

NEW JERSEY AFTER 1ST PREZ DEBATE: KERRY NOW ON TOP OF BUSH BY 5



29 DAYS TO ELECTION: NJ'S 15 ELECTORAL VOTES REMAIN IN PLAY, BUT KERRY HAS REBOUNDED

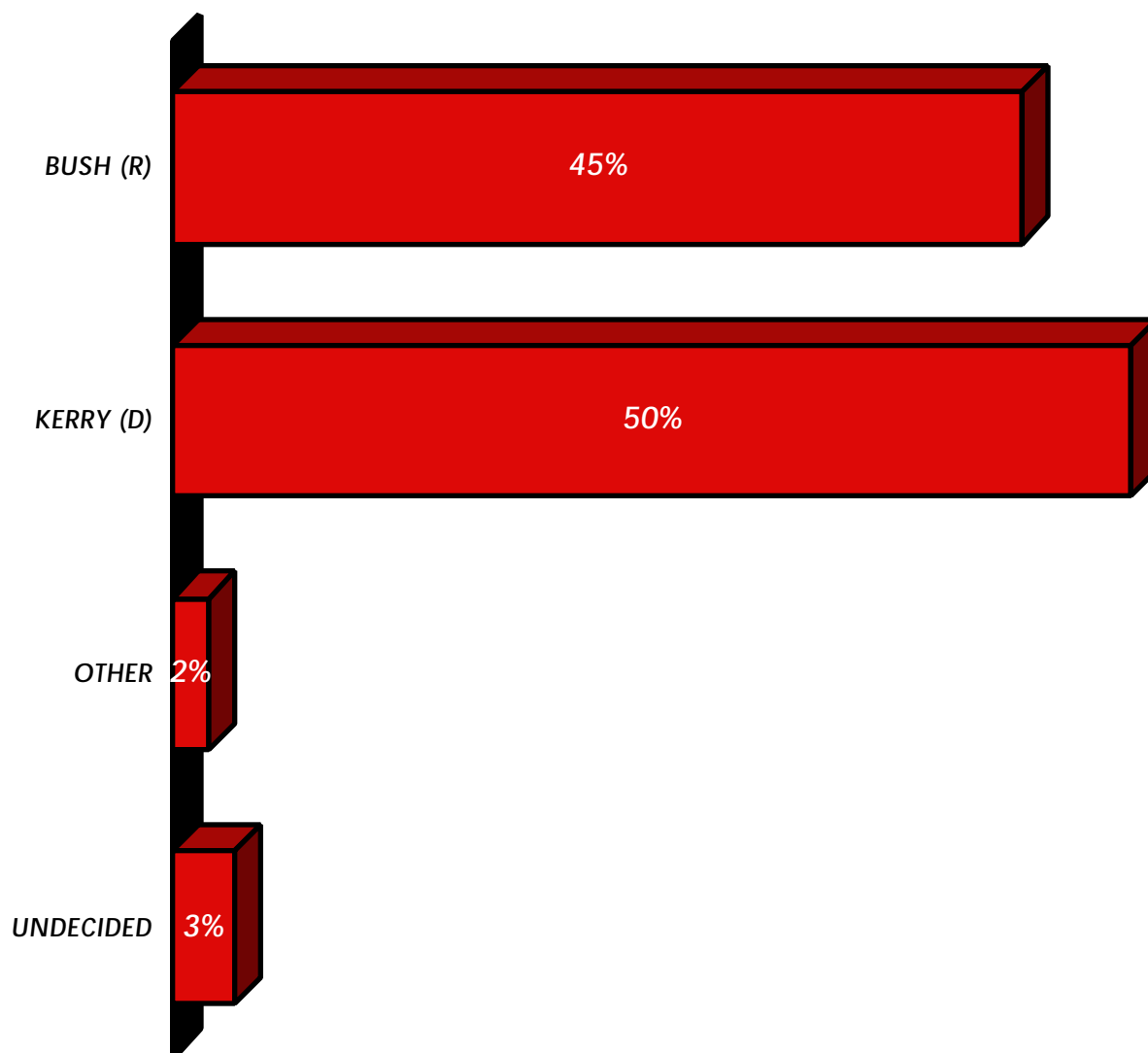
- ✦ IN AN ELECTION FOR PRESIDENT IN NEW JERSEY TODAY, JOHN KERRY DEFEATS GEORGE W BUSH 50% TO 45%, ACCORDING TO SURVEYUSA POLL OF 696 LIKELY VOTERS CONDUCTED 10/1 - 10/3.
- ✦ 3 WKS AGO, IN IDENTICAL SURVEYUSA POLL, BUSH LED BY 4 IN NJ, NOW TRAILS BY 5, A 9-PT DEMOCRAT SWING. THEN: BUSH LED BY 13 AMONG MALES, NOW KERRY LEADS BY 6, A 19-PT SWING. THEN: BUSH LED BY 22 AMONG WHITES, NOW BY 5, A 17-PT SWING. THEN, KERRY LED BY 5 AMONG THE MOST EDUCATED, NOW BY 21, A 16-PT SWING.
- ✦ KERRY TODAY LEADS BY 7 IN NORTHERN NJ, LEADS BY 6 IN CENTRAL NJ, LEADS BY 3 IN SOUTHERN NJ. KERRY LEADS BY 25 IN URBAN AREAS, LEADS BY 4 IN SUBURBAN AREAS.
- ✦ AMONG CONSERVATIVES, BUSH HAD LED BY 61, NOW LEADS BY 47, A 14-PT SWING TO KERRY.

