MICHIGAN: BUSH WITHIN 3, AT 47%, HIGHEST IN 6 MONTHS OF TRACKING



48 HRS TO GO ... KERRY 50%, BUSH 47% ... 17 ELECTORAL VOTES AT STAKE

- IN AN ELECTION FOR PRESIDENT IN MICHIGAN TODAY, 2 DAYS OUT, JOHN KERRY DEFEATS GEORGE W BUSH 50% TO 47%, ACCORDING TO SURVEYUSA POLL OF 671 LIKELY VOTERS 10/28 10/30.
- ▼ IN 10 TRACKING POLLS CONDUCTED OVER 6 MOS, BUSH HAS NEVER BEEN ABOVE 45%, NOW AT 47%.
- IN THE PAST 10 DAYS, BUSH HAS GAINED 3 PTS, KERRY HAS LOST 1. KERRY WAS UP 7, NOW 3.
- ◆ 10 DAYS AGO, BUSH TRAILED BY 5 AMONG MALES, NOW HE'S UP 4. BUSH HAD BEEN DOWN 9 AMONG VOTERS AGE 65+, NOW HE'S UP 2. KERRY HAD BEEN UP 11 IN NON-MILITARY HH'S, NOW UP 3.
- KERRY HAD BEEN UP 1 IN NON-UNION HH'S, NOW BUSH IS UP 10, A 9-PT SWING TO GOP.
- KERRY HAD LED BY 4 AMONG THOSE EARNING > \$80K/YR, NOW BUSH LEADS BY 8, A 12-PT SWING.

RESEARCH CONDUCTED E.T.	041028 16: 01-20: 50 041029 16: 01-20: 47 041030 13: 06-20: 50 ET
RESPONDENTS DRAWN FROM	THE ENTIRE STATE OF MICHIGAN
RANDOM SAMPLE SELECTED BY	SURVEY SAMPLING INC.

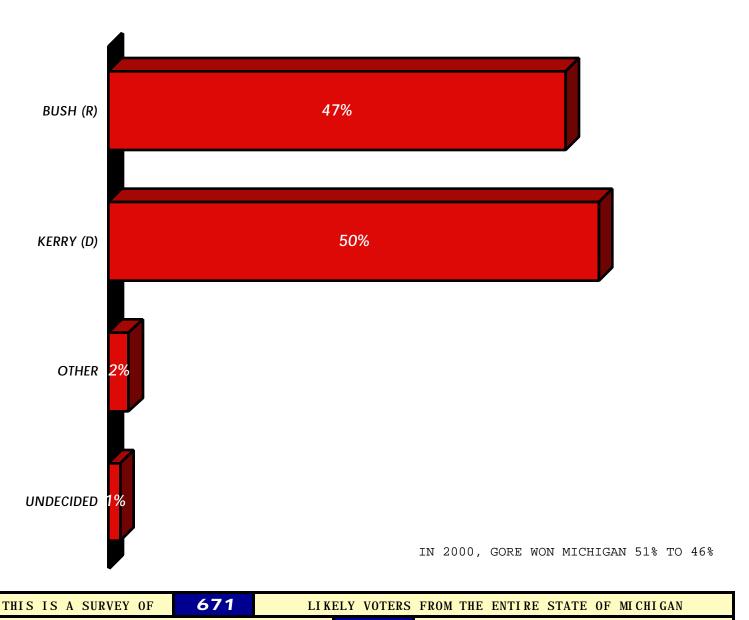
RESEARCH CONDUCTED FOR WZZM-TV GRAND RAPIDS & WDIV-TV DETROIT

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VOTE FOR PRESIDENT / ALL LIKELY VOTERS

OVERALL RESULTS CONSIDERED SIGNIFICANT

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?

