

# ***CALIFORNIA NOT A DEMOCRAT LOCK: KERRY IN TIGHT FIGHT; BOXER UP 9***



**IN 2000, GORE CARRIED CA BY 11 PTS ... BUT SINCE THEN, CA ELECTED A GOP GOVERNOR**

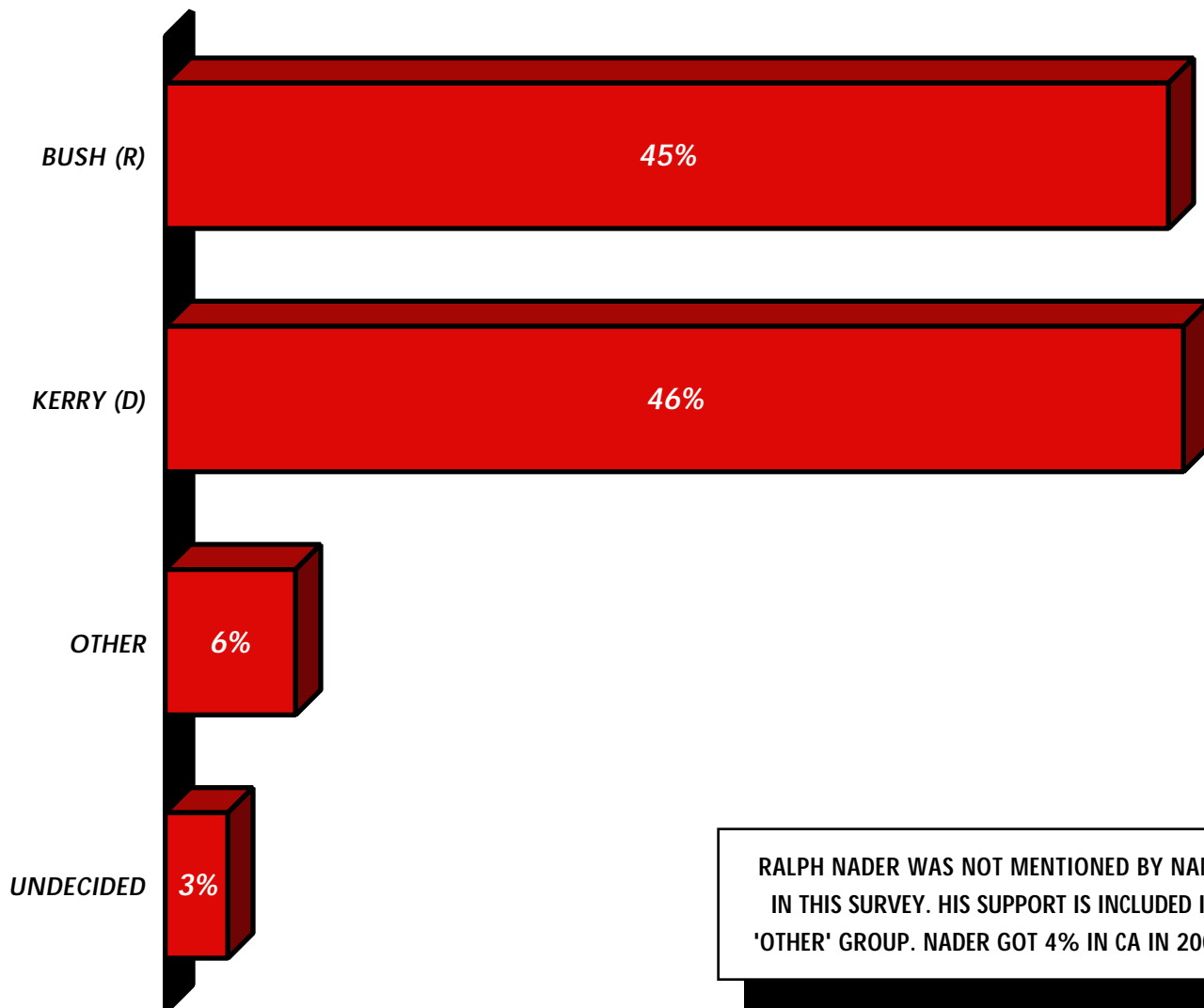
- \* IN AN ELECTION FOR PRESIDENT IN CA TODAY, 6 MOS TO VOTE, JOHN KERRY & GEORGE W. BUSH IN SLUGFEST, ACCORDING TO SURVEYUSA POLL OF 635 LIKELY CA VOTERS CONDUCTED 5/4 - 5/6.
- \* TODAY: IT'S KERRY 46%, BUSH 45%, OTHER/UNDECIDED 9%. FOR U. S. SENATE, INCUMBENT DEMOCRAT BARBARA BOXER GETS 48%, REPUBLICAN BILL JONES 39%, OTHER/UNDECIDED 13%.
- \* OF BUSH VOTERS, 80% SAY THEY ARE VOTING 'FOR' BUSH. OF KERRY VOTERS, JUST 35% SAY THEY ARE VOTING 'FOR' KERRY. 61% OF KERRY VOTERS SAY THEY ARE VOTING 'AGAINST' BUSH.
- \* KERRY SUPPORT IS YOUNG, FEMALE, NON-WHITE, NON-MILITARY & FROM BAY AREA. BUSH SUPPORT IS MALE, WHITE, RELIGIOUS, MILITARY, & FROM INLAND EMPIRE & CENTRAL VALLEY.
- \* BUSH AHEAD IN SUBURBS BY 5 PTS. KERRY AHEAD IN URBAN AREAS BY 12 PTS.

