### NEVADA HEAD-TO-HEAD: BUSH 49%, KERRY 48%

\* EXCLUSIVE SURVEYUSA RESEARCH RESULTS \*

YOU MUST CREDIT SURVEYUSA IF YOU AIR, CITE

OR REPRINT THESE RESULTS IN WHOLE OR PART

### IN 2000, BUSH BEAT GORE 50% TO 46% IN NEVADA

- \* IN AN ELECTION FOR PRESIDENT OF THE UNITED STATES IN NEVADA TODAY, BETWEEN PRESIDENT GEORGE W. BUSH & PRESUMPTIVE DEMOCRATIC NOMINEE JOHN KERRY, THE OUTCOME IS A TIE, ACCORDING TO SURVEYUSA INTERVIEWS WITH 505 REGISTERED NV VOTERS CONDUCTED 2/11-2/12.
- \* BUSH GETS 49% TODAY, KERRY 48%. BUSH LEADS KERRY BY 16 PTS AMONG MEN. KERRY LEADS BUSH BY 15 PTS AMONG WOMEN. 19% OF REPUBLICANS CROSS-OVER & VOTE FOR KERRY, COMPARED TO 15% OF DEMOCRATS WHO VOTE FOR BUSH. INDEPENDENTS BREAK 49% TO 46% FOR BUSH. 69% OF CONSERVATIVES BACK BUSH, 72% OF LIBERALS BACK KERRY. MODERATES BREAK 54% TO 42% FOR KERRY. KERRY HAS SLIGHT EDGE IN LAS VEGAS, BUSH LEADS BY 8 PTS IN REST OF NEVADA.
- \* BUSH WINS BY 10 IF THE DEMOCRAT IS JOHN EDWARDS. BUSH WINS BY 17 IF IT'S HOWARD DEAN.

RESEARCH CONDUCTED E.T.	040211 18: 30- 23: 40 040212 12: 00- 23: 59 ET	APPROVED
<b>RESPONDENTS DRAWN FROM</b>	THE ENTIRE STATE OF NEVADA	(144.)
RANDOM SAMPLE SELECTED BY	SURVEY SAMPLING, INC.	- (1 K )

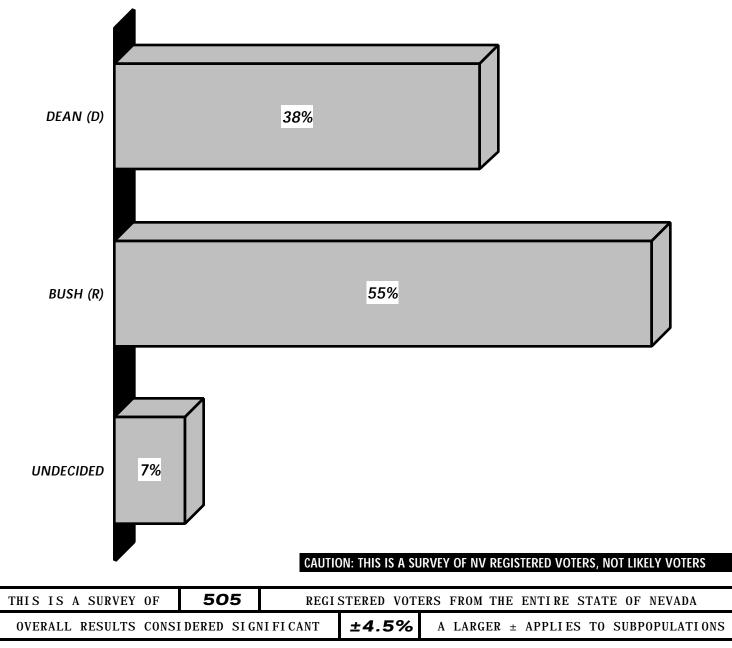
### **RESEARCH CONDUCTED FOR KVBC-TV LAS VEGAS**

