

BASKING IN REAGAN LEGACY GLOW, BUSH ATOP KERRY BY 7 IN FLORIDA



IN 2000, BUSH & GORE TIED IN FLORIDA, 49% TO 49%, BUT BUSH GOT THE ELECTORAL VOTES

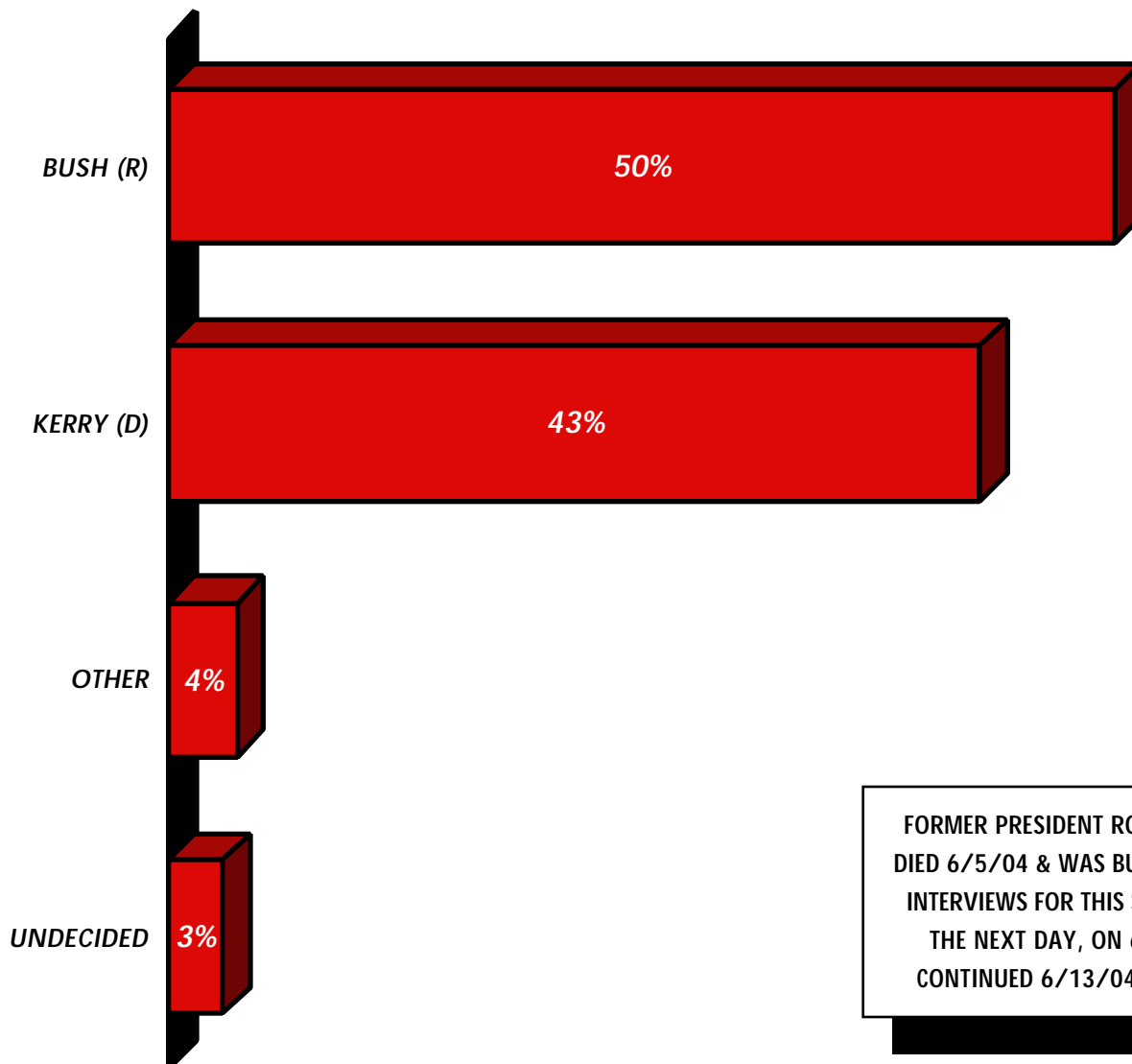
- * IN AN ELECTION FOR PRESIDENT IN FL TODAY, 20 WKS TO THE VOTE & IMMEDIATELY FOLLOWING WEEK-LONG MEDIA COVERAGE OF GOP PRESIDENT RONALD REAGAN'S DEATH, GEORGE W. BUSH DEFEATS JOHN KERRY 50% TO 43%, ACCORDING TO SURVEYUSA POLL OF 723 LIKELY FL VOTERS.
- * BUSH IS UP 14 PTS AMONG MALES, TIED AMONG FEMALES. BUSH LEADS BY 19 PTS AMONG WHITE VOTERS, BY 14 PTS AMONG VOTERS AGE 65+. BUSH LEADS BY 17 PTS AMONG REGULAR CHURCH GOERS; KERRY LEADS BY 10 AMONG THOSE WHO RARELY ATTEND CHURCH. KERRY LEADS IN SE FL BY 8 PTS, BUSH LEADS BY 18 PTS IN NE FL & BY 12 PTS IN REST OF STATE. KERRY LEADS IN URBAN AREAS BY 18 PTS, BUSH LEADS IN SUBURBAN AREAS BY 13 PTS & IN RURAL AREAS BY 25.
- * BUSH KEEPS 90% OF GOP BASE, KERRY KEEPS 85% OF DEMS. INDYS GO FOR KERRY 46% TO 39%.