<b>RESEARCH CONDUCTED E.T.</b>	040504 18: 42- 23: 54 040505 18: 38- 23: 56 040506 18: 35- 23: 57 ET
<b>RESPONDENTS DRAWN FROM</b>	THE ENTIRE STATE OF CALIFORNIA
<b>RANDOM SAMPLE SELECTED BY</b>	SURVEY SAMPLING INC.

**RESEARCH CONDUCTED FOR KABC-TV LOS ANGELES, KPIX-TV SAN FRANCISCO, KXTV-TV SACRAMENTO & KGTV-TV SAN DIEGO**

*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?



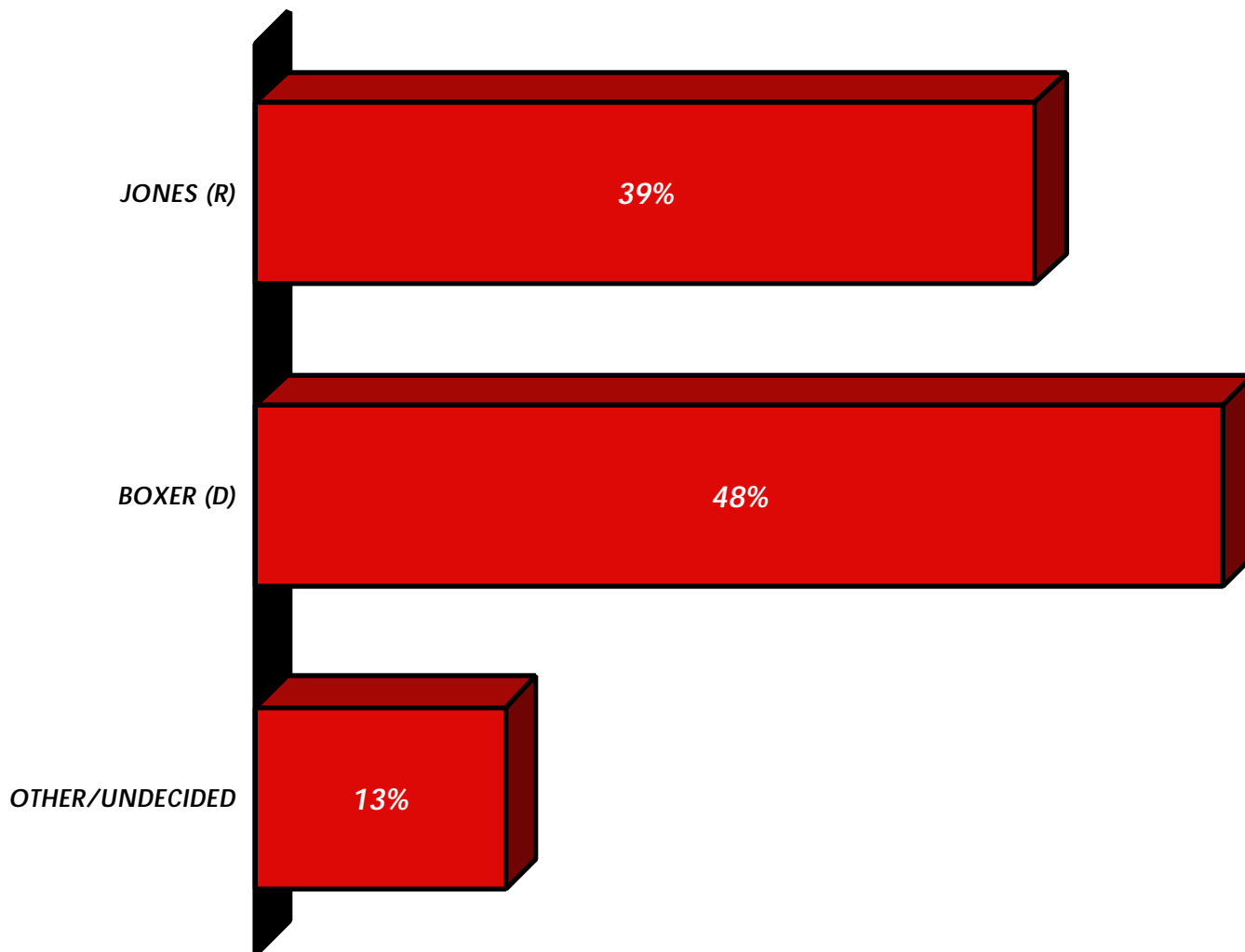
RALPH NADER WAS NOT MENTIONED BY NAME IN THIS SURVEY. HIS SUPPORT IS INCLUDED IN 'OTHER' GROUP. NADER GOT 4% IN CA IN 2000.

THIS IS A SURVEY OF	635	LIKELY VOTERS FROM THE ENTIRE STATE OF CALIFORNIA
OVERALL RESULTS CONSIDERED SIGNIFICANT	±4%	A LARGER ± APPLIES TO SUBPOPULATIONS

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

*VOTE FOR SENATOR / ALL LIKELY VOTERS*