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PAGE 1 OF 13

### **DEAN-BUSH / ALL REGISTERED VOTERS**

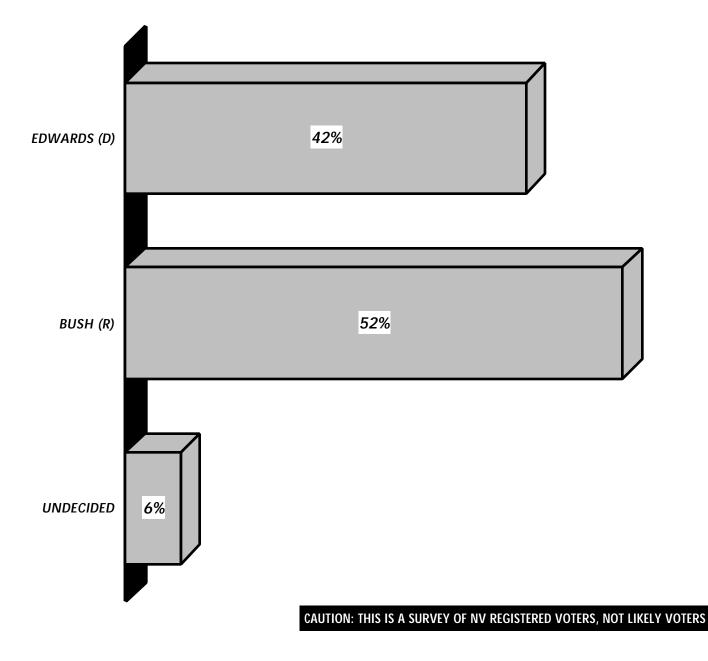
I WANT TO ASK YOU ABOUT THREE OF THE DEMOCRATS WHO ARE RUNNING FOR PRESIDENT OF THE UNITED STATES. FIRST, IF THERE WERE AN ELECTION FOR PRESIDENT TODAY, AND THE ONLY TWO CANDIDATES ON THE BALLOT WERE DEMOCRAT HOWARD DEAN AND REPUBLICAN GEORGE W. BUSH, WHO WOULD YOU VOTE FOR?



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

#### EDWARDS-BUSH / ALL REGISTERED VOTERS

WHAT IF THERE WERE A PRESIDENTIAL ELECTION TODAY, AND THE ONLY TWO CANDIDATES ON THE BALLOT WERE DEMOCRAT JOHN EDWARDS AND REPUBLICAN GEORGE W. BUSH, WHO WOULD YOU VOTE FOR?