RESEARCH CONDUCTED E.T.	041001 15: 32- 20: 53 041002 12: 01- 20: 49 041003 14: 02- 19: 29 ET
RESPONDENTS DRAWN FROM	THE ENTIRE STATE OF NEW JERSEY
RANDOM SAMPLE SELECTED BY	SURVEY SAMPLING INC.

RESEARCH CONDUCTED FOR WABC-TV NEW YORK AND WCAU-TV PHILADELPHIA

VOTE FOR PRESIDENT / ALL LIKELY VOTERS

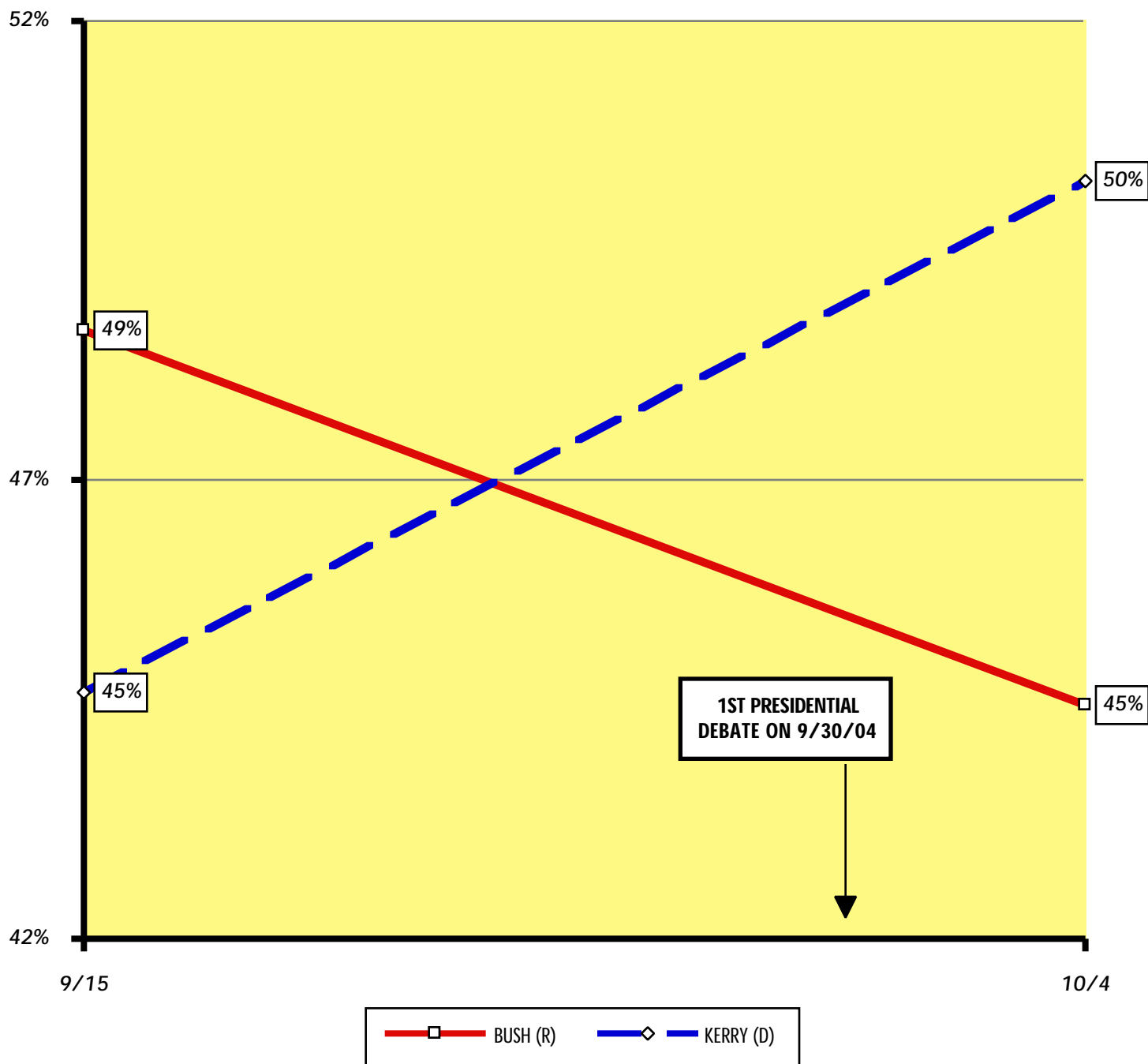
AMERICANS WILL ELECT A PRESIDENT ON NOVEMBER 2ND. IF THE ELECTION FOR PRESIDENT OF THE UNITED STATES WERE TODAY, AND YOU WERE STANDING IN THE VOTING BOOTH RIGHT NOW, WHO WOULD YOU VOTE FOR? REPUBLICAN GEORGE W. BUSH? DEMOCRAT JOHN KERRY? OR SOME OTHER CANDIDATE?



