

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.

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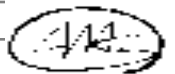
APPROVED

RESPONDENTS DRAWN FROM

THE ENTIRE STATE OF NEVADA

RANDOM SAMPLE SELECTED BY

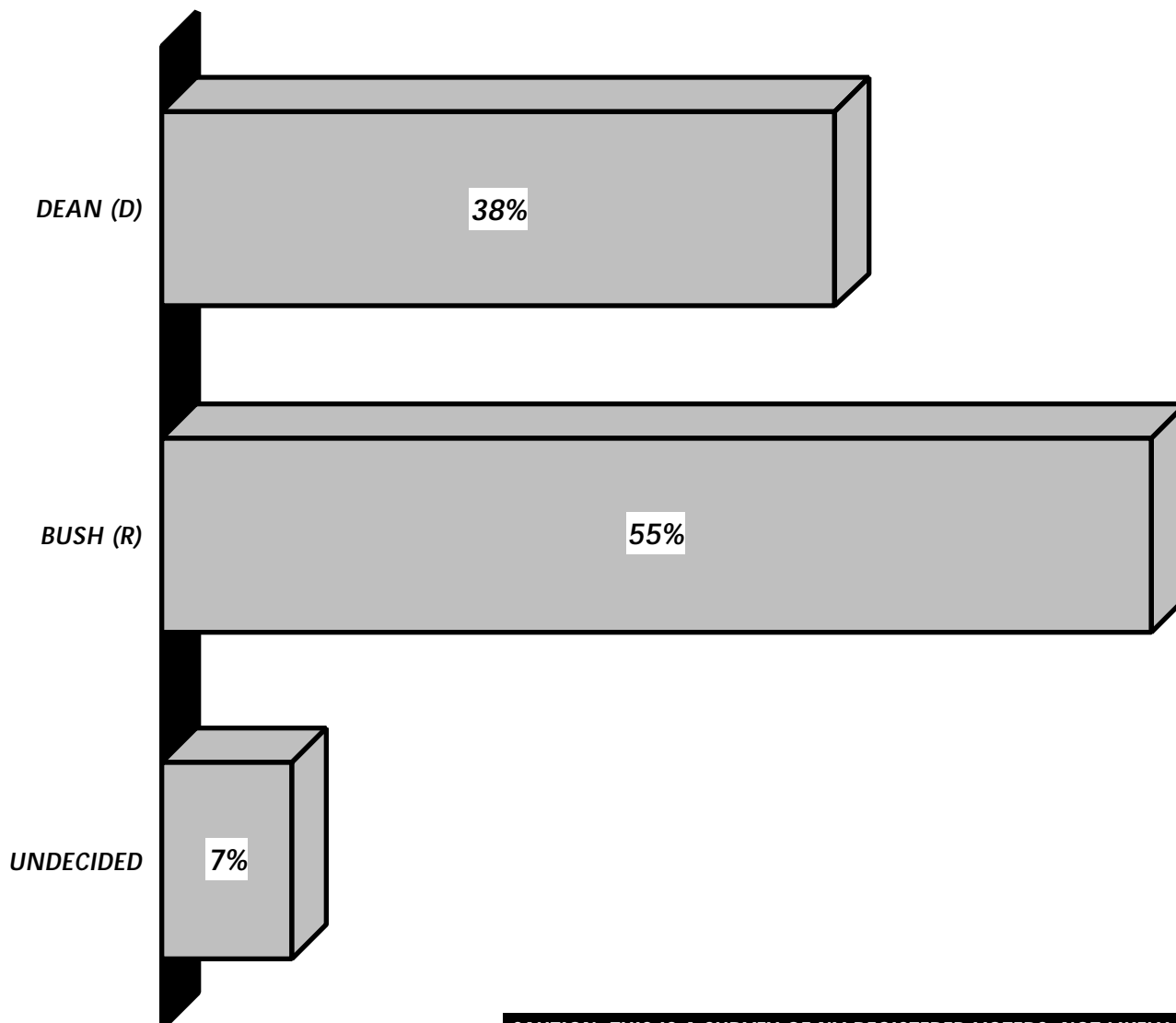
SURVEY SAMPLING, INC.



RESEARCH CONDUCTED FOR KVBC-TV LAS VEGAS

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?



