 42%

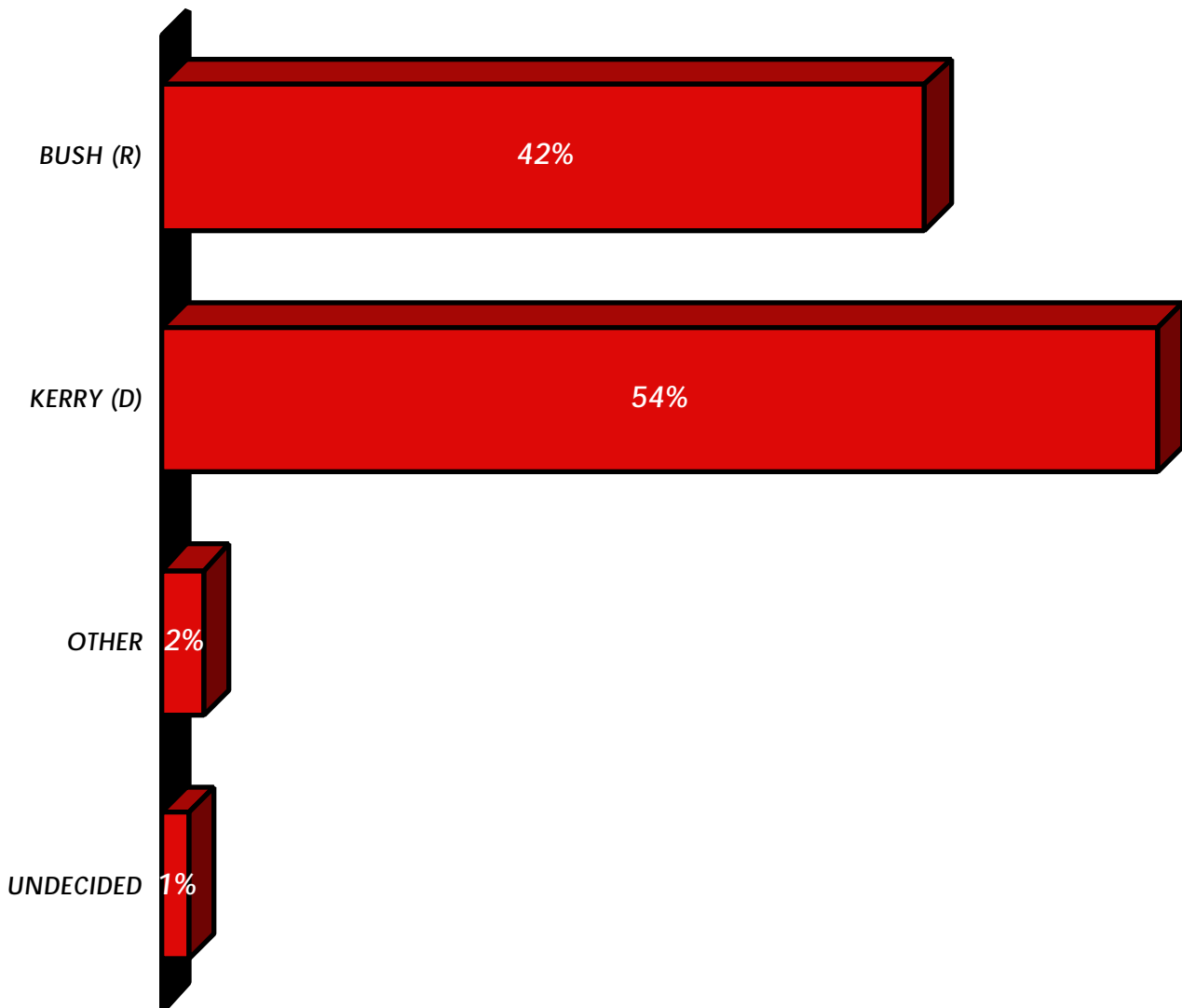
- ✦ IN AN ELECTION FOR PRESIDENT IN NJ TODAY, JOHN KERRY DEFEATS GEORGE W BUSH 54% TO 42%, ACCORDING TO SURVEYUSA POLL OF 794 LIKELY VOTERS CONDUCTED 10/27 - 10/29.
- ✦ 6 WKS AGO, DURING PEAK OF SWIFT-BOAT CAMPAIGN, BUSH LED IN NJ BY 4. 4 WKS AGO, KERRY LED BY 5. 2 WKS AGO, KERRY LED BY 8. AT THE WIRE, 72 HRS TO GO, KERRY LEADS BY 12.
- ✦ KERRY LEADS BY 43 PTS AMONG THOSE EARNING < \$40K/YR. BUSH & KERRY TIE AMONG THOSE EARNING > \$80K/YR. KERRY LEADS BY 43 IN URBAN NJ. KERRY LEADS BY 10 IN SUBURBAN NJ.
- ✦ BUSH LEADS BY 2 AMONG WHITES. KERRY LEADS BY 63 AMONG BLACKS. KERRY UP 6 AMONG MALES, UP 19 AMONG FEMALES. KERRY UP 29 AMONG YOUNGEST VOTERS. UP 5 AMONG OLDEST VOTERS.