THIS IS A SURVEY OF	696	LIKELY VOTERS FROM THE ENTIRE STATE OF NEW JERSEY
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 PRESIDENT / ALL LIKELY VOTERS



VOTE FOR PRESIDENT / RESPONSES COMPARED BY PERCENTAGES AND BY INDEX

	OVERALL	CERTAIN	PROBABLE	MALE	FEMALE	AGE 18-34	AGE 35-49	AGE 50-64	AGE 65+	WHITE	BLACK	HISPANIC	ASIAN/OTHER		
RESPONSES SORTED BY DEMOGRAPHIC CATEGORY															
BUSH (R)	45%	45%	41%	45%	44%	40%	42%	50%	49%	50%	15%	46%	31%		
KERRY (D)	50%	51%	42%	51%	49%	54%	54%	44%	46%	45%	78%	48%	56%		
OTHER	2%	1%	8%	1%	3%	2%	2%	2%	2%	1%	2%	3%	6%		
UNDECIDED	3%	3%	9%	3%	4%	3%	3%	3%	3%	3%	5%	3%	7%		
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%		

	OVERALL	CERTAIN	PROBABLE	MALE	FEMALE	AGE 18-34	AGE 35-49	AGE 50-64	AGE 65+	WHITE	BLACK	HISPANIC	ASIAN/OTHER		
DEMOGRAPHIC SUBPOPULATIONS INDEXED TO OVERALL RESPONSES															
BUSH (R)	100	101	93	101	99	90	93	113	110	113	34	103	70		
KERRY (D)	100	102	83	102	98	108	107	88	92	90	156	96	112		
OTHER	100	68	426	58	140	125	78	103	102	77	91	132	319		
UNDECIDED	100	83	272	88	111	102	99	100	98	83	152	94	200		

