GAME OVER IN ARIZONA: BUSH GETS 56%, HIGHEST IN 4 MO'S OF POLLING



48 HOURS TILL POLLS OPEN ... BUSH 56%, KERRY 41% ... 10 ELECTORAL VOTES AT STAKE

- ✓ IN AN ELECTION FOR PRESIDENT IN AZ TODAY, GEORGE W BUSH CONVINCINGLY DEFEATS JOHN KERRY 56% TO 41%, ACCORDING TO SURVEYUSA POLL OF 599 LIKELY VOTERS 10/28 - 10/30.
- ✤ IN 5 TRACKING POLLS OVER 4 MOS, BUSH HAS NEVER POLLED BELOW 53% & PEAKS TODAY AT 56%.
- ✓ KERRY HAS NEVER POLLED ABOVE 43% & GETS 41% TODAY. IN THE END, NOT A BATTLEGROUND.
- ♥ BUSH LEADS BY 24 AMONG MALES, BY 6 AMONG FEMALES. BUSH LEADS BY 22 AMONG WHITES.
- ✤ PRO-LIFE VOTERS BACK BUSH 5:1, STRONGEST MARGIN IN ANY STATE SURVEYUSA IS POLLING.
- SUSH UP 1 IN SOUTHERN AZ (TUCSON AREA); BUSH UP 20 IN NORTHERN AZ (PHOENIX AREA).

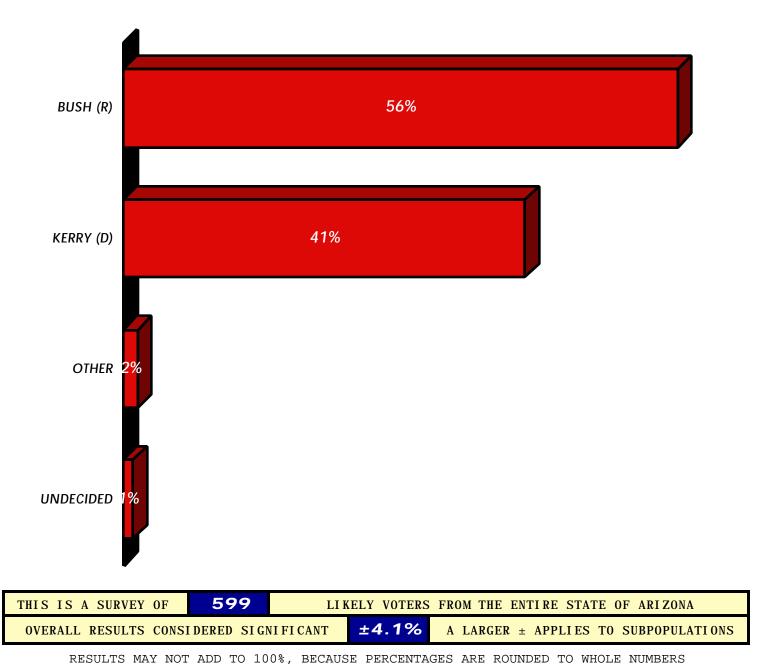
RESEARCH CONDUCTED E.T.	041028 18: 32-22: 49 041029 18: 35-22: 48 041030 15: 01-22: 48 ET
RESPONDENTS DRAWN FROM	THE ENTIRE STATE OF ARIZONA
RANDOM SAMPLE SELECTED BY	SURVEY SAMPLING INC.

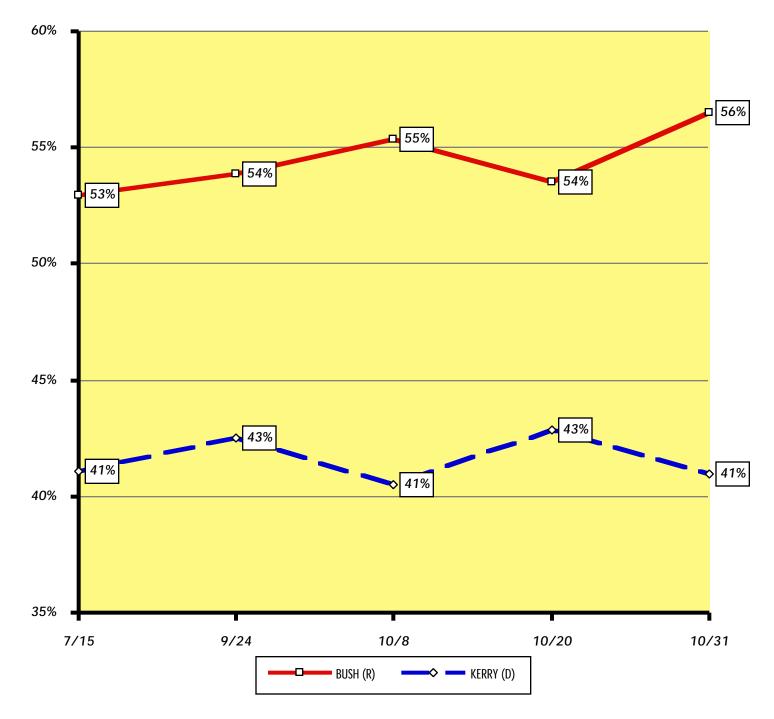
RESEARCH CONDUCTED FOR KPNX-TV PHOENIX AND KVOA-TV TUCSON

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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 HELD 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?