RESEARCH CONDUCTED E.T.	041027 15:34-20:48 041028 15:34-20:47 041029 15:34-20:47 ET
RESPONDENTS DRAWN FROM	THE ENTIRE STATE OF NEW JERSEY
RANDOM SAMPLE SELECTED BY	SURVEY SAMPLING INC.

RESEARCH CONDUCTED FOR WABC-TV NEW YORK AND WCAU-TV PHILADELPHIA

VOTE FOR PRESIDENT / ALL LIKELY VOTERS

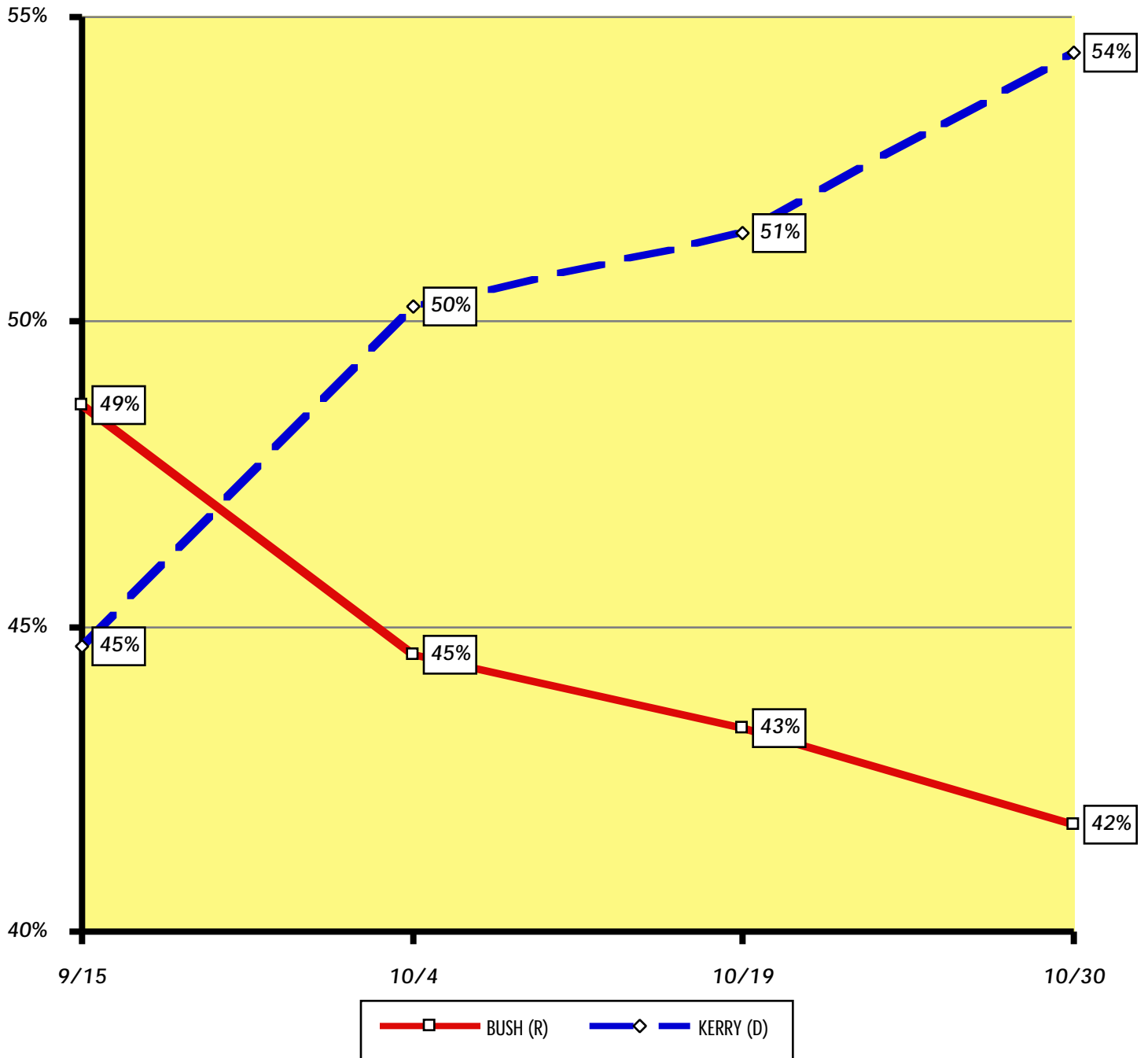
ON TUESDAY, AMERICANS WILL ELECT A PRESIDENT. IF THE ELECTION FOR PRESIDENT OF THE UNITED STATES WERE TODAY, AND YOU WERE STANDING IN THE VOTING BOOTH RIGHT NOW, WHO WOULD YOU VOTE FOR? REPUBLICAN GEORGE W. BUSH? DEMOCRAT JOHN KERRY? OR SOME OTHER CANDIDATE?



