

TENNESSEE IN PLAY: BUSH NOW UP BY 2 PTS, HAD BEEN UP BY 10 PTS



3 MONTHS TO THE ELECTION: BUSH 48%, KERRY 46% ... 11 ELECTORAL VOTES AT STAKE

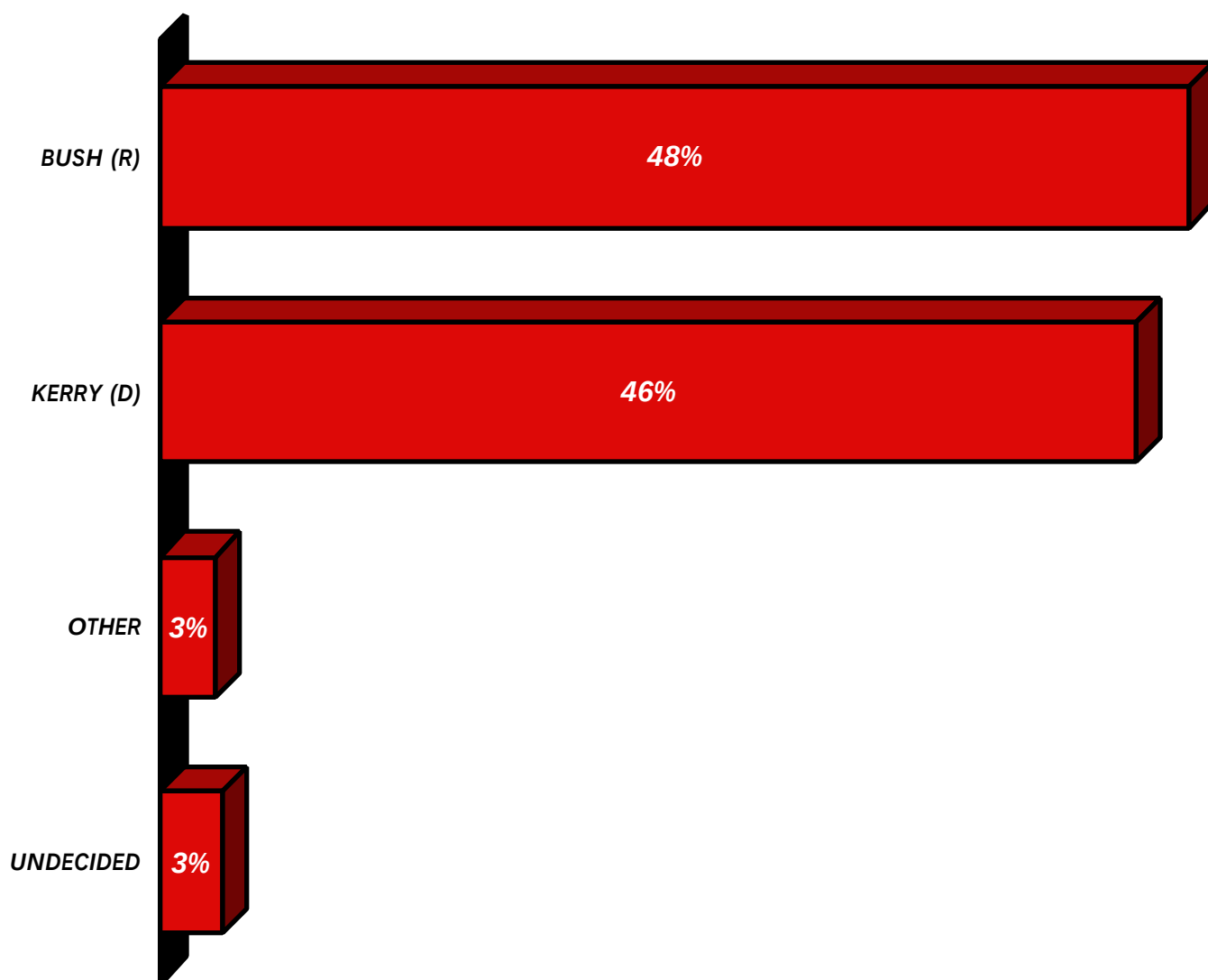
- * AN ELECTION FOR PRESIDENT IN TN TODAY IS TOO-CLOSE-TO-CALL, ACCORDING TO SURVEYUSA POLL OF 586 LIKELY TN VOTERS CONDUCTED 7/31-8/2, AFTER DEMOCRAT NATIONAL CONVENTION.
- * 6 WKS AGO, IN AN IDENTICAL POLL TAKEN BEFORE JOHN EDWARDS WAS NAMED AS KERRY'S VP, BUSH LED 51% TO 41%. TODAY, IT'S BUSH 48%, KERRY 46%. BUSH IS DOWN 3, KERRY IS UP 5.
- * 6 WKS AGO, OF THOSE VOTING FOR KERRY, 45% WERE *FOR* KERRY, 51% WERE *AGAINST* BUSH.
- * TODAY, OF THOSE VOTING FOR KERRY: 59% ARE *FOR* KERRY, JUST 35% ARE *AGAINST* BUSH.
- * KERRY UP 10 AMONG THOSE EARNING < \$40K/YR; BUSH UP 23 AMONG THOSE EARNING > \$80K/YR.
- * BUSH UP 41 AMONG PRO-LIFE VOTERS, KERRY UP 39 AMONG PRO-CHOICE VOTERS.
- * KERRY UP 12 IN WESTERN TN, BUSH UP 12 IN EASTERN TN, RACE TIGHT IN MIDDLE TN.