VOTE FOR PRESIDENT / ALL LIKELY VOTERS

PAGE 3 OF 12

VOTE FOR PRESIDENT / RESPONSES COMPARED BY PERCENTAGES AND BY INDEX

OVERALL	MALE	FEMALE	AGE 18-34	AGE 35-49	AGE 50-64	AGE 65+	WHITE	HISPANIC	BUSH (R)	KERRY (D)
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BUSH (R) KERRY (D) OTHER UNDECIDED

VOTED 'FOR' CANDIDATE 'AGAINST' OTHER CAND.

		RE	SPO	VSES	SORT	ED BY	Y DEN	/IOGR	APH	C CA	TEGO	RY		
56%	61%	51%	55%	59%	59%	52%	60%	42%						
41%	37%	45%	42%	39%	40%	44%	38%	54%						
2%	2%	2%	2%	1%	1%	3%	1%	2%						
1%	0%	2%	2%	1%	1%	1%	1%	3%						
													81%	54%
													18%	43%
100%	100%	100%	100%	100%	100%	100%	100%	100%						

BUSH	(R)
KERRY	(D)
OTI	IER
UNDECIE	DED

D	EMO	GRAP	HIC S	SUBPO	OPUL	ATIO	NS IN	DEXE	d to	OVE	RALL	RESP	ONSE	S
100	109	91	97	105	104	92	107	74						
100	90	111	102	95	98	108	93	132						
100	100	100	129	51	52	199	65	100						
100	34	167	144	91	65	93	75	253						
I L	MALE	μ	34	49	64	65+	Ë	СK	lic	ER				
OVERALL	M	FEMALE	18-34	35-49	AGE 50-64	Е 6	WHITE	BLACK	HISPANIC	HC				
0		E	AGE	AGE	В	AGE		_	HIS	Ň				
			A	A	A					ASIAN/OTHER				
										Ä				

VOTE FOR PRESIDENT / RESPONSES COMPARED BY PERCENTAGES AND BY INDEX

BUSH (R) KERRY (D) OTHER UNDECIDED

		RE	SPO	VSES	SORT	ED BY	Y DEN	/IOGR	APHI	C CAT	TEGO	RY	
56%	91%	12%	47%	51%	54%	58%	62%	87%	42%	16%	60%	54%	
41%	8%	86%	48%	46%	45%	38%	37%	12%	56%	82%	38%	45%	
2%	0%	1%	5%	1%	1%	3%	1%	1%	2%	1%	1%	1%	
1%	0%	1%	1%	2%	1%	1%	0%	0%	1%	1%	1%	0%	
100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	

BUSH (R) KERRY (D) OTHER UNDECIDED

D	DEMO	GRAP	PHIC S	SUBP	OPUL	ΑΤΙΟΙ	NS IN	DEXE	D TO	OVE	RALL	RESP	ONSE	ES
100	162	21	83	91	95	103	110	154	74	28	106	95		
100	19	210	118	113	109	94	89	28	136	201	93	109		
100	19	51	300	41	64	179	59	65	112	47	77	87		
100	27	126	61	171	80	74	45	11	49	130	115	27		
ALL	AN	RAT	臣		AD	<u>.</u>	<u>.</u>	Κ	ATE	LIBERAL	VET	١ET		
OVERALL	SLIC	DCF	0T	E	GR	ILLE	COLLEGE	ATI	ER/	BEF	ž	ž		
20	REPUBLICAN	DEMOCRAT	Ì	E S(GE	2	00	RV	MODERATE		IAR	IAR		
	RE	D	INDEPENDENT/OTHER	GRADUATE SCHOOL	COLLEGE GRAD	SOME COLLEGE	NO	CONSERVATIVE	≥		MILITARY/VET	NON-MILITARY/VET		
			EN	NDU	3	SC		CO			2	2-7		
			<u> </u>	2								ō		
				5								ž		

OVERALL OVERALL OVERALL OVERALL OVERALL OVERALL UNION NON-UNION NON-UNION SERVICES NON-UNION SERVICES NO RELIGIOUS SERVICES SERVICES NO RELIGIOUS SERVICES SERVICES NO REGULAR RELIGIOUS SERVICES SERVICES PRO-LIFE PRO-CHOICE PRO-CHOICE SERVICES PRO-SERVICES SERVICES PRO-SERVICES SERVICES PRO-SERVICES SERVICES PRO-SERVICES SERVICES