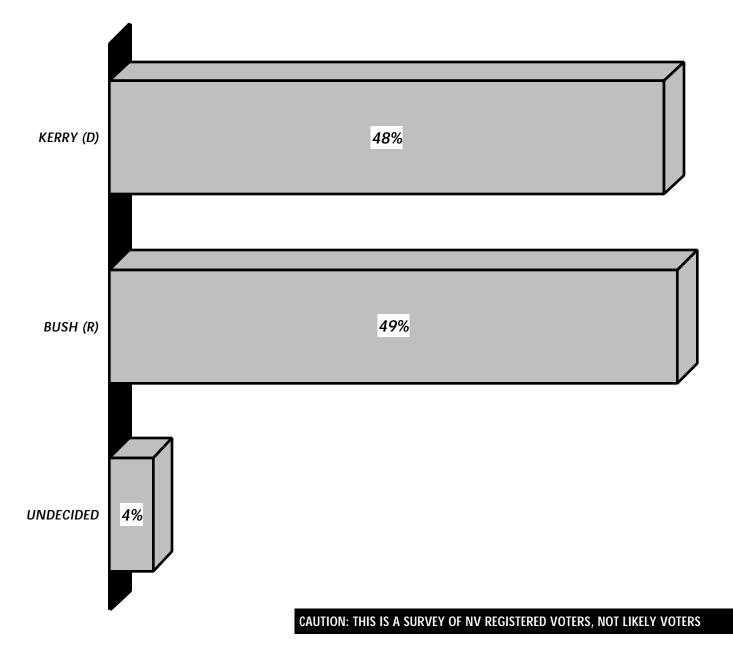


RESULTS MAY NOT ADD TO 100%, BECAUSE PERCENTAGES ARE ROUNDED TO WHOLE NUMBERS

PAGE 3 OF 13

#### KERRY-BUSH / ALL REGISTERED VOTERS

IF THE ONLY TWO CANDIDATES ON THE BALLOT WERE DEMOCRAT JOHN KERRY AND REPUBLICAN GEORGE W. BUSH, WHO WOULD YOU VOTE FOR?



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

PAGE 4 OF 13

### **DEAN-BUSH / RESPONSES COMPARED BY PERCENTAGES AND BY INDEX**

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10	M	ΕI	AC	AC	AC	IHW	BI	ΗI	01	NC	GG	Bl	01

DEAN (D) BUSH (R) UNDECI DED

			RE	SPO	VSES	SORT	ED BY	Y DEN	/IOGR	APHI	C CA	TEGO	RY		
ſ	38%	32%	43%	38%	33%	44%	35%	63%	42%	32%	41%	69%	11%	63%	
ľ	55%	62%	48%	55%	61%	48%	58%	18%	54%	63%	47%	19%	87%	24%	
ľ	7%	5%	9%	7%	7%	9%	7%	19%	4%	4%	12%	11%	2%	14%	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	

DEAN (D)

BUSH (R)

UNDECI DED

D	DEMO	GRAF	HIC S	SUBP	OPUL	ATIOI	VS IN	DEXE	D ТО	OVE	RALL	RESP	ONSE	S
100	85	115	101	87	116	93	169	112	87	110	185	30	167	
100	113	86	100	110	87	105	33	98	115	85	35	157	43	
100	75	126	96	89	117	98	254	54	59	163	157	27	186	
OVERALL	MALE	FEMALE	AGE 18 - 34	AGE 35 - 54	AGE 55+	WHITE	BLACK	HI SPANI C	OTHER	NO 2000 VOTE	GORE IN 2000	BUSH IN 2000	OTHER IN 2000	

# DEAN-BUSH / RESPONSES COMPARED BY PERCENTAGES AND BY INDEX

ERA PUB DEP DER BER ST V ST	LL CLI CLI C LI C RAT END ATE AL EGA	AN ST	OVERALL	REPUBLI CAN	DEMOCRAT	I NDEPENDENT /	CONSERVATI VI	MODERATE	LI BERAL	LAS VEGAS AF	REST OF STAT
	ERA PUB DEP DER BER ST V ST	ERALL PUBLI C MOCRAT MOCRAT DEPEND DERATE BERAL S VEGA ST OF	0V]	RE	DEI	I N	C0]	MO	LI]	LA:	RE
LL LI CAN RAT ENDEN ATE AL EGAS OF ST	AN EN ST					È	VE			AF	LA

DEAN (D) BUSH (R) UNDECI DED

		RE	SPO	VSES	SORT	ED B	Y DEN	ЛОGR	RAPH	IC CA	TEGO	RY	
38%	12%	66%	37%	21%	42%	59%	39%	35%					
55%	86%	22%	54%	75%	49%	31%	53%	59%					
7%	2%	12%	9%	4%	9%	10%	8%	6%					
100%	100%	100%	100%	100%	100%	100%	100%	100%					

	D	DEMO	GRAP	PHIC S	SUBP	OPUL	ΑΤΙΟΙ	NS IN	DEXE	D ТО	OVE	RALL	RESP	ONSE	S
DEAN (D)	100	32	177	100	55	113	156	104	93						
BUSH (R)	100	156	40	97	137	88	57	97	106						
UNDECI DED	100	27	159	125	54	121	137	105	89						

OVERALL	REPUBLI CAN	DEMOCRAT	I NDEPENDENT/OTHER	<b>CONSERVATI VE</b>	MODERATE	LI BERAL	LAS VEGAS AREA	REST OF STATE
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### EDWARDS-BUSH / RESPONSES COMPARED BY PERCENTAGES AND BY INDEX

