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%.

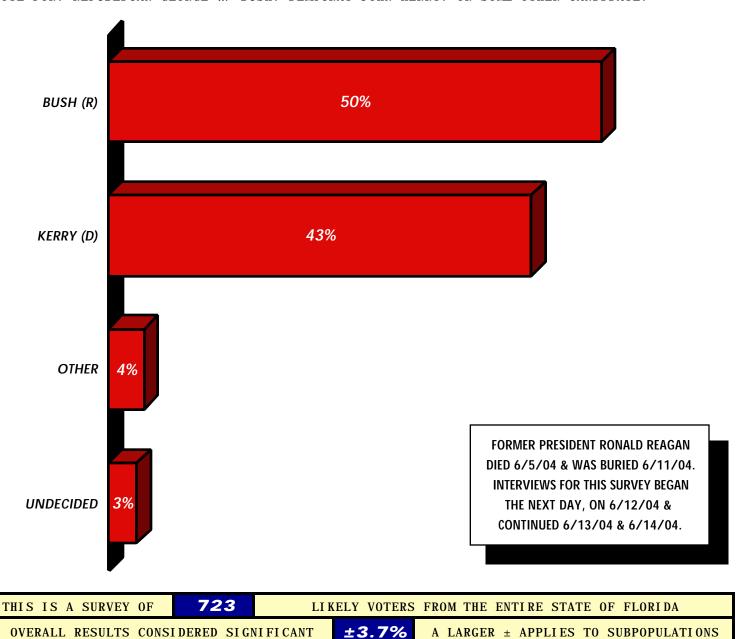
RESEARCH CONDUCTED E.T.	040612 12: 05-21: 00 040613 14: 05-19: 32 040614 15: 42-21: 02 ET
RESPONDENTS DRAWN FROM	THE ENTIRE STATE OF FLORIDA
RANDOM SAMPLE SELECTED BY	SURVEY SAMPLING INC.

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

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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?



RESULTS MAY NOT ADD TO 100%, BECAUSE PERCENTAGES ARE ROUNDED TO WHOLE NUMBERS

VOTE FOR PRESIDENT / RESPONSES COMPARED BY PERCENTAGES AND BY INDEX

DVERALL SERTAIN PROBABLI AGE 18-3 AGE 35-4 AGE 50-6 AGE 65+ AGE 65+ AGE 65+ AGE 65+ AGE 65+ AGE 81ACK 3LACK 3LACK 3LACK 3LACK 3LACK 3LACK 3LACK 3LACK	SUSH (R) (ERRY (D)
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BUSH (R) KERRY (D) OTHER UNDECIDED

VOTED 'FOR' CANDIDATE 'AGAINST' OTHER CAND.

		RE	SPOI	VSES	SORT	ED B	Y DEN	/IOGR	RAPHI	C CA	TEGO	RY		
50%	50%	49%	54%	47%	47%	48%	52%	54%	56%	13%	56%	20%		
43%	44%	39%	40%	46%	48%	43%	42%	40%	37%	82%	39%	62%		
4%	3%	9%	4%	4%	3%	5%	3%	2%	4%	3%	2%	16%		
3%	3%	3%	2%	4%	2%	4%	2%	3%	3%	2%	3%	3%		
													86%	37%
													12%	59%
100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%		

BUSH (R) KERRY (D) OTHER UNDECIDED

D	ЕМО	GRAF	PHIC S	SUBP	OPUL	ATIO	VS IN	DEXE	D TO	OVE	RALL	RESP	ONSE	S
100	100	97	108	93	94	95	104	108	112	26	111	39		
100	101	90	93	107	110	99	98	94	86	189	91	144		
100	82	256	103	98	96	148	89	58	100	77	59	431		
100	99	109	70	127	60	146	67	115	105	78	94	99		

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

VOTE FOR PRESIDENT / RESPONSES COMPARED BY PERCENTAGES AND BY INDEX

OVERALL REPUBLICAN DEMOCRAT INDEPENDENT/OTH GRAD SCHOOL COLLEGE GRAD SOME COLLEGE NO COLLEGE NO COLLEGE MODERATE LIBERAL	NON-MILITARY / VE
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BUSH (R) KERRY (D) OTHER Undecided

		RE	SPOI	VSES	SORT	ED BY	Y DEN	/IOGR	RAPHI	C CA	TEGO	RY	
50%	90%	11%	39%	40%	52%	56%	52%	82%	35%	17%	52%	48%	
43%	7%	85%	46%	53%	43%	35%	44%	15%	58%	70%	42%	45%	
4%	1%	1%	12%	4%	3%	5%	2%	2%	4%	10%	3%	4%	
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%	

