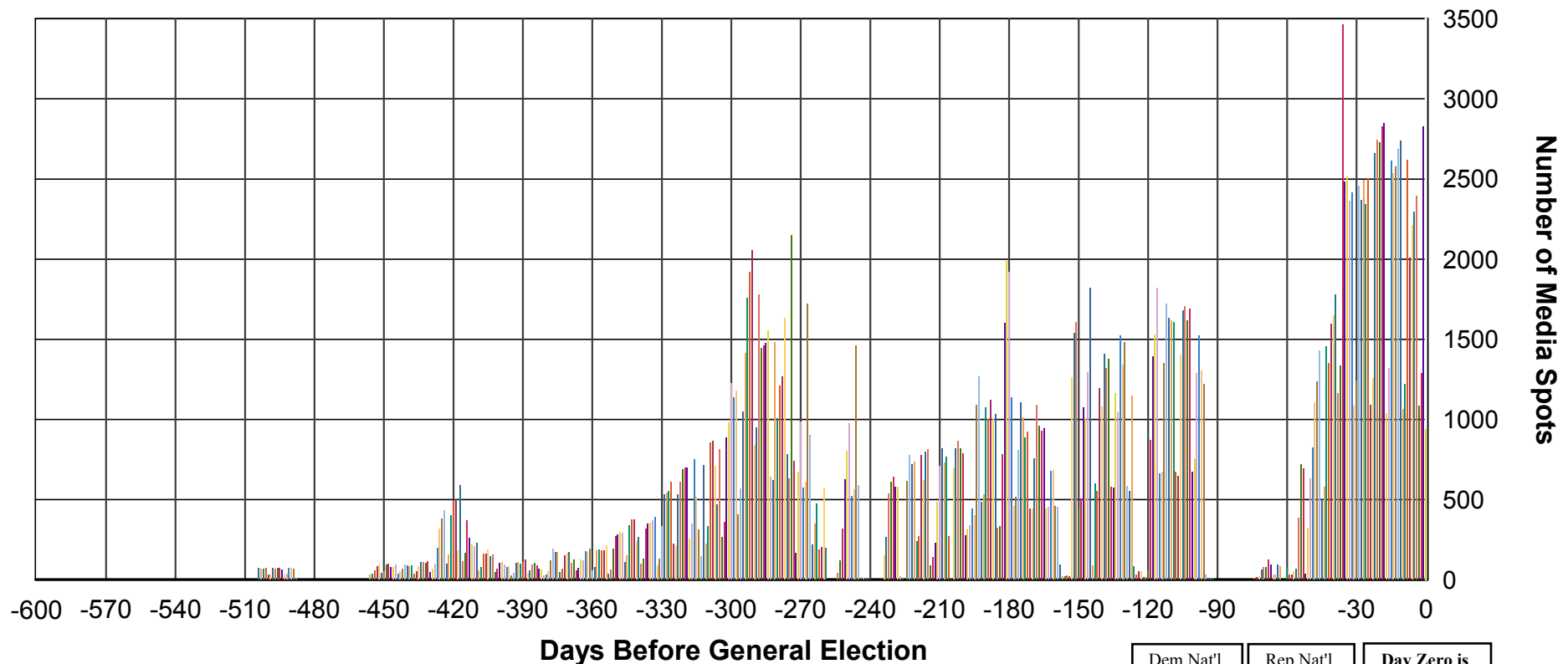


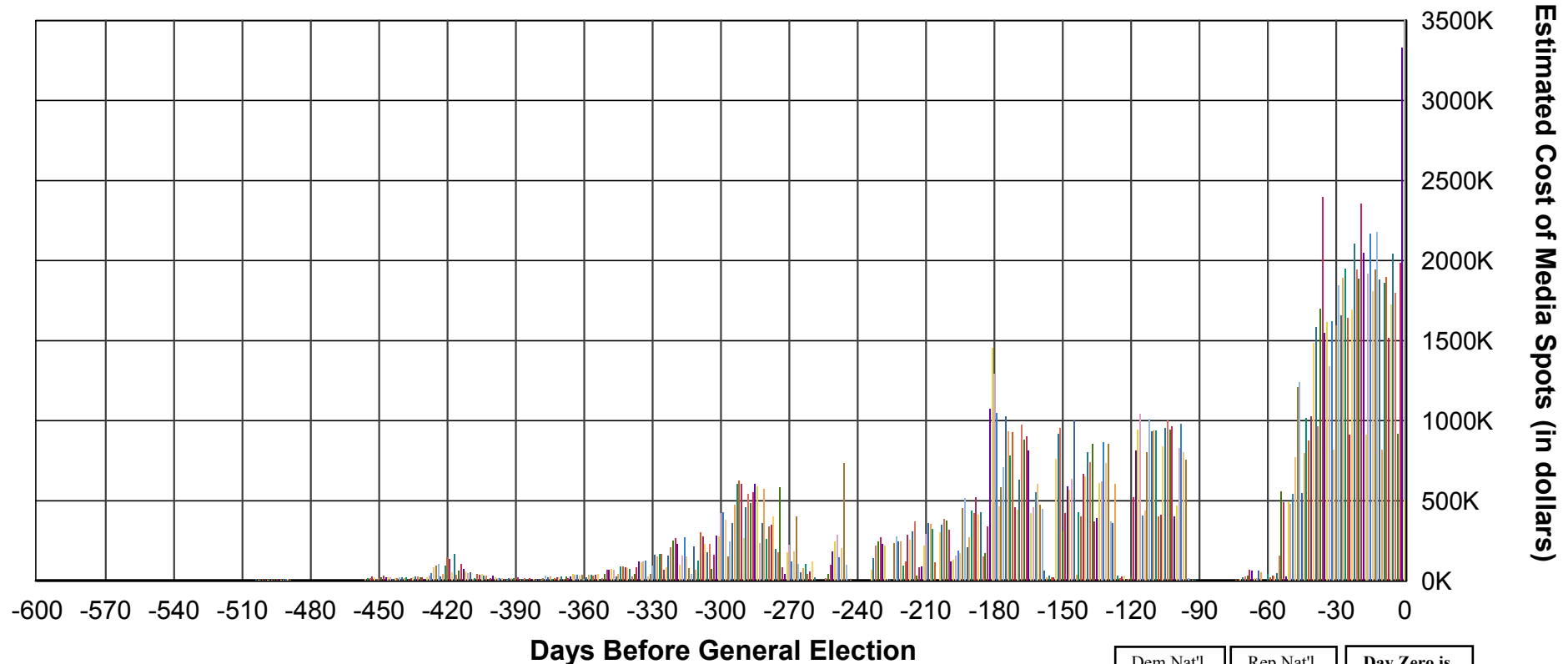
# P1 - Total Number of Media Spots Airing During Entire Presidential Election Cycle – Democratic Party Presidential Candidates