OVERALL CERTAIN PROBABLE 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)	45%	89%	11%	45%	38%	45%	50%	47%	72%	43%	15%				
KERRY (D)	50%	9%	85%	48%	59%	49%	45%	48%	25%	52%	80%				
OTHER	2%	0%	1%	4%	2%	2%	3%	1%	1%	2%	1%				
UNDECIDED	3%	2%	2%	4%	2%	4%	2%	4%	2%	2%	4%				
	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	199	25	101	84	102	112	105	162	97	33				
KERRY (D)	100	19	170	95	117	98	89	96	49	104	158				
OTHER	100	20	63	186	87	101	176	42	40	114	76				
UNDECIDED	100	55	67	111	61	110	60	133	66	75	122				

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

RESPONSES SORTED BY DEMOGRAPHIC CATEGORY															
BUSH (R)	45%	39%	45%	50%	66%	37%	45%	46%	42%	46%					
KERRY (D)	50%	56%	51%	44%	30%	59%	50%	50%	54%	49%					
OTHER	2%	2%	1%	2%	2%	2%	3%	1%	1%	2%					
UNDECIDED	3%	3%	2%	4%	2%	2%	3%	3%	2%	3%					
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%					

DEMOGRAPHIC SUBPOPULATIONS INDEXED TO OVERALL RESPONSES															
BUSH (R)	100	86	101	112	147	83	101	102	95	102					
KERRY (D)	100	112	102	87	60	117	99	100	107	97					
OTHER	100	108	75	130	115	104	133	71	72	115					
UNDECIDED	100	91	76	116	61	74	94	92	76	103					

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

VOTE FOR PRESIDENT / RESPONSES COMPARED BY PERCENTAGES AND BY INDEX

OVERALL **< \$40K/YR** **\$40 - \$80K/YR** **> \$80K/YR** **NORTHERN NJ** **CENTRAL NJ** **SOUTHERN NJ** **URBAN** **SUBURBAN** **BUSH (R)** **KERRY (D)**

RESPONSES SORTED BY DEMOGRAPHIC CATEGORY

BUSH (R)	45%	37%	41%	52%	44%	45%	46%	30%	46%						
KERRY (D)	50%	55%	53%	46%	51%	51%	49%	55%	50%						
OTHER	2%	3%	3%	0%	2%	2%	2%	4%	2%						
UNDECIDED	3%	4%	3%	1%	4%	3%	3%	11%	3%						
VOTED 'FOR' CANDIDATE															
'AGAINST' OTHER CAND.												81%	45%		
												17%	50%		
	100%	100%	100%	100%	100%	100%	100%	100%	100%						

DEMOGRAPHIC SUBPOPULATIONS INDEXED TO OVERALL RESPONSES

BUSH (R)	100	84	93	117	98	100	103	66	103						
KERRY (D)	100	110	105	92	101	101	98	110	99						
OTHER	100	162	152	24	90	97	118	204	92						
UNDECIDED	100	136	91	45	122	85	82	340	82						

OVERALL **< \$40K/YR** **\$40 - \$80K/YR** **> \$80K/YR** **NORTHERN NJ** **CENTRAL NJ** **SOUTHERN NJ** **URBAN** **SUBURBAN**

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

	OVERALL	CERTAIN	PROBABLE	MALE	FEMALE	AGE 18-34	AGE 35-49	AGE 50-64	AGE 65+	WHITE	BLACK	HISPANIC	ASIAN/OTHER	VOTED 'FOR' CANDIDATE	'AGAINST' OTHER CAND.
REGISTERED	770	634	062	369	402	197	249	180	144	546	093	082	050		
CERTAIN	634	634	000	307	327	152	211	156	115	456	077	060	041		
PROBABLE	062	000	062	036	027	021	019	013	009	042	005	012	004		
LIKELY	696	634	062	343	353	173	230	169	124	498	082	072	045		
BUSH (R)	310	284	026	153	157	069	095	085	061	251	012	033	014	251	054
KERRY (D)	350	324	026	175	174	094	124	075	057	226	064	035	025	158	176
OTHER	013	008	005	004	010	004	003	003	002	007	001	002	003	000	000
UNDECIDED	023	017	006	010	013	006	007	006	004	014	004	002	003	000	000
TOTAL	900	634	062	429	471	265	286	192	156	614	110	111	066		
COMPOSITION OF ADULTS	100%	70%	7%	48%	52%	29%	32%	21%	17%	68%	12%	12%	7%		
COMP. OF REG. VOTERS	100%	82%	8%	48%	52%	26%	32%	23%	19%	71%	12%	11%	6%		
COMP. OF LIKELY VOTERS	100%	91%	9%	49%	51%	25%	33%	24%	18%	72%	12%	10%	6%		

