# CALIFORNIA, ON DNC OPENING DAY: KERRY UP 12 PTS, BOXER UP 19 PTS



#### CALIFORNIA'S 55 ELECTORAL COLLEGE VOTES SAFELY BLUE AS NATIONAL CONVENTION BEGINS

- \* IN AN ELECTION FOR PRESIDENT TODAY, OPENING DAY OF DNC, THE DEMOCRATIC TICKET OF JOHN KERRY & JOHN EDWARDS CARRIES CALIFORNIA & DEM BARBARA BOXER DEFEATS GOP BILL JONES, ACCORDING TO SURVEYUSA POLL OF 711 LIKELY VOTERS CONDUCTED 7/23 + 7/24 + 725.
- \* TODAY IT'S KERRY 53%, GEORGE W BUSH 41%. TODAY IT'S BOXER 54%, JONES 35%.
- \* BUSH LEADS AMONG WHITES, KERRY LEADS AMONG HISPANICS, BLACKS & ASIANS.
- \* KERRY LEADS BY 20 IN LA, BY 35 IN SFO. BUSH LEADS IN CENTRAL VALLEY & INLAND EMPIRE.
- \* 87% OF THOSE WHO VOTE FOR KERRY ALSO VOTE FOR BOXER; 4% PEEL OFF & VOTE FOR JONES.
- \* 76% OF THOSE WHO VOTE FOR BUSH ALSO VOTE FOR JONES: 13% PEEL OFF & VOTE FOR BOXER.
- \* KERRY LEADS IN SUBURBS BY 8, BOXER LEADS IN SUBURBS BY 17.
- \* KERRY LEADS AMONG MODERATES BY 32 PTS, BOXER LEADS AMONG MODERATES BY 41 PTS.

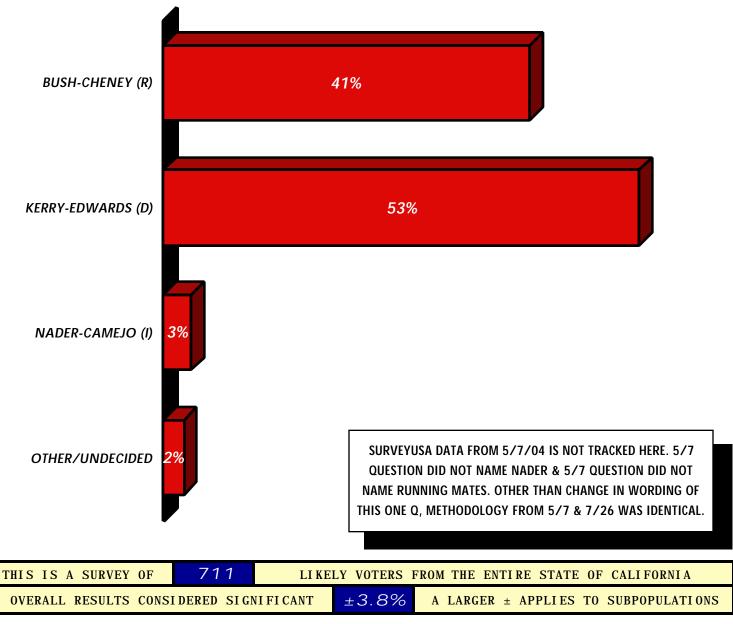
RESEARCH CONDUCTED E.T.	040723 19: 06-23: 49 040724 15: 00-23: 51 040725 17: 00-22: 28 ET
RESPONDENTS DRAWN FROM	THE ENTIRE STATE OF CALIFORNIA
RANDOM SAMPLE SELECTED BY	SURVEY SAMPLING INC.