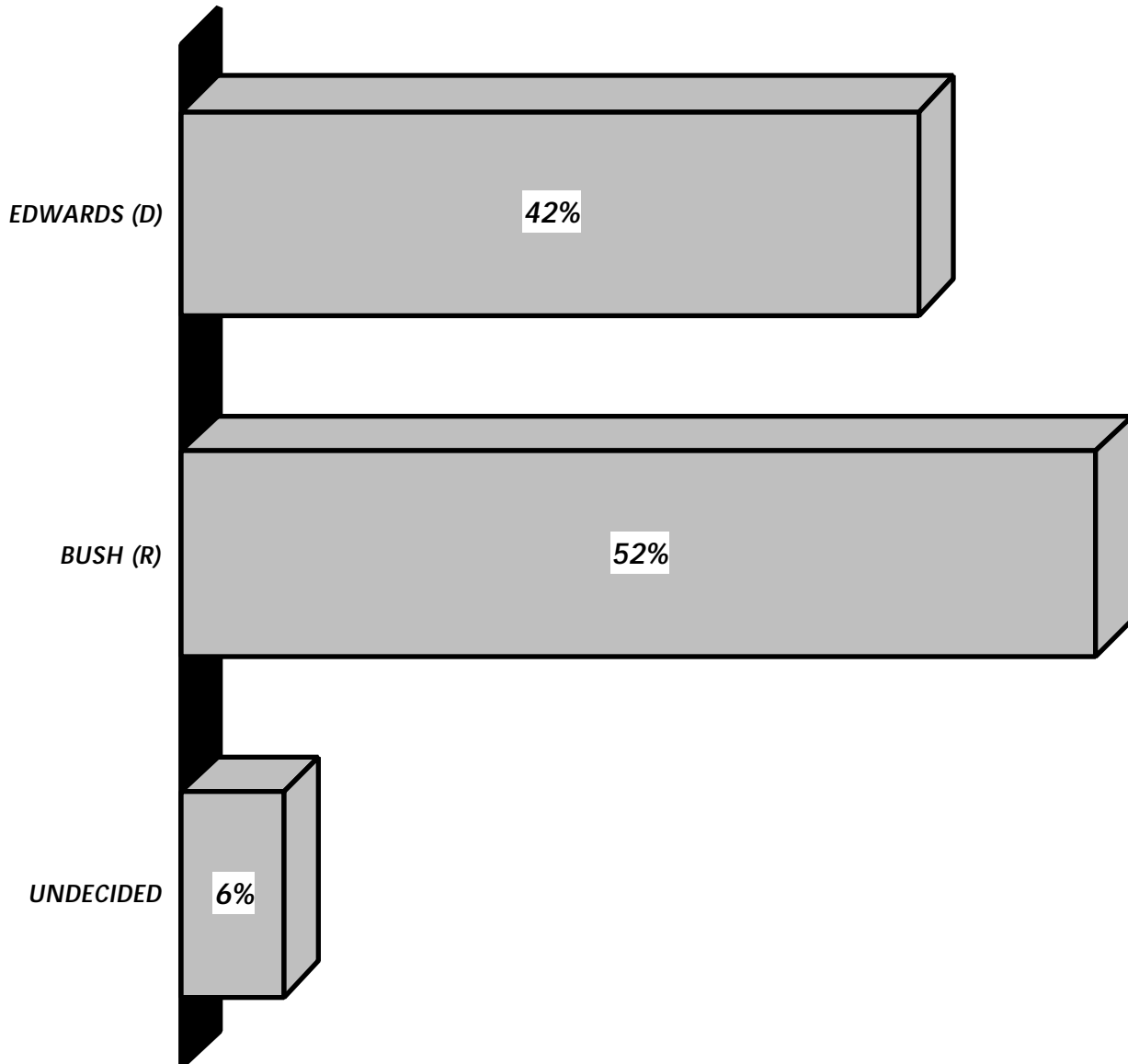
CAUTION: THIS IS A SURVEY OF NV REGISTERED VOTERS, NOT LIKELY VOTERS

THIS IS A SURVEY OF	505	REGISTERED VOTERS FROM THE ENTIRE STATE OF NEVADA
OVERALL RESULTS CONSIDERED SIGNIFICANT	$\pm 4.5\%$	A LARGER \pm APPLIES TO SUBPOPULATIONS

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?

