

BUSH NOW CARRIES KANSAS BY 18 POINTS OVER KERRY

* EXCLUSIVE SURVEYUSA RESEARCH RESULTS *

YOU MUST CREDIT SURVEYUSA IF YOU AIR, CITE

OR REPRINT THESE RESULTS IN WHOLE OR PART

IN 2000, BUSH CARRIED KANSAS 58% TO 37%

- IN A HYPOTHETICAL ELECTION FOR PRESIDENT OF THE UNITED STATES IN KANSAS TODAY, 242 DAYS TO THE VOTE, GEORGE W. BUSH DEFEATS DEMOCRAT JOHN KERRY 57% TO 39%, ACCORDING TO SURVEYUSA POLL OF 501 REGISTERED KS VOTERS CONDUCTED 3/3 + 3/4 -- AFTER SUPER TUESDAY.
- TODAY, BUSH LEADS BY 18. THREE WEEKS AGO, BUSH LED BY 8 PTS. IN 2000, BUSH DEFEATED AL GORE IN KANSAS BY 21 PTS.
- BUSH LEADS 2:1 AMONG THOSE WHO ATTEND CHURCH REGULARLY. KERRY LEADS BY 8 POINTS AMONG THOSE WHO ALMOST NEVER GO TO CHURCH. BUSH LEADS AMONG MEN BY 23, AMONG WOMEN BY 14.
- BUSH GETS 87% OF GOP VOTE, KERRY 82% OF DEM VOTE. BUSH GETS 78% OF CONSERVATIVE VOTE, KERRY GETS 76% OF THE LIBERAL VOTE. MODERATES & INDEPENDENTS BREAK SLIGHTLY FOR BUSH.

RESEARCH CONDUCTED E.T.

040303 16:30-21:34 040304 11:00-22:00 ET

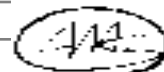
APPROVED

RESPONDENTS DRAWN FROM

THE ENTIRE STATE OF KANSAS

RANDOM SAMPLE SELECTED BY

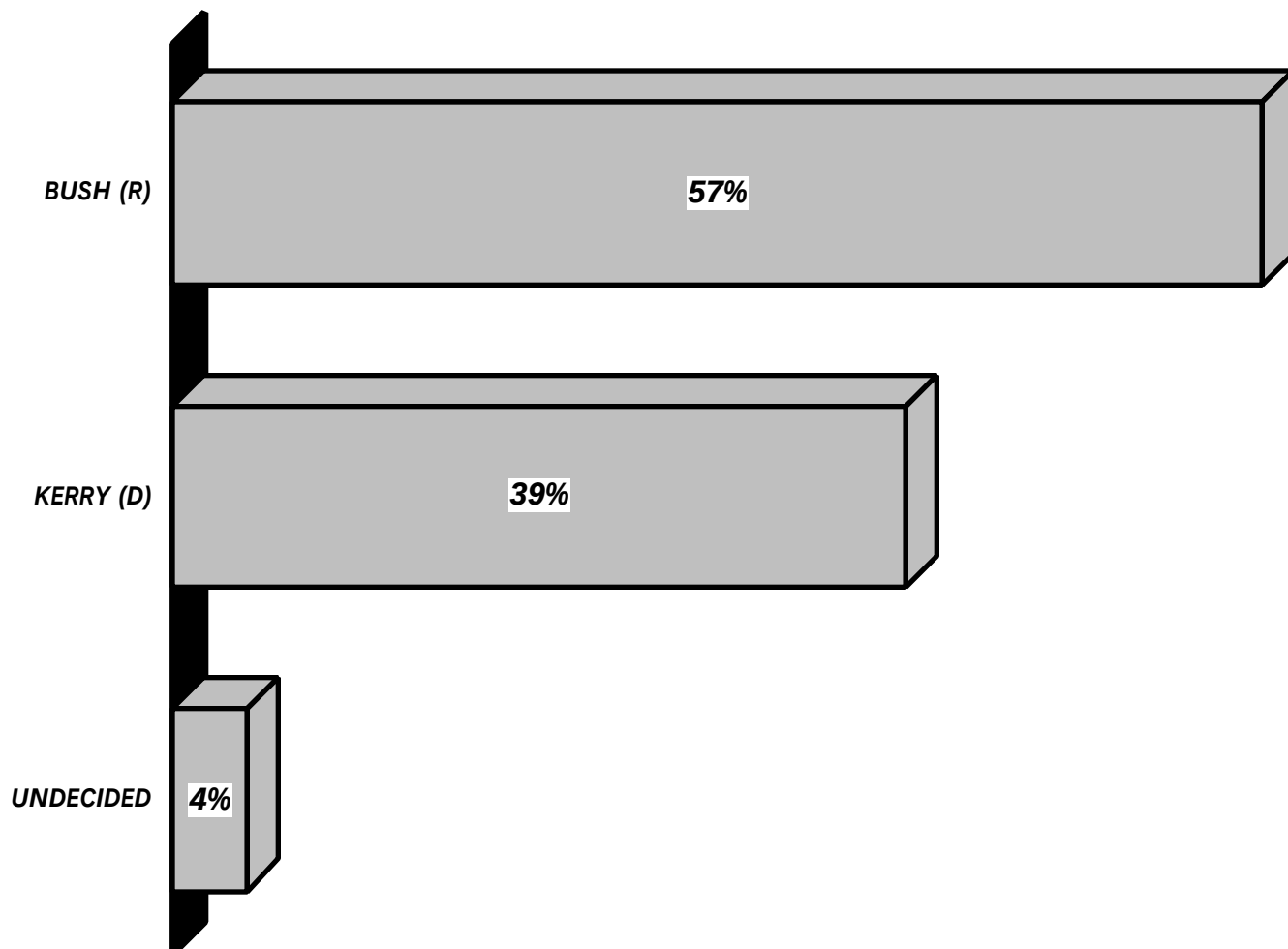
SURVEY SAMPLING, INC.



