

ALL EYES ON BUCKEYES: OHIO STILL A PHOTO FINISH; KERRY BY A NOSE?



KERRY 49%, BUSH 47% TODAY ... 20 ECV ... GOP VOINOVICH 58%, FINGERHUT 34%

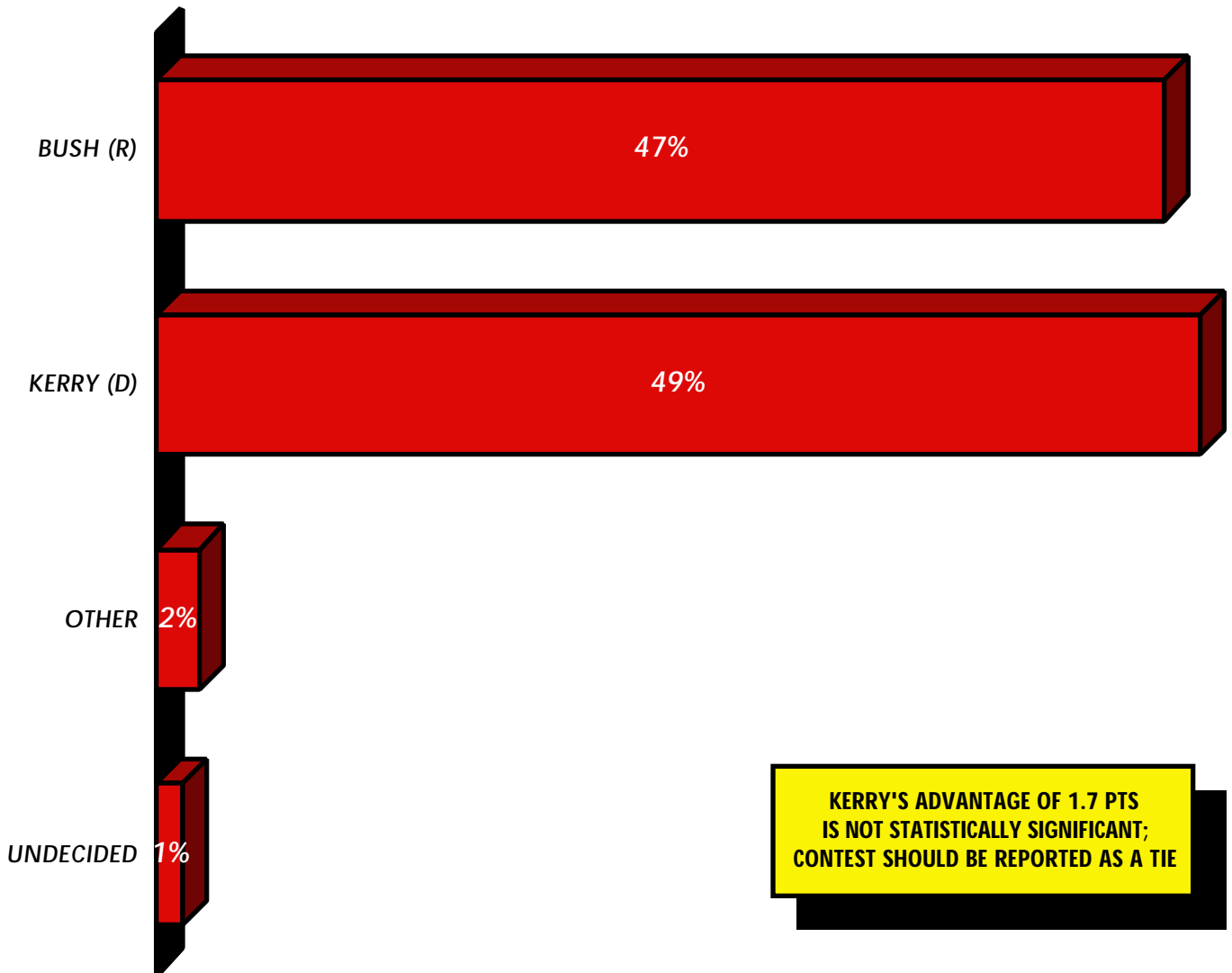
- ☛ IN AN ELECTION FOR PRESIDENT IN OHIO TODAY, JOHN KERRY & GEORGE W BUSH EFFECTIVELY TIE, ACCORDING TO SURVEYUSA POLL OF 698 LIKELY VOTERS CONDUCTED 10/16 - 10/18.
- ☛ KERRY GETS 49% TO BUSH'S 47% TODAY, FUNDAMENTALLY UNCHANGED FROM IDENTICAL SURVEYUSA TRACKING POLL ON 10/5. KERRY LED BY 1.45 PTS 2 WKS AGO, LEADS BY 1.70 PTS TODAY.
- ☛ KERRY LEADS BY 23 PTS IN UNION HH'S, BUSH LEADS BY 7 IN NON-UNION HH'S. KERRY LEADS BY 20 IN HH'S EARNING < \$40K/YR. BUSH LEADS BY 14 IN HH'S EARNING > \$80K/YR.
- ☛ BUSH LEADS BY 6 IN CENTRAL OH & BY 11 IN WESTERN OH. KERRY LEADS BY 17 IN EASTERN OH.
- ☛ KERRY LEADS BY 17 IN URBAN OH. BUSH LEADS BY 14 IN RURAL OH & BY 1 IN SUBURBAN OH.

