

Humphrey Institute Surveys of Minnesota, Wisconsin, and Iowa: Kerry and Bush Battle for Rural Voters

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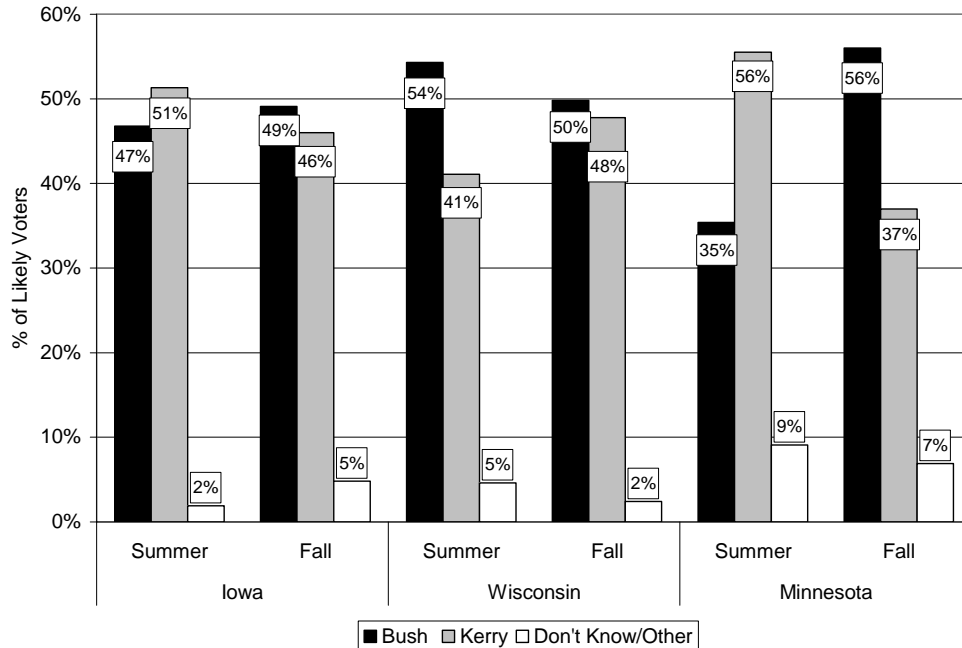
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The presidential contest in the Upper Midwest is deadlocked, with the decisions of rural voters likely to tip the outcome. President George W. Bush has opened a double digit lead in the Minnesota countryside, while Senator John Kerry has fought to a draw in Iowa and Wisconsin, according to recent Humphrey Institute survey. Kerry dominates in urban areas, while the Bush advantage lies in the suburbs – though it has considerably narrowed in Minnesota.

Bush Opens Lead in Rural Minnesota but Faces Close Contest in Wisconsin and Iowan Countryside

Bush now enjoys a 19 point advantage in the Minnesota countryside, reversing a 21 point Kerry lead this summer that may have been inflated by his July 4th visit to rural Minnesota. But the President faces a tougher job moving ahead in rural Iowa and Wisconsin, and is now stuck in a statistical dead heat. In Wisconsin, Bush's 13-point bulge this summer has nearly evaporated.

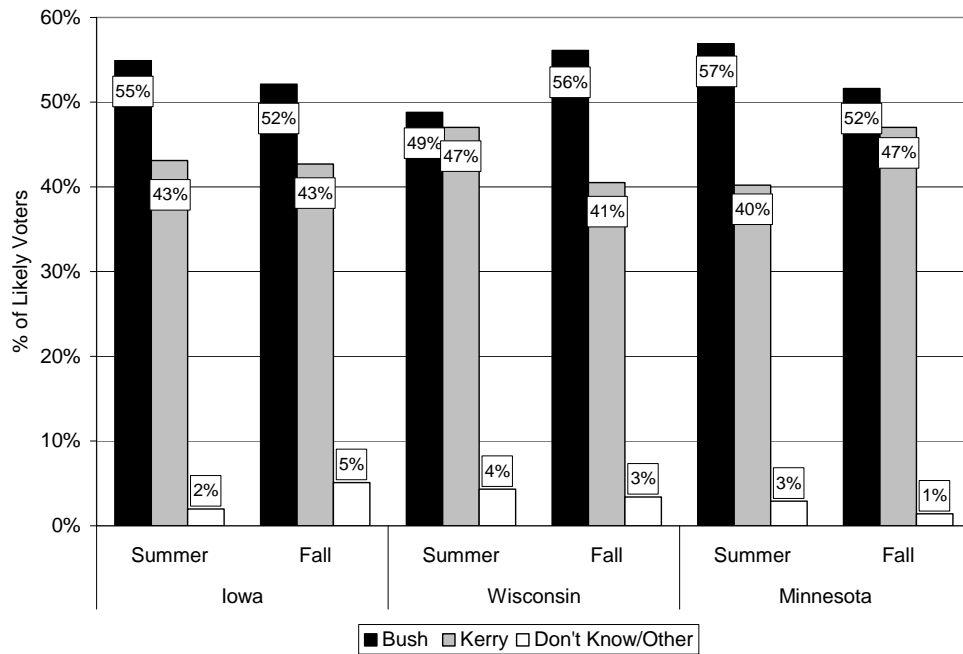
Likely Voters in Rural Minnesota, Wisconsin, and Iowa



Bush Struggles in Minnesotan Suburbs, Runs Well in Iowa and Wisconsin

Since summer, Bush has lost his 17 point lead over Kerry in Minnesotan suburbs. By contrast, the President substantially expanded his lead among Wisconsin suburban voters by 13 points since the mid-summer Humphrey Institute Survey and now enjoys a 15-point bulge; he is nine points in front in Iowa.