Dem Nat'l Conv 7/26-7/29 (-99 to -96)	Rep Nat'l Conv 8/30-9/2 (-64 to -61)	Day Zero is 11/2/2004, the 2004 General Election Date
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<b>Primary/Caucus/Conv. 294 to 271 Days Before General Election</b> 1/13 (-294) DC 1/19 (-288) IA 1/27 (-280) NH 2/3 (-273) AZ-Dem, DE-Dem, MO, NM-Dem, ND, OK, SC-Dem	<b>Primary/Caucus/Conv. 270 to 241 Days Before General Election</b> 2/7 (-269) MI-Dem, WA-Dem 2/8 (-268) ME-Dem 2/10 (-266) DC-Rep, TN, VA-Dem 2/14 (-262) DC-Dem, NV-Dem 2/17 (-259) WI 2/21 (-255) GU-Rep 2/24 (-252) HI-Dem, ID-Dem, UT-Dem 2/28 (-248) AS-Rep, VI-Rep 3/2 (-245) CA, CT, GA, MD, MA, MN, NY, OH, RI, VT	<b>Primary/Caucus/Conv. 240 to 211 Days Before General Election</b> 3/8 (-239) AS-Dem 3/9 (-238) FL, LA, MS, TX, WA-Rep 3/13 (-234) KS-Dem 3/16 (-231) IL 3/20 (-227) AK-Dem, GU-Dem, WY-Dem 3/27 (-220) SC-Rep	<b>Primary/Caucus/Conv. 210 to 181 Days Before General Election</b> 4/13 (-203) CO 4/17 (-199) NC-Dem, VI-Dem 4/24 (-192) KS-Rep 4/27 (-189) PA 5/1 (-185) NV-Rep 5/4 (-182) IN	<b>Primary/Caucus/Conv. 180 to 151 Days Before General Election</b> 5/8 (-178) AZ-Rep, UT-Rep, WY-Rep 5/11 (-175) NE, WV 5/15 (-171) DE-Rep, ME-Rep 5/18 (-168) AR, KY, OR 5/22 (-164) AK-Rep, MI-Rep 5/23 (-163) NC-Rep 5/25 (-161) ID 6/1 (-154) AL, NM, SD	<b>Primary/Caucus/Conv. 150 to 121 Days Before General Election</b> 6/5 (-150) VA-Rep 6/6 (-149) HI-Rep, PR-Dem 6/8 (-147) MT, NJ
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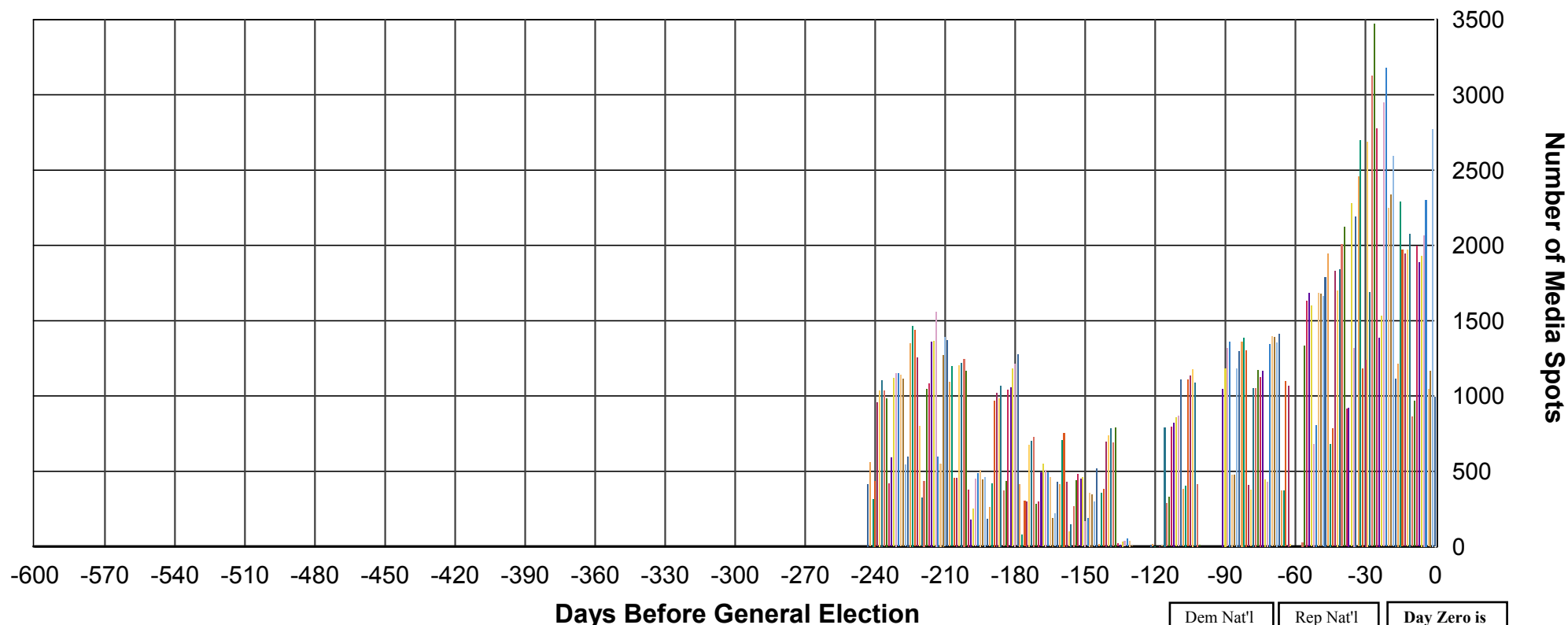
# P2 - Total Estimated Cost of Media Spots Airing During Entire Presidential Election Cycle – Democratic Party Presidential Candidates



Dem Nat'l Conv 7/26-7/29 (-99 to -96)	Rep Nat'l Conv 8/30-9/2 (-64 to -61)	<b>Day Zero is 11/2/2004, the 2004 General Election Date</b>
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<b>Primary/Caucus/Conv. 294 to 271 Days Before General Election</b> 1/13 (-294) DC 1/19 (-288) IA 1/27 (-280) NH 2/3 (-273) AZ-Dem, DE-Dem, MO, NM-Dem, ND, OK, SC-Dem	<b>Primary/Caucus/Conv. 270 to 241 Days Before General Election</b> 2/7 (-269) MI-Dem, WA-Dem 2/8 (-268) ME-Dem 2/10 (-266) DC-Rep, TN, VA-Dem 2/14 (-262) DC-Dem, NV-Dem 2/17 (-259) WI 2/21 (-255) GU-Rep 2/24 (-252) HI-Dem, ID-Dem, UT-Dem 2/28 (-248) AS-Rep, VI-Rep 3/2 (-245) CA, CT, GA, MD, MA, MN, NY, OH, RI, VT	<b>Primary/Caucus/Conv. 240 to 211 Days Before General Election</b> 3/8 (-239) AS-Dem 3/9 (-238) FL, LA, MS, TX, WA-Rep 3/13 (-234) KS-Dem 3/16 (-231) IL 3/20 (-227) AK-Dem, GU-Dem, WY-Dem 3/27 (-220) SC-Rep	<b>Primary/Caucus/Conv. 210 to 181 Days Before General Election</b> 4/13 (-203) CO 4/17 (-199) NC-Dem, VI-Dem 4/24 (-192) KS-Rep 4/27 (-189) PA 5/1 (-185) NV-Rep 5/4 (-182) IN	<b>Primary/Caucus/Conv. 180 to 151 Days Before General Election</b> 5/8 (-178) AZ-Rep, UT-Rep, WY-Rep 5/11 (-175) NE, WV 5/15 (-171) DE-Rep, ME-Rep 5/18 (-168) AR, KY, OR 5/22 (-164) AK-Rep, MI-Rep 5/23 (-163) NC-Rep 5/25 (-161) ID 6/1 (-154) AL, NM, SD	<b>Primary/Caucus/Conv. 150 to 121 Days Before General Election</b> 6/5 (-150) VA-Rep 6/6 (-149) HI-Rep, PR-Dem 6/8 (-147) MT, NJ
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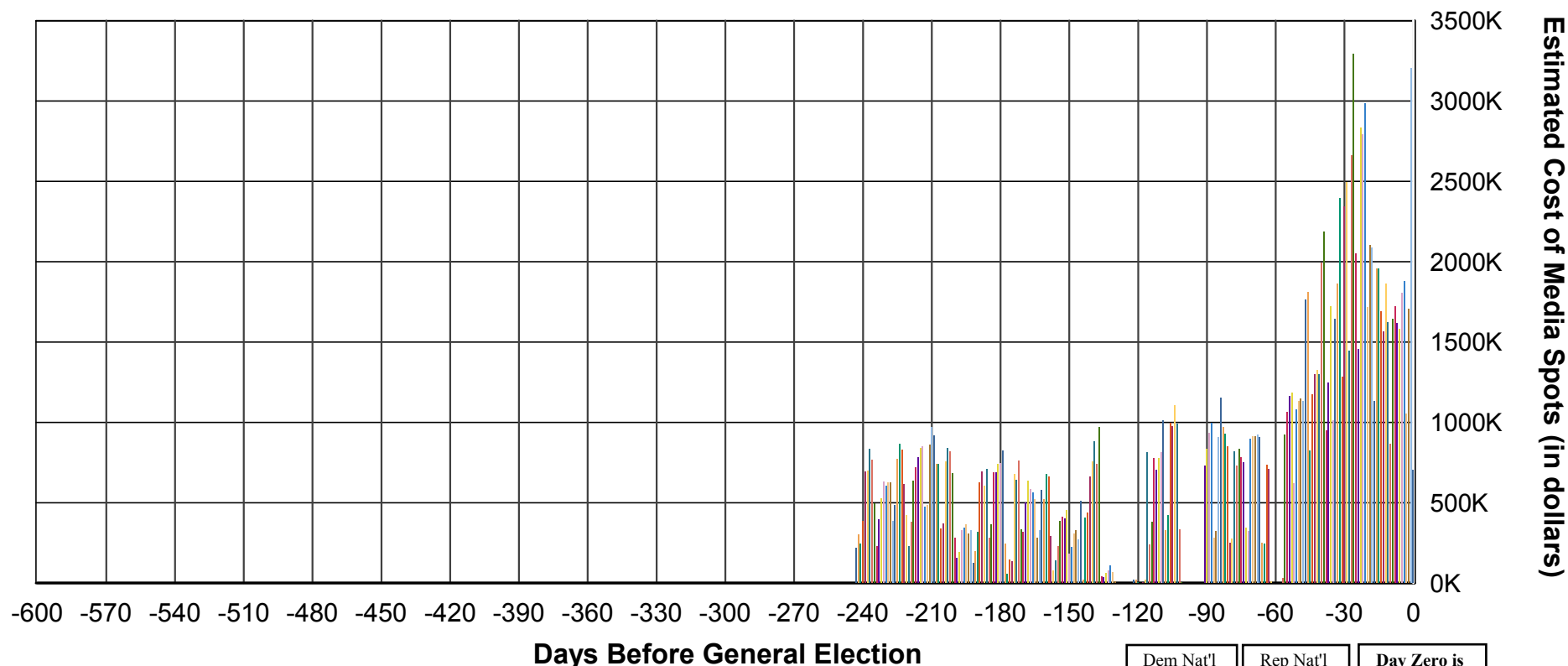
# **P3 - Total Number of Media Spots Airing During Entire Presidential Election Cycle – Republican Party Presidential Candidates**