RESEARCH CONDUCTED E.T.	040731 13:01-20:49 040801 15:01-19:29 040802 16:30-20:50 ET
RESPONDENTS DRAWN FROM	THE ENTIRE STATE OF TENNESSEE
RANDOM SAMPLE SELECTED BY	SURVEY SAMPLING INC.

RESEARCH CONDUCTED FOR WBIR-TV KNOXVILLE

VOTE FOR PRESIDENT / ALL LIKELY VOTERS

ON NOVEMBER 2ND, 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?



THIS IS A SURVEY OF

586

LIKELY VOTERS FROM THE ENTIRE STATE OF TENNESSEE

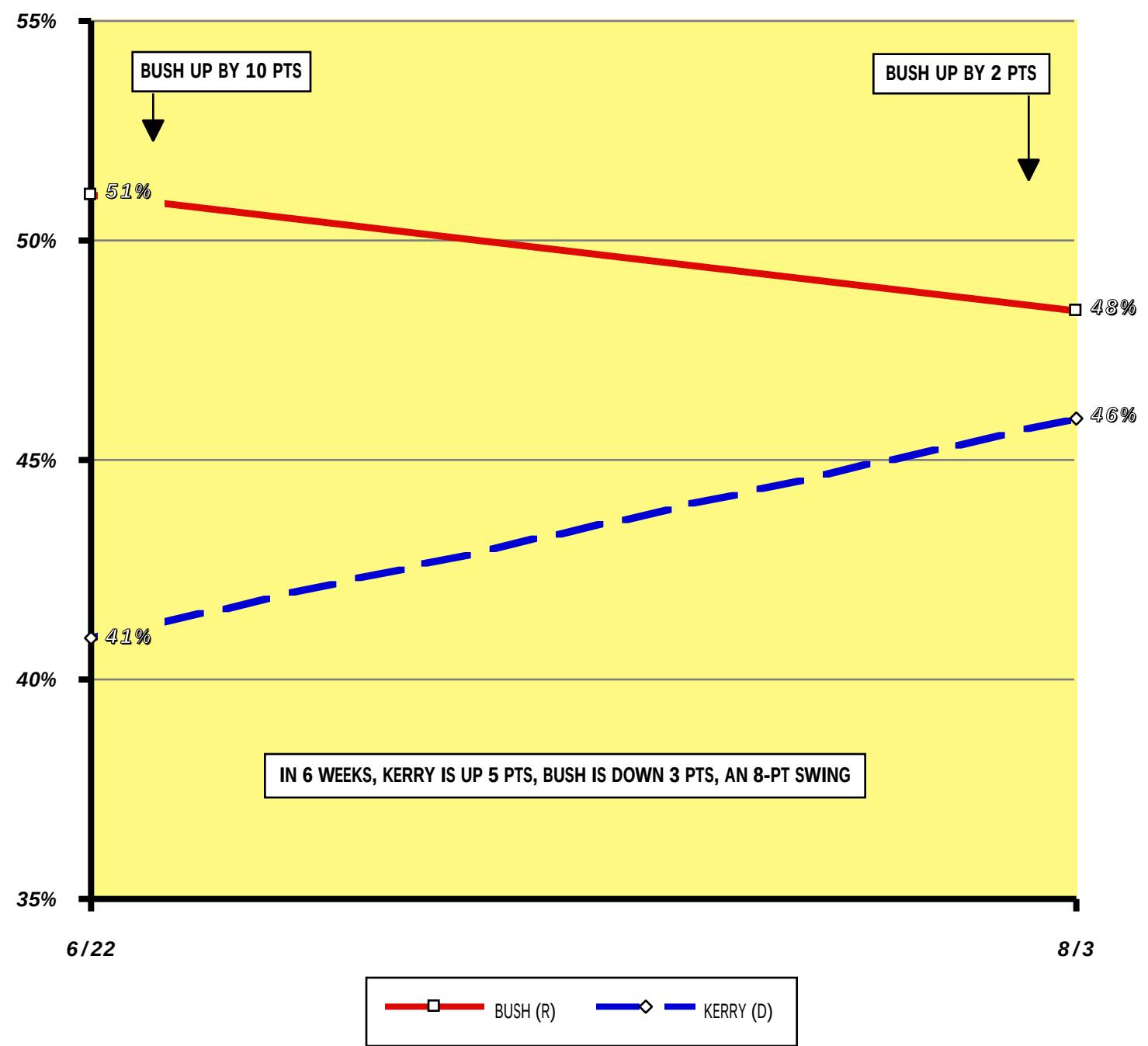
OVERALL RESULTS CONSIDERED SIGNIFICANT

$\pm 4.2\%$

A LARGER $\pm$ 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

[illegible]

