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.

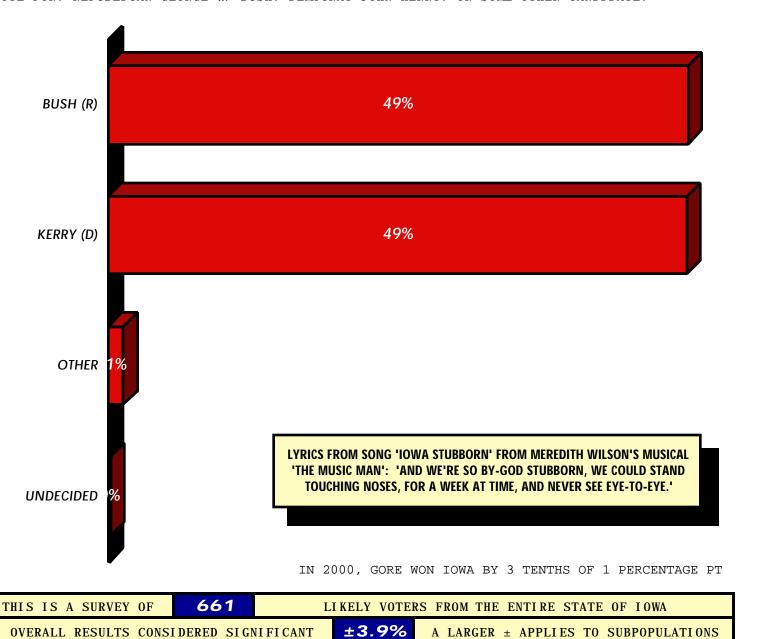
RESEARCH CONDUCTED E.T.	041028 16: 38-21: 49 041029 16: 33-21: 45 041030 13: 04-21: 49 ET
RESPONDENTS DRAWN FROM	THE ENTIRE STATE OF IOWA
RANDOM SAMPLE SELECTED BY	SURVEY SAMPLING INC.

RESEARCH CONDUCTED FOR WHO-TV DES MOINES

© 2004 SURVEYUSA, PROUD TO BE AMERICA'S POLLSTER

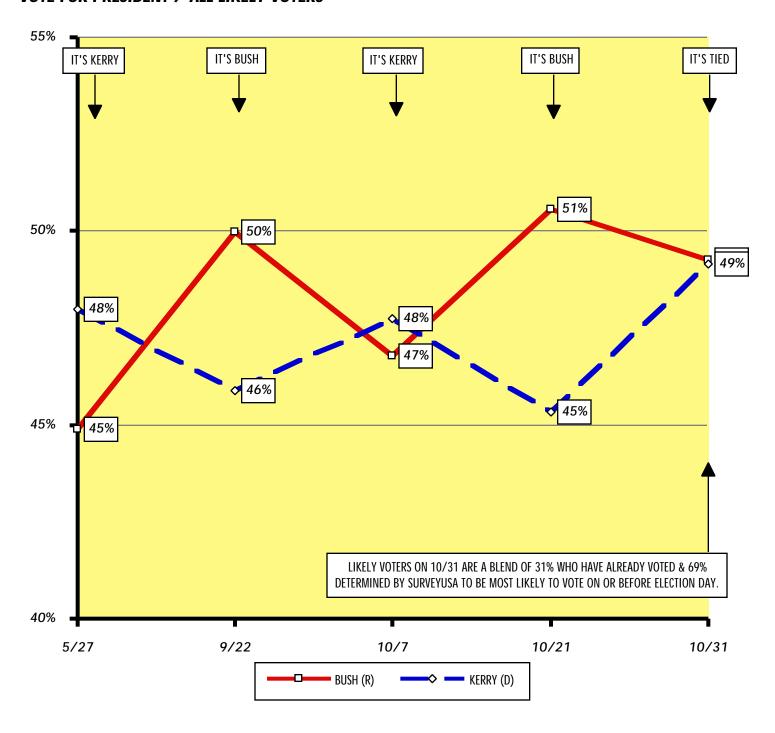
VOTE FOR PRESIDENT / ALL LIKELY VOTERS

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?