Dem Nat'l Conv 7/26-7/29 (-99 to -96)	Rep Nat'l Conv 8/30-9/2 (-64 to -61)	Day Zero is 11/2/2004, the 2004 General Election Date
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<b>Primary/Caucus/Conv. 294 to 271 Days Before General Election</b> 1/13 (-294) DC 1/19 (-288) IA 1/27 (-280) NH 2/3 (-273) AZ-Dem, DE-Dem, MO, NM-Dem, ND, OK, SC-Dem	<b>Primary/Caucus/Conv. 270 to 241 Days Before General Election</b> 2/7 (-269) MI-Dem, WA-Dem 2/8 (-268) ME-Dem 2/10 (-266) DC-Rep, TN, VA-Dem 2/14 (-262) DC-Dem, NV-Dem 2/17 (-259) WI 2/21 (-255) GU-Rep 2/24 (-252) HI-Dem, ID-Dem, UT-Dem 2/28 (-248) AS-Rep, VI-Rep 3/2 (-245) CA, CT, GA, MD, MA, MN, NY, OH, RI, VT	<b>Primary/Caucus/Conv. 240 to 211 Days Before General Election</b> 3/8 (-239) AS-Dem 3/9 (-238) FL, LA, MS, TX, WA-Rep 3/13 (-234) KS-Dem 3/16 (-231) IL 3/20 (-227) AK-Dem, GU-Dem, WY-Dem 3/27 (-220) SC-Rep	<b>Primary/Caucus/Conv. 210 to 181 Days Before General Election</b> 4/13 (-203) CO 4/17 (-199) NC-Dem, VI-Dem 4/24 (-192) KS-Rep 4/27 (-189) PA 5/1 (-185) NV-Rep 5/4 (-182) IN	<b>Primary/Caucus/Conv. 180 to 151 Days Before General Election</b> 5/8 (-178) AZ-Rep, UT-Rep, WY-Rep 5/11 (-175) NE, WV 5/15 (-171) DE-Rep, ME-Rep 5/18 (-168) AR, KY, OR 5/22 (-164) AK-Rep, MI-Rep 5/23 (-163) NC-Rep 5/25 (-161) ID 6/1 (-154) AL, NM, SD	<b>Primary/Caucus/Conv. 150 to 121 Days Before General Election</b> 6/5 (-150) VA-Rep 6/6 (-149) HI-Rep, PR-Dem 6/8 (-147) MT, NJ
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# P4 - Total Estimated Cost of Media Spots Airing During Entire Presidential Election Cycle – Republican Party Presidential Candidates



Dem Nat'l  
Conv  
7/26-7/29  
(-99 to -96)

Rep Nat'l  
Conv  
8/30-9/2  
(-64 to -61)

**Day Zero is  
11/2/2004, the  
2004 General  
Election Date**

**Primary/Caucus/Conv.  
294 to 271 Days Before  
General Election**

1/13 (-294) DC  
1/19 (-288) IA  
1/27 (-280) NH  
2/3 (-273) AZ-Dem,  
DE-Dem, MO, NM-Dem,  
ND, OK, SC-Dem

**Primary/Caucus/Conv.  
270 to 241 Days Before  
General Election**

2/7 (-269) MI-Dem, WA-Dem  
2/8 (-268) ME-Dem  
2/10 (-266) DC-Rep, TN, VA-Dem  
2/14 (-262) DC-Dem, NV-Dem  
2/17 (-259) WI  
2/21 (-255) GU-Rep  
2/24 (-252) HI-Dem, ID-Dem,  
UT-Dem  
2/28 (-248) AS-Rep,  
VI-Rep  
3/2 (-245) CA, CT, GA, MD, MA,  
MN, NY, OH, RI, VT

**Primary/Caucus/Conv.  
240 to 211 Days Before  
General Election**

3/8 (-239) AS-Dem  
3/9 (-238) FL, LA, MS,  
TX, WA-Rep  
3/13 (-234) KS-Dem  
3/16 (-231) IL  
3/20 (-227) AK-Dem,  
GU-Dem, WY-Dem  
3/27 (-220) SC-Rep

**Primary/Caucus/Conv.  
210 to 181 Days Before  
General Election**

4/13 (-203) CO  
4/17 (-199) NC-Dem,  
VI-Dem  
4/24 (-192) KS-Rep  
4/27 (-189) PA  
5/1 (-185) NV-Rep  
5/4 (-182) IN

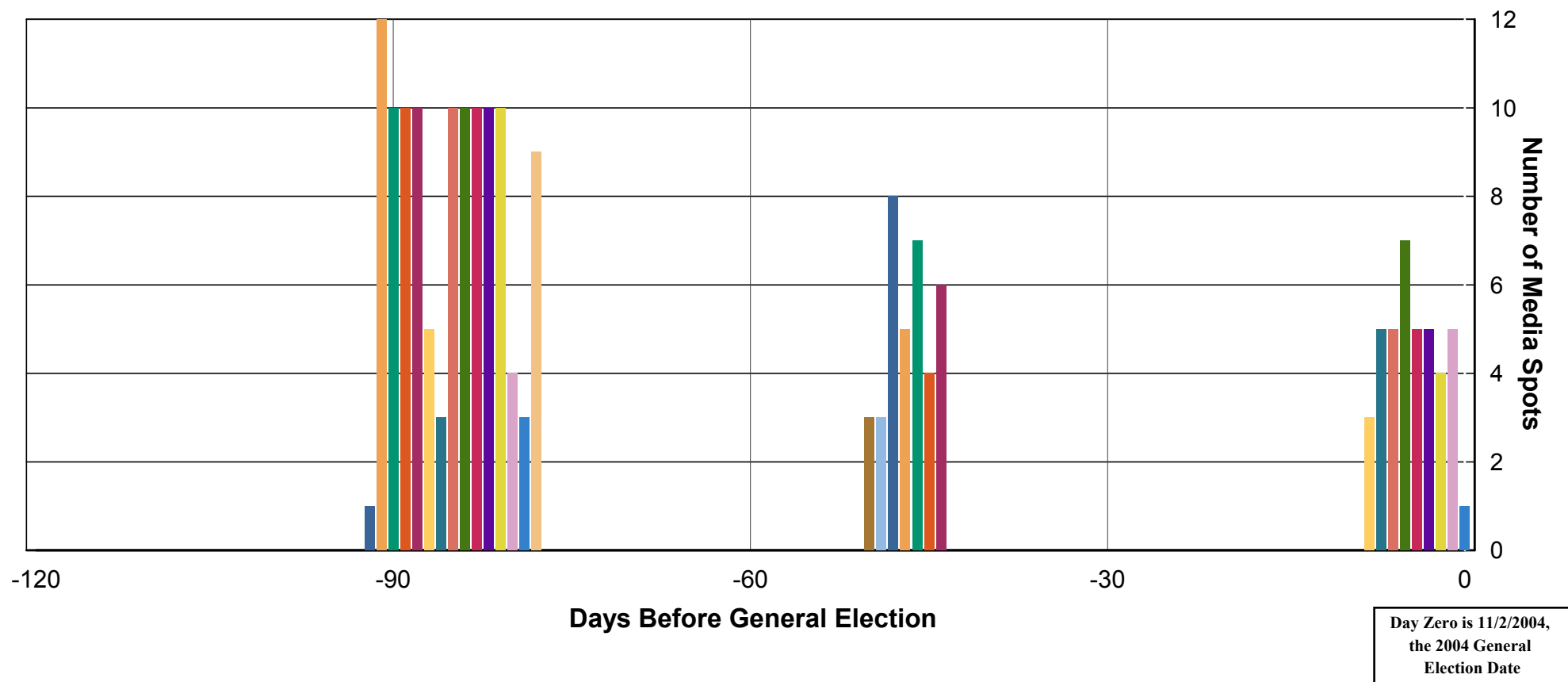
**Primary/Caucus/Conv.  
180 to 151 Days Before  
General Election**

