

FL AFTER 1ST PRESIDENTIAL DEBATE: BUSH UP BY 5, MARTINEZ UP BY 4



8 PT SWING TO GOP IN SENATE RACE: MEN BACK MARTINEZ, WOMEN BACK CASTOR

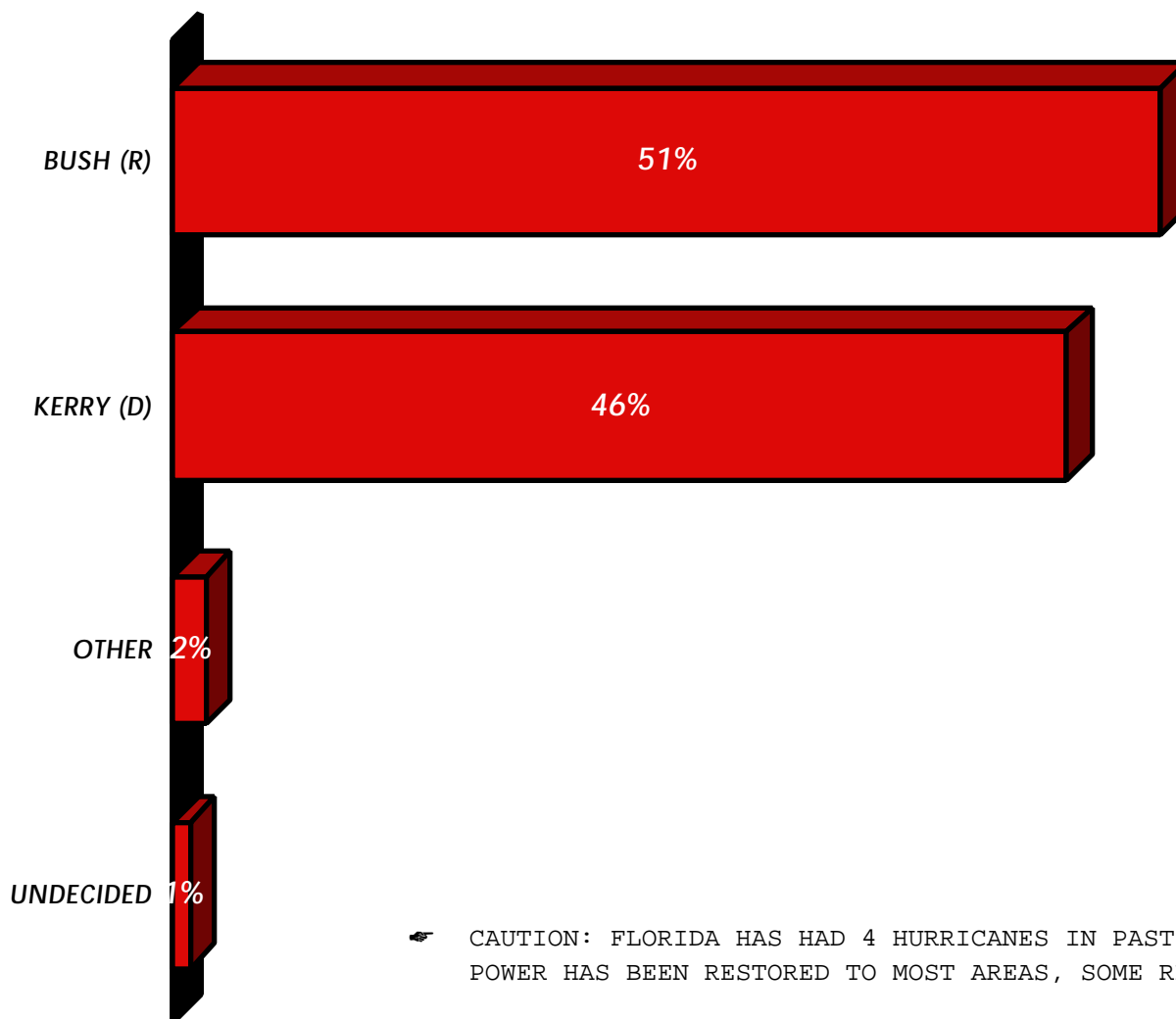
- IN AN ELECTION IN FLORIDA TODAY, AFTER THE 1ST PRESIDENTIAL DEBATE & BEFORE THE VICE PRESIDENTIAL DEBATE, GEORGE W BUSH DEFEATS JOHN KERRY 51% TO 46%, & REPUBLICAN MEL MARTINEZ DEFEATS DEMOCRAT BETTY CASTOR 50% TO 46%, ACCORDING TO SURVEYUSA POLL OF 711 LIKELY VOTERS CONDUCTED 10/1 - 10/3. ALL INTERVIEWS CONDUCTED AFTER 9/30 DEBATE.
- COMPARED TO IDENTICAL POLL 3 WKS AGO, BUSH IS FLAT AT 51%, KERRY UP 1 FROM 45 TO 46.
- COMPARED TO IDENTICAL POLL 3 WKS AGO, MARTINEZ IS UP 5, CASTOR IS DOWN 3, AN 8-PT GOP SWING. THEN, MARTINEZ LED BY 2 AMONG MALES, NOW BY 28, A 26-PT SWING. THEN, CASTOR LED BY 12 AMONG FEMALES, NOW BY 17, A 5 PT DEMOCRAT SWING. GENDER GAP HAD BEEN 14 PTS, IS NOW 45 PTS. 84% OF BUSH VOTERS GO MARTINEZ. 84% OF KERRY VOTERS GO CASTOR.