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

ALREADY VOTED NOT YET VOTED AGE 35-49 AGE 18-34 AGE 50-64 AGE 65+ FEMALE MALE

BUSH (R) KERRY (D) **OTHER** UNDECIDED

	RESPONSES SORTED BY DEMOGRAPHIC CATEGORY											
49%	43%	52%	51%	48%	46%	53%	52%	45%				
49%	56%	46%	47%	51%	53%	45%	47%	53%				
1%	1%	2%	2%	1%	1%	2%	0%	1%				
0%	0%	0%	0%	0%	0%	0%	0%	0%				
100%	100%	100%	100%	100%	100%	100%	100%	100%				

BUSH (R) KERRY (D) OTHER UNDECIDED

D	ЕМО	GRAP	PHIC S	SUBP	OPUL	ATIOI	NS IN	DEXE	D TO	OVE	RALL	RESP	ONSE	S
100	87	106	104	97	94	107	106	92						
100	114	94	95	104	107	91	95	108						
100	49	122	147	57	85	175	30	85						
100	58	118	57	140	0	74	186	178						

ALREADY VOTED

NOT YET VOTED

FEMALE

AGE 18-34 AGE 35-49 AGE 50-64

AGE 65+

BLACK

ASIAN/OTHER

HISPANIC

OVERALL
OVERAL

BUSH (R) KERRY (D) OTHER UNDECIDED

		RE	SPOI	VSES	SORT	ED B	Y DEN	/IOGR	APHI	C CA	ΓEGO	RY	
49%	94%	5%	47%	44%	61%	48%	45%	80%	35%	15%			
49%	6%	94%	50%	55%	37%	51%	53%	18%	64%	84%			
1%	0%	0%	3%	1%	2%	1%	1%	2%	1%	1%			
0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%			
100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%			

BUSH (R) KERRY (D) **OTHER** UNDECIDED

D	ЕМО	GRAP	PHIC S	SUBP	OPUL	ATIOI	NS IN	DEXE	D TO	OVE	RALL	RESP	ONSE	S
100	191	11	95	90	124	97	92	162	71	31				
100	12	192	101	112	75	104	108	37	131	171				
100	27	7	261	62	147	78	107	140	54	66				
100	0	31	71	0	0	80	142	0	76	0				

OVERALL DEMOCRAT LIBERAL COLLEGE GRAD SOME COLLEGE CONSERVATIVE REPUBLICAN INDEPENDENT/OTHER GRAD SCHOOL NO COLLEGE MODERATE

OVERALL OVERALL OVERALL NO RELIGIOUS SERVES OCCASIONAL RELIGISES SERVICES REGULAR RELIGIOUS OF STATE OF

KERRY (D) OTHER UNDECIDED

	RESPONSES SORTED BY DEMOGRAPHIC CATEGORY											
49%	33%	42%	61%	73%	28%	46%	53%	31%	55%			
49%	63%	58%	38%	25%	72%	51%	46%	68%	43%			
1%	4%	1%	1%	2%	1%	2%	1%	1%	1%			
0%	0%	0%	0%	0%	0%	0%	0%	0%	0%			
100%	100%	100%	100%	100%	100%	100%	100%	100%	100%			

BUSH (R) KERRY (D) **OTHER** UNDECIDED

C	EMO	GRAF	PHIC S	SUBPO	OPUL	ATIOI	NS IN	DEXE	D TO	OVE	RALL	RESP	ONSE	S
100	67	84	124	148	56	94	107	63	113					
100	129	118	77	52	145	105	94	138	87					
100	267	46	74	140	49	156	39	102	106					
100	0	0	96	0	94	42	53	0	63					

UNION

NOINU-NON

OVERALL NO RELIGIOUS SERVICES OCCASIONAL RELIGIOUS SERVICES REGULAR RELIGIOUS SERVICES

PRO-LIFE PRO-CHOICE MILITARY/VET NON-MILITARY/VET

PAGE 6 OF 12

VOTE FOR PRESIDENT / RESPONSES COMPARED BY PERCENTAGES AND BY INDEX

c \$40K/YR
< \$40K - \$80K/YR
> \$80K/YR

NE IOWA
SE IOWA

NW IOWA

URBAN

URBAN

SUBURBAN

SUBURBAN

KERRY (D)

BUSH (R) KERRY (D) OTHER Undecided

VOTED 'FOR' CANDIDATE 'AGAINST' OTHER CAND.

		RE	SPOI	VSES	SORT	ED B	Y DEN	/IOGR	APHI	C CA	ΓEGO	RY		
49%	46%	49%	61%	45%	53%	50%	53%	41%	54%	52%				
49%	52%	50%	39%	53%	45%	48%	46%	57%	45%	47%				
1%	2%	1%	0%	1%	2%	1%	1%	1%	1%	2%				
0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%				
												85%	60%	
												13%	36%	
100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%				

BUSH (R) KERRY (D) OTHER Undecided

D	ЕМО	GRAP	PHIC S	SUBP	OPUL	ATIOI	VS IN	DEXE	D TO	OVE	RALL	RESP	ONSE	S
100	93	99	124	91	108	102	107	84	110	105				
100	105	102	79	109	91	98	93	117	91	95				
100	186	78	0	95	122	109	81	63	55	132				
100	63	0	0	123	115	0	139	123	102	89				