THIS IS A SURVEY OF	794	LIKELY VOTERS FROM THE ENTIRE STATE OF NEW JERSEY
OVERALL RESULTS CONSIDERED SIGNIFICANT	$\pm 3.5\%$	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		
<b>RESPONSES SORTED BY DEMOGRAPHIC CATEGORY</b>															
<b>BUSH (R)</b>	42%	41%	47%	45%	39%	33%	44%	46%	45%	49%	17%	30%	23%		
<b>KERRY (D)</b>	54%	55%	46%	51%	58%	62%	53%	51%	50%	47%	80%	67%	67%		
<b>OTHER</b>	2%	2%	1%	3%	2%	3%	2%	2%	2%	2%	3%	2%	10%		
<b>UNDECIDED</b>	1%	1%	6%	1%	2%	2%	1%	1%	2%	2%	1%	1%	1%		
	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		
<b>DEMOGRAPHIC SUBPOPULATIONS INDEXED TO OVERALL RESPONSES</b>															
<b>BUSH (R)</b>	100	99	112	107	94	79	105	110	109	118	41	72	54		
<b>KERRY (D)</b>	100	101	84	93	106	114	98	94	93	87	146	124	123		
<b>OTHER</b>	100	103	57	139	66	131	103	72	87	78	107	75	416		
<b>UNDECIDED</b>	100	80	415	87	111	140	55	83	144	119	54	50	48		

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				
<b>RESPONSES SORTED BY DEMOGRAPHIC CATEGORY</b>															
<b>BUSH (R)</b>	42%	85%	11%	38%	39%	43%	45%	41%	72%	37%	9%				
<b>KERRY (D)</b>	54%	11%	86%	57%	57%	52%	52%	56%	24%	59%	88%				
<b>OTHER</b>	2%	2%	1%	4%	1%	3%	2%	2%	2%	2%	3%				
<b>UNDECIDED</b>	1%	2%	1%	1%	2%	2%	1%	1%	1%	2%	0%				
	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				
<b>DEMOGRAPHIC SUBPOPULATIONS INDEXED TO OVERALL RESPONSES</b>															
<b>BUSH (R)</b>	100	203	27	92	94	102	109	97	173	88	21				
<b>KERRY (D)</b>	100	21	158	104	104	96	95	103	45	109	161				
<b>OTHER</b>	100	84	51	175	61	143	88	106	84	69	139				
<b>UNDECIDED</b>	100	128	98	62	166	103	64	72	94	138	17				

OVERALL  
 REPUBLICAN  
 DEMOCRAT  
 INDEPENDENT/OTHER  
 GRAD SCHOOL  
 COLLEGE GRAD  
 SOME COLLEGE  
 NO COLLEGE  
 CONSERVATIVE  
 MODERATE  
 LIBERAL

VOTE FOR PRESIDENT / RESPONSES COMPARED BY PERCENTAGES AND BY INDEX

**OVERALL**  
**NO RELIGIOUS SERVICES**  
**OCCASIONAL RELIGIOUS SERVICES**  
**REGULAR RELIGIOUS SERVICES**  
**PRO-LIFE**  
**PRO-CHOICE**  
**MILITARY/VET**  
**NON-MILITARY/VET**  
**UNION**  
**NON-UNION**