RESEARCH CONDUCTED FOR KABC-TV LOS ANGELES, KPIX-TV SAN FRANCISCO, KXTV-TV SACRAMENTO & KGTV-TV SAN DIEGO

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#### **VOTE FOR PRESIDENT / ALL LIKELY VOTERS**

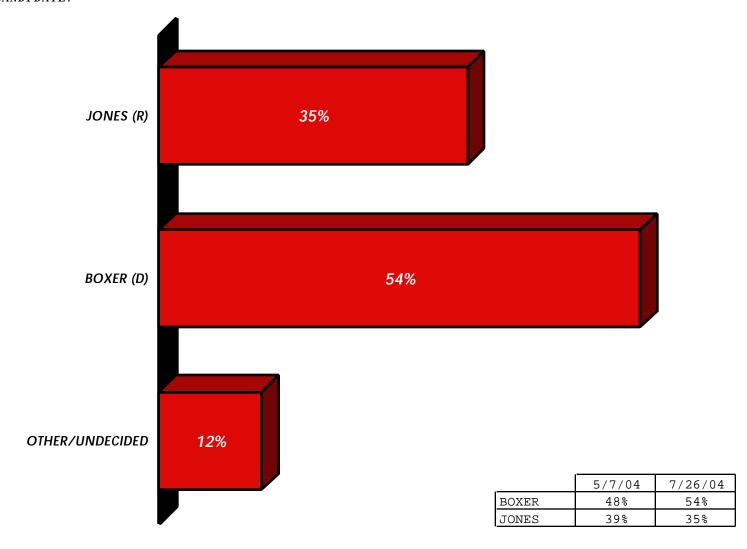
ON NOVEMBER 2ND, AMERICANS WILL ELECT A PRESIDENT. IF THE ELECTION FOR PRESIDENT OF THE UNITED STATES WERE TODAY, AND YOU WERE STANDING IN THE VOTING BOOTH RIGHT NOW, WHO WOULD YOU VOTE FOR? THE REPUBLICAN TICKET OF GEORGE W. BUSH AND DICK CHENEY? THE DEMOCRATIC TICKET OF JOHN KERRY AND JOHN EDWARDS? OR, THE INDEPENDENT TICKET OF RALPH NADER AND PETER CAMEJO?



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

#### **VOTE FOR SENATOR / ALL LIKELY VOTERS**

CALIFORNIANS MAY ALSO VOTE IN AN ELECTION FOR UNITED STATES SENATOR. IF THE ELECTION FOR U.S. SENATOR FROM CALIFORNIA WERE TODAY, AND YOU WERE STANDING IN THE VOTING BOOTH RIGHT NOW, WHO WOULD YOU VOTE FOR? REPUBLICAN BILL JONES? DEMOCRAT BARBARA BOXER? OR SOME OTHER CANDIDATE?



THIS IS A SURVEY OF	706 LIK	ELY VOTERS	FROM THE ENTIRE STATE OF CALIFORNIA
OVERALL RESULTS CONST	DERED SIGNIFICANT	±3.8%	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 50-64 AGE 65+ WHITE WHITE	ASIAN/OTHER
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BUSH-CHENEY (R) KERRY-EDWARDS (D) NADER-CAMEJO (I) OTHER/UNDECIDED

		RE	SPOI	VSES	SORT	ED B	Y DEN	ЛОGF	RAPHI	C CA	TEGO	RY	
41%	41%	41%	46%	37%	35%	45%	40%	47%	49%	15%	39%	24%	
53%	54%	48%	49%	57%	58%	49%	57%	49%	46%	74%	56%	72%	
3%	3%	5%	4%	3%	5%	3%	2%	2%	3%	6%	3%	2%	
2%	2%	6%	1%	3%	2%	3%	2%	2%	2%	5%	2%	2%	
100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	

BUSH-CHENEY (R) KERRY-EDWARDS (D) NADER-CAMEJO (I) OTHER/UNDECIDED

D	EMO	GRAF	PHIC S	SUBP	OPUL,	ATIOI	NS IN	DEXE	D TO	OVE	RALL	RESP	ONSE	S
100	100	99	111	90	85	108	97	114	119	35	94	58		
100	101	90	92	107	109	92	106	91	86	138	105	135		
100	95	157	115	86	149	94	68	73	92	202	108	73		
100	85	253	61	137	82	140	66	102	97	234	89	74		