RAW COUNTS FOR ALL RESPONSE CHOICES

THE RESPONSES OF A SUBPOPULATION OF 100 WOULD TYPICALLY BE CONSIDERED ACCURATE ± 10%.
PLEASE EXERCISE EXTREM <u>E CAU</u> TION IN DRAWING CONCLUSIONS FROM SUBPOPULATIONS SMALLER THAN 100

	OVERALL	ALREADY VOTE	NOT YET VOTE	MALE	FEMALE	AGE 18-34	AGE 35-49	AGE 50-64	AGE 65+	WHITE	BLACK	HISPANIC	ASIAN/OTHER	
REGISTERED	731	202	459	353	378	206	216	155	153	692	012	016	012	
ALREADY VOTED	202	202	000	090	112	055	041	046	059	193	005	002	002	
NOT YET VOTED	459	000	459	226	233	125	157	097	079	434	006	012	006	
LIKELY	661	202	459	316	344	181	198	143	138	626	011	015	008	
BUSH (R)	325	087	239	161	164	083	104	075	063	315	006	003	002	
KERRY (D)	325	114	211	148	176	095	089	067	074	302	005	012	006	
OTHER	009	001	007	006	003	002	005	001	002	008	000	000	001	
UNDECIDED	002	000	001	000	001	000	000	001	001	001	000	000	000	
TOTAL	800	202	459	386	414	241	232	167	160	751	014	018	017	
COMPOSITION OF ADULTS	100%	25%	57%	48%	52%	30%	29%	21%	20%	94%	2%	2%	2%	
COMP. OF REG. VOTERS	100%	28%	63%	48%	52%	28%	30%	21%	21%	95%	2%	2%	2%	
COMP. OF LIKELY VOTERS	100%	31%	69%	48%	52%	27%	30%	22%	21%	95%	2%	2%	1%	

800 IOWA ADULTS WERE INTERVIEWED BY TELEPHONE 10/28 - 10/30. OF THEM, 731 WERE REGISTERED TO VOTE.

OF THEM, 661 WERE JUDGED TO BE 'LIKELY' PRESIDENTIAL VOTERS. OF LIKELIES, 202 HAVE ALREADY VOTED; 459 HAVE NOT YET VOTED. LV'S ON 10/31 INCLUDE 31% ALREADY VOTED & 69% YET TO VOTE.

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

THE RESPONSES															
PLEASE EXERCISE EXTREME CAUTION INDURANING							CONCLUSIONS FROM SUBPOPULATIONS SMALLER							THAN	100
	OVERALL	REPUBLICAN	DEMOCRAT	INDEPENDENT/	NOT SURE	GRAD SCHOOL	COLLEGE GRAD	SOME COLLEGE	NO COLLEGE	CONSERVATIVE	MODERATE	LIBERAL	NOT SURE		
REGISTERED	731	246	240	236	009	099	148	203	274	280	310	106	020		
ALREADY VOTED	202	060	086	053	003	033	036	055	077	069	086	039	005		
NOT YET VOTED	459	169	133	154	003	061	105	132	156	182	196	058	014		
LIKELY	661	229	219	207	006	094	140	187	233	252	282	096	019		
BUSH (R)	325	215	012	097	002	042	086	089	105	201	098	015	006		
KERRY (D)	325	013	206	103	002	051	052	095	124	046	182	081	012		
OTHER	009	001	000	007	001	001	003	002	003	005	002	001	001		
UNDECIDED	002	000	000	000	001	000	000	000	001	000	001	000	000		
TOTAL	800	246	240	236	009	105	151	220	310	302	325	121	030		
COMPOSITION OF ADULTS	100%	31%	30%	29%	1%	13%	19%	28%	39%	38%	41%	15%	4%		
COMP. OF REG. VOTERS	100%	34%	33%	32%	1%	14%	20%	28%	38%	38%	42%	15%	3%		
COMP. OF LIKELY VOTERS	100%	35%	33%	31%	1%	14%	21%	28%	35%	38%	43%	15%	3%		
	800	I OWA	ADIII	TC J	FDF	MITIE	DVI EV	ÆD B	V TE	FDH	ONE 1	0/28	1.0	0/30.	
	800	TUWA	ADUI	112 M	IERIE .	NIE	CVIEV	иси в	TIL	or Prill	ME I	0/20	- 1(<i>J</i> 7 30.	