BUSH (R) Kerry (D) Other Undecided

		RE	SPO	VSES	SORT	ED B	Y DEN	/IOGR	APHI	C CAT	TEGO	RY	
56%	44%	60%	52%	49%	68%	82%	41%	52%	59%	64%			
41%	53%	38%	46%	48%	31%	17%	57%	44%	40%	36%			
2%	3%	1%	1%	2%	1%	1%	1%	2%	1%	0%			
1%	0%	1%	2%	1%	0%	1%	1%	2%	1%	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	78	107	92	87	120	145	72	92	104	113				
100	129	93	111	118	75	41	140	107	97	89				
100	206	54	35	127	82	54	71	156	65	0				
100	0	78	157	78	26	49	73	190	50	0				
OVERALL	UNION	NOINU-NON	NO RELIGIOUS SERVICES	OCCASIONAL RELIGIOUS SERVICES	REGULAR RELIGIOUS SERVICES	PRO-LIFE	PRO-CHOICE	< \$40K/YR	\$40K - \$80K/YR	> \$80K/YR				

VOTE FOR PRESIDENT / RESPONSES COMPARED BY PERCENTAGES AND BY INDEX

OVERALL TUCSON & SOUTH PHOENLY & NODTH	URBAN	SUBURBAN RURAL
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BUSH (R) Kerry (D) Other Undecided

		RE	SPO	VSES	SORT	ED B	Y DEI	ЛОGF	RAPH	C CA	TEGO	RY	
56%	48%	59%	55%	56%	67%								
41%	47%	39%	43%	42%	28%								
2%	2%	1%	1%	2%	1%								
1%	3%	1%	1%	1%	4%								
100%	100%	100%	100%	100%	100%								

BUSH (R) KERRY (D) OTHER UNDECIDED

D	EMO	GRAP	PHIC :	SUBPO	OPUL	ΑΤΙΟΙ	NS IN	DEXE	d to	OVE	RALL	RESP	ONSE	S
100	85	104	97	99	118									
100	116	96	106	102	69									
100	138	90	95	114	75									
100	243	63	56	78	368									

OVERALL	TUCSON & SOUTH	PHOENIX & NORTH	URBAN	SUBURBAN	RURAL
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RAW COUNTS FOR ALL RESPONSE CHOICES

THE RESPONSES	OF A	SURPO	PIII.AT	ION O	F 100	WOUL	Ν ΤΥΡ		V BF	CONST	DFRFD			± 10%	
PLEASE EXERCISE E															
	OVERALL	MALE	FEMALE	AGE 18-34	AGE 35-49	AGE 50-64	AGE 65+	WHITE	BLACK	HISPANIC	ASIAN/OTHER	VOTED 'FOR' CA	'AGAINST' OTH		
REGISTERED	678	337	341	193	207	149	129	492	019	128	038				
LIKELY	599	302	297	163	186	138	112	444	017	106	032				
BUSH (R)	339	186	153	089	111	081	058	267	009	044	018	273	061		
KERRY (D)	245	111	135	068	072	055	050	168	006	057	014	132	107		
OTHER	009	005	005	003	001	001	003	004	003	002	000	000	000		
UNDECIDED	006	001	005	002	002	001	001	003	000	003	000	000	000		
	800	395	405	267	231	159	143	552	022	171	056				
COMPOSITION OF ADULTS	100%	49%	51%	33%	29%	20%	18%	69%	3%	21%	7%				
COMP. OF REG. VOTERS	100%	50%	50%	28%	31%	22%	19%	73%	3%	19%	6%				
COMP. OF LIKELY VOTERS	100%	50%	50%	27%	31%	23%	19%	74%	3%	18%	5%				
	800	ARI Z	ONA A	ADULT	'S WE	RE I	NTERV	I EWE	D BY	TELI	EPHON	IE 10	/28 -	10/	30.
				WERE											
				WERE					KELY	' TO	VOTE	Ξ.			
	GRAP	HS R	EFLE	CT 'L	I KEL	Y' V	OTERS	5.							