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

 $\textit{VOTE FOR PRESIDENT / RESPONSES CO} \underline{\textbf{MPARED BY PERCENTAGES AND BY INDEX}}$ 

OVERALL REPUBLICAN DEMOCRAT INDEPENDENT/OTH GRAD SCHOOL COLLEGE GRAD SOME COLLEGE	NO COLLEGE CONSERVATIVE MODERATE LIBERAL MILITARY
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BUSH-CHENEY (R) KERRY-EDWARDS (D) NADER-CAMEJO (I) OTHER/UNDECIDED

		RE	SPOI	VSES	SORT	ED B	Y DEN	ЛОGR	RAPHI	C CA	ΓEGO	RY	
41%	87%	8%	37%	32%	46%	44%	42%	78%	32%	13%	44%	38%	
53%	11%	88%	51%	61%	51%	51%	50%	18%	64%	78%	50%	56%	
3%	2%	2%	9%	5%	2%	3%	4%	2%	2%	7%	3%	3%	
2%	1%	2%	4%	2%	2%	2%	4%	1%	2%	3%	3%	2%	
100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	

BUSH-CHENEY (R) KERRY-EDWARDS (D) NADER-CAMEJO (I) OTHER/UNDECIDED

D	EMO	GRAF	PHIC S	SUBP	OPUL.	ATIOI	VS IN	DEXE	D TO	OVE	RALL	RESP	ONSE	S
100	212	20	89	77	111	107	103	190	77	30	108	93		
100	20	165	95	114	95	96	94	35	119	146	93	106		
100	51	59	272	169	47	88	110	75	75	212	101	102		
100	33	90	165	77	78	82	166	48	102	117	110	89		

OVERALL

REPUBLICAN

DEMOCRAT

GRAD SCHOOL

COLLEGE GRAD

SOME COLLEGE

NO COLLEGE

MODERATE

MODERATE

LIBERAL

MILITARY

OVERALL

OCCASIONAL RELIGIOUS SERVICES

RECULAR RELIGIOUS SERVICES

OCCASIONAL RELIGIOUS SERVICES

RECULAR RELIGIOUS SERVICES

OCCASIONAL RELIGIOUS SERVICES

BUSH-CHENEY (R) KERRY-EDWARDS (D) NADER-CAMEJO (I) OTHER/UNDECIDED

		RE	SPOI	VSES	SORT	ED B	Y DEN	ЛОGR	RAPHI	C CA	TEGO	RY	
41%	35%	40%	50%	54%	37%	51%	30%	37%	43%	53%			
53%	60%	55%	44%	39%	57%	45%	65%	58%	51%	46%			
3%	3%	3%	3%	5%	3%	2%	3%	3%	4%	1%			
2%	2%	2%	3%	2%	3%	2%	2%	3%	2%	0%			
100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%			

BUSH-CHENEY (R) KERRY-EDWARDS (D) NADER-CAMEJO (I) OTHER/UNDECIDED

E	PEMO	GRAF	PHIC S	SUBPO	OPUL.	ATIOI	VS IN	DEXE	D TO	OVE	RALL	RESP	ONSE	S
100	86	97	122	132	90	124	73	90	105	128				
100	112	103	82	73	107	84	123	108	96	86				
100	90	96	109	151	88	69	97	88	112	36				
100	77	103	121	87	126	102	66	107	103	0				

URBAN

SUBURBAN

RURAL

OVERALL

NO RELIGIOUS SERVICES

OCCASIONAL RELIGIOUS SERVICES

REGULAR RELIGIOUS SERVICES

CENTRAL VALLEY

GREATER L.A.

