

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

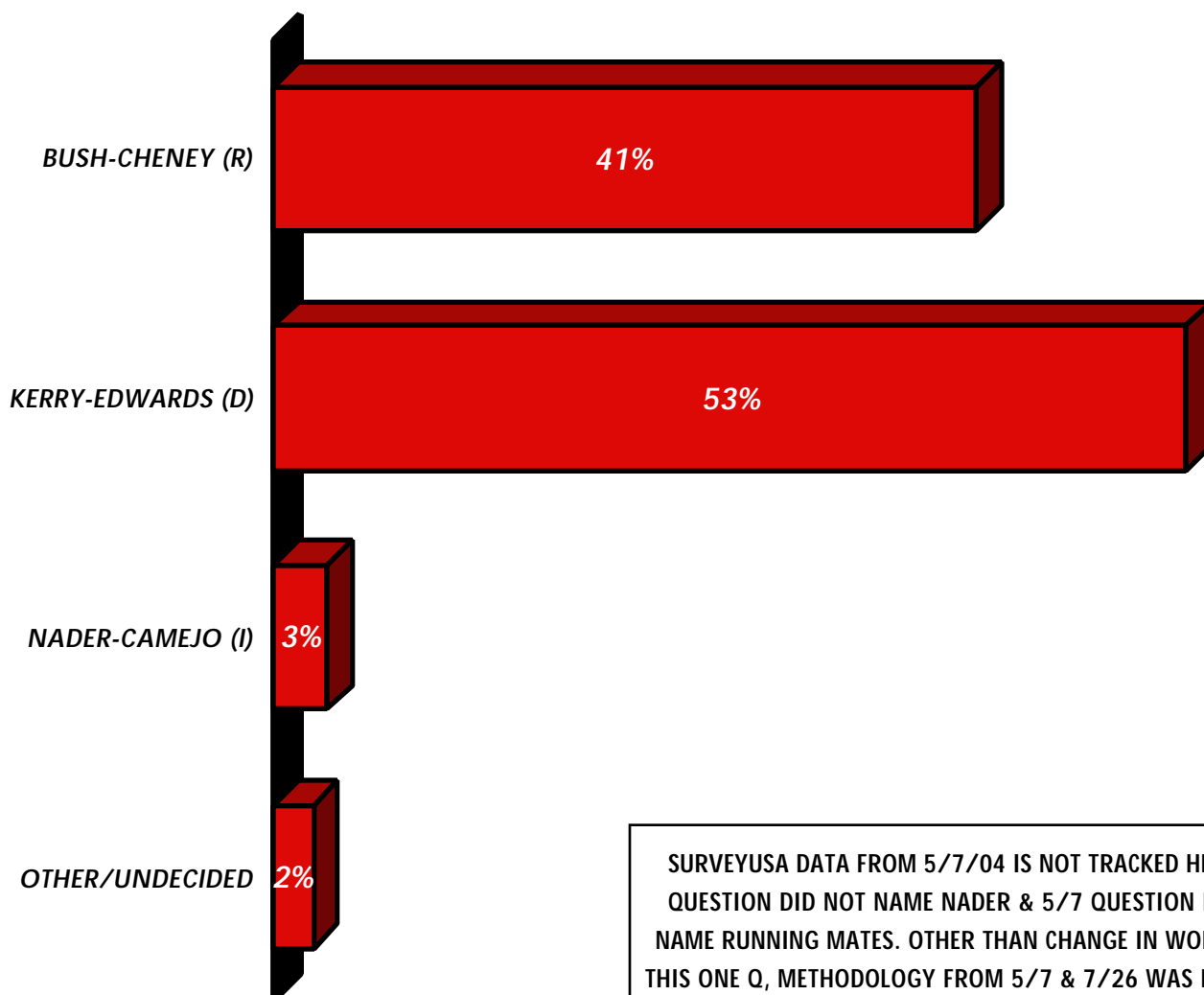
- * IN AN ELECTION FOR PRESIDENT TODAY, OPENING DAY OF DNC, THE DEMOCRATIC TICKET OF JOHN KERRY & JOHN EDWARDS CARRIES CALIFORNIA & DEM BARBARA BOXER DEFEATS GOP BILL JONES, ACCORDING TO SURVEYUSA POLL OF 711 LIKELY VOTERS CONDUCTED 7/23 + 7/24 + 725.
- * TODAY IT'S KERRY 53%, GEORGE W BUSH 41%. TODAY 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

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?