RESEARCH CONDUCTED FOR KWCH-TV WICHITA

Q1: BUSH VS KERRY / ALL REGISTERED VOTERS

IF THERE WERE AN ELECTION FOR PRESIDENT OF THE UNITED STATES TODAY, AND THE ONLY TWO CANDIDATES ON THE BALLOT WERE REPUBLICAN GEORGE W. BUSH AND DEMOCRAT JOHN KERRY, WHO WOULD YOU VOTE FOR?

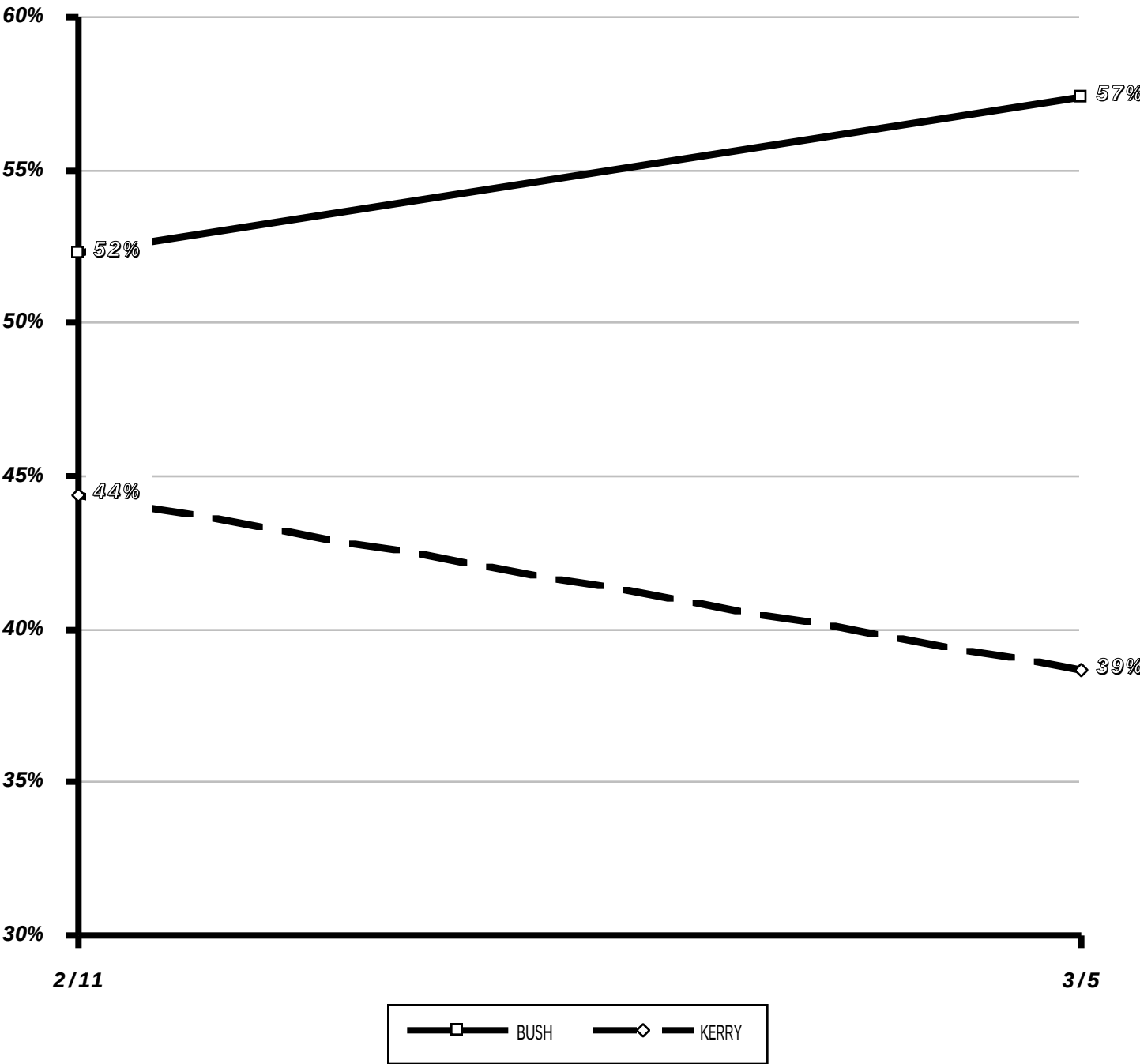


CAUTION: THIS IS A SURVEY OF KS REGISTERED VOTERS, NOT LIKELY VOTERS

THIS IS A SURVEY OF	501	REGISTERED VOTERS FROM THE ENTIRE STATE OF KANSAS
OVERALL RESULTS CONSIDERED SIGNIFICANT	± 4.5 %	A LARGER ± APPLIES TO SUBPOPULATIONS

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

Q1: BUSH VS KERRY / ALL REGISTERED VOTERS



Q1: BUSH VS KERRY / RESPONSES COMPARED BY PERCENTAGES AND BY INDEX

	OVERALL	MALE	FEMALE	AGE 18 - 34	AGE 35 - 44	AGE 45 - 64	AGE 65+	WHITE	BLACK	HISPANIC	OTHER	NO 2000 VOTE	BUSH 2000	GORE 2000	OTHER 2000
	RESPONSES SORTED BY DEMOGRAPHIC CATEGORY														
BUSH (R)	57%	60%	55%	56%	65%	58%	50%	60%	15%	50%	52%	52%	84%	10%	14%
KERRY (D)	39%	37%	41%	38%	34%	38%	46%	35%	84%	49%	48%	43%	13%	89%	68%
UNDECIDED	4%	4%	4%	6%	1%	4%	4%	4%	1%	0%	0%	5%	2%	2%	18%
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
	DEMOGRAPHIC SUBPOPULATIONS INDEXED TO OVERALL RESPONSES														
BUSH (R)	100	104	96	98	112	102	87	105	26	88	90	91	147	17	24
KERRY (D)	100	94	105	98	89	98	119	92	217	127	125	111	34	229	176
UNDECIDED	100	96	104	147	29	101	109	113	28	10	0	119	64	44	459