RESEARCH CONDUCTED E.T.	041016 12:02-20:49 041017 14:02-19:34 041018 15:32-20:49 ET
RESPONDENTS DRAWN FROM	THE ENTIRE STATE OF OHIO
RANDOM SAMPLE SELECTED BY	SURVEY SAMPLING INC.

RESEARCH CONDUCTED FOR WCPO-TV CINCINNATI & WKYC-TV CLEVELAND

VOTE FOR PRESIDENT / ALL LIKELY VOTERS

ON NOVEMBER 2ND, 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?

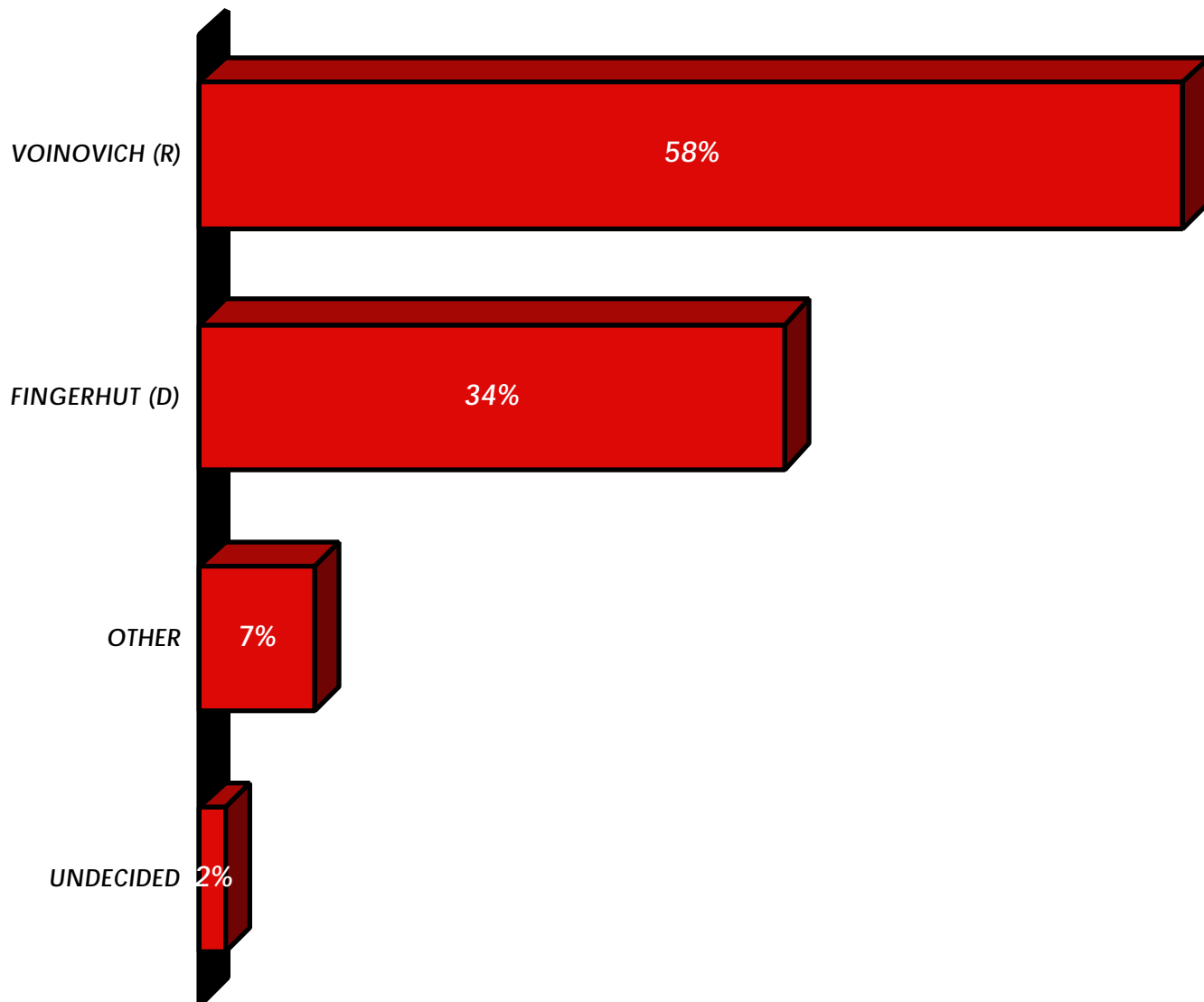


THIS IS A SURVEY OF	698	LIKELY VOTERS FROM THE ENTIRE STATE OF OHIO
OVERALL RESULTS CONSIDERED SIGNIFICANT	±3.8%	A LARGER ± APPLIES TO SUBPOPULATIONS