INLAND EMPIRE

## VOTE FOR SENATOR / 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
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JONES (R) BOXER (D) OTHER/UNDECIDED

		RE	SPOI	VSES	SORT	ED B	Y DEN	ЛОGR	RAPHI	C CA	TEGO	RY	
35%	35%	30%	41%	28%	28%	38%	34%	40%	43%	15%	28%	17%	
54%	54%	53%	46%	61%	55%	53%	57%	49%	46%	71%	58%	74%	
12%	11%	17%	12%	11%	17%	9%	8%	11%	11%	14%	14%	9%	
100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	

JONES (R) BOXER (D) OTHER/UNDECIDED

$\mathcal{L}$	FMO	DEMOGRAPHIC SUBPOPULATIONS INDEXED TO OVERALL RESPONSES														
100	101	86	119	82	81	110	99	116	125	44	82	50				
100	100	99	86	113	101	99	107	91	85	131	107	137				
100	96	148	107	93	151	76	73	97	94	122	119	78				

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

VOTE FOR SENATOR / RESPONSES COMPARED BY PERCENTAGES AND BY INDEX															
	OVERALL	REPUBLICAN	DEMOCRAT	INDEPENDENT/OTH	GRAD SCHOOL	COLLEGE GRAD	SOME COLLEGE	NO COLLEGE	CONSERVATIVE	MODERATE	LIBERAL	MILITARY	NON-MILITARY	BUSH-CHENEY (R)	KERRY-EDWARDS (D)
JONES (R)	35%	78%	RE 5%	SPOI 28%	VSES 30%	SORT 39%	ED BY 36%	Y DEN	10GR 71%	24%	C CA7	7EGO 37%	RY 33%	76%	4%
BOXER (D)	54%	13%	89%	47%	60%	51%	50%	55%	19%	65%	77%	51%	56%	13%	87%
OTHER/UNDECIDED	12%	9%	6%	25%	10%	10%	14%	12%	10%	11%	14%	12%	11%	11%	9%
O THERY ONDEDIDED															
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
	100%	10070	10070	10070	100%	100%	10070	10070	10070	10070	10070	10070	10070	100%	10070
	D	EMO	GRAP	HIC S	SUBPO	OPUL,	ATIO	NS IN	DEXE	D TO	OVE	RALL	RESP	ONSE	S
IONICO (D)	100	226	14	81	87	114	105	94	205	70	24	107	95	221	11
JONES (R)	100	220	17	01								0.5			
BOXER (D)	100	24	165	87	111	95	93	102	36	120	144	95	104	24	161
* *						95 82						102	104 97		161 79
BOXER (D)	100	24	165	87	111		93	102	36	120	144			24	
BOXER (D)	100	24	165	87	111		93	102	36	120	144			24	
BOXER (D)	100	24	165	87	111		93	102	36	120	144			24	
BOXER (D)	100	24	165	87	111		93	102	36	120	144			24	
BOXER (D)	100	24	165	87	111		93	102	36	120	144			24	
BOXER (D)	100	24	165	87	111		93	102	36	120	144			24	
BOXER (D)	100	24 75	165	87 218	111	82	93	102	36 84	94	144	102	97	24 95	79
BOXER (D)	100	24 75	165 54	87 218	111 86	82	93	102	36 84	94	144	102	97	24 95	79
BOXER (D)	100	24 75	165 54	87 218	111 86	82	93	102	36 84	94	144	102	97	24 95	79
BOXER (D)	100	24 75	165 54	87 218	111 86	82	93	102	36 84	120	144		97	24 95	79
BOXER (D)	100	24	165	87 218	111 86	82	93	102	36	94	144	102		24 95	79
BOXER (D)	100	24 75	165 54	87 218	111	82	93	102	36 84	94	144	102	97	24	79
BOXER (D)	100	24 75	165 54	87	111 86	82	93	102	36 84	94	144	102	97	24 95	

