

IOWANS STAND TOUCHING NOSES BUT NEVER SEE EYE-TO-EYE: TIE GAME



48 HRS TILL POLLS OPEN, BUT WITH 31% OF THE VOTES ALREADY CAST: BUSH 49%, KERRY 49%

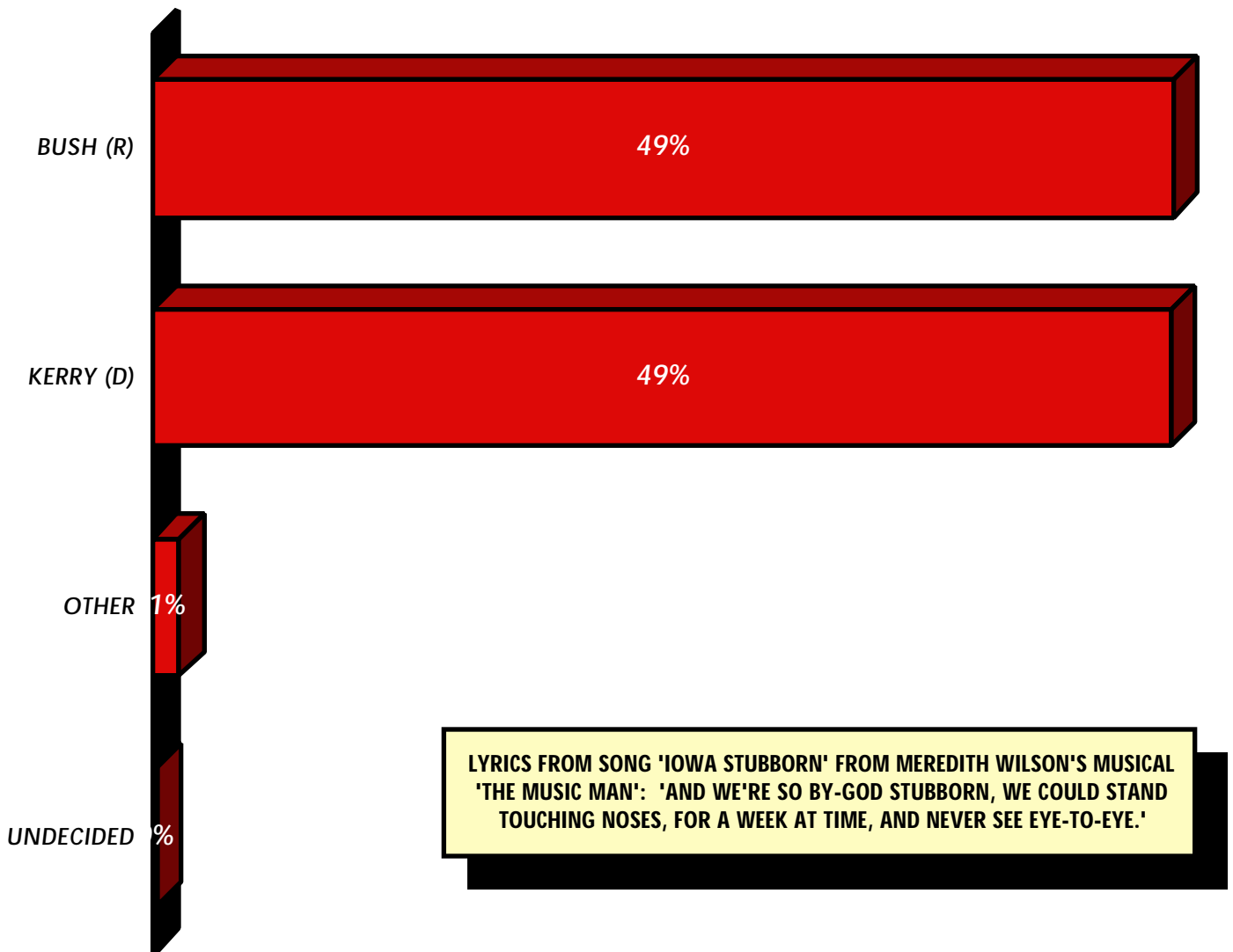
- ☛ THERE IS NO WINNER IN AN ELECTION IN IOWA TODAY. GEORGE W BUSH & JOHN KERRY TIE, JUST AS BUSH & AL GORE DID IN 2000, ACCORDING TO SURVEYUSA POLL OF 661 LVS 10/28-10/30.
- ☛ TODAY IT'S BUSH 49%, KERRY 49%. SURVEYUSA HAS POLLED 5 TIMES, LEAD SWITCHED EACH ONE.
- ☛ BUT: NOW WE KNOW THAT 31% OF LIKELY VOTERS HAVE ALREADY VOTED. THEY FAVOR KERRY 56% TO 43%. OF THE 69% IN TODAY'S LIKELY VOTER POOL WHO HAVE NOT YET VOTED, BUSH LEADS 52% TO 46%. EARLY VOTERS ARE DISPROPORTIONATELY DEMOCRAT. AMONG ALL LIKELY VOTERS, BUSH LEADS BY 4 AMONG MEN, KERRY LEADS BY 3 AMONG WOMEN. BUSH LEADS AMONG VOTERS AGE 35 TO 64. KERRY LEADS AMONG YOUNGEST & OLDEST VOTERS. INDEPENDENTS BREAK 50% TO 47% FOR KERRY. UNION VOTERS BACK KERRY BY 37 PTS; BIG UNION TURNOUT FAVORS DEMOCRAT.