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EDWARDS (D) BUSH (R) UNDECI DED

			RE	SPOI	VSES	SORT	ED BY	Y DEN	/IOGR	APHI	C CAT	<b>TEGO</b>	RY		
42	2%	37%	47%	40%	38%	49%	41%	60%	39%	39%	44%	77%	14%	65%	
52	2%	59%	45%	54%	57%	44%	53%	23%	59%	59%	44%	16%	83%	22%	
6	%	4%	8%	6%	5%	7%	6%	16%	2%	2%	12%	7%	2%	13%	
10	0%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	

EDWARDS (D)

BUSH (R)

UNDECI DED

D	DEMO	GRAF	PHIC S	SUBP	OPUL	ATIOI	NS IN	DEXE	D ТО	OVE	RALL	RESP	ONSE	S
100	88	113	95	90	117	98	144	92	92	105	183	34	156	
100	113	86	104	109	85	101	45	113	113	84	32	160	42	
100	69	133	102	89	113	101	282	35	40	205	112	39	222	
OVERALL	MALE	FEMALE	AGE 18 - 34	AGE 35 - 54	AGE 55+	WHI TE	BLACK	HI SPANI C	OTHER	NO 2000 VOTE	GORE IN 2000	BUSH IN 2000	OTHER IN 2000	

### EDWARDS-BUSH / RESPONSES COMPARED BY PERCENTAGES AND BY INDEX

OVERALL REPUBLI CAN DEMOCRAT I NDEPENDENT CONSERVATI V MODERATE LI BERAL LAS VEGAS A	REST OF STA
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EDWARDS (D) BUSH (R) UNDECI DED

		RE	ESPOI	NSES	SORT	ED B	Y DEN	ЛОGR	RAPH	C CA	TEGO	RY	
42%	19%	71%	38%	26%	47%	62%	42%	41%					
52%	78%	20%	57%	71%	47%	28%	52%	53%					
6%	3%	8%	6%	3%	6%	10%	6%	6%					
100%	100%	100%	100%	100%	100%	100%	100%	100%					

EDWARDS (D)

BUSH (R) UNDECIDED

DEMOGRAPHIC SUBPOPULATIONS INDEXED TO OVERALL RESPONSES10044170906211114710198													
44	170	90	62	111	147	101	98						
150	39	109	135	90	54	99	102						
55	141	95	57	106	172	100	100						
	44 150	4417015039	441709015039109	44170906215039109135	4417090621111503910913590	441709062111147150391091359054	44170906211114710115039109135905499	4417090621111471019815039109135905499102	44    170    90    62    111    147    101    98      150    39    109    135    90    54    99    102	44    170    90    62    111    147    101    98      150    39    109    135    90    54    99    102	44    170    90    62    111    147    101    98	44  170  90  62  111  147  101  98	44    170    90    62    111    147    101    98

OVERALL	REPUBLI CAN	DEMOCRAT	I NDEPENDENT/OTHER	<b>CONSERVATI VE</b>	MODERATE	LI BERAL	LAS VEGAS AREA	REST OF STATE
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### KERRY-BUSH / RESPONSES COMPARED BY PERCENTAGES AND BY INDEX

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			34	54						VOTE	2000	2000	200(
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KERRY (D) BUSH (R) UNDECI DED

		RE	SPOI	VSES	SORT	ED B	Y DEN	/IOGR	<b>APHI</b>	C CA	TEGO	RY		
48%	41%	55%	46%	44%	54%	47%	75%	39%	43%	59%	86%	15%	69%	
49%	57%	40%	50%	54%	42%	49%	19%	58%	55%	34%	12%	83%	18%	
4%	3%	5%	4%	3%	5%	4%	6%	2%	2%	8%	2%	2%	13%	
100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	

KERRY (D)

BUSH (R)