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

VOTE FOR SENATOR / ALL LIKELY VOTERS

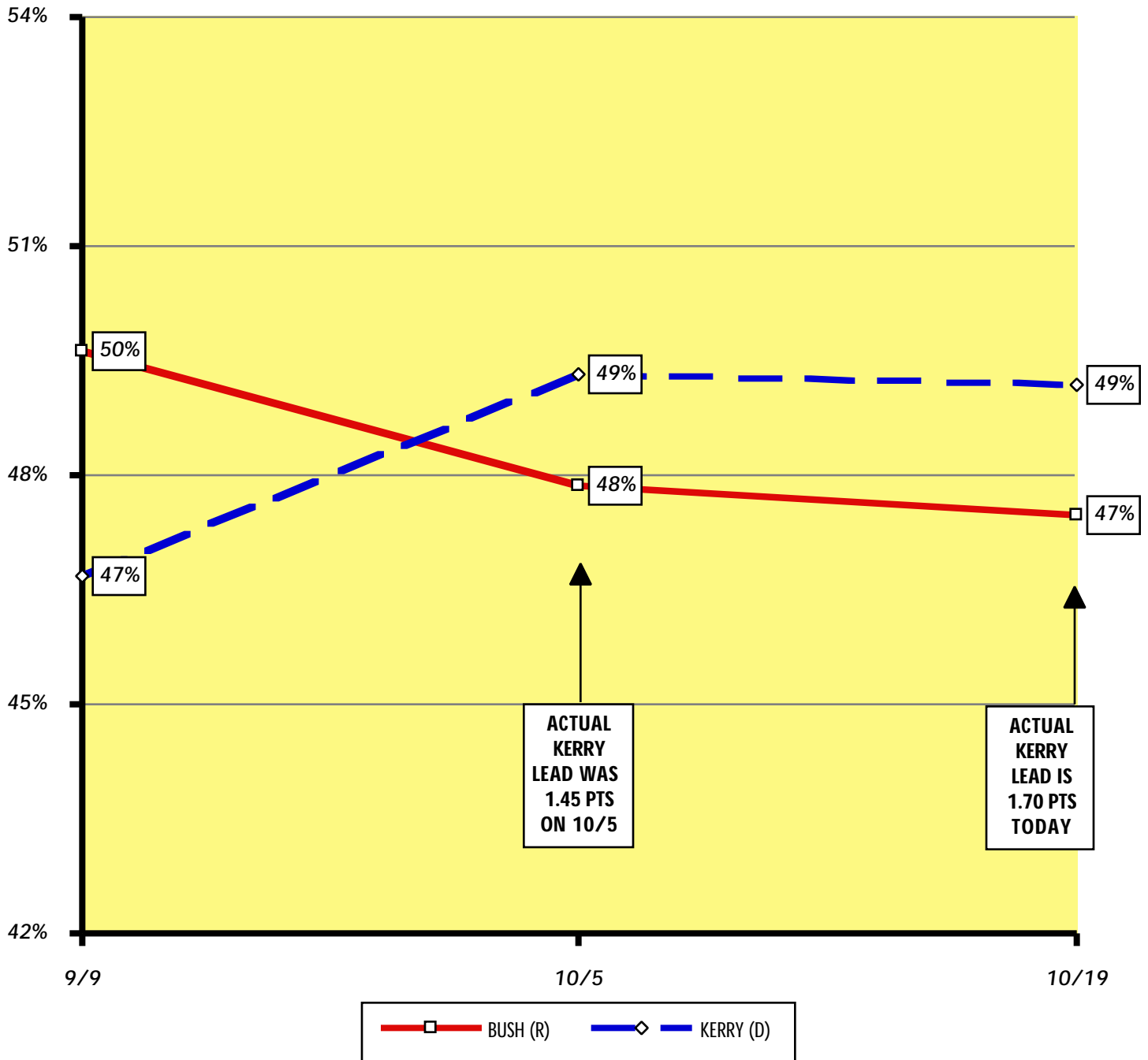
OHIO VOTERS MAY ALSO VOTE IN AN ELECTION FOR UNITED STATES SENATOR. IF THE ELECTION FOR U. S. SENATOR FROM OHIO WERE TODAY, AND YOU WERE STANDING IN THE VOTING BOOTH RIGHT NOW, WHO WOULD YOU VOTE FOR? REPUBLICAN GEORGE VOINOVICH? DEMOCRAT ERIC FINGERHUT? OR SOME OTHER CANDIDATE?



