

BUSH & KERRY TIE IN PENNSYLVANIA MATCH-UP, 236 DAYS TO ELECTION



IN 2000, GORE CARRIED PENNSYLVANIA BY 5 POINTS

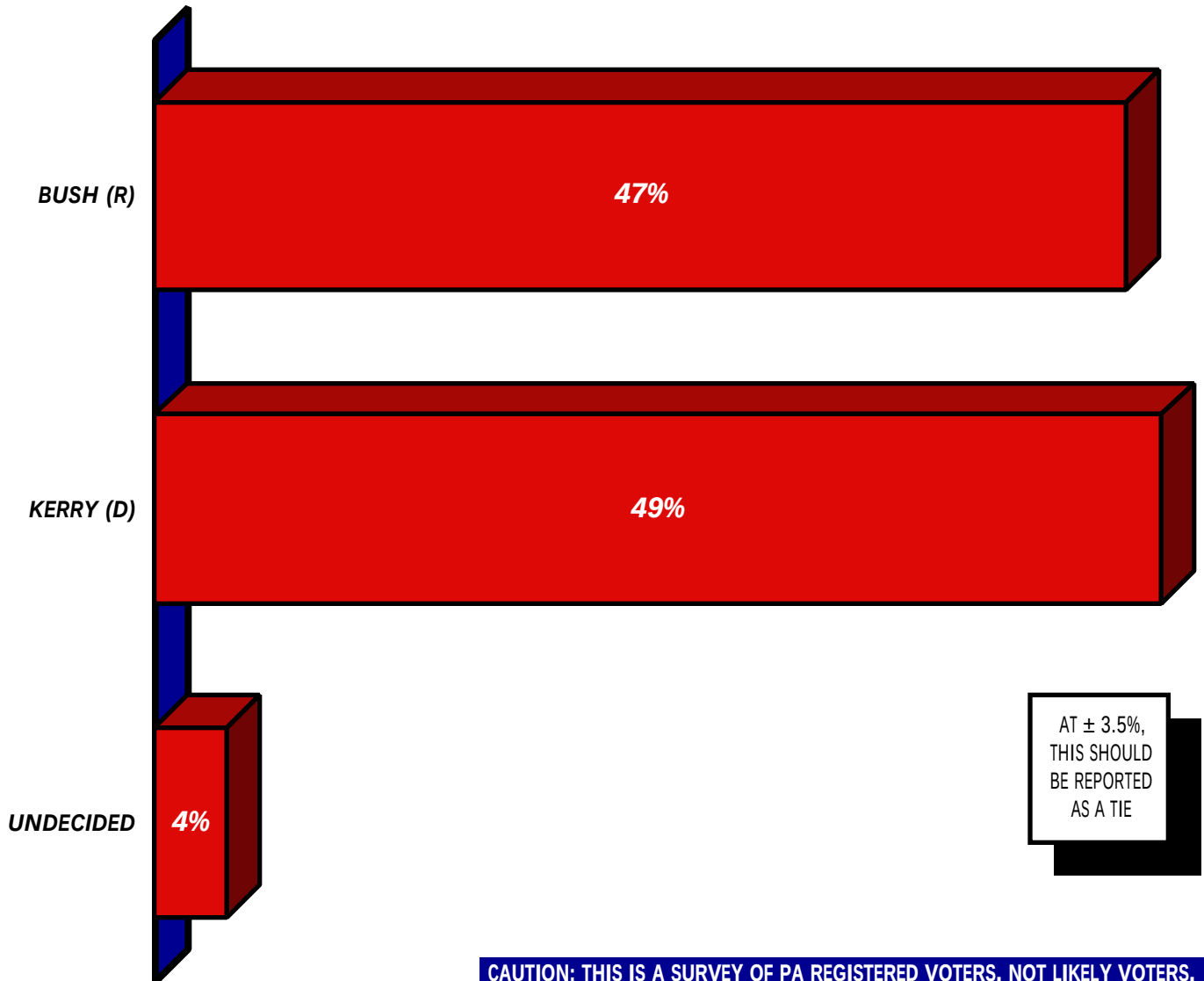
- ☛ A HYPOTHETICAL ELECTION FOR PRESIDENT IN PENNSYLVANIA TODAY BETWEEN DEMOCRATIC NOMINEE JOHN KERRY AND INCUMBENT REPUBLICAN PRESIDENT GEORGE W BUSH ENDS IN A TIE, ACCORDING TO SURVEYUSA POLL OF 802 PA REGISTERED VOTERS CONDUCTED 3/8 + 3/9 + 3/10.
- ☛ TODAY, 236 DAYS TO ELECTION, IT'S KERRY 49%, BUSH 47%, WITHIN THE MARGIN OF ERROR.
- ☛ BUSH LEADS BY 9 AMONG MEN, TRAILS BY 12 AMONG WOMEN. VOTERS UNDER AGE 50 ARE SPLIT, VOTERS OVER AGE 50 PREFER KERRY SLIGHTLY. BUSH KEEPS 80% OF REPUBLICAN VOTE, KERRY KEEPS 81% OF DEMOCRAT VOTE, INDEPENDENTS BREAK 5:4 FOR KERRY.
- ☛ SCRANTON & PITTSBURGH AREAS FAVOR KERRY SLIGHTLY.
- ☛ PHILLY GOES 5:3 FOR KERRY; THE 'T' GOES 2:1 BUSH.

RESEARCH CONDUCTED E.T.	040308 16:15-20:57 040309 15:30-20:55 040310 15:49-21:00 ET
RESPONDENTS DRAWN FROM	THE ENTIRE STATE OF PENNSYLVANIA
RANDOM SAMPLE SELECTED BY	SURVEY SAMPLING INC.