5/8 (-178) AZ-Rep,  
UT-Rep, WY-Rep  
5/11 (-175) NE, WV  
5/15 (-171) DE-Rep,  
ME-Rep  
5/18 (-168) AR, KY, OR  
5/22 (-164) AK-Rep,  
MI-Rep  
5/23 (-163) NC-Rep  
5/25 (-161) ID  
6/1 (-154) AL, NM, SD

**Primary/Caucus/Conv.  
150 to 121 Days Before  
General Election**

6/5 (-150) VA-Rep  
6/6 (-149) HI-Rep,  
PR-Dem  
6/8 (-147) MT, NJ

# P5 - Total Number of Media Spots Airing During Entire Presidential Election Cycle – Other Party Presidential Candidate



**Primary/Caucus/Conv.  
294 to 271 Days Before  
General Election**  
1/13 (-294) DC  
1/19 (-288) IA  
1/27 (-280) NH  
2/3 (-273) AZ-Dem,  
DE-Dem, MO, NM-Dem,  
ND, OK, SC-Dem

**Primary/Caucus/Conv.  
270 to 241 Days Before  
General Election**  
2/7 (-269) MI-Dem, WA-Dem  
2/8 (-268) ME-Dem  
2/10 (-266) DC-Rep, TN, VA-Dem  
2/14 (-262) DC-Dem, NV-Dem  
2/17 (-259) WI  
2/21 (-255) GU-Rep  
2/24 (-252) HI-Dem, ID-Dem,  
UT-Dem  
2/28 (-248) AS-Rep,  
VI-Rep  
3/2 (-245) CA, CT, GA, MD, MA,  
MN, NY, OH, RI, VT

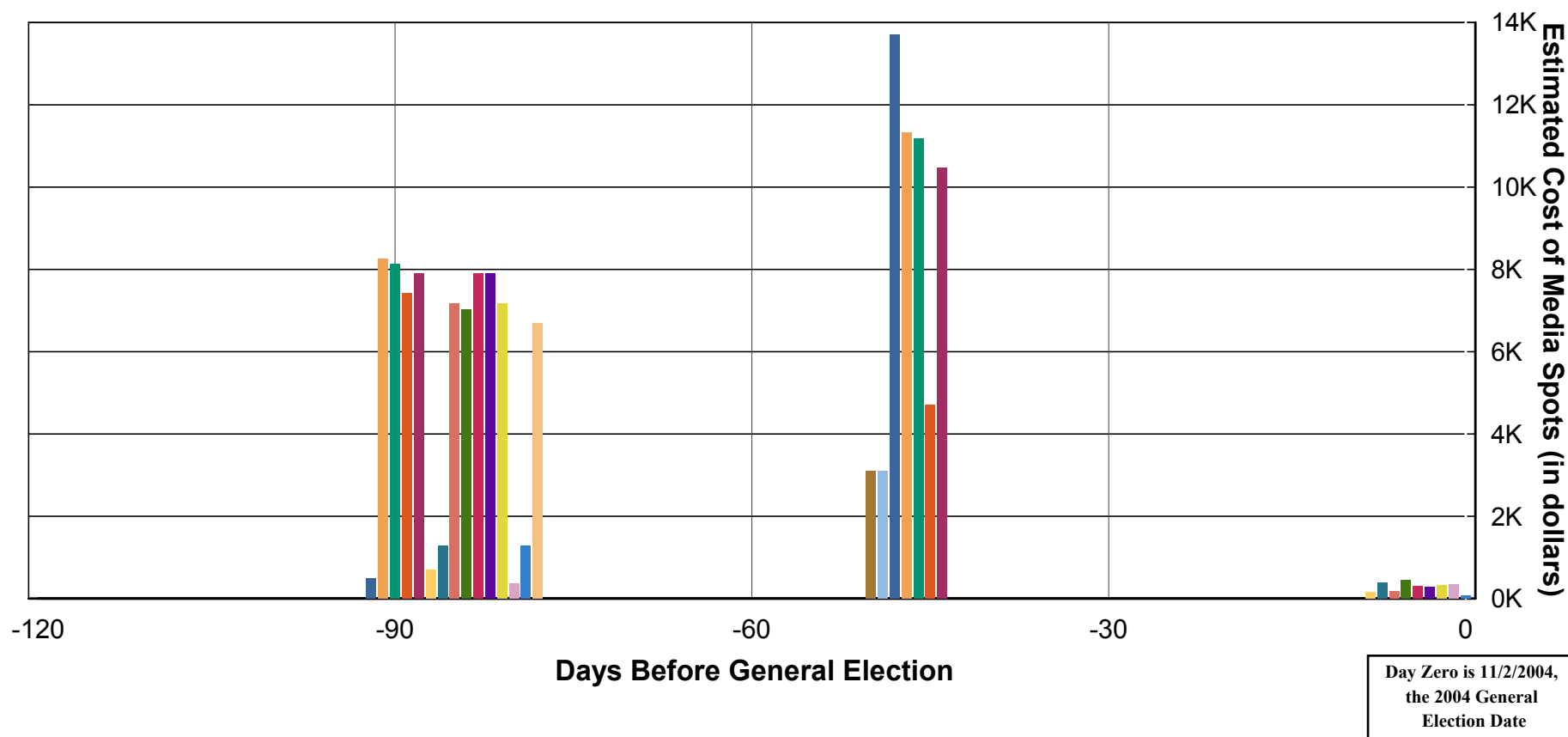
**Primary/Caucus/Conv.  
240 to 211 Days Before  
General Election**  
3/8 (-239) AS-Dem  
3/9 (-238) FL, LA, MS,  
TX, WA-Rep  
3/13 (-234) KS-Dem  
3/16 (-231) IL  
3/20 (-227) AK-Dem,  
GU-Dem, WY-Dem  
3/27 (-220) SC-Rep

**Primary/Caucus/Conv.  
210 to 181 Days Before  
General Election**  
4/13 (-203) CO  
4/17 (-199) NC-Dem,  
VI-Dem  
4/24 (-192) KS-Rep  
4/27 (-189) PA  
5/1 (-185) NV-Rep  
5/4 (-182) IN

**Primary/Caucus/Conv.  
180 to 151 Days Before  
General Election**  
5/8 (-178) AZ-Rep,  
UT-Rep, WY-Rep  
5/11 (-175) NE, WV  
5/15 (-171) DE-Rep,  
ME-Rep  
5/18 (-168) AR, KY, OR  
5/22 (-164) AK-Rep,  
MI-Rep  
5/23 (-163) NC-Rep  
5/25 (-161) ID  
6/1 (-154) AL, NM, SD

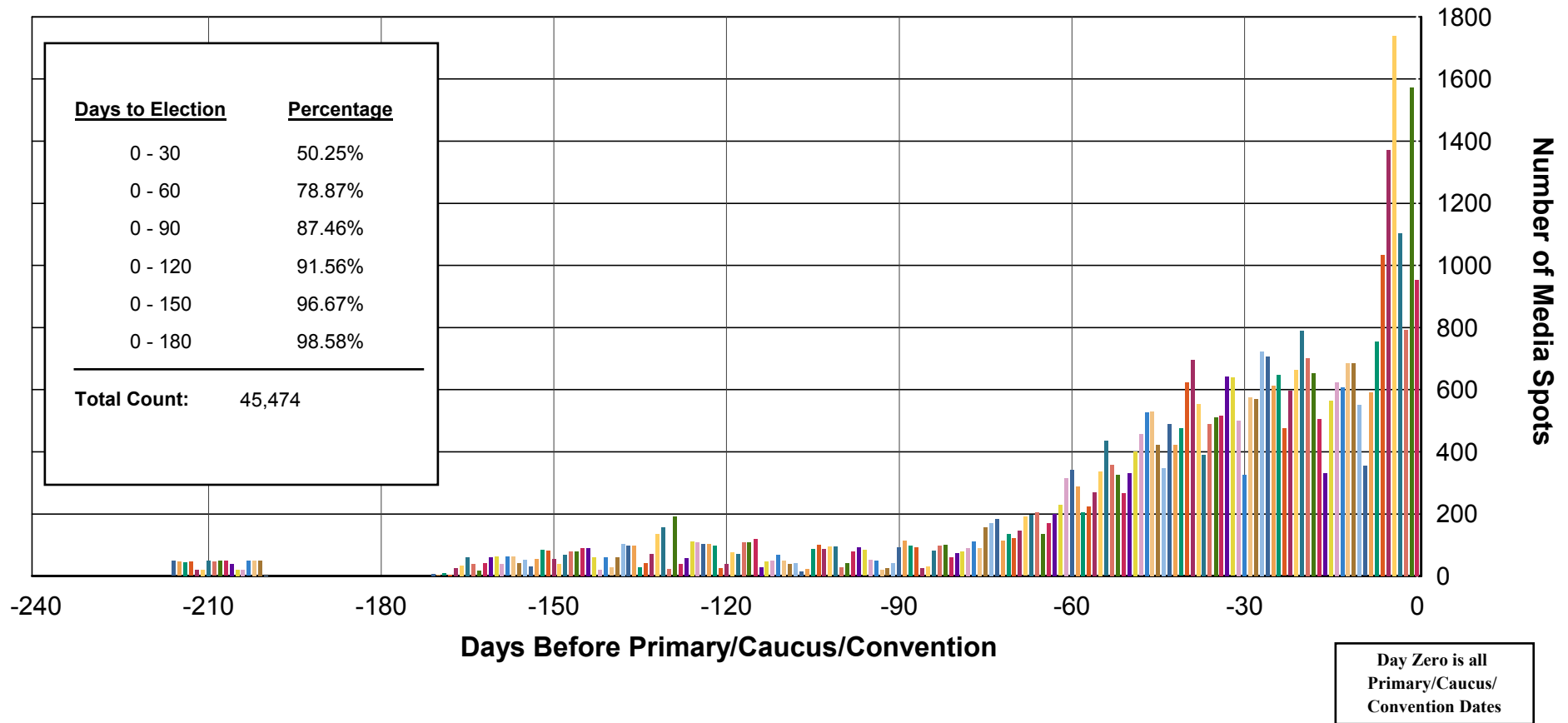
**Primary/Caucus/Conv.  
150 to 121 Days Before  
General Election**  
6/5 (-150) VA-Rep  
6/6 (-149) HI-Rep,  
PR-Dem  
6/8 (-147) MT, NJ