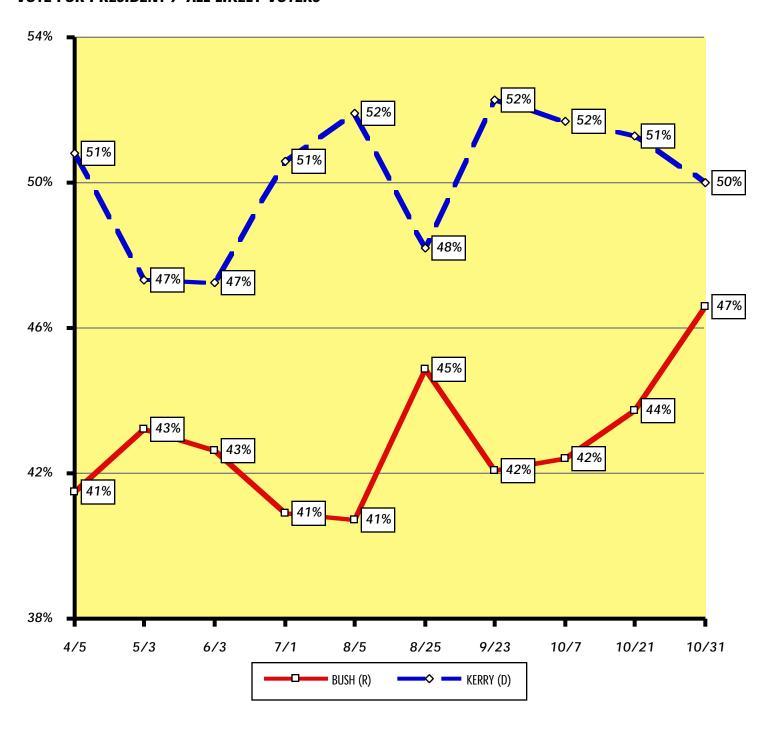


RESULTS MAY NOT ADD TO 100%, BECAUSE PERCENTAGES ARE ROUNDED TO WHOLE NUMBERS

±3.9%

A LARGER ± APPLIES TO SUBPOPULATIONS

VOTE FOR PRESIDENT / ALL LIKELY VOTERS



VOTE FOR PRESIDENT / RESPONSES COMPARED BY PERCENTAGES AND BY INDEX

OVERALL	ERTAIN	ROBABLE	MALE	:EMALE	4GE 18-34	4GE 35-49	4GE 50-64	1GE 65+	WHITE	SLACK	HISPANIC	ASIAN/OTHER	SUSH (R)	(ERRY (D)
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BUSH (R) KERRY (D) OTHER Undecided

VOTED 'FOR' CANDIDATE 'AGAINST' OTHER CAND.

		RE	SPOI	VSES	SORT	ED B	Y DEN	/IOGR	APHI	C CA	TEGO	RY		
47%	47%	44%	50%	44%	46%	48%	42%	50%	53%	12%	38%	30%		
50%	50%	45%	46%	53%	51%	48%	53%	48%	44%	88%	53%	70%		
2%	2%	11%	3%	2%	2%	2%	2%	1%	2%	0%	9%	0%		
1%	1%	1%	2%	1%	0%	2%	3%	0%	1%	0%	0%	0%		
													82%	55%
													16%	42%
100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%		

BUSH (R) KERRY (D) OTHER Undecided

D	ЕМО	GRAP	PHIC S	SUBP	OPUL	ATIOI	NS IN	DEXE	D TO	OVE	RALL	RESP	ONSE	S
100	100	94	107	94	100	104	91	108	113	25	81	64		
100	101	90	92	107	102	96	106	96	87	176	107	140		
100	74	500	125	79	113	105	100	67	109	0	425	0		
100	104	43	118	84	19	126	213	22	116	30	0	0		