VOTE FOR PRESIDENT / RESPONSES COMPARED BY PERCENTAGES AND BY INDEX

	OVERALL	REPUBLICAN	DEMOCRAT	INDEPENDENT / OTHER	CONSERVATIVE	MODERATE	LIBERAL	NO RELIGIOUS SERVICES	OCCASIONAL RELIGIOUS SERVICES	REGULAR RELIGIOUS SERVICES					
RESPONSES SORTED BY DEMOGRAPHIC CATEGORY															
BUSH (R)	48%	93%	7%	48%	75%	34%	7%	41%	38%	57%					
KERRY (D)	46%	4%	91%	39%	20%	58%	90%	52%	54%	39%					
OTHER	3%	2%	1%	7%	3%	2%	3%	6%	5%	1%					
UNDECIDED	3%	2%	1%	6%	2%	5%	0%	1%	4%	3%					
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%					
DEMOGRAPHIC SUBPOPULATIONS INDEXED TO OVERALL RESPONSES															
BUSH (R)	100	191	14	100	155	71	14	85	78	118					
KERRY (D)	100	9	199	84	44	127	195	114	118	86					
OTHER	100	61	31	259	106	79	131	220	175	31					
UNDECIDED	100	56	30	200	60	173	0	26	120	92					
	OVERALL	REPUBLICAN	DEMOCRAT	INDEPENDENT / OTHER	CONSERVATIVE	MODERATE	LIBERAL	NO RELIGIOUS SERVICES	OCCASIONAL RELIGIOUS SERVICES	REGULAR RELIGIOUS SERVICES					

VOTE FOR PRESIDENT / RESPONSES COMPARED BY PERCENTAGES AND BY INDEX

	OVERALL	PRO-LIFE	PRO-CHOICE	MILITARY / VET	NON-MILITARY / VET	GRAD SCHOOL	COLLEGE GRAD	SOME COLLEGE	NO COLLEGE	<\$40,000	\$40,000 - \$80,000	\$80,000+			
	RESPONSES SORTED BY DEMOGRAPHIC CATEGORY														
BUSH (R)	48%	68%	28%	47%	52%	45%	57%	48%	46%	43%	53%	59%			
KERRY (D)	46%	27%	67%	48%	43%	50%	39%	45%	48%	53%	42%	36%			
OTHER	3%	3%	3%	3%	2%	3%	1%	3%	3%	2%	3%	2%			
UNDECIDED	3%	2%	2%	2%	4%	2%	3%	4%	3%	3%	2%	2%			
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%			
	DEMOGRAPHIC SUBPOPULATIONS INDEXED TO OVERALL RESPONSES														
BUSH (R)	100	140	57	97	107	93	118	98	95	88	109	122			
KERRY (D)	100	59	147	104	93	109	85	98	104	114	92	79			
OTHER	100	108	96	120	71	105	51	126	110	87	105	79			
UNDECIDED	100	77	83	72	119	65	86	130	109	89	77	79			
	OVERALL	PRO-LIFE	PRO-CHOICE	MILITARY / VET	NON-MILITARY / VET	GRAD SCHOOL	COLLEGE GRAD	SOME COLLEGE	NO COLLEGE	<\$40,000	\$40,000 - \$80,000	\$80,000+			

VOTE FOR PRESIDENT / RESPONSES COMPARED BY PERCENTAGES AND BY INDEX

	OVERALL	WESTERN TN	MIDDLE TN	EASTERN TN	URBAN	SUBURBAN	RURAL								
	RESPONSES SORTED BY DEMOGRAPHIC CATEGORY														
BUSH (R)	48%	42%	49%	53%	37%	57%	48%								
KERRY (D)	46%	54%	45%	41%	58%	38%	45%								
OTHER	3%	3%	2%	3%	2%	3%	2%								
UNDECIDED	3%	1%	4%	3%	2%	2%	4%								
	100%	100%	100%	100%	100%	100%	100%								

[illegible]

OVERALL	WESTERN TN	MIDDLE TN	EASTERN TN	URBAN	SUBURBAN	RURAL
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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]

RAW COUNTS FOR ALL RESPONSE CHOICES

THE RESPONSES OF A SUBPOPULATION OF 100 WOULD TYPICALLY BE CONSIDERED ACCURATE $\pm$ 9%.

PLEASE EXERCISE EXTREME CAUTION IN DRAWING CONCLUSIONS FROM SUBPOPULATIONS SMALLER THAN 100.

[illegible]

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]

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]

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.