RESEARCH CONDUCTED E.T.	041001 16:33-20:55 041002 13:02-20:50 041003 15:05-19:28 ET
RESPONDENTS DRAWN FROM	THE ENTIRE STATE OF FLORIDA
RANDOM SAMPLE SELECTED BY	SURVEY SAMPLING INC.

POLL CONDUCTED FOR WFLA TAMPA, WTLV JACKSONVILLE, WKMG ORLANDO, WPTV WEST PALM, WFOR MIAMI & WKRG PENSACOLA

VOTE FOR PRESIDENT / ALL LIKELY VOTERS

ON NOVEMBER 2ND, AMERICANS WILL ELECT A PRESIDENT. IF THE ELECTION FOR PRESIDENT OF THE UNITED STATES WERE HELD 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?



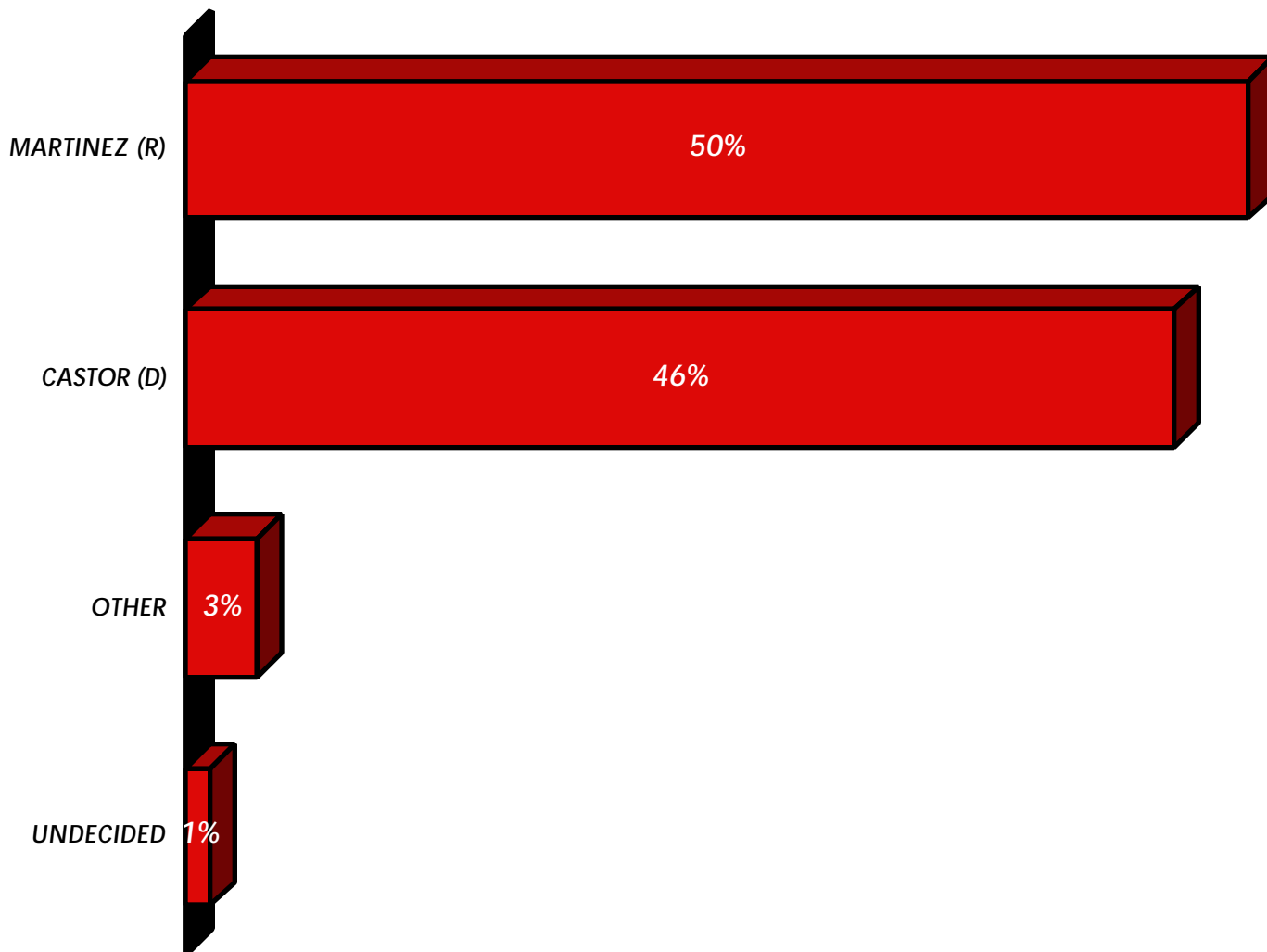
- ☛ CAUTION: FLORIDA HAS HAD 4 HURRICANES IN PAST 2 MOS. THOUGH POWER HAS BEEN RESTORED TO MOST AREAS, SOME REMAIN DISPLACED.
- ☛ ALL INTERVIEWS CONDUCTED AFTER 1ST PRESIDENTIAL DEBATE 9/30.
- ☛ 27 ELECTORAL VOTES AT STAKE; BUSH WON IN 2000 BY 0.01%.

THIS IS A SURVEY OF	711	LIKELY VOTERS FROM THE ENTIRE STATE OF FLORIDA
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