BUSH (R) KERRY (D) OTHER UNDECIDED

D	ЕМО	GRAP	PHIC S	SUBP	OPUL	ATIOI	VS IN	DEXE	D TO	OVE	RALL	RESP	ONSE	S
100	180	21	77	80	103	111	104	163	69	33	103	95		
100	17	197	107	123	99	81	102	34	136	162	97	105		
100	24	35	321	99	76	138	66	46	101	273	84	117		
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
NO COLLEGE
MODERATE
LIBERAL
MILITARY/VET

OVERALL

OVERALL

OVERALL

OVERALL

OCCASIONAL RELIGIOUS SERVICES

OCCASIONAL RELIGIOUS SERVICES

REGULAR RELIGIOUS DE PRO-LIFE ADAMENTO PRO-LIFE ADAMENTO PRO-CHOICE ADAMENTO PRO-CHOIC RURAL

KERRY (D) OTHER UNDECIDED

		RI	SPOI	VSES	SORT	ED B	Y DEN	/IOGR	APHI	C CA	TEGO	RY	
50%	40%	49%	56%	68%	37%	56%	42%	53%	36%	54%	59%		
43%	50%	44%	39%	29%	54%	38%	50%	41%	54%	41%	34%		
4%	8%	2%	2%	1%	5%	4%	5%	3%	8%	2%	5%		
3%	3%	4%	2%	2%	4%	2%	4%	3%	2%	3%	2%		
1009	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%		

BUSH (R) KERRY (D) OTHER UNDECIDED

D	EMO	GRAF	PHIC S	SUBP	OPUL	ATIOI	VS IN	DEXE	D TO	OVE	RALL	RESP	ONSE	S
100	79	98	112	136	74	111	83	106	72	106	117			
100	116	102	91	67	126	89	115	95	126	95	78			
100	212	65	63	29	141	100	125	80	210	65	139			
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

REST OF STATE

SOUTHEAST FLORIDA

SUBURBAN

URBAN

RURAL

RAW COUNTS FOR ALL RESPONSE CHOICES

	POPULATION OF 100 WOULD TYPICALLY	
PLEASE EXERCISE EXTREME C	AUTION IN DRAWING CONCLUSIONS FRO	OM SUBPOPULATIONS SMALEER THAN 100

PLEASE EXERCISE	EXTREM	E CAU	TION	IN DR	AWI NG	CONC	LUSI 0	NS FR	OM SU	BPOPU	LATI 0	NS SM	ALŒR	THAN	100
	OVERALL	MALE	FEMALE	AGE 18-34	AGE 35-49	AGE 50-64	AGE 65+	WHITE	BLACK	HISPANIC	ASIAN/OTHER	FOR CANDIDATE	AGAINST OTHER	NOT SURE	
REGISTERED	842	393	449	200	241	195	206	603	104	113	022	426	227	022	
CERTAIN	650	320	330	133	193	159	164	467	077	093	012	390	202	019	
PROBABLE	073	028	045	028	017	016	013	055	007	007	005	036	025	003	
BUSH (R)	364	189	175	076	100	091	096	294	011	055	003	311	043	010	
KERRY (D)	312	139	173	077	089	074	072	194	068	039	011	116	184	013	
OTHER	026	013	013	006	011	006	004	019	002	002	003	000	000	000	
UNDECIDED	021	007	014	003	009	003	006	016	002	003	000	000	000	000	
TOTAL	1000	480	520	277	284	213	227	684	123	161	033	426	227	022	
COMPOSITION OF ADULTS	100%	48%	52%	28%	28%	21%	23%	68%	12%	16%	3%	43%	23%	2%	
COMP. OF REG. VOTERS	100%	47%	53%	24%	29%	23%	24%	72%	12%	13%	3%	51%	27%	3%	
COMP. OF LIKELY VOTERS	100%	48%	52%	22%	29%	24%	25%	72%	12%	14%	2%	59%	31%	3%	
	1000	EI O	DIDA	ADIII	TC W	EDE	Marier	WI EW	ED D	v TEI	EDUG	NE G	/12	6/1	4

1000 FLORI DA ADULTS WERE INTERVIEWED BY TELEPHONE 6/12 - 6/14. OF THEM, 842 WERE REGISTERED TO VOTE. OF THEM, 723 WERE JUDGED TO BE 'LIKELY' PRESIDENTIAL VOTERS.