**RESPONSES SORTED BY DEMOGRAPHIC CATEGORY**

<b>BUSH (R)</b>	42%	37%	39%	48%	62%	32%	44%	40%	39%	43%					
<b>KERRY (D)</b>	54%	60%	57%	47%	33%	65%	53%	55%	57%	53%					
<b>OTHER</b>	2%	2%	2%	2%	2%	2%	2%	3%	3%	2%					
<b>UNDECIDED</b>	1%	1%	1%	2%	2%	1%	1%	2%	1%	2%					
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%					

**DEMOGRAPHIC SUBPOPULATIONS INDEXED TO OVERALL RESPONSES**

<b>BUSH (R)</b>	100	88	94	115	150	76	105	97	94	104					
<b>KERRY (D)</b>	100	111	105	87	60	119	98	101	104	98					
<b>OTHER</b>	100	83	99	103	106	89	73	116	123	85					
<b>UNDECIDED</b>	100	68	93	135	165	73	81	128	84	115					

**OVERALL**  
**NO RELIGIOUS SERVICES**  
**OCCASIONAL RELIGIOUS SERVICES**  
**REGULAR RELIGIOUS SERVICES**  
**PRO-LIFE**  
**PRO-CHOICE**  
**MILITARY/VET**  
**NON-MILITARY/VET**  
**UNION**  
**NON-UNION**

VOTE FOR PRESIDENT / RESPONSES COMPARED BY PERCENTAGES AND BY INDEX

**OVERALL**      **< \$40K/YR**      **\$40 - \$80K/YR**      **> \$80K/YR**      **NORTHERN NJ**      **CENTRAL NJ**      **SOUTHERN NJ**      **URBAN**      **SUBURBAN**      **BUSH (R)**      **KERRY (D)**

**RESPONSES SORTED BY DEMOGRAPHIC CATEGORY**

<b>BUSH (R)</b>	42%	25%	43%	49%	40%	42%	44%	28%	43%							
<b>KERRY (D)</b>	54%	68%	54%	49%	55%	55%	53%	71%	53%							
<b>OTHER</b>	2%	5%	2%	1%	3%	2%	2%	1%	2%							
<b>UNDECIDED</b>	1%	2%	2%	1%	2%	1%	1%	0%	2%							
<b>VOTED 'FOR' CANDIDATE</b>																
<b>'AGAINST' OTHER CAND.</b>														81%	49%	
														17%	47%	
	100%	100%	100%	100%	100%	100%	100%	100%	100%							

**DEMOGRAPHIC SUBPOPULATIONS INDEXED TO OVERALL RESPONSES**

<b>BUSH (R)</b>	100	61	102	118	95	101	106	67	103							
<b>KERRY (D)</b>	100	125	99	89	101	101	97	131	98							
<b>OTHER</b>	100	211	69	59	129	71	87	35	105							
<b>UNDECIDED</b>	100	104	133	60	139	82	59	0	108							

**OVERALL**      **< \$40K/YR**      **\$40 - \$80K/YR**      **> \$80K/YR**      **NORTHERN NJ**      **CENTRAL NJ**      **SOUTHERN NJ**      **URBAN**      **SUBURBAN**

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' CANDIDATE	'AGAINST' OTHER CAND.
REGISTERED	867	747	047	402	465	224	281	200	163	617	106	091	054		
CERTAIN	747	747	000	341	406	182	245	176	144	543	093	072	039		
PROBABLE	047	000	047	030	017	022	012	008	004	027	003	012	005		
LIKELY	794	747	047	371	423	205	257	184	148	570	097	084	044		
BUSH (R)	332	310	022	166	165	068	112	084	067	280	017	025	010	267	057
KERRY (D)	432	411	022	188	245	126	136	095	075	269	077	056	030	211	202
OTHER	019	018	001	012	006	006	006	003	003	010	002	001	004	000	000
UNDECIDED	012	009	003	005	007	004	002	002	003	010	001	001	000	000	000
TOTAL	1000	747	047	476	524	295	313	216	176	682	122	123	073		
COMPOSITION OF ADULTS	100%	75%	5%	48%	52%	29%	31%	22%	18%	68%	12%	12%	7%		
COMP. OF REG. VOTERS	100%	86%	5%	46%	54%	26%	32%	23%	19%	71%	12%	10%	6%		
COMP. OF LIKELY VOTERS	100%	94%	6%	47%	53%	26%	32%	23%	19%	72%	12%	11%	6%		