RESEARCH CONDUCTED E.T.	041028 16:38-21:49 041029 16:33-21:45 041030 13:04-21:49 ET
RESPONDENTS DRAWN FROM	THE ENTIRE STATE OF IOWA
RANDOM SAMPLE SELECTED BY	SURVEY SAMPLING INC.

RESEARCH CONDUCTED FOR WHO-TV DES MOINES

VOTE FOR PRESIDENT / ALL LIKELY VOTERS

ON TUESDAY, 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?

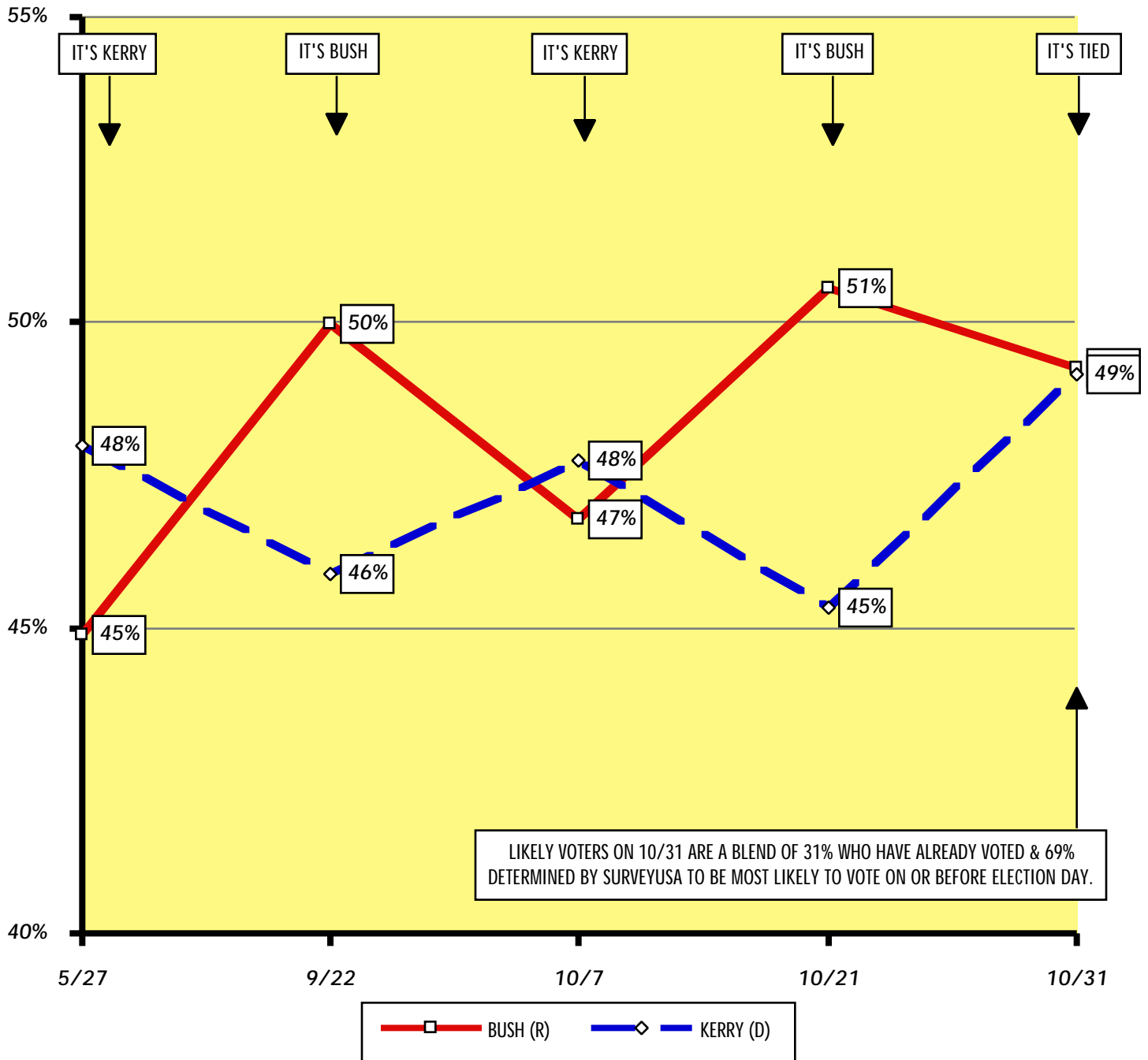


IN 2000, GORE WON IOWA BY 3 TENTHS OF 1 PERCENTAGE PT

THIS IS A SURVEY OF	661	LIKELY VOTERS FROM THE ENTIRE STATE OF IOWA
OVERALL RESULTS CONSIDERED SIGNIFICANT	±3.9%	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	ALREADY VOTED	NOT YET VOTED	MALE	FEMALE	AGE 18-34	AGE 35-49	AGE 50-64	AGE 65+						
RESPONSES SORTED BY DEMOGRAPHIC CATEGORY															
BUSH (R)	49%	43%	52%	51%	48%	46%	53%	52%	45%						
KERRY (D)	49%	56%	46%	47%	51%	53%	45%	47%	53%						
OTHER	1%	1%	2%	2%	1%	1%	2%	0%	1%						
UNDECIDED	0%	0%	0%	0%	0%	0%	0%	0%	0%						
	100%	100%	100%	100%	100%	100%	100%	100%	100%						

	OVERALL	ALREADY VOTED	NOT YET VOTED	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	87	106	104	97	94	107	106	92						
KERRY (D)	100	114	94	95	104	107	91	95	108						
OTHER	100	49	122	147	57	85	175	30	85						
UNDECIDED	100	58	118	57	140	0	74	186	178						

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)	49%	33%	42%	61%	73%	28%	46%	53%	31%	55%					
KERRY (D)	49%	63%	58%	38%	25%	72%	51%	46%	68%	43%					
OTHER	1%	4%	1%	1%	2%	1%	2%	1%	1%	1%					