	OVERALL	MALE	FEMALE	AGE 18 - 34	AGE 35 - 44	AGE 45 - 64	AGE 65+	WHITE	BLACK	HISPANIC	OTHER	NO 2000 VOTE	BUSH 2000	GORE 2000	OTHER 2000

Q1: BUSH VS KERRY / RESPONSES COMPARED BY PERCENTAGES AND BY INDEX

[illegible][illegible]

OVERALL

REPUBLICAN

DEMOCRAT

INDEPENDENT/OTHER

CONSERVATIVE

MODERATE

LIBERAL

MILITARY FAMILY

NOT MILITARY FAMILY

NO RELIGIOUS SERVICES

OCCASIONAL RELIGIOUS SERVICES

REGULAR RELIGIOUS SERVICES

PAGE 5 OF 10

Q1: BUSH VS KERRY / RESPONSES COMPARED BY PERCENTAGES AND BY INDEX

RESPONSES SORTED BY DEMOGRAPHIC CATEGORY														
	OVERALL	GRAD SCHOOL	COLLEGE GRAD	SOME COLLEGE	NO COLLEGE	WESTERN KANSAS	WICHITA AREA	REST OF KANSAS						
BUSH (R)	57%	56%	64%	56%	54%	66%	56%	55%						
KERRY (D)	39%	40%	34%	37%	44%	31%	43%	40%						
UNDECIDED	4%	4%	2%	6%	2%	2%	2%	5%						
	100%	100%	100%	100%	100%	100%	100%	100%						

[illegible]

OVERALL	100
GRAD SCHOOL	100
COLLEGE GRAD	100
SOME COLLEGE	100
NO COLLEGE	100
WESTERN KANSAS	100
WICHITA AREA	100
REST OF KANSAS	100

RAW COUNTS FOR ALL RESPONSE CHOICES

THE RESPONSES OF A SUBPOPULATION OF 100 WOULD TYPICALLY BE CONSIDERED ACCURATE $\pm 10\%$
PLEASE EXERCISE EXTREME CAUTION IN DRAWING CONCLUSIONS FROM SUBPOPULATIONS SMALLER THAN 100

[illegible]

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[illegible]

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[illegible]

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.