

Released: **November 02, 2004**

**Our Call**  
**Zogby International's 2004 Predictions**  
 (as of Nov. 2, 2004 5:00pm)

**2004 Presidential Election**

	<b>Electoral Votes:</b>
<b>Bush</b>	<b>213</b>
<b>Kerry</b>	<b>311</b>
Too Close To Call	<b>Nevada (5)</b>
Too Close To Call	<b>Colorado (9)</b>

Zogby International Finds: Bush at 49.4%, Kerry at 49.1%

**The nationwide telephone poll of 955 likely voters was conducted  
 (November 1-2, 2004). The MOE is +/- 3.2**

Here's how we got there...

**2004: Repeat of 2000 Figures:**

<b>George Bush (Electoral Vote)</b>				<b>John Kerry (Electoral Vote)</b>			
<b>UT</b>	<b>5</b>	<b>KS</b>	<b>6</b>	<b>ME</b>	<b>4</b>	<b>MD</b>	<b>10</b>
<b>WY</b>	<b>3</b>	<b>MS</b>	<b>6</b>	<b>VT</b>	<b>3</b>	<b>CT</b>	<b>7</b>
<b>ID</b>	<b>4</b>	<b>SC</b>	<b>8</b>	<b>IL</b>	<b>21</b>	<b>HI</b>	<b>4</b>
<b>AK</b>	<b>3</b>	<b>IN</b>	<b>11</b>	<b>RI</b>	<b>4</b>	<b>NY</b>	<b>31</b>
<b>NE</b>	<b>5</b>	<b>KY</b>	<b>8</b>	<b>DE</b>	<b>3</b>	<b>MA</b>	<b>12</b>
<b>ND</b>	<b>3</b>	<b>AL</b>	<b>9</b>	<b>NJ</b>	<b>15</b>	<b>DC</b>	<b>3</b>
<b>MT</b>	<b>3</b>	<b>GA</b>	<b>15</b>	<b>CA</b>	<b>55</b>		
<b>SD</b>	<b>3</b>	<b>LA</b>	<b>9</b>				
<b>OK</b>	<b>7</b>	<b>TX</b>	<b>34</b>				

**Red State Totals (Using Current  
 2004 Electoral Vote Numbers):**  
**142**

**Blue State Totals (Using  
 Current 2004 Electoral Vote  
 Numbers):**  
**172**

### 2004 Battleground States:

	2000	2004 Our Call	Bush Electoral Votes	Kerry Electoral Votes
	%Margin	%Margin		
Arizona (10)*	Bush + 6.28%	Bush 6%	10	-
Arkansas (6)*	Bush + 5.44%	Bush 3%	6	-
Colorado (9)	Bush + 8.36%	Too Close To Call	-	-
Florida (27)	Bush + 0.01%	Kerry .1% Trending Kerry	-	27
Iowa (7)	Gore + 0.31%	Kerry 5%	-	7
Michigan (17)	Gore + 5.13%	Kerry 6%	-	17
Minnesota (10)	Gore + 2.4%	Kerry 6%	-	10
Missouri (11)*	Bush + 3.34%	Bush 3%	11	-
Nevada (5)	Bush + 3.55%	Too Close To Call	-	-
New Hampshire (4) *	Bush + 1.27%	Kerry 5%	-	4
New Mexico (5)	Gore + 0.06%	Kerry 3%	-	5
North Carolina (15)*	Bush + 12.83%	Bush 3%	15	-
Oregon (7)*	Gore + 0.44%	Kerry 10%	-	7
Ohio (20)	Bush + 3.51%	Bush 2% Trending Kerry	-	20
Pennsylvania (21)	Gore + 4.17%	Trending Kerry	-	21
Tennessee (11)*	Bush + 3.86%	Bush 4%	11	-
Virginia (13)*	Bush + 7.00%	Bush	13	-
Washington (11)*	Gore + 5.58%	Kerry 11%	-	11
West Virginia (5)*	Bush + 6.32%	Bush 4%	5	-
Wisconsin (10)	Gore + 0.22%	Kerry 6%	-	10
<b>Battleground State Totals</b>			<b>71</b>	<b>139</b>
<b>Current Grand Total:</b>			<b>213</b>	<b>311</b>

\* States denoted with an asterisk were polled online in Zogby Interactive surveys.

*(as of Nov. 2, 2004 5:00pm)*

(11/1/2004)

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