900 NEW JERSEY ADULTS WERE INTERVIEWED BY TELEPHONE 10/1 - 10/3. OF THEM, 770 WERE REGISTERED TO VOTE. OF THEM, 696 WERE JUDGED TO BE ' LIKELY' PRESIDENTIAL VOTERS. GRAPHS REFLECT ' LIKELY' 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

	OVERALL	REPUBLICAN	DEMOCRAT	INDEPENDENT/ OTHER	NOT SURE	GRAD SCHOOL	COLLEGE GRAD	SOME COLLEGE	NO COLLEGE	CONSERVATIVE	MODERATE	LIBERAL	NOT SURE		
REGISTERED	770	215	279	264	013	164	197	186	214	196	392	134	033		
CERTAIN	634	182	233	209	009	147	166	149	165	164	318	115	026		
PROBABLE	062	013	020	026	003	008	017	015	021	012	034	008	006		
LIKELY	696	196	254	235	012	156	182	164	186	176	352	123	032		
BUSH (R)	310	173	028	106	002	058	082	082	087	127	151	018	012		
KERRY (D)	350	018	217	112	003	091	090	074	090	043	184	098	015		
OTHER	013	001	003	008	001	003	004	006	002	001	008	002	002		
UNDECIDED	023	004	006	009	005	003	007	003	008	004	009	005	004		
TOTAL	900	215	279	264	013	181	216	211	278	235	437	163	042		
COMPOSITION OF ADULTS	100%	24%	31%	29%	1%	20%	24%	23%	31%	26%	49%	18%	5%		
COMP. OF REG. VOTERS	100%	28%	36%	34%	2%	21%	26%	24%	28%	25%	51%	17%	4%		
COMP. OF LIKELY VOTERS	100%	28%	36%	34%	2%	22%	26%	24%	27%	25%	51%	18%	5%		

900 NEW JERSEY ADULTS WERE INTERVIEWED BY TELEPHONE 10/1 - 10/3. OF THEM, 770 WERE REGISTERED TO VOTE. OF THEM, 696 WERE JUDGED TO BE ' LIKELY ' PRESIDENTIAL VOTERS. GRAPHS REFLECT ' LIKELY ' 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

	OVERALL	< \$40K/YR	\$40 - \$80K/YR	> \$80K/YR	DECLINE	NORTHERN NJ	CENTRAL NJ	SOUTHERN NJ	URBAN	SUBURBAN				
REGISTERED	770	160	225	281	029	320	238	212	057	714				
CERTAIN	634	120	188	242	024	277	180	177	045	589				
PROBABLE	062	012	019	021	003	021	021	020	004	058				
LIKELY	696	132	208	263	026	298	201	197	049	647				
BUSH (R)	310	049	086	136	012	130	090	090	015	295				
KERRY (D)	350	073	109	121	010	151	102	097	027	323				
OTHER	013	004	006	001	000	005	004	004	002	011				
UNDECIDED	023	006	006	004	004	012	006	005	005	017				
TOTAL	900	195	274	297	034	375	280	245	074	826				
COMPOSITION OF ADULTS	100%	22%	30%	33%	4%	42%	31%	27%	8%	92%				
COMP. OF REG. VOTERS	100%	21%	29%	36%	4%	42%	31%	28%	7%	93%				
COMP. OF LIKELY VOTERS	100%	19%	30%	38%	4%	43%	29%	28%	7%	93%				
900 NEW JERSEY ADULTS WERE INTERVIEWED BY TELEPHONE 10/1 - 10/3. OF THEM, 770 WERE REGISTERED TO VOTE. OF THEM, 696 WERE JUDGED TO BE ' LIKELY ' PRESIDENTIAL VOTERS. GRAPHS REFLECT ' LIKELY ' VOTERS.														

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.