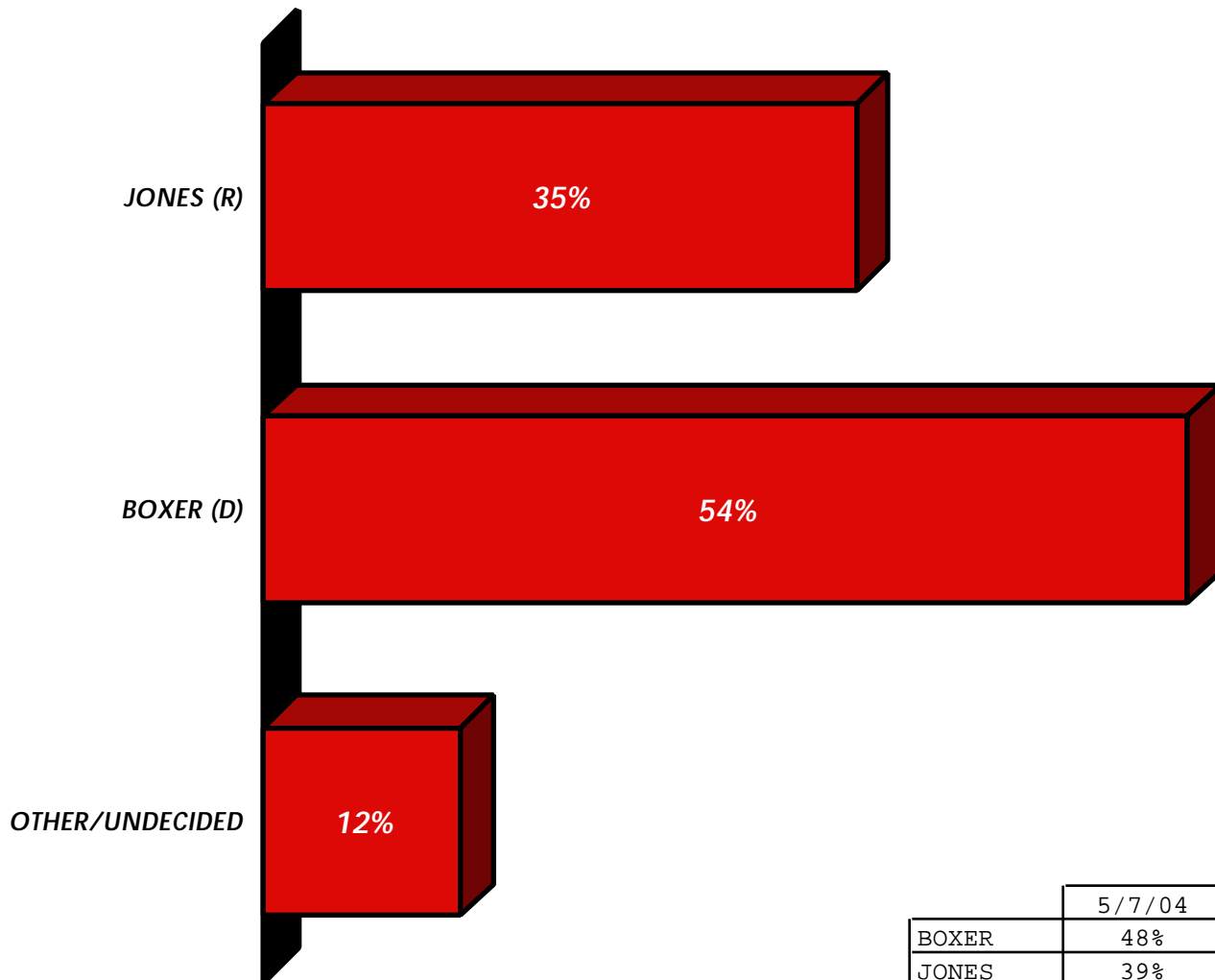
SURVEYUSA DATA FROM 5/7/04 IS NOT TRACKED HERE. 5/7 QUESTION DID NOT NAME NADER & 5/7 QUESTION DID NOT NAME RUNNING MATES. OTHER THAN CHANGE IN WORDING OF THIS ONE Q, METHODOLOGY FROM 5/7 & 7/26 WAS IDENTICAL.