# P6 - Total Estimated Cost of Media Spots Airing During Entire Presidential Election Cycle – Other Party Presidential Candidates



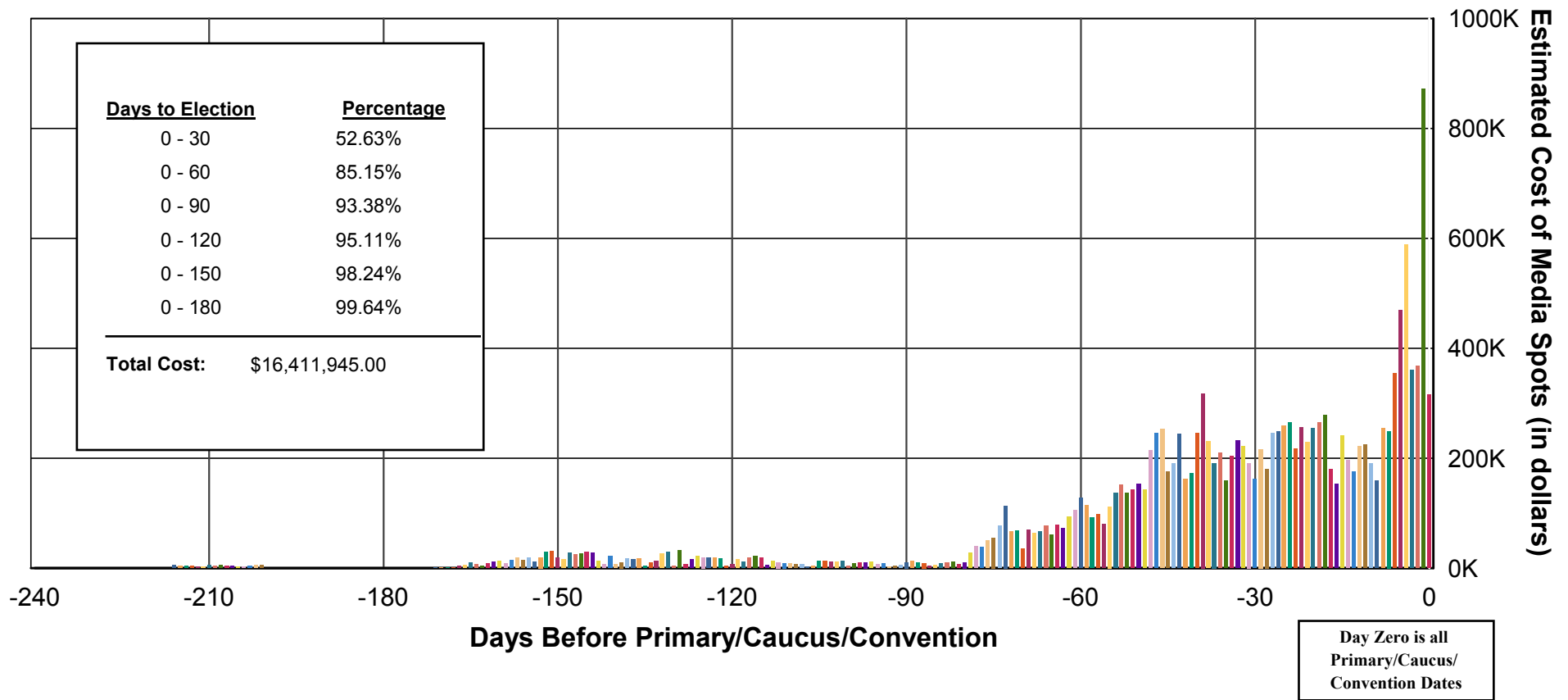
<b>Primary/Caucus/Conv.</b> <b>294 to 271 Days Before General Election</b> 1/13 (-294) DC 1/19 (-288) IA 1/27 (-280) NH 2/3 (-273) AZ-Dem, DE-Dem, MO, NM-Dem, ND, OK, SC-Dem	<b>Primary/Caucus/Conv.</b> <b>270 to 241 Days Before General Election</b> 2/7 (-269) MI-Dem, WA-Dem 2/8 (-268) ME-Dem 2/10 (-266) DC-Rep, TN, VA-Dem 2/14 (-262) DC-Dem, NV-Dem 2/17 (-259) WI 2/21 (-255) GU-Rep 2/24 (-252) HI-Dem, ID-Dem, UT-Dem 2/28 (-248) AS-Rep, VI-Rep 3/2 (-245) CA, CT, GA, MD, MA, MN, NY, OH, RI, VT	<b>Primary/Caucus/Conv.</b> <b>240 to 211 Days Before General Election</b> 3/8 (-239) AS-Dem 3/9 (-238) FL, LA, MS, TX, WA-Rep 3/13 (-234) KS-Dem 3/16 (-231) IL 3/20 (-227) AK-Dem, GU-Dem, WY-Dem 3/27 (-220) SC-Rep	<b>Primary/Caucus/Conv.</b> <b>210 to 181 Days Before General Election</b> 4/13 (-203) CO 4/17 (-199) NC-Dem, VI-Dem 4/24 (-192) KS-Rep 4/27 (-189) PA 5/1 (-185) NV-Rep 5/4 (-182) IN	<b>Primary/Caucus/Conv.</b> <b>180 to 151 Days Before General Election</b> 5/8 (-178) AZ-Rep, UT-Rep, WY-Rep 5/11 (-175) NE, WV 5/15 (-171) DE-Rep, ME-Rep 5/18 (-168) AR, KY, OR 5/22 (-164) AK-Rep, MI-Rep 5/23 (-163) NC-Rep 5/25 (-161) ID 6/1 (-154) AL, NM, SD	<b>Primary/Caucus/Conv.</b> <b>150 to 121 Days Before General Election</b> 6/5 (-150) VA-Rep 6/6 (-149) HI-Rep, PR-Dem 6/8 (-147) MT, NJ
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# **P7 - Number of Media Spots Airing On or Before Presidential Primary / Caucus / Convention in All Media Markets Fully Contained within a Single “Battleground” State\***



\* The Media Markets fully contained within a single “Battleground” State are: Phoenix, AZ; Tucson, AZ; Little Rock, AR; Colorado Spring, CO; Ft. Myers, FL; Miami, FL; Orlando, FL; Tampa, FL; West Palm Beach, FL; Cedar Rapids, IA; Des Moines, IA; Detroit, MI; Flint, MI; Grand Rapids, MI; Las Vegas, NV; Cleveland, OH; Columbus, OH; Harrisburg, PA; Johnstown, PA; Wilkes-Barre, PA; Seattle, WA; Madison, WI; Milwaukee, WI.