CERTAIN
PROBABLE
MALE
FEMALE
AGE 18-34
AGE 35-49
AGE 50-64
AGE 65+
WHITE
BLACK
HISPANIC

OVERALL
OVERAL **NOT MILITARY** MILITARY

> BUSH (R) KERRY (D) OTHER UNDECIDED

		RE	SPOI	VSES	SORT	ED B	Y DEN	ЛОGR	RAPHI	C CA	TEGO	RY	
47%	92%	5%	43%	40%	56%	50%	40%	79%	36%	8%	46%	47%	
50%	6%	93%	50%	58%	43%	47%	54%	18%	61%	89%	50%	50%	
2%	2%	1%	4%	1%	2%	2%	4%	3%	2%	3%	2%	2%	
1%	0%	1%	3%	1%	0%	2%	2%	1%	2%	0%	2%	1%	
100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	

BUSH (R) KERRY (D) OTHER UNDECIDED

E	PEMO	GRAF	PHIC S	SUBP	OPUL.	ATIOI	NS IN	DEXE	D TO	OVE	RALL	RESP	ONSE	S
100	198	11	92	86	119	107	87	170	76	18	99	101		
100	12	187	101	116	86	93	108	36	121	177	99	101		
100	74	28	190	44	73	74	178	122	83	123	102	102		
100	28	65	212	87	0	146	133	44	163	31	141	49		

MILITARY

NOT MILITARY

LIBERAL

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

OVERALL OVERALL OCCASIONAL RELIGIOUS SERVICES OCCASIONAL RELIGIOUS SERVICES PRO-LIFE UNION NON-UNION NO

BUSH (R) KERRY (D) OTHER UNDECIDED

		RI	SPOI	VSES	SORT	ED B	Y DEN	/IOGR	APHI	C CA	TEGO	RY	
479	38%	41%	56%	70%	27%	33%	53%						
509	6 59%	55%	42%	28%	70%	63%	43%						
2%	2%	3%	1%	1%	3%	3%	2%						
1%	1%	1%	1%	1%	1%	1%	1%						
100	% 100%	100%	100%	100%	100%	100%	100%						

BUSH (R) KERRY (D) **OTHER** UNDECIDED

C	ЕМО	GRAF	PHIC S	SUBPO	OPUL	ATIOI	NS IN	DEXE	D TO	OVE	RALL	RESP	ONSE	S
100	81	87	119	149	57	71	115							
100	117	110	84	56	139	125	87							
100	106	134	58	61	131	131	86							
100	98	109	100	75	62	107	112							

NON-UNION

NO RELIGIOUS SERVICES OCCASIONAL RELIGIOUS SERVICES REGULAR RELIGIOUS SERVICES PRO-LIFE PRO-CHOICE NOINO

OVERALL

S * 40K / YR

S * > \$80K/YR

> BUSH (R) KERRY (D) **OTHER** UNDECIDED

		RE	SPOI	VSES	SORT	ED B	Y DEN	/IOGR	APHI	C CA	TEGO	RY	
47%	37%	50%	53%	30%	46%	57%	50%	23%	52%	53%			
50%	58%	47%	45%	67%	50%	39%	47%	76%	44%	41%			
2%	3%	1%	2%	1%	2%	3%	2%	0%	2%	4%			
1%	2%	1%	1%	1%	2%	1%	1%	1%	1%	1%			
100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%			

BUSH (R) KERRY (D) **OTHER** UNDECIDED

C	ЕМО	GRAP	PHIC S	SUBP	OPUL	ATIOI	VS IN	DEXE	D TO	OVE	RALL	RESP	ONSE	S
100	80	107	113	65	99	123	108	50	113	115				
100	115	94	90	135	100	77	93	152	88	82				
100	152	68	75	60	111	133	90	0	105	200				
100	124	110	52	81	127	86	96	86	110	82				

OVERALL < \$40K/YR URBAN \$40K - \$80K/YR > \$80K/YR **DETROIT SUBURBS REST OF STATE** RURAL **WAYNE COUNTY GRAND RAPIDS AREA** SUBURBAN