CALIFORNIANS MAY ALSO VOTE IN AN ELECTION FOR UNITED STATES SENATOR. IF THE ELECTION FOR U. S. SENATOR FROM CALIFORNIA WERE TODAY, AND YOU WERE STANDING IN THE VOTING BOOTH RIGHT NOW, WHO WOULD YOU VOTE FOR? REPUBLICAN BILL JONES? DEMOCRAT BARBARA BOXER? OR SOME OTHER CANDIDATE?



THIS IS A SURVEY OF	<b>631</b>	LIKELY VOTERS FROM THE ENTIRE STATE OF CALIFORNIA
OVERALL RESULTS CONSIDERED SIGNIFICANT	<b>±4%</b>	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	REPUBLICAN	DEMOCRAT	INDEPENDENT/OTHER	GRAD SCHOOL	COLLEGE GRAD	SOME COLLEGE	NO COLLEGE	CONSERVATIVE	MODERATE	LIBERAL	MILITARY	NON-MILITARY		
<b>RESPONSES SORTED BY DEMOGRAPHIC CATEGORY</b>															
BUSH (R)	45%	87%	10%	39%	40%	54%	43%	49%	78%	35%	11%	51%	39%		
KERRY (D)	46%	7%	81%	47%	53%	38%	47%	43%	17%	53%	82%	40%	52%		
OTHER	6%	3%	6%	11%	4%	5%	7%	7%	4%	7%	6%	6%	6%		
UNDECIDED	3%	2%	3%	2%	3%	3%	3%	2%	1%	5%	0%	3%	3%		
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%		