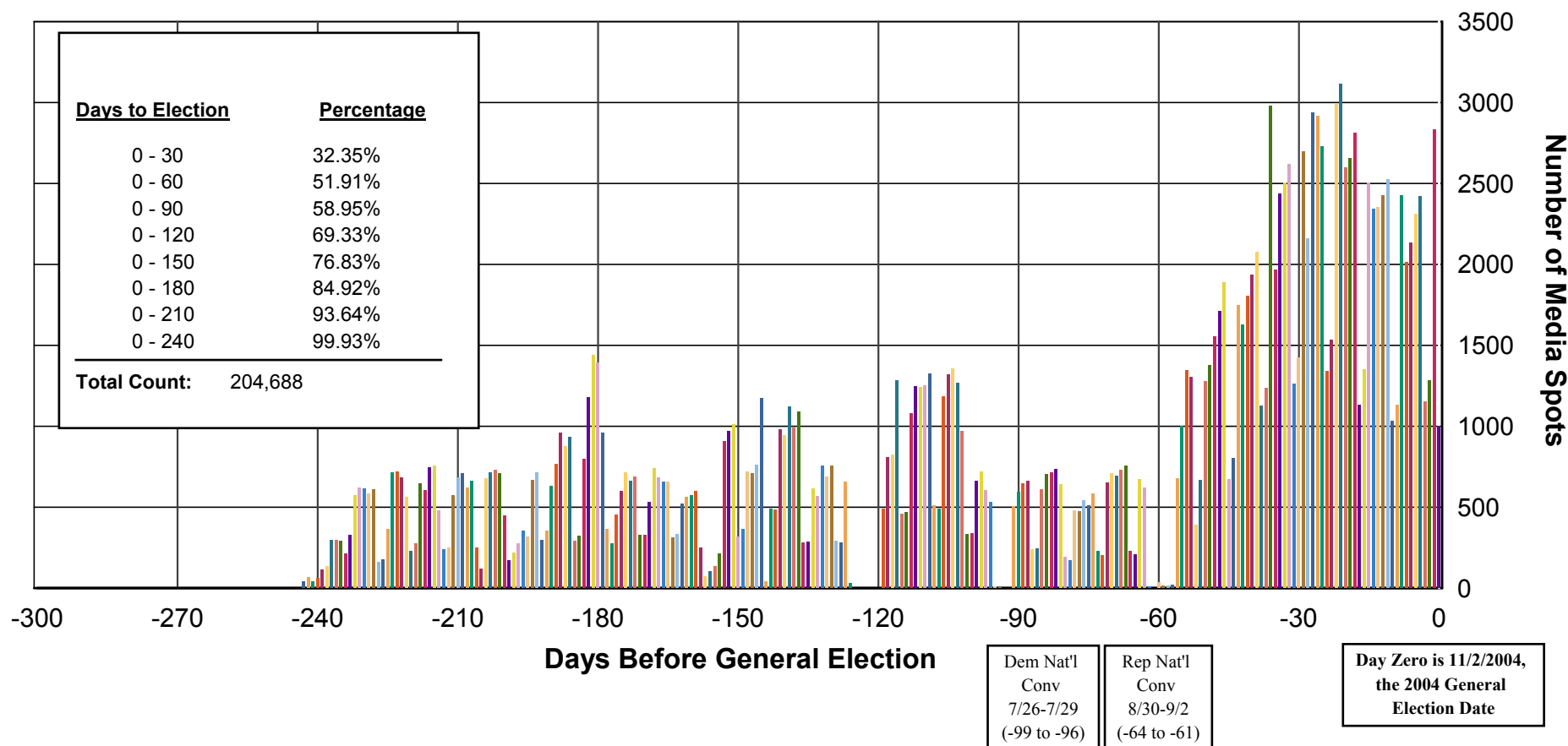
# **P8 - Estimated Cost of Media Spots Airing On or Before Presidential Primary / Caucus / Convention in All Media Markets Fully Contained within a Single “Battleground” State\***



\* The Media Markets fully contained within a single “Battleground” State are: Phoenix, AZ; Tucson, AZ; Little Rock, AR; Colorado Spring, CO; Ft. Myers, FL; Miami, FL; Orlando, FL; Tampa, FL; West Palm Beach, FL; Cedar Rapids, IA; Des Moines, IA; Detroit, MI; Flint, MI; Grand Rapids, MI; Las Vegas, NV; Cleveland, OH; Columbus, OH; Harrisburg, PA; Johnstown, PA; Wilkes-Barre, PA; Seattle, WA; Madison, WI; Milwaukee, WI.



# P9 - Number of Media Spots Airing On or Before Presidential General Election in All Media Markets Fully Contained within a Single “Battleground” State\*



\* The Media Markets fully contained within a single “Battleground” State are: Phoenix, AZ; Tucson, AZ; Little Rock, AR; Colorado Spring, CO; Ft. Myers, FL; Miami, FL; Orlando, FL; Tampa, FL; West Palm Beach, FL; Cedar Rapids, IA; Des Moines, IA; Detroit, MI; Flint, MI; Grand Rapids, MI; Las Vegas, NV; Cleveland, OH; Columbus, OH; Harrisburg, PA; Johnstown, PA; Wilkes-Barre, PA; Seattle, WA; Madison, WI; Milwaukee, WI.

**Primary/Caucus/Conv.**  
**294 to 271 Days Before**  
**General Election**  
1/19 (-288) IA  
2/3 (-273) AZ-Dem

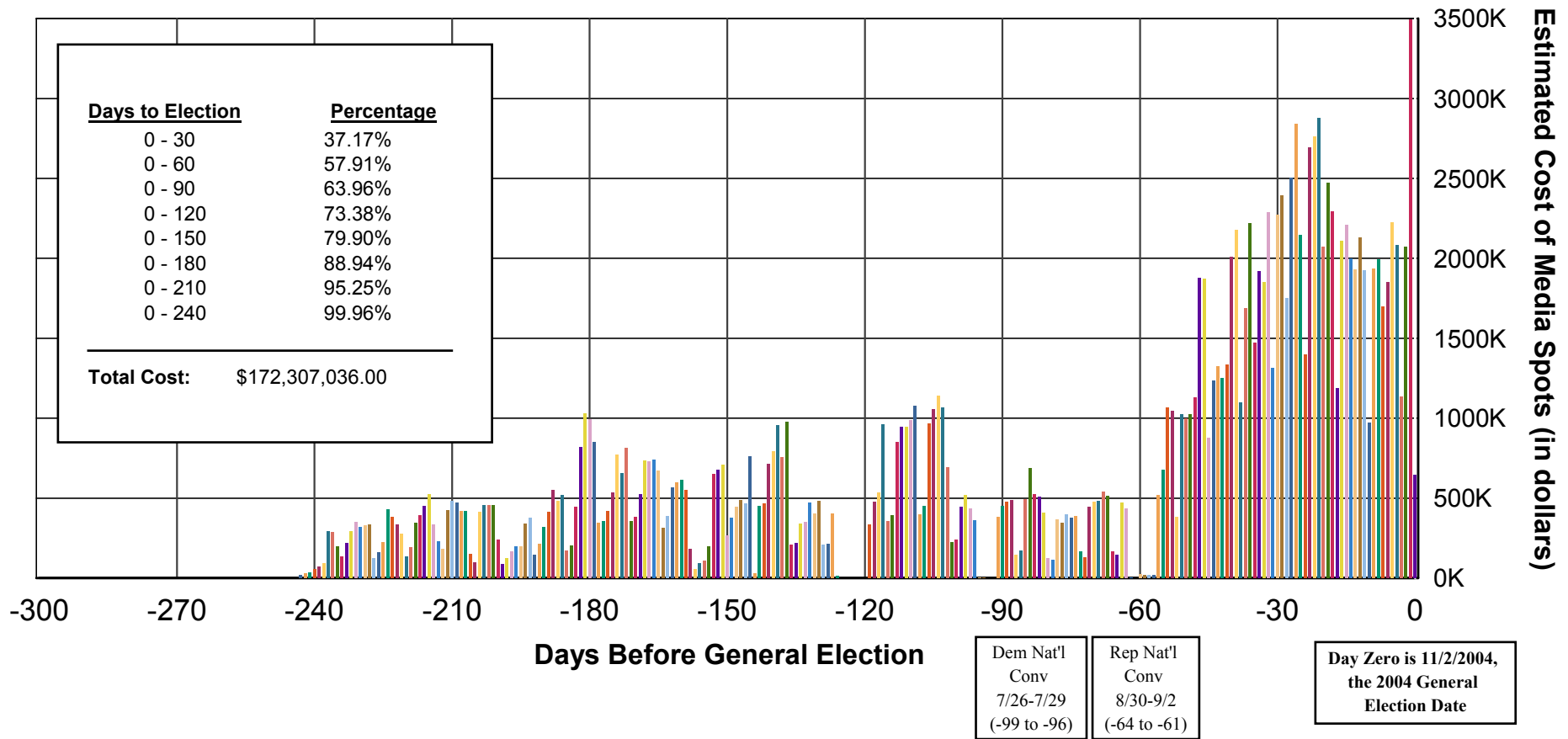
**Primary/Caucus/Conv.**  
**270 to 241 Days Before**  
**General Election**  
2/7 (-269) MI-Dem, WA-Dem  
2/17 (-259) WI  
3/2 (-245) OH