GRAPHS REFLECT 'LIKELY' VOTERS.

RAW COUNTS FOR ALL RESPONSE CHOICES

THE RESPONSES PLEASE EXERCISE E															
	OVERALL	REPUBLICAN	DEMOCRAT	INDEPENDENT/0	NOT SURE	GRAD SCHOOL	COLLEGE GRAD	SOME COLLEGE	NO COLLEGE	CONSERVATIVE	MODERATE	LIBERAL	NOT SURE	MILITARY/VET	NON-MILITARY/
REGISTERED	842	329	293	206	014	216	165	272	180	297	398	103	030	450	375
CERTAIN	650	271	223	149	007	179	138	207	120	242	304	076	019	354	285
PROBABLE	073	025	025	021	002	015	013	028	017	019	043	006	006	036	038
BUSH (R)	364	268	026	066	004	078	078	132	072	214	120	014	009	202	154
KERRY (D)	312	021	210	078	002	103	065	082	061	038	203	057	013	163	146
OTHER	026	003	003	020	001	007	004	012	003	004	013	008	000	012	014
UNDECIDED	021	005	008	006	002	006	004	009	002	004	011	003	002	013	008
TOTAL	1000	329	293	206	014	257	187	310	233	339	456	134	050	519	456
COMPOSITION OF ADULTS	100%	33%	29%	21%	1%	26%	19%	31%	23%	34%	46%	13%	5%	52%	46%
COMP. OF REG. VOTERS	100%	39%	35%	24%	2%	26%	20%	32%	21%	35%	47%	12%	4%	53%	45%
COMP. OF LIKELY VOTERS	100%	41%	34%	24%	1%	27%	21%	33%	19%	36%	48%	11%	3%	54%	45%
	1000	FLO	RI DA	ADUI	TS W	ERE	NTER	VI EW	ED B	Y TEI	LEPHO	NE 6	/12	6/1	4.

OF THEM, 842 WERE REGISTERED TO VOTE.

OF THEM, 723 WERE JUDGED TO BE 'LIKELY' PRESIDENTIAL VOTERS.

GRAPHS REFLECT 'LIKELY' VOTERS.

RAW COUNTS FOR ALL RESPONSE HOISES

THE RESPONSES	OF A	SUBP0	PUZAT	10% 0	F 100	WOUL	D TYP	I CALL	Y BE	CONSI	DERED	ACCU	RATE	± 10%	•
THE RESPONSES PLEASE EXERCISE E	EXTREM	E ≅ AU	TI 🛱	I N∰OR.	AWI NG	CONC	LUSI 0	NS∰FR	ом⋛ѕи	BPOPU	LATI 0	NS SM	ALLER	THAN	100
	OVERALL	NO RELIGIOUS SE	OCCASIONAL RE	REGULAR RELIGI	PRO-LIFE	PRO-CHOICE	NOT SURE	NORTHEAST FLO	SOUTHEAST FLO	REST OF STATE	URBAN	SUBURBAN	RURAL		
REGISTERED	842	207	289	325	322	456	038	225	276	341	173	612	057		
CERTAIN	650	152	220	261	255	352	023	173	212	264	136	469	045		
PROBABLE	073	019	028	026	028	040	005	020	022	032	013	056	004		
BUSH (R)	364	068	123	162	194	145	011	108	098	158	054	281	029		
KERRY (D)	312	086	109	113	082	213	012	074	116	122	081	215	016		
OTHER	026	013	006	007	003	020	003	007	011	009	011	012	002		
UNDECIDED	021	005	011	006	005	014	002	004	010	008	003	017	001		
TOTAL	1000	268	345	353	379	532	049	261	342	396	207	722	071		
COMPOSITION OF ADULTS	100%	27%	34%	35%	38%	53%	5%	26%	34%	40%	21%	72%	7%		
COMP. OF REG. VOTERS	100%	25%	34%	39%	38%	54%	5%	27%	33%	40%	21%	73%	7%		
COMP. OF LIKELY VOTERS	100%	24%	34%	40%	39%	54%	4%	27%	32%	41%	21%	73%	7%		
	1000	FLO	RIDA	ADIII	TS W	FRE 1	NTER	VIEW	ED B	Y TEL	EPHO	NF 6	/12 .	6/1	4

OF THEM, 723 WERE JUDGED TO BE 'LIKELY' PRESIDENTIAL VOTERS.

OF THEM, 842 WERE REGISTERED TO VOTE.

GRAPHS REFLECT 'LIKELY' VOTERS.

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.