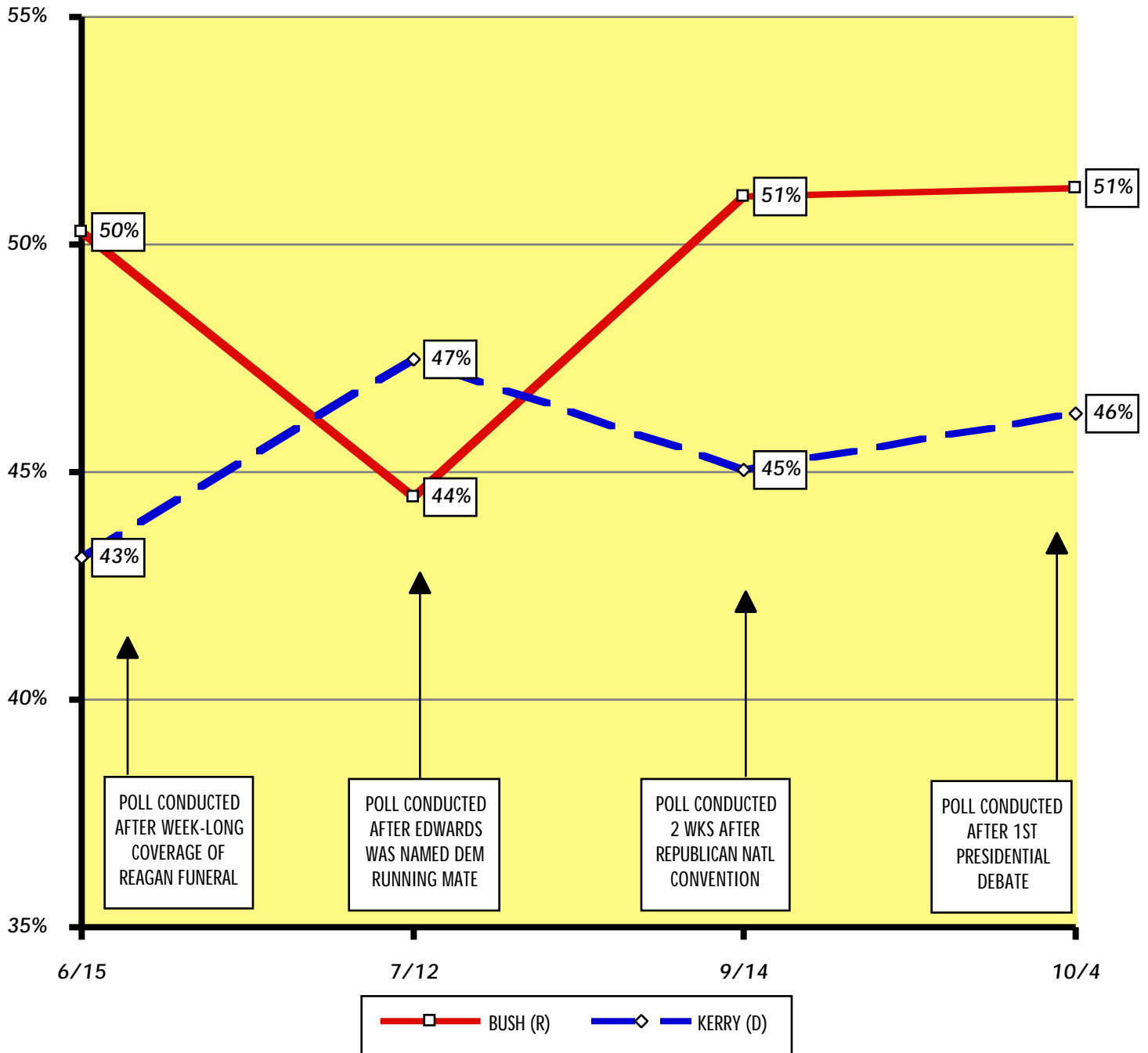
FLORIDA VOTERS MAY ALSO VOTE IN AN ELECTION FOR UNITED STATES SENATOR. IF THE ELECTION FOR U. S. SENATOR FROM FLORIDA WERE TODAY, AND YOU WERE STANDING IN THE VOTING BOOTH RIGHT NOW, WHO WOULD YOU VOTE FOR? REPUBLICAN MEL MARTINEZ? DEMOCRAT BETTY CASTOR? OR SOME OTHER CANDIDATE?