RESEARCH CONDUCTED FOR KDKA-TV PITTSBURGH, WCAU-TV PHILADELPHIA, & WNEP-TV WILKES-BARRE

VOTE FOR PRESIDENT / 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?



THIS IS A SURVEY OF	802	REGISTERED VOTERS FROM THE ENTIRE STATE OF PENNSYLVANIA
OVERALL RESULTS CONSIDERED SIGNIFICANT	± 3.5 %	A LARGER ± APPLIES TO SUBPOPULATIONS

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

VOTE FOR PRESIDENT / RESPONSES COMPARED BY PERCENTAGES AND BY INDEX

	OVERALL	MALE	FEMALE	18-34	35-49	50-64	65+	WHITE	BLACK	HISPANIC	OTHER	NO 2000 VOTE	BUSH IN 2000	GORE IN 2000	OTHER IN 2000
	RESPONSES SORTED BY DEMOGRAPHIC CATEGORY														
BUSH (R)	47%	53%	42%	47%	49%	46%	47%	52%	12%	27%	25%	44%	82%	9%	34%
KERRY (D)	49%	44%	54%	49%	47%	50%	51%	44%	84%	63%	71%	50%	15%	89%	57%
UNDECIDED	4%	3%	4%	3%	4%	3%	2%	3%	4%	10%	4%	6%	3%	2%	9%
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
	DEMOGRAPHIC SUBPOPULATIONS INDEXED TO OVERALL RESPONSES														
BUSH (R)	100	112	89	99	104	97	98	110	26	57	53	94	173	18	71
KERRY (D)	100	89	110	101	95	103	104	91	171	128	144	101	30	182	116
UNDECIDED	100	83	116	99	123	98	69	94	113	286	115	171	87	67	263
	OVERALL	MALE	FEMALE	18-34	35-49	50-64	65+	WHITE	BLACK	HISPANIC	OTHER	NO 2000 VOTE	BUSH IN 2000	GORE IN 2000	OTHER IN 2000

VOTE FOR PRESIDENT / RESPONSES COMPARED BY PERCENTAGES AND BY INDEX

BUSH / KERRY / UNDECIDED														RESPONSES SORTED BY DEMOGRAPHIC CATEGORY											
			OVERALL	REPUBLICAN	DEMOCRAT	INDEPENDENT / OTHER	CONSERVATIVE	MODERATE	LIBERAL	MILITARY	NO MILITARY	NO RELIGIOUS SERVICES	SOME RELIGIOUS SERVICES	REGULAR RELIGIOUS SERVICES											
BUSH (R)	47%	81%	18%	41%	71%	38%	22%	50%	45%	39%	49%	51%													
KERRY (D)	49%	16%	80%	53%	25%	58%	76%	47%	51%	58%	47%	46%													
UNDECIDED	4%	3%	3%	6%	3%	4%	2%	3%	4%	3%	4%	3%													
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%												

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VOTE FOR PRESIDENT / RESPONSES COMPARED BY PERCENTAGES AND BY INDEX

	OVERALL	GRAD SCHOOL	COLLEGE GRAD	SOME COLLEGE	GRAD SCHOOL	WESTERN PA	NORTHEAST	SOUTHEAST	THE T						
	RESPONSES SORTED BY DEMOGRAPHIC CATEGORY														
BUSH (R)	47%	42%	51%	48%	42%	45%	44%	36%	63%						
KERRY (D)	49%	54%	46%	47%	54%	50%	52%	61%	34%						
UNDECIDED	4%	4%	3%	5%	4%	5%	5%	3%	3%						
	100%	100%	100%	100%	100%	100%	100%	100%	100%						
	DEMOGRAPHIC SUBPOPULATIONS INDEXED TO OVERALL RESPONSES														
BUSH (R)	100	89	108	102	89	96	92	76	133						
KERRY (D)	100	110	94	95	110	101	105	125	70						
UNDECIDED	100	112	74	144	112	145	132	72	82						
	OVERALL	GRAD SCHOOL	COLLEGE GRAD	SOME COLLEGE	GRAD SCHOOL	WESTERN PA	NORTHEAST	SOUTHEAST	THE T						

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

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		OVERALL	NO 2000 VOTE	BUSH IN 2000	GORE IN 2000	OTHER IN 2000	DON'T REMEMBER	REPUBLICAN	DEMOCRAT	INDEPENDENT / OTHER	NOT SURE	CONSERVATIVE	MODERATE	LIBERAL	NOT SURE	
COMPOSITION OF ADULTS COMP. OF REGISTERED	REGISTERED	802	092	366	300	034	011	318	324	154	006	288	379	109	026	
	BUSH (R)	380	041	301	026	011	002	259	057	063	001	205	144	024	007	
	KERRY (D)	394	045	054	267	019	007	050	258	082	004	073	220	083	017	
	UNDECIDED	028	006	011	007	003	001	010	009	009	001	010	014	002	002	
	TOTAL	1000	092	366	300	034	011	318	324	154	006	288	379	109	026	
		100%	9%	37%	30%	3%	1%	32%	32%	15%	1%	29%	38%	11%	3%	
		100%	11%	46%	37%	4%	1%	40%	40%	19%	1%	36%	47%	14%	3%	
1000 PENNSYLVANIA ADULTS WERE INTERVIEWED BY TELEPHONE 3/8 - 3/10. OF THEM, 802 WERE REGISTERED TO VOTE.																

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

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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.