UNDECI DED

D	DEMO	GRAF	HIC S	SUBP	OPUL	ATIOI	NS IN	DEXE	D ТО	OVE	RALL	RESP	ONSE	S
100	86	115	97	92	113	99	157	83	89	123	181	32	146	
100	116	83	102	110	85	101	39	120	113	69	24	169	37	
100	71	131	111	70	131	103	172	66	63	209	56	59	345	
OVERALL	MALE	FEMALE	AGE 18 - 34	AGE 35 - 54	AGE 55+	WHI TE	BLACK	HI SPANI C	OTHER	NO 2000 VOTE	GORE IN 2000	BUSH IN 2000	OTHER IN 2000	

# KERRY-BUSH / RESPONSES COMPARED BY PERCENTAGES AND BY INDEX

REPUBLI CAN DEMOCRAT I NDEPENDENT CONSERVATI V MODERATE LI BERAL LAS VEGAS A LAS VEGAS A
REPUBLI CAN DEMOCRAT
OVERALL

KERRY (D) BUSH (R) UNDECIDED

		RE	ESPOI	VSES	SORT	ED B	Y DEN	/IOGR	APH	C CA	TEGO	RY	
48%	19%	81%	46%	28%	54%	72%	50%	44%					
49%	78%	15%	49%	69%	42%	25%	47%	52%					
4%	3%	4%	4%	3%	4%	2%	4%	4%					
100%	100%	100%	100%	100%	100%	100%	100%	100%					

	Ľ	1-11/
KERRY (D)	100	39
BUSH (R)	100	16
UNDECI DED	100	8

DEMOGRAPHIC SUBPOPULATIONS INDEXED TO OVERALL RESPONSES 

OVERALL	REPUBLI CAN	DEMOCRAT	I NDEPENDENT/OTHER	<b>CONSERVATI VE</b>	MODERATE	LI BERAL	LAS VEGAS AREA	REST OF STATE
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### **RAW COUNTS FOR ALL RESPONSE CHOICES**

THE RESPONSES	05 1	SUDD			)E 100		η τνι	DICALI	VDE	CONSI	NEDEI		DATE	+ 1.09	<u>,</u>
PLEASE EXERCISE E														<u> </u>	
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	OVERALL		ĽЕ	18	35	55+	ы	¥	HI SPANI	~	2000	ΙΝ	I N	R I	
	ER	MALE	FEMALE				WHI TE	BLACK	SP	OTHER		GORE	BUSH	OTHER	
	0V	MA	ΕE	AGE	AGE	AGE	HM	BL	ΗI	0T	NO	GO	BU	OT	
<b>REGI STERED</b>	505	258	246	129	213	162	377	032	064	032	055	166	243	023	
DEAN (D)	189	083	106	049	070	071	132	020	027	010	023	115	027	015	
BUSH (R)	279	161	117	071	130	078	218	006	034	020	026	032	211	005	
UNDECI DED	037	014	023	009	014	014	027	006	002	001	007	019	005	003	
EDWARDS (D)	212	095	117	052	081	079	156	019	025	013	024	128	035	015	
BUSH (R)	263	153	110	070	121	072	199	007	038	019	024	027	202	005	
UNDECI DED	029	010	019	008	011	011	022	005	001	001	007	011	005	003	
KERRY (D)	240	105	135	060	094	087	178	024	025	014	032	143	037	016	
BUSH (R)	246	146	100	064	114	067	185	006	037	018	019	019	201	004	
UNDECI DED	019	007	012	005	005	008	014	002	002	001	004	003	005	003	
TOTAL	700	352	348	227	280	193	491	041	114	053	055	166	243	023	
COMPOSITION OF ADULTS	100%	50%	50%	32%	40%	28%	70%	6%	16%	8%	8%	24%	35%	3%	
COMP. OF REGISTERED VOTERS	100%	51%	49%	26%	42%	32%	75%	6%	13%	6%	11%	33%	48%	5%	
	700	NEVA	DA AI	DULTS	WER	E IN'	ΓERVI	EWED	BY	TELEI	PHONE				
	2/11	- 2	/12.	0F 1	'HEM,	505	WERI	E REG	I STE	RED 1	го vo	TE.			