	OVERALL	REPUBLICAN	DEMOCRAT	INDEPENDENT/OTHER	GRAD SCHOOL	COLLEGE GRAD	SOME COLLEGE	NO COLLEGE	CONSERVATIVE	MODERATE	LIBERAL	MILITARY	NON-MILITARY		
<b>DEMOGRAPHIC SUBPOPULATIONS INDEXED TO OVERALL RESPONSES</b>															
BUSH (R)	100	193	22	87	87	119	95	107	173	78	25	112	87		
KERRY (D)	100	15	177	102	115	84	101	93	36	115	180	88	113		
OTHER	100	56	99	193	75	81	125	110	67	116	101	94	102		
UNDECIDED	100	84	105	76	103	104	107	76	37	175	0	110	91		

VOTE FOR PRESIDENT / RESPONSES COMPARED BY PERCENTAGES AND BY INDEX

OVERALL  
 NO RELIGIOUS SERVICES  
 OCCASIONAL RELIGIOUS SERVICES  
 REGULAR RELIGIOUS SERVICES  
 CENTRAL VALLEY  
 GREATER L.A.  
 INLAND EMPIRE  
 BAY AREA/NORTHERN COAST  
 URBAN  
 SUBURBAN  
 RURAL

**RESPONSES SORTED BY DEMOGRAPHIC CATEGORY**

BUSH (R)	45%	41%	42%	52%	55%	45%	53%	31%	39%	48%	51%				
KERRY (D)	46%	51%	46%	41%	34%	48%	35%	62%	51%	43%	33%				
OTHER	6%	5%	9%	4%	8%	4%	8%	5%	7%	5%	8%				
UNDECIDED	3%	3%	3%	2%	3%	3%	3%	2%	2%	3%	8%				
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%				

**DEMOGRAPHIC SUBPOPULATIONS INDEXED TO OVERALL RESPONSES**

BUSH (R)	100	91	94	116	122	100	117	68	87	107	112				
KERRY (D)	100	112	99	89	73	103	77	135	112	95	73				
OTHER	100	77	145	70	140	68	140	90	124	85	135				
UNDECIDED	100	104	116	83	105	104	117	76	74	107	282				

OVERALL  
 NO RELIGIOUS SERVICES  
 OCCASIONAL RELIGIOUS SERVICES  
 REGULAR RELIGIOUS SERVICES  
 CENTRAL VALLEY  
 GREATER L.A.  
 INLAND EMPIRE  
 BAY AREA/NORTHERN COAST  
 URBAN  
 SUBURBAN  
 RURAL







VOTE FOR SENATOR / RESPONSE COMPARED BY PERCENTAGES AND BY INDEX

OVERALL  
 NO RELIGIOUS SERVICES  
 OCCASIONAL RELIGIOUS SERVICES  
 REGULAR RELIGIOUS SERVICES  
 CENTRAL VALLEY  
 GREATER L.A.  
 INLAND EMPIRE  
 BAY AREA/NORTHERN COAST  
 URBAN  
 SUBURBAN  
 RURAL

**RESPONSES SORTED BY DEMOGRAPHIC CATEGORY**

JONES (R)	39%	36%	36%	45%	50%	40%	43%	26%	30%	44%	41%				
BOXER (D)	48%	52%	53%	41%	37%	49%	41%	63%	56%	45%	39%				
OTHER/UNDECIDED	13%	12%	11%	15%	14%	11%	16%	11%	15%	11%	20%				
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%				

**DEMOGRAPHIC SUBPOPULATIONS INDEXED TO OVERALL RESPONSES**

JONES (R)	100	92	93	114	127	102	110	66	76	113	105				
BOXER (D)	100	106	110	84	75	102	85	130	115	93	80				
OTHER/UNDECIDED	100	99	86	118	111	88	127	90	117	88	161				

OVERALL  
 NO RELIGIOUS SERVICES  
 OCCASIONAL RELIGIOUS SERVICES  
 REGULAR RELIGIOUS SERVICES  
 CENTRAL VALLEY  
 GREATER L.A.  
 INLAND EMPIRE  
 BAY AREA/NORTHERN COAST  
 URBAN  
 SUBURBAN  
 RURAL







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.