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RAW COUNTS FOR ALL RESPONSE HOISES

KAW COUNTS FOR I				_											
THE RESPONSES	OF A	SUBPO	PU Ž AT	10% 0	F 100	WOUL	D TYP	I CALL	У ВЕ	CONSI	DERED	ACCU	RATE	± 10%	
PLEASE EXERCISE E	EXTREM	E ≩ AU	TI 🚉	I N ≨ DR	AWI NG	CONC	LUSI 0	NS FR	ом⋚ѕ∪	BPOPU	LATI 0	NS SM	ALLER	THAN	100
<u>'</u>		SS	-	5				ы	- ₹						
		NO RELIGIOUS	OCCASIONAL	REGULAR RELIG		<u> </u>		MILITARY/VET	NON-MILITARY		ON				
	Æ	91	0	AR	뽀	웊	<u> </u>	¥		-	Ξ.	圛			
	OVERALI	22	Š	<u> </u>	PRO-LIFE	PRO-CHOICE	NOT SURE	Ė	Ę	UNION	NOIN-NON	NOT SURE			
	6	2	00	8	器	R	2	Σ	2	5	2	2			
REGISTERED	731	150	232	329	317	348	043	394	305	175	517	006			
ALREADY VOTED	202	046	061	092	083	101	014	117	077	050	142	002			
NOT YET VOTED	459	080	149	217	206	216	022	236	203	104	331	004			
LIKELY	661	125	210	309	289	317	037	354	280	154	473	006			
BUSH (R)	325	041	087	188	210	087	018	164	148	048	262	002			
KERRY (D)	325	080	121	117	073	226	017	182	130	104	204	003			
OTHER	009	004	001	003	005	002	001	007	001	002	007	000			
UNDECIDED	002	000	000	001	000	001	000	000	000	000	001	000			
TOTAL	800	175	253	344	343	376	049	423	333	182	565	008			
COMPOSITION OF ADULTS	100%	22%	32%	43%	43%	47%	6%	53%	42%	23%	71%	1%			
COMP. OF REG. VOTERS	100%	21%	32%	45%	43%	48%	6%	54%	42%	24%	71%	1%			
COMP. OF LIKELY VOTERS	100%	19%	32%	47%	44%	48%	6%	54%	42%	23%	72%	1%			
	800	I OWA	ADUI	LTS W	ERE	INTE	RVIEV	VED B	Y TE	LEPHO	ONE 1	0/28	- 10	0/30.	

OF THEM, 731 WERE REGISTERED TO VOTE.
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RAW COUNTS FOR ALL RESPONSE CHOICES

THE RESPONSES OF A SUBPOPULATION OF 100 WOULD TYPICALLY BE CONSIDERED ACCURAGE ± \$0%.															
PLEASE EXERCISE E	CISE EXTREME CAUTION IN DRAWING							NS FR	OM SU	NS SMAL ≘ ER T H AN 100					
			\$40K - \$80K/Y										5 .∼	'AGAINST' OTH	
	_	< \$40K/YR	 	\$80K/YR		⋖	_	₹	₹		AN		VOTED 'FOR'	ST	Æ
	RAI	Š.	¥	ŠO.	¥.	ð	Š	<u>0</u>	<u>0</u>	AN	URB	A	Ξ.	AN	S
	OVERALL	\$	540	8 ∧	DECLINE	NE IOWA	SE IOWA	SW IOWA	NW IOWA	URBAN	SUBURBAN	RURAL	707	'AG	NOT SURE
		V	•	^		_	0,	0,	_	_	0,	_			_
REGISTERED	731	270	269	106	033	303	143	145	140	198	127	405			
ALREADY VOTED	202	083	067	026	013	081	042	043	036	067	037	097			
NOT YET VOTED	459	151	187	074	015	191	086	088	094	109	077	273			
LIKELY	661	234	253	100	028	272	128	131	130	176	114	370			
BUSH (R)	325	107	124	061	014	123	068	066	069	073	062	191	277	044	004
KERRY (D)	325	121	127	039	013	145	057	063	059	101	051	172	194	118	013
OTHER	009	006	003	000	000	003	002	002	001	001	001	006	000	000	000
UNDECIDED	002	000	000	000	000	001	000	000	000	001	000	001	000	000	000
TOTAL	800	303	286	108	037	328	162	156	154	216	135	448			
COMPOSITION OF ADULTS	100%	38%	36%	14%	5%	41%	20%	19%	19%	27%	17%	56%			
COMP. OF REG. VOTERS	100%	37%	37%	15%	5%	41%	20%	20%	19%	27%	17%	55%			
COMP. OF LIKELY VOTERS	100%	35%	38%	15%	4%	41%	19%	20%	20%	27%	17%	56%			
	800-	I OWA	ADILI	TS M	/FRE	T MUTER	SALEA	VED B	V TE	FDH	ONE 1	0/28	1	0/30	
			731							- N (1)	JNL I	.0/ 20	1	o⁄ 30. 	
										' PRI	FSIDE	ENTI A	I VO	TERS	
												OT Y			
												ET T			
	LV S	ON	10/31	INC	LUDE	31%	ALKI	ADI	VOIE.		J970 1	T I	O VO	rt.	

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.