1000 NEW JERSEY ADULTS WERE INTERVIEWED BY TELEPHONE  
 10/27 - 10/29.  
 OF THEM, 867 WERE REGISTERED TO VOTE.  
 OF THEM, 794 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		
<b>REGISTERED</b>	867	254	333	263	017	198	214	197	249	241	439	137	031		
<b>CERTAIN</b>	747	218	295	222	012	180	194	166	201	205	384	121	025		
<b>PROBABLE</b>	047	016	017	012	002	009	010	012	016	013	028	004	002		
<b>LIKELY</b>	794	235	311	235	013	189	203	179	218	218	412	125	026		
<b>BUSH (R)</b>	332	199	036	090	007	074	087	081	088	157	152	011	008		
<b>KERRY (D)</b>	432	026	267	133	005	107	107	092	122	053	245	109	016		
<b>OTHER</b>	019	005	004	010	001	003	007	004	005	004	007	004	003		
<b>UNDECIDED</b>	012	004	004	002	001	005	003	002	002	003	008	000	000		
<b>TOTAL</b>	1000	254	333	263	017	216	228	231	314	274	491	167	037		
<b>COMPOSITION OF ADULTS</b>	100%	25%	33%	26%	2%	22%	23%	23%	31%	27%	49%	17%	4%		
<b>COMP. OF REG. VOTERS</b>	100%	29%	38%	30%	2%	23%	25%	23%	29%	28%	51%	16%	4%		
<b>COMP. OF LIKELY VOTERS</b>	100%	30%	39%	30%	2%	24%	26%	23%	27%	27%	52%	16%	3%		

**1000 NEW JERSEY ADULTS WERE INTERVIEWED BY TELEPHONE  
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RAW COUNTS FOR ALL RESPONSES HOSES

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	NO RELIGIOUS SERVICES	OCCASIONAL RELIGIOUS SERVICES	REGULAR RELIGIOUS SERVICES	PRO-LIFE	PRO-CHOICE	NOT SURE	MILITARY/VET	NON-MILITARY/VET	UNION	NON-UNION	NOT SURE			
REGISTERED	867	204	333	306	273	517	046	389	430	216	595	005			
CERTAIN	747	171	291	267	223	464	037	344	366	190	511	005			
PROBABLE	047	012	020	015	022	021	004	016	029	011	034	000			
LIKELY	794	184	311	281	246	485	041	360	395	201	545	005			
BUSH (R)	332	068	122	136	154	154	015	158	159	079	236	002			
KERRY (D)	432	111	177	133	080	315	024	191	217	114	289	003			
OTHER	019	004	007	007	006	010	001	006	011	006	011	000			
UNDECIDED	012	002	004	006	006	005	000	004	007	002	009	000			
TOTAL	1000	242	387	333	315	581	059	440	493	241	677	010			
COMPOSITION OF ADULTS	100%	24%	39%	33%	32%	58%	6%	44%	49%	24%	68%	1%			
COMP. OF REG. VOTERS	100%	23%	38%	35%	31%	60%	5%	45%	50%	25%	69%	1%			
COMP. OF LIKELY VOTERS	100%	23%	39%	35%	31%	61%	5%	45%	50%	25%	69%	1%			

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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	< \$40K/YR	\$40 - \$80K/YR	> \$80K/YR	DECLINE	NORTHERN NJ	CENTRAL NJ	SOUTHERN NJ	URBAN	SUBURBAN					
<b>REGISTERED</b>	867	182	252	317	046	366	265	236	067	801					
<b>CERTAIN</b>	747	145	227	282	037	314	229	204	054	693					
<b>PROBABLE</b>	047	016	009	013	005	023	015	009	002	045					
<b>LIKELY</b>	794	161	236	295	042	337	244	213	057	738					
<b>BUSH (R)</b>	332	041	101	145	021	134	103	094	016	316					
<b>KERRY (D)</b>	432	109	127	143	019	186	134	113	040	392					
<b>OTHER</b>	019	008	004	004	001	010	004	004	000	018					
<b>UNDECIDED</b>	012	002	005	003	001	007	003	002	000	012					
<b>TOTAL</b>	1000	223	278	346	051	425	305	270	083	917					
<b>COMPOSITION OF ADULTS</b>	100%	22%	28%	35%	5%	42%	31%	27%	8%	92%					
<b>COMP. OF REG. VOTERS</b>	100%	21%	29%	37%	5%	42%	31%	27%	8%	92%					
<b>COMP. OF LIKELY VOTERS</b>	100%	20%	30%	37%	5%	42%	31%	27%	7%	93%					

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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.