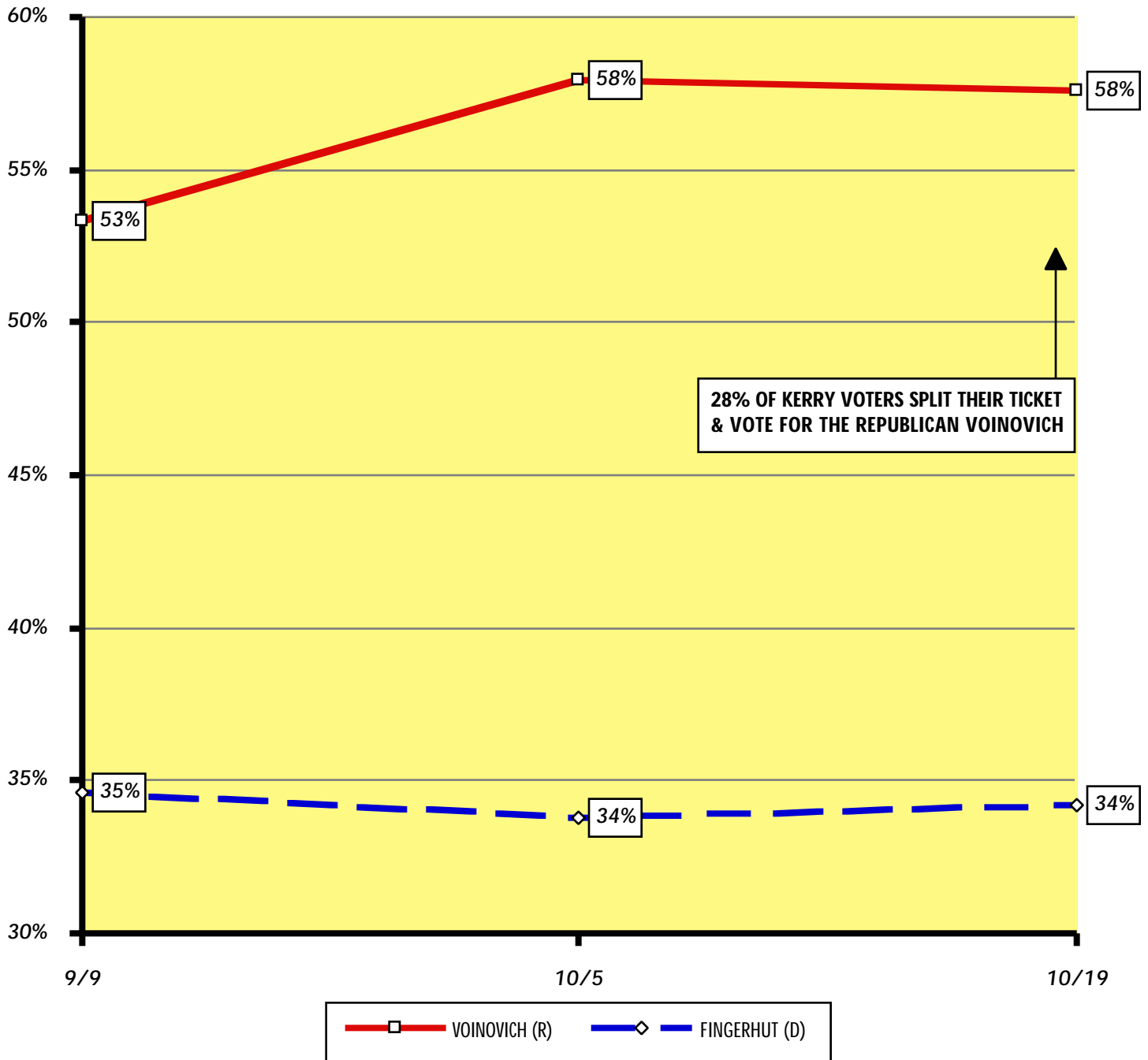
THIS IS A SURVEY OF	692	LIKELY VOTERS FROM THE ENTIRE STATE OF OHIO
OVERALL RESULTS CONSIDERED SIGNIFICANT	$\pm 3.8\%$	A LARGER \pm APPLIES TO SUBPOPULATIONS

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

VOTE FOR PRESIDENT / ALL LIKELY VOTERS



VOTE FOR SENATOR / ALL LIKELY VOTERS



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 BLACK HISPANIC ASIAN/OTHER BUSH (R) KERRY (D)

RESPONSES SORTED BY DEMOGRAPHIC CATEGORY

BUSH (R)	47%	49%	46%	48%	45%	50%	47%	52%	15%	32%	52%					
KERRY (D)	49%	48%	51%	47%	51%	49%	49%	45%	82%	59%	33%					
OTHER	2%	2%	2%	3%	3%	1%	1%	2%	2%	9%	10%					
UNDECIDED	1%	1%	1%	1%	1%	1%	3%	1%	2%	0%	5%					
VOTED 'FOR' CANDIDATE															81%	57%
'AGAINST' OTHER CAND.															18%	40%
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%					

DEMOGRAPHIC SUBPOPULATIONS INDEXED TO OVERALL RESPONSES

BUSH (R)	100	104	96	102	95	104	99	109	31	67	108				
KERRY (D)	100	97	103	96	103	99	101	92	166	119	68				
OTHER	100	90	109	134	151	47	28	88	77	469	499				
UNDECIDED	100	92	107	108	75	41	207	89	148	0	389				