THIS IS A SURVEY OF	711	LIKELY VOTERS FROM THE ENTIRE STATE OF CALIFORNIA
OVERALL RESULTS CONSIDERED SIGNIFICANT	±3.8%	A LARGER ± APPLIES TO SUBPOPULATIONS

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?



	5/7/04	7/26/04
BOXER	48%	54%
JONES	39%	35%

THIS IS A SURVEY OF	706	LIKELY VOTERS FROM THE ENTIRE STATE OF CALIFORNIA
OVERALL RESULTS CONSIDERED 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 35-49	AGE 50-64	AGE 65+	WHITE	BLACK	HISPANIC	ASIAN/OTHER		
	RESPONSES SORTED BY DEMOGRAPHIC CATEGORY														
BUSH-CHENEY (R)	41%	41%	41%	46%	37%	35%	45%	40%	47%	49%	15%	39%	24%		
KERRY-EDWARDS (D)	53%	54%	48%	49%	57%	58%	49%	57%	49%	46%	74%	56%	72%		
NADER-CAMEJO (I)	3%	3%	5%	4%	3%	5%	3%	2%	2%	3%	6%	3%	2%		
OTHER/UNDECIDED	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%		

	OVERALL	CERTAIN	PROBABLE	MALE	FEMALE	AGE 18-34	AGE 35-49	AGE 50-64	AGE 65+	WHITE	BLACK	HISPANIC	ASIAN/OTHER		
	DEMOGRAPHIC SUBPOPULATIONS INDEXED TO OVERALL RESPONSES														
BUSH-CHENEY (R)	100	100	99	111	90	85	108	97	114	119	35	94	58		
KERRY-EDWARDS (D)	100	101	90	92	107	109	92	106	91	86	138	105	135		
NADER-CAMEJO (I)	100	95	157	115	86	149	94	68	73	92	202	108	73		
OTHER/UNDECIDED	100	85	253	61	137	82	140	66	102	97	234	89	74		

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
 NO RELIGIOUS SERVICES
 OCCASIONAL RELIGIOUS SERVICES
 REGULAR RELIGIOUS SERVICES
 CENTRAL VALLEY
 GREATER L.A.
 INLAND EMPIRE
 BAY AREA/NORTHERN COAST
 URBAN
 SUBURBAN
 RURAL

RESPONSES SORTED BY DEMOGRAPHIC CATEGORY

BUSH-CHENEY (R)	41%	35%	40%	50%	54%	37%	51%	30%	37%	43%	53%				
KERRY-EDWARDS (D)	53%	60%	55%	44%	39%	57%	45%	65%	58%	51%	46%				
NADER-CAMEJO (I)	3%	3%	3%	3%	5%	3%	2%	3%	3%	4%	1%				
OTHER/UNDECIDED	2%	2%	2%	3%	2%	3%	2%	2%	3%	2%	0%				
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%				

DEMOGRAPHIC SUBPOPULATIONS INDEXED TO OVERALL RESPONSES

BUSH-CHENEY (R)	100	86	97	122	132	90	124	73	90	105	128				
KERRY-EDWARDS (D)	100	112	103	82	73	107	84	123	108	96	86				
NADER-CAMEJO (I)	100	90	96	109	151	88	69	97	88	112	36				
OTHER/UNDECIDED	100	77	103	121	87	126	102	66	107	103	0				

OVERALL
 NO RELIGIOUS SERVICES
 OCCASIONAL RELIGIOUS SERVICES
 REGULAR RELIGIOUS SERVICES
 CENTRAL VALLEY
 GREATER L.A.
 INLAND EMPIRE
 BAY AREA/NORTHERN COAST
 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.