**Primary/Caucus/Conv.**  
**240 to 211 Days Before**  
**General Election**  
3/9 (-238) FL, WA-Rep

**Primary/Caucus/Conv.**  
**210 to 181 Days Before**  
**General Election**  
4/13 (-203) CO  
4/27 (-189) PA  
5/1 (-185) NV-Rep

**Primary/Caucus/Conv.**  
**180 to 151 Days Before**  
**General Election**  
5/8 (-178) AZ-Rep  
5/18 (-168) AR  
5/22 (-164) MI-Rep

# P10 - Estimated Cost of Media Spots Airing On or Before Presidential General Election in All Media Markets Fully Contained within a Single “Battleground” State\*



\* The Media Markets fully contained within a single “Battleground” State are: Phoenix, AZ; Tucson, AZ; Little Rock, AR; Colorado Spring, CO; Ft. Myers, FL; Miami, FL; Orlando, FL; Tampa, FL; West Palm Beach, FL; Cedar Rapids, IA; Des Moines, IA; Detroit, MI; Flint, MI; Grand Rapids, MI; Las Vegas, NV; Cleveland, OH; Columbus, OH; Harrisburg, PA; Johnstown, PA; Wilkes-Barre, PA; Seattle, WA; Madison, WI; Milwaukee, WI.

<b>Primary/Caucus/Conv.</b> <b>294 to 271 Days Before</b> <b>General Election</b> 1/19 (-288) IA 2/3 (-273) AZ-Dem	<b>Primary/Caucus/Conv.</b> <b>270 to 241 Days Before</b> <b>General Election</b> 2/7 (-269) MI-Dem, WA-Dem 2/17 (-259) WI 3/2 (-245) OH	<b>Primary/Caucus/Conv.</b> <b>240 to 211 Days Before</b> <b>General Election</b> 3/9 (-238) FL, WA-Rep	<b>Primary/Caucus/Conv.</b> <b>210 to 181 Days Before</b> <b>General Election</b> 4/13 (-203) CO 4/27 (-189) PA 5/1 (-185) NV-Rep	<b>Primary/Caucus/Conv.</b> <b>180 to 151 Days Before</b> <b>General Election</b> 5/8 (-178) AZ-Rep 5/18 (-168) AR 5/22 (-164) MI-Rep
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## **PRESIDENTIAL GRAPHS – NOTES**

### **Election Cycle Graphs**

- The general election date, 11/2/04, is represented on the x-axis as day “0”.
- Any data for media spots paid for by a Presidential candidate on the general election ballot that aired on or before the general election are represented on the graphs. The data for each such media spot appears on the graphs in relation to the general election date (day “0”).
- The dates of each primary/caucus/convention are listed below each graph. These dates reflect joint Democratic, Republican, and Other Party primaries unless otherwise noted. The number of days each primary/caucus/convention occurred before the general election is indicated, as a negative number, in parentheses after the date.

### **Media Markets Fully Contained within a Single “Battleground” State Graphs**

- The TNS Media Intelligence/CMAG (“CMAG”) data lists a “Media Market” for each media spot paid for by a Presidential candidate.
- CMAG Media Markets correspond to *Nielsen Media Group* Designated Market Areas (“DMAs”), available at [www.nielsenmedia.com/DMAs.html](http://www.nielsenmedia.com/DMAs.html).
- Many DMAs extend into multiple States. The CMAG data for media spots in these DMAs do not specify which State’s primary/caucus/convention is relevant for any given media spot.
- In order to isolate data geographically limited to “Battleground” States, a list of DMAs contained within a single State was compared against a list of the “Battleground” States in the 2004 Presidential election, resulting in a list of 23 single-State DMAs in 11 “Battleground” States. The relevant primary/caucus/convention for any media spots paid for by a Presidential candidate in any of these single-State DMAs is assumed to be the primary/caucus/convention of the single State within that DMA.
- 49% of the total number of media spots in the CMAG data, and 54% of the total estimated cost, paid for by Presidential candidates are represented on the Media Markets Fully Contained within a Single “Battleground” State graphs.

### Primary/Caucus/Convention Graphs

- Because primaries/caucuses/conventions are held on several different dates, in order to compare media spots aired before each primary/caucus/convention, the primary/caucus/convention date in each of the 11 “Battleground” States is represented on the x-axis as day “0”.
- For example, the Ohio primary was held on 3/2/04 and the Pennsylvania primary was held on 4/27/04. Both of these primaries are represented as day “0” on the graph. Accordingly, a media spot that aired in Ohio on 2/21/04 (10 days before the Ohio primary) would be represented on the graph at day “– 10”. Similarly, a media spot that aired in Pennsylvania on 4/17/04 (10 days before the Pennsylvania primary) would also appear on the graph at day “–10”.
- Every Democratic Party and Republican Party Presidential candidate was assumed to be on the candidate list for every Presidential caucus and Presidential convention.
- Any data for media spots paid for by a Presidential candidate on a primary ballot (or assumed to be on a caucus/convention candidate list) that aired in a Media Market that is fully contained within a single “Battleground” State on or before that primary/caucus/convention date are represented on the graphs. The data for each such media spot appears on the graphs in relation to that primary/caucus/convention date (day “0”).
- Any data for media spots paid for by “Other” Party Presidential candidates are not represented on the graphs.

### General Election Graphs

- The general election date, 11/2/04, is represented on the x-axis as day “0”.
- Any data for media spots paid for by a Presidential candidate on a general election ballot that aired in a Media Market that is fully contained within a single “Battleground” State on or before the general election date, but after that candidate’s primary/caucus/convention dates, are represented on the graphs. The data for each such media spot appears on the graphs in relation to the general election date (day “0”).
- The dates of each primary/caucus/convention in the 11 “Battleground” States are listed below each graph. These dates reflect joint Democratic, Republican, and Other Party primaries unless otherwise noted. The number of days each primary/caucus/convention occurred before the general election is indicated, as a negative number, in parentheses after the date.
- Any data for media spots paid for by “Other” Party Presidential candidates are not represented on the graphs.

List of Media Markets Fully Contained within a Single “Battleground” State

<b>DMA</b>	<b>State</b>
Phoenix	AZ
Tucson	AZ
Little Rock	AR
Colorado Spring	CO
Ft. Myers	FL
Miami	FL
Orlando	FL
Tampa	FL

<b>DMA</b>	<b>State</b>
West Palm Beach	FL
Cedar Rapids	IA
Des Moines	IA
Detroit	MI
Flint	MI
Grand Rapids	MI
Las Vegas	NV
Cleveland	OH

<b>DMA</b>	<b>State</b>
Columbus	OH
Harrisburg	PA
Johnstown	PA
Wilkes-Barre	PA
Seattle	WA
Madison	WI
Milwaukee	WI

List of DMAs Contained Within a Single State

- A list of DMAs that are fully-contained within a single State was determined from *Warren Communications News, Inc.* at <http://warren.365media.com/warren/Search.asp?d=155>.
- **Note.** Although the CMAG data lists Manchester, NH, as a separate Media Market (television station WMUR), *Nielsen Media Group* does not have a Manchester DMA; WMUR is in the Boston DMA.