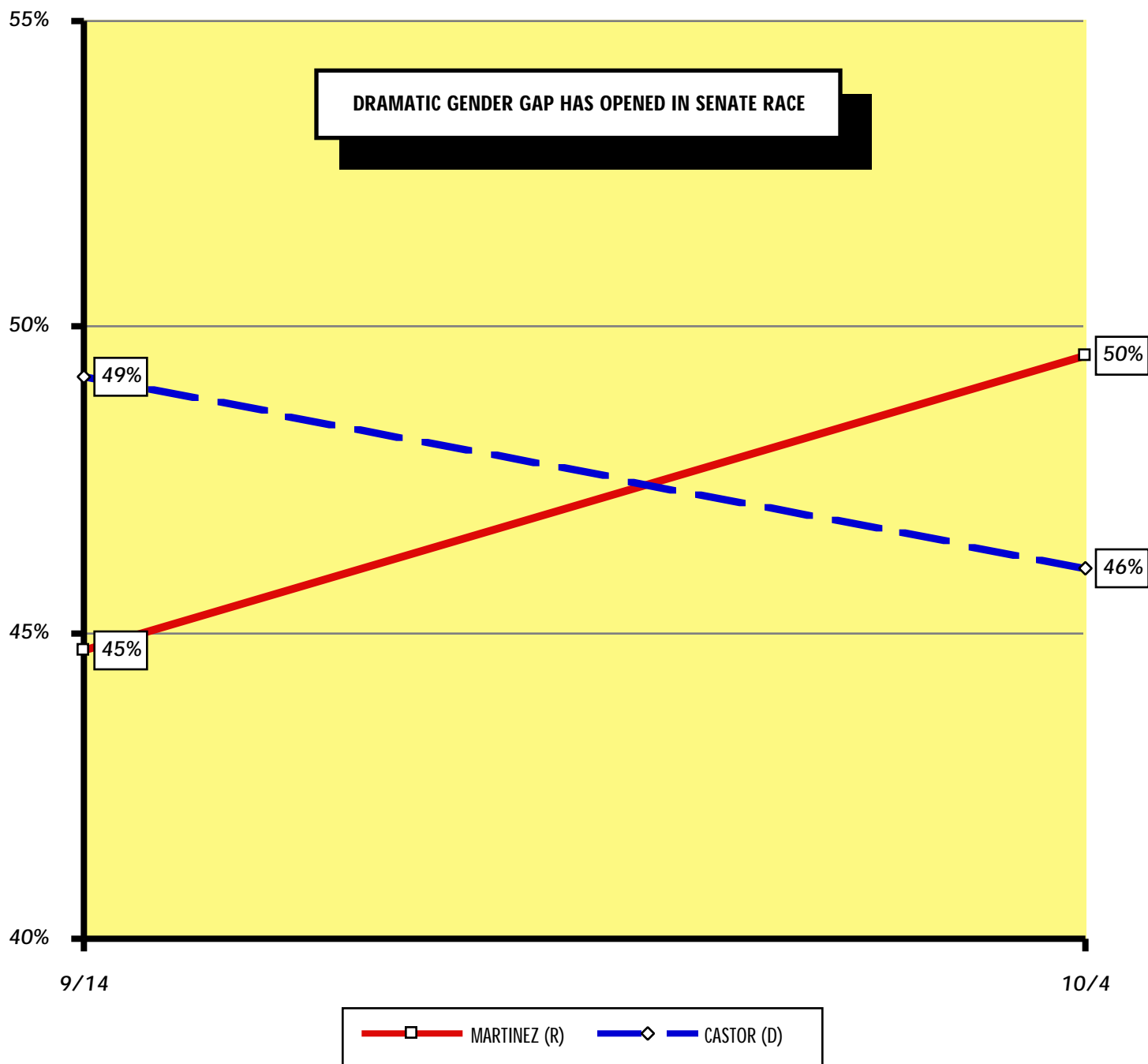
THIS IS A SURVEY OF	706	LIKELY VOTERS FROM THE ENTIRE STATE OF FLORIDA
OVERALL RESULTS CONSIDERED SIGNIFICANT	±3.8%	A LARGER ± APPLIES TO SUBPOPULATIONS

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

VOTE FOR PRESIDENT / ALL LIKELY VOTERS



VOTE FOR SENATOR / ALL LIKELY VOTERS



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)	51%	52%	44%	59%	44%	57%	52%	54%	42%	55%	16%	62%	39%			
KERRY (D)	46%	46%	52%	39%	53%	40%	45%	44%	55%	43%	82%	33%	56%			
OTHER	2%	2%	2%	1%	2%	3%	2%	2%	1%	1%	1%	5%	1%			
UNDECIDED	1%	1%	2%	0%	1%	0%	1%	1%	2%	1%	1%	0%	3%			
VOTED 'FOR' CANDIDATE															82%	51%
'AGAINST' OTHER CAND.															17%	46%
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%			

DEMOGRAPHIC SUBPOPULATIONS INDEXED TO OVERALL RESPONSES

BUSH (R)	100	101	87	116	86	111	102	105	82	108	32	121	76		
KERRY (D)	100	99	113	84	114	87	98	95	120	92	178	71	121		
OTHER	100	100	100	86	112	171	93	92	48	68	30	317	87		
UNDECIDED	100	89	218	37	154	36	83	96	186	114	65	0	415		

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	GRAD SCHOOL	COLLEGE GRAD	SOME COLLEGE	NO COLLEGE	CONSERVATIVE	MODERATE	LIBERAL	MILITARY/VET	NON-MILITARY/VET		
	RESPONSES SORTED BY DEMOGRAPHIC CATEGORY														
BUSH (R)	51%	90%	13%	38%	51%	54%	51%	50%	77%	42%	11%	52%	51%		
KERRY (D)	46%	10%	86%	55%	47%	45%	45%	48%	21%	56%	85%	45%	48%		
OTHER	2%	0%	1%	6%	1%	1%	3%	1%	1%	2%	4%	2%	1%		
UNDECIDED	1%	0%	1%	1%	1%	0%	1%	1%	0%	1%	0%	1%	1%		
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%		