### **RAW COUNTS FOR ALL RESPONSE CHOICES**

THE RESPONSES OF A SUBPOPULATION OF A SUBPOPULATION OF ACCURATE ± 10%      PLEASE EXERCISE EXTREME CAUTION IN DRAWENG CONCLUSIONS ROMEOUBPOULATIONS SMALLER THAN 100      V <th></th> <th></th> <th></th> <th></th> <th>ER</th> <th></th>					ER										
NO    NO<	THE RESPONSES	OF A	SUBPO	OPULAT		OF 100	) WOUI	LD TYP	PICALI	LY BE	CONSI DERE	ED AC	CURATE	± 10%	, D
I  I  I  I  I  V  I  I  V  I  I  I  V  I	PLEASE EXERCISE E	EXTREM	E CAU	TI ON	I N 🖸 R	AWENG	CONC	LUSI 0	NSAFR	om≓su	BPOPULATI	ONS S	SMALLER	THAN	100
DEAN (D)  189  025  121  041  036  103  041  132  057		OVERALL	REPUBLI CAN	DEMOCRAT	I NDEPENDEN	CONSERVATI	MODERATE	LI BERAL		0F					
DEAN (D)  189  025  121  041  036  103  041  132  057	<b>REGI STERED</b>	505	206	182	109	173	243	070	341	163					
UNDECIDED  037  004  021  010  007  021  007  026  011  Image: constraint of the state of the	DEAN (D)		-	-	-			041	132	057					
EDWARDS (D)  212  038  130  041  045  113  043  145  067	BUSH (R)	279	177	040	058	130	118	022	182	096					
BUSH (R)  263  161  037  062  122  114  020  176  087	UNDECI DED	037	004	021	010	007	021	007	026	011					
UNDECIDED  029  007  015  006  006  015  007  020  009	EDWARDS (D)	212	038	130	041	045	113	043	145	067					
KERRY (D)  240  038  147  051  048  131  051  169  071	BUSH (R)	263	161	037	062	122	114	020	176	087					
BUSH (R)  246  161  028  054  119  102  018  160  086  Image: Composition of Adults  Image: Composition of Adults  019  007  007  005  006  009  002  012  007  Image: Composition of Adults  Image: Composition of	UNDECI DED	029	007	015	006	006	015	007	020	009					
UNDECIDED    019    007    007    005    006    009    002    012    007    007    0    1      TOTAL    700    206    182    109    173    243    070    498    202	KERRY (D)	240	038	147	051	048	131	051	169	071					
TOTAL    700    206    182    109    173    243    070    498    202    Image: Composition of Adults    Image: Compositio	BUSH (R)	246	161	028	054	119	102	018	160	086					
COMPOSITION OF ADULTS    100%    29%    26%    16%    25%    35%    10%    71%    29%    Image: Comparison of the second secon	UNDECI DED	019	007	007	005	006	009	002	012	007					
	TOTAL	700	206	182	109	173	243	070	498	202					
COMP. OF REGISTERED VOTERS  100%  41%  36%  22%  34%  48%  14%  68%  32%  Image: Second Se	COMPOSITION OF ADULTS	100%	29%	26%	16%	25%	35%	10%	71%	29%					
Image: start of the start of	COMP. OF REGISTERED VOTERS	100%	41%	36%	22%	34%	48%	14%	68%	32%					
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700 NEVADA ADULTS WERE INTERVIEWED BY TELEPHONE		700	NEVA	DA AI	DULTS	WER	E IN	ΓERVI	EWED	BY	TELEPHON	E			
2/11 - 2/12. OF THEM, 505 WERE REGISTERED TO VOTE.		2/11	- 2	/12.	0F 1	'HEM,	505	WERI	E REG	I STE	RED TO V	OTE.			

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.