OVERALL

OVERALL

OVERALL

OCCASIONAL RELIGIOUS SERVICES

CENTRAL VALLEY

CONTRAL VALLEY

CENTRAL VALLEY

CENTRAL VALLEY

CONTRAL VALLEY

CONT

JONES (R) BOXER (D) OTHER/UNDECIDED

	RESPONSES SORTED BY DEMOGRAPHIC CATEGORY														
35%	31%	32%	42%	46%	33%	36%	26%	31%	36%	46%					
54%	59%	56%	45%	39%	56%	50%	65%	58%	53%	34%					
12%	10%	12%	13%	14%	11%	14%	8%	11%	11%	20%					
100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%					

JONES (R) BOXER (D) OTHER/UNDECIDED

D	EMO	GRAF	PHIC S	SUBP	OPUL,	ATIOI	VS IN	DEXE	D TO	OVE	RALL	RESP	ONSE	S
100	90	93	122	134	95	105	76	90	104	134				
100	109	104	84	73	104	92	121	108	98	63				
100	88	103	110	125	95	121	73	95	98	170				

URBAN

RURAL

SUBURBAN

OVERALL

NO RELIGIOUS SERVICES

OCCASIONAL RELIGIOUS SERVICES

REGULAR RELIGIOUS SERVICES

CENTRAL VALLEY

GREATER L.A.

INLAND EMPIRE

BAY AREA/NORTHERN COAST

### RAW COUNTS FOR ALL RESPONSE CHOICES

THE RESPONSES OF A SUBPOPULATION OF 100 WOULD TYPICALLY BE CONSIDERED ACCURATE ± 10%.

PLEASE EXERCISE EXTREME CAUTION IN DRAWING CONCLUSIONS FROM SUBPOPULATIONS SMALLER THAN 100

	OVERALL	MALE	FEMALE	AGE 18-34	AGE 35-49	AGE 50-64	AGE 65+	WHITE	BLACK	HISPANIC	ASIAN/OTHER				
REGISTERED	826	398	428	247	262	180	137	452	051	207	116				
CERTAIN	649	318	330	181	203	152	112	365	038	163	083				
PROBABLE	062	026	036	022	023	011	007	035	005	012	010				
LIKELY	711	344	367	203	226	163	119	400	043	176	093				
BUSH-CHENEY (R)	292	157	135	071	101	065	056	196	006	068	022				
KERRY-EDWARDS (D)	380	170	210	118	111	092	058	183	031	098	067				
NADER-CAMEJO (I)	023	013	010	010	007	004	003	012	003	006	002				
OTHER/UNDECIDED	017	005	012	004	007	002	003	009	002	004	002				
JONES (R)	244	141	103	057	085	055	048	172	006	049	016				
BOXER (D)	381	160	221	111	119	093	058	182	030	101	068				
OTHER	074	040	034	033	017	012	012	040	005	021	008				
NOT VOTE	004	000	004	001	003	001	000	002	000	001	001				
UNDECIDED	008	003	005	002	003	001	001	004	001	003	000				
TOTAL	1000	493	507	349	306	199	146	511	062	281	146				
COMPOSITION OF ADULTS	100%	49%	51%	35%	31%	20%	15%	51%	6%	28%	15%				
COMP. OF REG. VOTERS	100%	48%	52%	30%	32%	22%	17%	55%	6%	25%	14%				
COMP. OF LIKELY VOTERS	100%	48%	52%	29%	32%	23%	17%	56%	6%	25%	13%				
	1000	CAT	FOD	A A	7. T. T.		-E- T \			- DV	WELL T	THOM:		2.0	~ 405
			I FORN							D BA	TELE	PHON	E 7/	23 -	7/25
	OF T				REG JUD					PRI	ESI DE	ENTI A	L VO	ΓERS.	

GRAPHS REFLECT 'LIKELY' VOTERS.