RAW COUNTS FOR ALL RESPONSE CHOICES

THE RESPONSES	OF A	SUBPO	PULAT		F 100	WOUL	D TYP		Y BE	CONSI	DERED	ACCU	RATE	± 10%	
PLEASE EXERCISE E	XTREM	E CAU	TION		AWI NG	CENC			om su	<u>EPOPU</u>	LATIO	NS SM	ALLER	THAN	
PLEASE EXERCISE E	OVERALL	REPUBLICAN	DEMOCRAT	INDEPENDENT/	NOT SURE	GRADUATE SCI	COLLEGE GRAE	SOME COLLEGI	NO COLLEGE	CONSERVATIVE	MODERATE	LIBERAL	NOT SURE	MILITARY/VET	NON-MILITARY
REGISTERED	678	304	202	166	006	150	129	250	142	253	293	085	029	398	261
LIKELY	599	273	179	142	005	133	118	223	122	233	256	073	024	353	230
BUSH (R)	339	249	022	066	001	068	064	130	076	203	107	012	013	211	123
KERRY (D)	245	022	154	068	001	061	053	085	044	027	142	060	009	134	103
OTHER	009	001	001	007	000	001	001	006	001	002	004	001	000	004	003
UNDECIDED	006	001	002	001	002	002	001	002	001	000	001	001	002	004	001
TOTAL	800	304	202	166	006	178	137	274	203	297	331	108	044	458	320
COMPOSITION OF ADULTS	100%	38%	25%	21%	1%	22%	17%	34%	25%	37%	41%	13%	6%	57%	40%
COMP. OF REG. VOTERS	100%	45%	30%	24%	1%	22%	19%	37%	21%	37%	43%	13%	4%	59%	39%
COMP. OF LIKELY VOTERS	100%	45%	30%	24%	1%	22%	20%	37%	20%	39%	43%	12%	4%	59%	38%
	OF T	HEM,	678		E REG	I STEI	RED 1	TO VO	TE.					- 10/	· · · · · · · · · · · · · · · · · · ·

RAW COUNTS FOR					S	JS SERVICES	ERVICES							± 10%	
THE RESPONSES PLEASE EXERCISE F							D F YP	ICALL	Y BE OM SU				RATE	± 10% THAN	
TLEASE EXERCISE I	OVERALL	NOINU	NOINU-NON	NOT SURE	NO RELIGIOUS SER	OCCASIONAL RELE	REGULAR RELIGIO	PRO-LIFE	PRO-CHOICE	NOT SURE	\$40K/YR	\$40K - \$80K/YR	\$80K/YR	DECLINE	100
REGISTERED	678	113	536	009	191	200	264	261	355	038	205	261	144	022	
LIKELY	599	103	476	004	175	170	235	238	311	030	177	234	135	020	
BUSH (R)	339	046	287	002	091	083	160	195	127	011	091	138	086	012	
KERRY (D)	245	054	181	001	080	082	072	040	178	015	078	092	049	008	
OTHER	009	003	004	000	001	003	003	002	003	002	004	002	000	000	
UNDECIDED	006	000	004	001	003	001	001	001	002	001	004	001	000	000	
TOTAL COMPOSITION OF ADULTS	800	128 16%	637 80%	011	241 20%	234	295	307 28₩	414 5.2%	049	261	286 36%	159 20%	028	
COMPOSITION OF ADDLTS	100% 100%	17%	80% 79%	1%	30% 28%	29% 29%	37% 39%	38% 38%	52% 52%	6% 6%	33% 30%	30%	20%	3%	
COMP. OF LIKELY VOTERS	100%	17%	79% 79%	1%	20%	29% 28%	<u>39%</u>	<u> </u>	52%	5%	30%	30%	23%	3%	
	OF T	HEM,	678	WERE	REG	I STE	RED T	0 VO	TE.					- 10/	´30.
							ΓΟ BE		KELY	' ТО	VOTE	2.			
	GRAP	HS R	EFLE(JI ' I	I KEL	Y VO	OTERS								

RAW COUNTS FOR ALL RESPONSE CHOICES

THE RESPONSES PLEASE EXERCISE E															
TELASE EXERCISE E		Sound	NOR		nni nu	CONC				DI UI C					100
	Ħ	N S	PHOENIX &	_	BAN										
	OVERALL	TUCSON &	IOEN	URBAN	SUBURBAN	RURAL									
	6	1	古	'n	SU	RL									
REGISTERED	678	138	540	337	261	080									
LIKELY	599	124	476	301	230	069									
BUSH (R)	339	059	279	165	128	046									
KERRY (D)	245	058	187	130	096	019									
OTHER	009	003	007	004	004	001									
UNDECIDED	006	003	003	002	002	003									
TOTAL	800	158	642	394	312	094									
COMPOSITION OF ADULTS	100%	20%	80%	49%	39%	12%									
COMP. OF REG. VOTERS	100%	20%	80%	50%	39%	12%									
COMP. OF LIKELY VOTERS	100%	21%	79%	50%	38%	11%									
		1.00													
										TEL	EPHON	NE 1()/28	- 10,	/30.
					E REG										
					JUD				KELY	ТО	VOTI	Ε.			
	GRAP	HS R	EFLE	CT I	I KEL	Y' V	DTERS	.							

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.