RAW COUNTS FOR ALL RESPONSE CHOICES

KAW COOKISTOR F												뿔	<u> </u>		
THE RESPONSES PLEASE EXERCISE E														± 10% THAN	
	OVERALL	MALE	FEMALE	AGE 18-34	AGE 35-49	AGE 50-64	AGE 65+	WHITE	BLACK	HISPANIC	ASIAN/OTHER	VOTED 'FOR' CAN	'AGAINST' OTHE	NOT SURE	
REGISTERED	733	343	390	215	221	175	122	602	094	015	022	440	191	017	
CERTAIN	631	290	341	176	192	157	105	520	078	015	017	418	180	013	
PROBABLE	041	020	021	015	014	008	004	035	005	000	001	022	011	004	
BUSH (R)	313	154	159	089	099	070	055	292	010	006	005	256	049	007	
KERRY (D)	336	143	193	097	098	087	053	242	073	008	013	184	142	010	
OTHER	014	008	006	005	005	003	002	013	000	001	000	000	000	000	
UNDECIDED	009	005	004	000	003	004	000	008	000	000	000	000	000	000	
TOTAL	800	384	416	245	245	181	129	651	101	020	027	440	191	017	
COMPOSITION OF ADULTS	100%	48%	52%	31%	31%	23%	16%	81%	13%	3%	3%	55%	24%	2%	
COMP. OF REG. VOTERS	100%	47%	53%	29%	30%	24%	17%	82%	13%	2%	3%	60%	26%	2%	
COMP. OF LIKELY VOTERS	100%	46%	54%	28%	31%	25%	16%	83%	12%	2%	3%	66%	28%	3%	
	800	мі сн	I GAN	ADUL	TS W	ERE I	NTER	EVI EW	ED B	Y TEI	EPHO	NE 1	0/28	- 10	0/30.
	OF T	нем,	733 671 EFLEC	WERE	JUD	GED 7	го ве	LI		PRI	ESI DE	ENTI A	L VO	ΓERS.	

RAW COUNTS FOR ALL RESPONSE CHOICES

THE RESPONSES	OF A	SUBP0	PULAT	I 0 監 0	F 100	WOUL	D TYP	I CALL	Y BE	CONSI	DERED	ACCU	RATE	± 10%	
PLEASE EXERCISE E	XTREM	E CAU	TION	_	AWI NG				OM SU		LATI 0	NS SM	ALLER	THAN	100
	OVERALL	REPUBLICAN	DEMOCRAT	INDEPENDENT/	NOT SURE	GRAD SCHOOL	COLLEGE GRAD	SOME COLLEGE	NO COLLEGE	CONSERVATIVE	MODERATE	LIBERAL	NOT SURE	MILITARY	NOT MILITARY
REGISTERED	733	245	266	208	014	115	154	221	237	261	321	106	034	407	311
CERTAIN	631	219	228	177	007	106	142	195	184	228	276	091	027	353	266
PROBABLE	041	014	011	013	002	003	004	013	020	013	017	006	004	023	017
BUSH (R)	313	215	012	082	003	044	081	104	082	191	104	008	006	174	133
KERRY (D)	336	014	223	096	003	063	063	097	111	043	178	087	024	187	142
OTHER	014	004	001	008	001	001	002	003	008	006	005	003	000	008	006
UNDECIDED	009	001	002	005	001	001	000	004	003	001	006	000	001	007	002
TOTAL	800	245	266	208	014	120	155	236	280	279	343	119	043	438	341
COMPOSITION OF ADULTS	100%	31%	33%	26%	2%	15%	19%	30%	35%	35%	43%	15%	5%	55%	43%
COMP. OF REG. VOTERS	100%	33%	36%	28%	2%	16%	21%	30%	32%	36%	44%	14%	5%	55%	42%
COMP. OF LIKELY VOTERS	100%	35%	36%	28%	1%	16%	22%	31%	30%	36%	44%	15%	5%	56%	42%
			I GAN 733							Y TEI	LEPH0	NE 1	0/28	- 10	/30.
			671 EFLEC						KELY	PRI	ESI DE	ENTI A	L VO	ΓERS.	