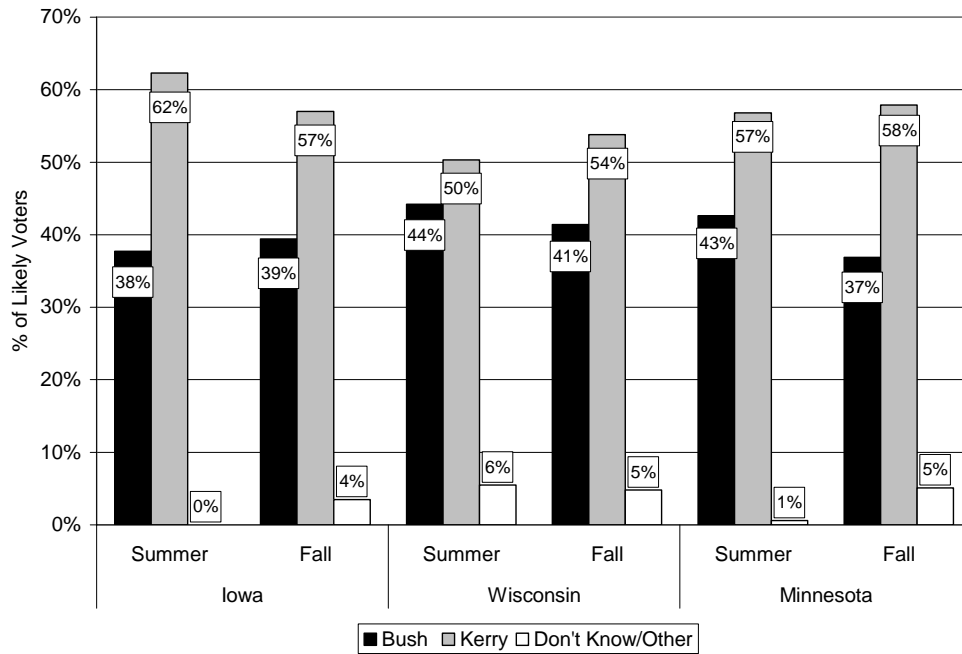
Likely Voters in Suburban and Surrounding Areas in Minnesota, Wisconsin, and Iowa



Kerry Dominates Urban Areas

Kerry’s base of political support lies in the inner cities. Since the summer, the Senator has expanded his advantage in Minnesota and Wisconsin by seven points; he is now in front of the President by 13 points in Wisconsin and 21 points in Minnesota. In Iowa, Kerry remains ahead by 18 points among urbanites even after seeing his gap over Bush decline by six points since the summer.

Likely Voters in Urban Minnesota, Wisconsin, and Iowa



Deadlock Among All Likely Voters in Minnesota, Wisconsin, and Iowa

The contest among all likely voters in Minnesota, Wisconsin, and Iowa is deadlocked. The latest Humphrey Institute Surveys show Bush with a three-point lead (47% to 44%) in Minnesota, a one-point lead (48% to 47%) in Wisconsin, while Kerry has a one-point edge (47% to 46%) in Iowa. Given the margin of errors of the fall surveys (plus or minus 4 points), the presidential contests are a statistical toss up.

Bush and Kerry among Upper Midwest Likely Voter

	Bush	Kerry	Nader	Badnarik	Don't Know/ Other
<u>WISCONSIN</u>					
Summer Survey (6/21–7/12/04)	47%	43%	5%	2%	3%
Fall Survey (10/14–10/19/04)	48%	47%	2%	1%	2%
<u>IOWA</u>					
Summer Survey (6/21–7/12/04)	45%	50%	3%	0%	2%
Fall Survey (9/27–10/3/04)	46%	47%	4%	0%	3%
<u>MINNESOTA</u>					
Summer Survey (6/21–7/12/04)	45%	47%	4%	1%	3%
Fall Survey (10/21–10/26/04)	47%	44%	5%	1%	3%

The summer Humphrey Institute Survey was conducted June 21 to July 12, 2004, and consisted of 448 likely voters in Iowa, 504 likely voters in Wisconsin, and 509 likely voters in Minnesota. The fall Humphrey Institute Surveys were conducted with 599 likely Iowa voters from September 27 to October 3, 2004, with 623 likely Wisconsin voters from October 14 to 19, 2004, and with 690 likely Minnesotan likely voters from October 21 to 26, 2004.