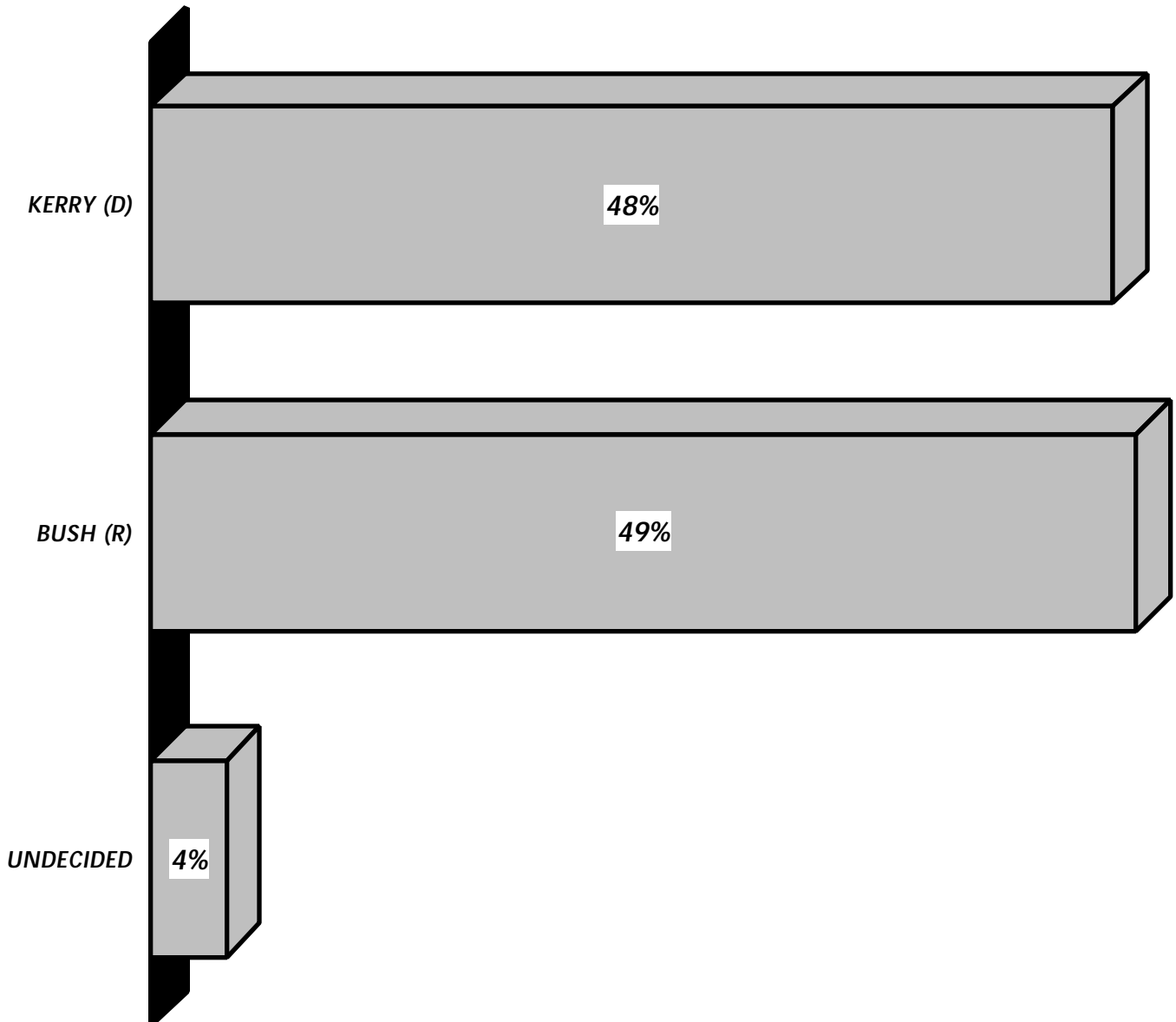


CAUTION: THIS IS A SURVEY OF NV REGISTERED VOTERS, NOT LIKELY VOTERS

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

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?



CAUTION: THIS IS A SURVEY OF NV REGISTERED VOTERS, NOT LIKELY VOTERS

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

DEAN-BUSH / RESPONSES COMPARED BY PERCENTAGES AND BY INDEX

OVERALL
 REPUBLICAN
 DEMOCRAT
 INDEPENDENT/OTHER
 CONSERVATIVE
 MODERATE
 LIBERAL
 LAS VEGAS AREA
 REST OF STATE

	RESPONSES SORTED BY DEMOGRAPHIC CATEGORY													
DEAN (D)	38%	12%	66%	37%	21%	42%	59%	39%	35%					
BUSH (R)	55%	86%	22%	54%	75%	49%	31%	53%	59%					
UNDECIDED	7%	2%	12%	9%	4%	9%	10%	8%	6%					
	100%	100%	100%	100%	100%	100%	100%	100%	100%					

	DEMOGRAPHIC SUBPOPULATIONS INDEXED TO OVERALL RESPONSES													
DEAN (D)	100	32	177	100	55	113	156	104	93					
BUSH (R)	100	156	40	97	137	88	57	97	106					
UNDECIDED	100	27	159	125	54	121	137	105	89					

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RESPONSES SORTED BY DEMOGRAPHIC CATEGORY

EDWARDS (D)	42%	19%	71%	38%	26%	47%	62%	42%	41%						
BUSH (R)	52%	78%	20%	57%	71%	47%	28%	52%	53%						
UNDECIDED	6%	3%	8%	6%	3%	6%	10%	6%	6%						
	100%	100%	100%	100%	100%	100%	100%	100%	100%						

DEMOGRAPHIC SUBPOPULATIONS INDEXED TO OVERALL RESPONSES

EDWARDS (D)	100	44	170	90	62	111	147	101	98						
BUSH (R)	100	150	39	109	135	90	54	99	102						
UNDECIDED	100	55	141	95	57	106	172	100	100						

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	RESPONSES SORTED BY DEMOGRAPHIC CATEGORY													
KERRY (D)	48%	19%	81%	46%	28%	54%	72%	50%	44%					
BUSH (R)	49%	78%	15%	49%	69%	42%	25%	47%	52%					
UNDECIDED	4%	3%	4%	4%	3%	4%	2%	4%	4%					
	100%	100%	100%	100%	100%	100%	100%	100%	100%					

	DEMOGRAPHIC SUBPOPULATIONS INDEXED TO OVERALL RESPONSES													
KERRY (D)	100	39	170	97	59	113	152	104	91					
BUSH (R)	100	161	31	101	141	87	52	96	108					
UNDECIDED	100	88	101	119	87	104	68	96	109					

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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.