OVERALL 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				
RESPONSES SORTED BY DEMOGRAPHIC CATEGORY															
BUSH (R)	47%	93%	9%	44%	45%	55%	54%	41%	74%	33%	15%				
KERRY (D)	49%	7%	90%	47%	53%	41%	43%	55%	23%	65%	78%				
OTHER	2%	0%	1%	6%	1%	2%	2%	2%	2%	2%	4%				
UNDECIDED	1%	0%	1%	3%	1%	1%	1%	2%	1%	1%	2%				
	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				
DEMOGRAPHIC SUBPOPULATIONS INDEXED TO OVERALL RESPONSES															
BUSH (R)	100	195	18	93	96	116	113	86	155	69	32				
KERRY (D)	100	14	182	95	107	84	88	112	47	132	159				
OTHER	100	14	35	310	59	115	83	121	91	84	220				
UNDECIDED	100	6	80	218	51	70	102	133	108	43	181				

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
UNION
NON-UNION
MILITARY/VET
NON-MILITARY/VET

RESPONSES SORTED BY DEMOGRAPHIC CATEGORY														
BUSH (R)	47%	38%	46%	53%	68%	28%	37%	52%	47%	48%				
KERRY (D)	49%	57%	50%	44%	28%	70%	60%	45%	50%	49%				
OTHER	2%	4%	1%	1%	2%	2%	2%	2%	2%	3%				
UNDECIDED	1%	1%	2%	1%	1%	1%	1%	1%	1%	1%				
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%				

DEMOGRAPHIC SUBPOPULATIONS INDEXED TO OVERALL RESPONSES														
BUSH (R)	100	80	97	112	144	58	78	110	99	100				
KERRY (D)	100	116	102	90	57	142	123	91	102	100				
OTHER	100	199	70	70	103	85	90	105	81	127				
UNDECIDED	100	39	171	81	115	75	75	74	85	58				

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

VOTE FOR PRESIDENT / RESPONSES COMPARED BY PERCENTAGES AND BY INDEX

	OVERALL	< \$40K/YR	\$40K - \$80K/YR	> \$80K/YR	WESTERN OH	CENTRAL OH	EASTERN OH	URBAN	SUBURBAN	RURAL					
RESPONSES SORTED BY DEMOGRAPHIC CATEGORY															
BUSH (R)	47%	38%	51%	57%	54%	51%	40%	39%	49%	55%					
KERRY (D)	49%	58%	47%	43%	43%	45%	57%	56%	48%	41%					
OTHER	2%	3%	2%	1%	2%	2%	2%	3%	2%	2%					
UNDECIDED	1%	2%	0%	0%	1%	2%	1%	3%	1%	2%					
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%					

	OVERALL	< \$40K/YR	\$40K - \$80K/YR	> \$80K/YR	WESTERN OH	CENTRAL OH	EASTERN OH	URBAN	SUBURBAN	RURAL					
DEMOGRAPHIC SUBPOPULATIONS INDEXED TO OVERALL RESPONSES															
BUSH (R)	100	80	107	119	114	107	84	81	104	115					
KERRY (D)	100	117	95	87	87	92	115	114	98	84					
OTHER	100	134	96	41	108	105	90	131	79	122					
UNDECIDED	100	140	37	0	71	141	106	193	52	121					

VOTE FOR SENATOR / RESPONSES COMPARED BY PERCENTAGES AND BY INDEX

	OVERALL	MALE	FEMALE	AGE 18-34	AGE 35-49	AGE 50-64	AGE 65+	WHITE	BLACK	HISPANIC	ASIAN/OTHER				
	RESPONSES SORTED BY DEMOGRAPHIC CATEGORY														
VOINOVICH (R)	58%	59%	56%	60%	54%	58%	60%	61%	38%	41%	36%				
FINGERHUT (D)	34%	33%	35%	31%	35%	37%	34%	32%	50%	43%	54%				
OTHER	7%	6%	7%	8%	9%	4%	4%	6%	11%	3%	5%				
UNDECIDED	2%	1%	2%	1%	2%	1%	2%	1%	1%	13%	4%				
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%				

	OVERALL	MALE	FEMALE	AGE 18-34	AGE 35-49	AGE 50-64	AGE 65+	WHITE	BLACK	HISPANIC	ASIAN/OTHER				
	DEMOGRAPHIC SUBPOPULATIONS INDEXED TO OVERALL RESPONSES														
VOINOVICH (R)	100	103	97	105	94	101	104	106	65	72	63				
FINGERHUT (D)	100	97	103	89	103	107	100	92	146	125	159				
OTHER	100	96	104	120	131	62	65	93	168	48	80				
UNDECIDED	100	69	128	74	132	75	112	88	74	838	268				