UNDECIDED	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%					
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%					

DEMOGRAPHIC SUBPOPULATIONS INDEXED TO OVERALL RESPONSES															
BUSH (R)	100	67	84	124	148	56	94	107	63	113					
KERRY (D)	100	129	118	77	52	145	105	94	138	87					
OTHER	100	267	46	74	140	49	156	39	102	106					
UNDECIDED	100	0	0	96	0	94	42	53	0	63					

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	\$40K - \$80K/YR	> \$80K/YR	NE IOWA	SE IOWA	SW IOWA	NW IOWA	URBAN	SUBURBAN	RURAL						
RESPONSES SORTED BY DEMOGRAPHIC CATEGORY																	
BUSH (R)	49%	46%	49%	61%	45%	53%	50%	53%	41%	54%	52%						
KERRY (D)	49%	52%	50%	39%	53%	45%	48%	46%	57%	45%	47%						
OTHER	1%	2%	1%	0%	1%	2%	1%	1%	1%	1%	2%						
UNDECIDED	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%						
VOTED 'FOR' CANDIDATE																85%	60%
'AGAINST' OTHER CAND.																13%	36%
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%						

	OVERALL	< \$40K/YR	\$40K - \$80K/YR	> \$80K/YR	NE IOWA	SE IOWA	SW IOWA	NW IOWA	URBAN	SUBURBAN	RURAL						
DEMOGRAPHIC SUBPOPULATIONS INDEXED TO OVERALL RESPONSES																	
BUSH (R)	100	93	99	124	91	108	102	107	84	110	105						
KERRY (D)	100	105	102	79	109	91	98	93	117	91	95						
OTHER	100	186	78	0	95	122	109	81	63	55	132						
UNDECIDED	100	63	0	0	123	115	0	139	123	102	89						

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.