RESEARCH CONDUCTED E.T.	040612 12:05-21:00 040613 14:05-19:32 040614 15:42-21:02 ET
RESPONDENTS DRAWN FROM	THE ENTIRE STATE OF FLORIDA
RANDOM SAMPLE SELECTED BY	SURVEY SAMPLING INC.

RESEARCH CONDUCTED FOR WFLA-TV TAMPA, WPTV-TV PALM BEACH, WKRG-TV MOBILE, WKMG-TV ORLANDO, & WTLV-TV JACKSONVILLE

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?



FORMER PRESIDENT RONALD REAGAN DIED 6/5/04 & WAS BURIED 6/11/04. INTERVIEWS FOR THIS SURVEY BEGAN THE NEXT DAY, ON 6/12/04 & CONTINUED 6/13/04 & 6/14/04.

THIS IS A SURVEY OF	723	LIKELY VOTERS FROM THE ENTIRE STATE OF FLORIDA
OVERALL RESULTS CONSIDERED SIGNIFICANT	±3.7%	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 CERTAIN PROBABLE MALE FEMALE AGE 18-34 AGE 35-49 AGE 50-64 AGE 65+ WHITE BLACK HISPANIC ASIAN/OTHER BUSH (R) KERRY (D)

RESPONSES SORTED BY DEMOGRAPHIC CATEGORY

BUSH (R)	50%	50%	49%	54%	47%	47%	48%	52%	54%	56%	13%	56%	20%		
KERRY (D)	43%	44%	39%	40%	46%	48%	43%	42%	40%	37%	82%	39%	62%		
OTHER	4%	3%	9%	4%	4%	3%	5%	3%	2%	4%	3%	2%	16%		
UNDECIDED	3%	3%	3%	2%	4%	2%	4%	2%	3%	3%	2%	3%	3%		
VOTED 'FOR' CANDIDATE														86%	37%
'AGAINST' OTHER CAND.														12%	59%
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%		

DEMOGRAPHIC SUBPOPULATIONS INDEXED TO OVERALL RESPONSES

BUSH (R)	100	100	97	108	93	94	95	104	108	112	26	111	39		
KERRY (D)	100	101	90	93	107	110	99	98	94	86	189	91	144		
OTHER	100	82	256	103	98	96	148	89	58	100	77	59	431		
UNDECIDED	100	99	109	70	127	60	146	67	115	105	78	94	99		

OVERALL CERTAIN PROBABLE MALE FEMALE AGE 18-34 AGE 35-49 AGE 50-64 AGE 65+ WHITE BLACK HISPANIC ASIAN/OTHER

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/VET	NON-MILITARY/VET		
	RESPONSES SORTED BY DEMOGRAPHIC CATEGORY														
BUSH (R)	50%	90%	11%	39%	40%	52%	56%	52%	82%	35%	17%	52%	48%		
KERRY (D)	43%	7%	85%	46%	53%	43%	35%	44%	15%	58%	70%	42%	45%		
OTHER	4%	1%	1%	12%	4%	3%	5%	2%	2%	4%	10%	3%	4%		
UNDECIDED	3%	2%	3%	4%	3%	3%	4%	1%	2%	3%	4%	3%	2%		
	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/VET	NON-MILITARY/VET		
	DEMOGRAPHIC SUBPOPULATIONS INDEXED TO OVERALL RESPONSES														
BUSH (R)	100	180	21	77	80	103	111	104	163	69	33	103	95		
KERRY (D)	100	17	197	107	123	99	81	102	34	136	162	97	105		
OTHER	100	24	35	321	99	76	138	66	46	101	273	84	117		
UNDECIDED	100	53	113	122	103	96	134	38	57	111	123	113	84		

OVERALL
 REPUBLICAN
 DEMOCRAT
 INDEPENDENT/OTHER
 GRAD SCHOOL
 COLLEGE GRAD
 SOME COLLEGE
 NO COLLEGE
 CONSERVATIVE
 MODERATE
 LIBERAL
 MILITARY/VET
 NON-MILITARY/VET

VOTE FOR PRESIDENT / RESPONSES COMPARED BY PERCENTAGES AND BY INDEX

OVERALL
 NO RELIGIOUS SERVICES
 OCCASIONAL RELIGIOUS SERVICES
 REGULAR RELIGIOUS SERVICES
 PRO-LIFE
 PRO-CHOICE
 NORTHEAST FLORIDA
 SOUTHEAST FLORIDA
 REST OF STATE
 URBAN
 SUBURBAN
 RURAL

RESPONSES SORTED BY DEMOGRAPHIC CATEGORY

BUSH (R)	50%	40%	49%	56%	68%	37%	56%	42%	53%	36%	54%	59%			
KERRY (D)	43%	50%	44%	39%	29%	54%	38%	50%	41%	54%	41%	34%			
OTHER	4%	8%	2%	2%	1%	5%	4%	5%	3%	8%	2%	5%			
UNDECIDED	3%	3%	4%	2%	2%	4%	2%	4%	3%	2%	3%	2%			
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%			

DEMOGRAPHIC SUBPOPULATIONS INDEXED TO OVERALL RESPONSES

BUSH (R)	100	79	98	112	136	74	111	83	106	72	106	117			
KERRY (D)	100	116	102	91	67	126	89	115	95	126	95	78			
OTHER	100	212	65	63	29	141	100	125	80	210	65	139			
UNDECIDED	100	93	144	67	58	122	69	140	88	68	111	82			

OVERALL
 NO RELIGIOUS SERVICES
 OCCASIONAL RELIGIOUS SERVICES
 REGULAR RELIGIOUS SERVICES
 PRO-LIFE
 PRO-CHOICE
 NORTHEAST FLORIDA
 SOUTHEAST FLORIDA
 REST OF STATE
 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.