



## Public Release of National Survey Results

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### ***It Can't Get Any Closer in the Battleground States — Minority Turnout is Kerry Key***

ALEXANDRIA, VA – Fabrizio, McLaughlin & Associates (FMA), a Republican polling and strategic consulting firm based in Alexandria, VA, has just completed their third likely voter survey with interviews conducted ONLY in the remaining 12 battleground states.\*

In the three-way Presidential ballot, the race is dead tied in these crucial battleground states with BOTH President Bush and Sen. Kerry receiving 47% of the vote. Ralph Nader receives 1.6% while just 4% of the battleground state likely voters are undecided.

*"110 days after our first battleground survey, during which these voters withstood tens of millions of dollars of attack ads by both sides, two national conventions and three prime-time, televised debates, this race hasn't changed one iota statistically in these battleground states. This data underscores just how little relevance national polling has in this race, given the consistency of the battleground data versus the weekly swings in the media's national tracking surveys. However, a minor, but troubling trend nonetheless for the President is the evaporating support for Ralph Nader. Nader's support has gone from minuscule to microscopic which benefits Sen. Kerry,"* said Tony Fabrizio, who served as chief pollster for Bob Dole's '96 Presidential campaign.

	Overall** July 6-7, 2004	Overall** August 8-9, 2004	Overall October 24-25, 2004
Bush/Cheney	44.0%	46.2%	47.3%
Kerry/Edwards	44.9%	46.9%	47.1%
Nader/Camejo	3.7%	2.1%	1.6%
Undecided	7.4%	4.9%	4.0%
Bush – Kerry	-0.9	-0.7	+0.2

(\*\* -- Tabulated data for same 12 States)

However, as the data below illustrates, when the data is weighted to reflect minority turnout based on the 2000 exit polls, Sen. Kerry leads by 3.5% and if minority turnout is weighted to census levels Sen. Kerry's lead expands to 5.2%

*"It is clear that minority turnout is a wildcard in this race and represents a huge upside for Sen. Kerry and a considerable challenge for the President's campaign. If one assumes minority turnout exceeds their 2000 election levels, then it appears a number of these states would tip to Sen. Kerry,"* Fabrizio concluded.

	Overall Un-Weighted October 24-25, 2004	Overall Weighted to 2000 Exit Polls October 24-25, 2004	Overall Weighted to Census October 24-25, 2004
Bush/Cheney	47.3%	45.7%	44.7%
Kerry/Edwards	47.1%	49.2%	49.9%
Nader/Camejo	1.6%	1.5%	1.6%
Undecided	4.0%	3.6%	3.7%
Bush – Kerry	+0.2	-3.5	-5.2

*\*About the Poll*

The telephone survey was conducted in the 12 battleground states in which the Bush and Kerry campaigns are focusing their visits and paid media efforts at this point. The sample of 800 likely Presidential voters was conducted on October 24-25, 2004 and has a margin of error of +/-3.46% at the 95% confidence interval. Respondent selection was at random within predetermined geographic units to reflect actual electoral vote allotment to each state. The battleground states used for the survey were CO, FL, IA, ME, MI, MN, NH, NM, NV, OH, PA, WI.

	<i>Overall Un-Weighted October 24-25, 2004</i>	<i>Overall Weighted to 2000 Exit Polls October 24-25, 2004</i>	<i>Overall Weighted to Census October 24-25, 2004</i>
<i>White</i>	89.5%	85.3%	78.9%
<i>African American</i>	4.3%	7.5%	8.8%
<i>Asian American</i>	0.9%	0.3%	0.9%
<i>Hispanic</i>	1.9%	5.7%	8.0%
<i>Other</i>	1.0%	0.3%	1.0%
<i>Refused</i>	2.5%	0.9%	2.5%