## RAW COUNTS FOR ALL RESPONSE CHOICES

THE RESPONSES PLEASE EXERCISE E															
The board of the b	OVERALL	REPUBLICAN	DEMOCRAT	INDEPENDENT/0	NOT SURE	GRAD SCHOOL	COLLEGE GRAD	SOME COLLEGE	NO COLLEGE	CONSERVATIVE	MODERATE	LIBERAL	NOT SURE	MILITARY	NON-MILITARY
REGISTERED	826	282	352	180	012	165	177	261	215	247	368	170	032	421	395
CERTAIN	649	222	289	130	008	143	151	207	142	197	290	132	022	336	305
PROBABLE	062	017	026	017	002	009	014	023	016	014	032	014	001	027	034
LIKELY	711	239	314	148	010	152	165	230	158	212	322	146	023	362	340
BUSH-CHENEY (R)	292	208	025	054	005	048	075	101	067	165	102	018	006	161	130
KERRY-EDWARDS (D)	380	026	276	075	002	093	084	118	080	039	205	114	015	181	192
NADER-CAMEJO (I)	023	004	006	013	000	008	002	006	006	005	008	010	000	012	011
OTHER/UNDECIDED	017	002	007	006	002	003	003	004	006	002	008	004	002	009	007
JONES (R)	244	186	015	041	002	046	065	083	050	148	078	012	006	133	111
BOXER (D)	381	031	278	069	003	091	084	115	085	040	209	112	013	185	189
OTHER	074	018	018	037	001	012	014	029	019	020	030	020	004	039	034
NOT VOTE	004	001	002	001	001	000	000	000	004	003	000	001	000	002	002
UNDECIDED	008	002	001	000	004	003	002	003	000	000	005	001	001	003	004
TOTAL	1000	260	326	162	010	182	196	306	304	286	438	214	046	485	497
COMPOSITION OF ADULTS	100%	26%	33%	16%	1%	18%	20%	31%	30%	29%	44%	21%	5%	48%	50%
COMP. OF REG. VOTERS	100%	34%	43%	22%	1%	20%	21%	32%	26%	30%	45%	21%	4%	51%	48%
COMP. OF LIKELY VOTERS	100%	34%	44%	21%	1%	21%	23%	32%	22%	30%	45%	21%	3%	51%	48%
			I FORN							D BY	TELE	PHON	E 7/2	23 -	7/25
			826												
	OF T								KELY	PRI	ESI DE	NTI A	L VO	ERS.	
	GRAP	HS R	EFLEC	T ' L	I KEL	Y' V(	OTERS	S							

RAW COUNTS FOR ALL RESPONSE EHOIÆES THE RESPONSES OF A SUSPOPULATION OF 100 WOULD TYPICALLY BE CONSIDERED ACCURATE ± 10%. KERRY-EDWARD<mark>SED</mark> IN SORAWING CONCLUSIONS FROM SUBPOPULATIONS SMALLER THAN PLEASE EXERCISE EXTREME AUTION RE RELIGI **NLAND EMPIRE BAY AREA/NO NO RELIGIOUS** CENTRAL VALL **BUSH-CHENEY** OCCASIONAL GREATER L.A. SUBURBAN PROBABLE REGULAR CERTAIN JRBAN RURAL REGISTERED **CERTAIN PROBABLE** LIKELY **BUSH-CHENEY (R)** KERRY-EDWARDS (D) NADER-CAMEJO (I) OTHER/UNDECIDED JONES (R) BOXER (D) **OTHER NOT VOTE** UNDECIDED **TOTAL COMPOSITION OF ADULTS** 100% 32% 38% 28% 20% 39% 16% 22% 37% 59% 4% 65% 6% 17% COMP. OF REG. VOTERS 100% 30% 37% 30% 20% 40% 23% 37% 58% 4% 79% 8% 100% 31% 36% 30% 20% 40% 17% 24% 38% 58% 91% 9% COMP. OF LIKELY VOTERS 4% 1000 CALIFORNIA ADULTS WERE INTERVIEWED BY TELEPHONE 7/23 - 7/25 826 WERE REGISTERED TO VOTE. OF THEM. 711 WERE JUDGED TO BE 'LIKELY' PRESIDENTIAL VOTERS. 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.