VOTE FOR SENATOR / RESPONSES COMPARED BY PERCENTAGES AND BY INDEX

	OVERALL	REPUBLICAN	DEMOCRAT	INDEPENDENT/OTHER	GRAD SCHOOL	COLLEGE GRAD	SOME COLLEGE	NO COLLEGE	CONSERVATIVE	MODERATE	LIBERAL	BUSH (R)	KERRY (D)		
RESPONSES SORTED BY DEMOGRAPHIC CATEGORY															
VOINOVICH (R)	58%	92%	28%	55%	57%	63%	63%	52%	77%	48%	32%	89%	28%		
FINGERHUT (D)	34%	4%	65%	31%	34%	33%	30%	38%	14%	45%	61%	5%	63%		
OTHER	7%	2%	6%	13%	9%	4%	5%	8%	7%	5%	6%	5%	8%		
UNDECIDED	2%	1%	1%	1%	1%	1%	3%	2%	1%	2%	1%	1%	1%		
	100%	100%	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	BUSH (R)	KERRY (D)		
DEMOGRAPHIC SUBPOPULATIONS INDEXED TO OVERALL RESPONSES															
VOINOVICH (R)	100	160	49	96	99	109	109	91	134	84	55	154	48		
FINGERHUT (D)	100	13	190	90	99	96	87	110	42	132	178	15	183		
OTHER	100	37	87	189	127	57	74	124	105	73	95	72	123		
UNDECIDED	100	81	64	83	36	51	172	105	76	110	71	88	84		

VOTE FOR SENATOR / RESPONSES COMPARED BY PERCENTAGES AND BY INDEX

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

RESPONSES SORTED BY DEMOGRAPHIC CATEGORY

VOINOVICH (R)	58%	50%	60%	60%	73%	44%	49%	62%	57%	60%					
FINGERHUT (D)	34%	38%	33%	32%	20%	48%	41%	30%	34%	34%					
OTHER	7%	11%	5%	5%	5%	8%	8%	6%	8%	5%					
UNDECIDED	2%	1%	1%	2%	2%	1%	2%	1%	1%	2%					
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%					

DEMOGRAPHIC SUBPOPULATIONS INDEXED TO OVERALL RESPONSES

VOINOVICH (R)	100	87	105	104	127	76	86	108	98	103					
FINGERHUT (D)	100	112	98	95	59	139	120	89	99	99					
OTHER	100	162	79	80	74	113	116	94	120	76					
UNDECIDED	100	55	59	166	127	68	124	75	98	106					

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

VOTE FOR SENATOR / RESPONSES COMPARED BY PERCENTAGES AND BY INDEX

	OVERALL	< \$40K/YR	\$40K - \$80K/YR	> \$80K/YR	WESTERN OH	CENTRAL OH	EASTERN OH	URBAN	SUBURBAN	RURAL					
	RESPONSES SORTED BY DEMOGRAPHIC CATEGORY														
VOINOVICH (R)	58%	53%	59%	65%	64%	56%	53%	51%	58%	68%					
FINGERHUT (D)	34%	37%	34%	30%	28%	36%	39%	40%	34%	25%					
OTHER	7%	8%	6%	5%	7%	6%	7%	7%	7%	7%					
UNDECIDED	2%	2%	1%	1%	1%	2%	1%	2%	1%	1%					
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%					

	OVERALL	< \$40K/YR	\$40K - \$80K/YR	> \$80K/YR	WESTERN OH	CENTRAL OH	EASTERN OH	URBAN	SUBURBAN	RURAL					
	DEMOGRAPHIC SUBPOPULATIONS INDEXED TO OVERALL RESPONSES														
VOINOVICH (R)	100	93	102	113	110	97	92	88	100	118					
FINGERHUT (D)	100	108	99	87	81	105	114	118	101	72					
OTHER	100	115	90	69	110	85	98	99	100	102					
UNDECIDED	100	133	84	60	99	142	81	147	93	55					

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.