RAW COUNTS FOR ALL RESPONSE HOUSE

		S	S S												
THE RESPONSES PLEASE EXERCISE E	OF A	SU EZ PO E Z AU	PU Z AT. TI E N	IO <mark>K</mark> ÖÖ IN⊒DR	F 100 AWING	WOUL	D TYP	I CALL NS FR	Y BE OM SU	CONSI BPOPU	DERED	ACCU	RATE ALLER	± 10% THAN	. 100
TELINOL EXERCISE E	OVERALL	NO RELIGIOUS SE	OCCASIONAL REL	REGULAR RELIGIO	PRO-LIFE	PRO-CHOICE	NOT SURE	NOINO	NON-UNION	NOT SURE	< \$40K/YR	\$40K - \$80K/YR	> \$80K/YR	DECLINE	100
REGISTERED	733	157	253	301	315	351	034	217	441	005	236	256	139	020	
CERTAIN	631	129	210	275	273	305	025	194	380	003	191	231	129	016	
PROBABLE	041	014	014	011	018	019	001	011	025	000	020	009	006	001	
BUSH (R)	313	054	091	159	203	087	007	069	216	001	079	120	071	010	
KERRY (D)	336	084	124	120	082	226	016	129	176	002	122	113	061	006	
OTHER	014	003	006	004	004	009	000	006	007	000	007	003	002	000	
UNDECIDED	009	002	003	004	003	003	003	003	006	000	003	003	001	001	
TOTAL	800	181	274	312	333	382	042	228	477	009	270	268	140	022	
COMPOSITION OF ADULTS	100%	23%	34%	39%	42%	48%	5%	29%	60%	1%	34%	34%	18%	3%	
COMP. OF REG. VOTERS	100%	21%	34%	41%	43%	48%	5%	30%	60%	1%	32%	35%	19%	3%	
COMP. OF LIKELY VOTERS	100%	21%	33%	43%	43%	48%	4%	31%	60%	1%	31%	36%	20%	3%	
	800 0F T				TS W					Y TEI	LEPHO	NE 1	0/28	- 10	/30.

GRAPHS REFLECT 'LIKELY' VOTERS.

OF THEM, 671 WERE JUDGED TO BE 'LIKELY' PRESIDENTIAL 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															
PLEASE EXERCISE E	AIREM					CONC	LUSIU	NS FR	UM SU	BPUPU	LAIIU	NS SW	ALLEK	IHAN	100
	OVERALL	WAYNE COUNT	DETROIT SUBUR	GRAND RAPIDS	REST OF STATE	URBAN	SUBURBAN	RURAL	CERTAIN	PROBABLE					
REGISTERED	733	152	219	174	188	159	447	127	631	041					
CERTAIN	631	127	192	143	168	130	391	109	631	000					
PROBABLE	041	010	012	008	010	009	025	007	000	041					
BUSH (R)	313	041	095	087	090	032	218	062	295	018					
KERRY (D)	336	092	102	058	083	105	183	048	317	018					
OTHER	014	002	005	004	003	000	009	005	010	004					
UNDECIDED	009	001	003	002	002	002	006	001	008	000					
TOTAL	800	167	242	190	202	177	487	137	631	041					
COMPOSITION OF ADULTS	100%	21%	30%	24%	25%	22%	61%	17%	79%	5%					
COMP. OF REG. VOTERS	100%	21%	30%	24%	26%	22%	61%	17%	86%	6%					
COMP. OF LIKELY VOTERS	100%	20%	31%	23%	27%	21%	62%	17%	94%	6%					
	800	MI CH	I GAN	ADUL	TS W	ERE 1	NTER	RVIEW	ED B	Y TEI	LEPHO	NE 1	0/28	- 10	0/30.
	OF T														
	OF THEM, 671 WERE JUDGED TO BE 'LIKELY' PRESIDENTIAL VOTERS.														
	GRAP	HS R	EFLE(CT 'L	I KEL	Y' V(OTERS	5.							

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.