	DMA	States with counties within DMA
1	Albany, NY	MA, NY, VT
2	Albuquerque, NM	AZ, CO, NM
3	Atlanta, GA	AL, GA
4	<b>Austin, TX</b>	<b>TX</b>
5	Baltimore, MD	MD
6	Baton Rouge, LA	LA, MS
7	<b>Birmingham, AL</b>	<b>AL</b>
8	Boston, MA	MA, NH, VT
9	Buffalo, NY	NY, PA
10	Burlington, VT	NH, NY, VT
11	Cedar Rapids, IA	IA
12	<b>Champaign, IL</b>	<b>IL</b>
13	Charleston, WV	KY, OH, WV
15	Charlotte, NC	NC, SC, VA
16	Chattanooga, TN	GA, NC, TN
17	Chicago, IL	IL, IN
18	Cincinnati, OH	IN, KY, OH
19	<b>Cleveland, OH</b>	<b>OH</b>
20	<b>Colorado Springs, CO</b>	<b>CO</b>
21	<b>Columbia, SC</b>	<b>SC</b>
22	<b>Columbus, OH</b>	<b>OH</b>
23	<b>Dallas, TX</b>	<b>TX</b>
24	Davenport, IA	IL, IA
25	Dayton, OH	IN, OH

	DMA	States with counties within DMA
26	Denver, CO	CO, NE, SD, WY
27	<b>Des Moines, IA</b>	<b>IA</b>
28	<b>Detroit, MI</b>	<b>MI</b>
29	El Paso, TX	NM, TX
30	Evansville,	IL, IN, KY
31	<b>Flint, MI</b>	<b>MI</b>
32	<b>Fresno, CA</b>	<b>CA</b>
33	<b>Ft. Myers, FL</b>	<b>FL</b>
34	<b>Grand Rapids, MI</b>	<b>MI</b>
35	Green Bay, WI	MI, WI
36	Greensboro, NC	NC, VA
37	Greenville, SC	GA, NC, SC
38	<b>Harrisburg, PA</b>	<b>PA</b>
39	<b>Hartford, CT</b>	<b>CT</b>
40	<b>Honolulu, HI</b>	<b>HI</b>
41	<b>Houston, TX</b>	<b>TX</b>
42	Huntsville, AL	AL, TN
43	<b>Indianapolis, IN</b>	<b>IN</b>
44	<b>Jackson, MS</b>	<b>MS</b>
45	Jacksonville, FL	FL, GA
46	<b>Johnstown, PA</b>	<b>PA</b>
47	Kansas City, KS/MO	KS, MO
48	Knoxville, TN	KY, TN
49	<b>Las Vegas, NV</b>	<b>NV</b>

	DMA	States with counties within DMA
50	<b>Lexington, KY</b>	<b>KY</b>
51	<b>Little Rock, AR</b>	<b>AR</b>
52	<b>Los Angeles, CA</b>	<b>CA</b>
53	Louisville, KY	IN, KY
54	<b>Madison, WI</b>	<b>WI</b>
55	Memphis, TN	AR, MI, MO, TN
56	<b>Miami, FL</b>	<b>FL</b>
57	<b>Milwaukee, WI</b>	<b>WI</b>
58	Minneapolis, MN	MN, WI
59	Mobile, AL	AL, FL
60	Nashville, TN	KY, TN
61	New Orleans, LA	LA, MS
62	New York, NY	CT, NJ, NY, PA
63	Norfolk, VA	NC, VA
64	<b>Oklahoma City, OK</b>	<b>OK</b>
65	Omaha, NE	IA, MO, NE
66	<b>Orlando, FL</b>	<b>FL</b>
67	Paducah, KY	IL, KY, MO, TN
68	Philadelphia, PA	DE, NJ, PA
69	<b>Phoenix, AZ</b>	<b>AZ</b>
70	Pittsburgh, PA	MD, PA, WV
71	Portland, ME	ME, NH
72	Portland, OR	OR, WA
73	Providence, RI	MA, RI
74	Raleigh, NC	NC, VA
75	<b>Richmond, VA</b>	<b>VA</b>

	DMA	States with counties within DMA
76	<b>Roanoke, VA</b>	<b>VA</b>
77	<b>Rochester, NY</b>	<b>NY</b>
78	<b>Sacramento, CA</b>	<b>CA</b>
79	Salt Lake City, UT	ID, NV, UT, WY
80	<b>San Antonio, TX</b>	<b>TX</b>
81	<b>San Diego, CA</b>	<b>CA</b>
82	<b>San Francisco, CA</b>	<b>CA</b>
83	Savannah, GA	GA, SC
84	<b>Seattle, WA</b>	<b>WA</b>
85	Shreveport, LA	AR, LA, OK, TX
86	South Bend, IN	IN, MI
87	Spokane, WA	ID, MT, OR, WA
88	Springfield, MO	AR, MO
89	St. Louis, MO	IL, MO
90	<b>Syracuse, NY</b>	<b>NY</b>
91	<b>Tampa, FL</b>	<b>FL</b>
92	Toledo, OH	MI, OH
93	Tri-Cities, TN	KY, TN, VA
94	<b>Tucson, AZ</b>	<b>AZ</b>
95	Tulsa, OK	KS, OK
96	<b>Waco, TX</b>	<b>TX</b>
97	Washington, DC	DC, MD, PA, VA, WV
98	<b>West Palm Beach, FL</b>	<b>FL</b>
99	Wichita, KS	KS, NE
100	<b>Wilkes-Barre, PA</b>	<b>PA</b>
101	Youngstown, OH	OH, PA

List of “Battleground” States

- A list of “Battleground” States was determined from the following sources: *Cook Political Report*, (<http://www.cookpolitical.com/column/2004/021704.php>); *ABC News/Washington Post* ([http://www.abcnews.go.com/sections/us/WorldNewsTonight/battlegrounds\\_poll\\_040422.html](http://www.abcnews.go.com/sections/us/WorldNewsTonight/battlegrounds_poll_040422.html)); *National Journal* (<http://nationaljournal.com/members/campaign/2004/swingstates/>); *Wall Street Journal/Zogby International* (<http://online.wsj.com/public/resources/documents/info-battleground04-print.html>).

“Battleground” States		
Arizona	Michigan	Ohio
Arkansas	Minnesota	Oregon
Colorado	Missouri	Pennsylvania
Florida	Nevada	Tennessee
Iowa	New Hampshire	Washington
Louisiana	New Mexico	West Virginia
Maine	North Carolina	Wisconsin



## 2004 PRESIDENTIAL PRIMARY DATES

Establishing the date for a Presidential Primary, and determining the type of Presidential Primary held, varies from State to State. This is due to differences in State statutes, party constitutions, party rules and regulations, party by-laws, and delegate selection plans. In some States, a Caucus and/or Convention may be held instead of a Presidential Primary Election. Other states may use a combination of both Caucuses and Primaries for delegate selection. This State-by-State variation should be kept in mind when examining this listing of dates for the 2004 Presidential Primaries.

STATE	PRIMARY DATE	CAUCUS DATE	CONVENTION DATE	DAYS BEFORE GENERAL ELECTION 11/2/04
Alabama	6/1			154
Alaska		3/20 (D)	5/21-5/22 (R)	227 164
American Samoa <sup>1</sup>		3/8 (D) 2/28 (R)		239 248
Arizona	2/3 (D)	5/8 (R)		273 178
Arkansas	5/18			168
California	3/2			245
Colorado		4/13		203
Connecticut	3/2			245
Delaware	2/3 (D)		5/14-5/15 (R)	273 171
D.C.	1/13	2/10 (R) 2/14 (D)		294 266 262
Florida	3/9			238
Georgia	3/2			245
Guam <sup>1</sup>		3/20 (D)	2/21 (R)	227 255
Hawaii		2/24 (D)	6/4-6/6 (R)	252 149
Idaho	5/25	2/24 (D)		161 252
Illinois	3/16			231
Indiana	5/4			182
Iowa		1/19		288
Kansas		3/13 (D)	4/24 (R)	234 192
Kentucky	5/18			168
Louisiana	3/9			238
Maine		2/8 (D) 5/15 (R)		268 171
Maryland	3/2			245
Massachusetts	3/2			245
Michigan		2/7 (D) 5/21-5/22 (R)		269 164
Minnesota		3/2		245
Mississippi	3/9			238
Missouri	2/3			273

STATE	PRIMARY DATE	CAUCUS DATE	CONVENTION DATE	DAYS BEFORE GENERAL ELECTION 11/2/04
Montana	6/8			147
Nebraska	5/11			175
Nevada		2/14 (D)	4/29-5/1 (R)	262 185
New Hampshire	1/27			280
New Jersey	6/8			147
New Mexico	6/1	2/3 (D)		154 273
New York	3/2			245
North Carolina		4/17 (D)	5/21-5/23 (R)	199 163
North Dakota		2/3		273
Ohio	3/2			245
Oklahoma	2/3			273
Oregon	5/18			168
Pennsylvania	4/27			189
Puerto Rico <sup>1</sup>		6/6 (D)		149
Rhode Island	3/2			245
South Carolina	2/3 (D)		3/27 (R)	273 220
South Dakota	6/1			154
Tennessee	2/10			266
Texas	3/9			238
Utah <sup>2</sup>	2/24 (D)		5/8 (R)	252 178
Vermont	3/2			245
Virginia	2/10 (D)		6/5 (R)	266 150
Virgin Islands <sup>1</sup>		4/17 (D) 2/28 (R)		199 248
Washington		2/7 (D) 3/9 (R)		269 238
West Virginia	5/11			175
Wisconsin	2/17			259
Wyoming		3/20 (D)	5/8 (R)	227 178

**Notes:**

1. Presidential General Elections are not held in American Samoa, Guam, Puerto Rico and the Virgin Islands.
2. In Utah, whether a Presidential Primary Election is held is dependent upon funding by the legislature, which did not occur for 2004. Consequently, the Utah State Democratic Party scheduled a party-run Presidential preference primary for 2/24/04.