	OVERALL	REPUBLICAN	DEMOCRAT	INDEPENDENT	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	175	25	74	100	105	100	97	151	81	21	102	99		
KERRY (D)	100	21	185	119	102	97	97	103	46	121	184	97	103		
OTHER	100	19	42	376	59	51	169	89	71	101	214	147	44		
UNDECIDED	100	49	113	102	108	37	129	90	53	97	45	77	91		
	100	175	25	74	100	105	100	97	151	81	21	102	99		

OVERALL
 REPUBLICAN
 DEMOCRAT
 INDEPENDENT
 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
< \$40K/YR
\$40K - \$80K/YR
> \$80K/YR

RESPONSES SORTED BY DEMOGRAPHIC CATEGORY													
BUSH (R)	51%	47%	48%	58%	72%	37%	43%	57%	56%				
KERRY (D)	46%	51%	48%	41%	26%	60%	53%	42%	42%				
OTHER	2%	2%	2%	1%	1%	2%	2%	1%	1%				
UNDECIDED	1%	0%	1%	0%	1%	1%	1%	0%	1%				
	100%	100%	100%	100%	100%	100%	100%	100%	100%				

DEMOGRAPHIC SUBPOPULATIONS INDEXED TO OVERALL RESPONSES													
BUSH (R)	100	92	94	113	141	72	85	111	110				
KERRY (D)	100	110	104	88	56	131	115	90	90				
OTHER	100	109	146	60	66	111	141	56	84				
UNDECIDED	100	54	147	53	75	86	103	33	101				

OVERALL
NO RELIGIOUS SERVICES
OCCASIONAL RELIGIOUS SERVICES
REGULAR RELIGIOUS SERVICES
PRO-LIFE
PRO-CHOICE
< \$40K/YR
\$40K - \$80K/YR
> \$80K/YR

VOTE FOR PRESIDENT / RESPONSES COMPARED BY PERCENTAGES AND BY INDEX

OVERALL
 NORTHEAST FLORIDA
 SOUTHEAST FLORIDA
 REST OF STATE
 URBAN
 SUBURBAN
 RURAL

RESPONSES SORTED BY DEMOGRAPHIC CATEGORY													
BUSH (R)	51%	58%	43%	54%	45%	52%	62%						
KERRY (D)	46%	39%	55%	43%	50%	46%	34%						
OTHER	2%	2%	1%	2%	3%	1%	2%						
UNDECIDED	1%	0%	1%	1%	1%	1%	3%						
	100%	100%	100%	100%	100%	100%	100%						

DEMOGRAPHIC SUBPOPULATIONS INDEXED TO OVERALL RESPONSES													
BUSH (R)	100	113	84	105	88	102	121						
KERRY (D)	100	85	120	93	109	100	73						
OTHER	100	139	31	134	196	69	92						
UNDECIDED	100	31	109	136	124	71	313						

OVERALL
 NORTHEAST FLORIDA
 SOUTHEAST FLORIDA
 REST OF STATE
 URBAN
 SUBURBAN
 RURAL

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		
RESPONSES SORTED BY DEMOGRAPHIC CATEGORY															
MARTINEZ (R)	50%	51%	34%	62%	39%	53%	53%	51%	41%	53%	22%	56%	39%		
CASTOR (D)	46%	45%	53%	34%	56%	39%	43%	47%	56%	43%	73%	38%	49%		
OTHER	3%	3%	9%	4%	3%	6%	3%	2%	2%	3%	4%	5%	8%		
UNDECIDED	1%	1%	5%	0%	2%	2%	1%	1%	1%	1%	1%	1%	3%		
	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															
MARTINEZ (R)	100	103	69	126	78	107	107	102	83	107	45	114	80		
CASTOR (D)	100	99	114	74	123	85	94	101	121	94	157	82	107		
OTHER	100	85	260	107	94	193	92	66	53	83	116	144	245		
UNDECIDED	100	68	435	30	160	165	96	48	93	92	129	82	270		

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

VOTE FOR SENATOR / RESPONSES COMPARED BY PERCENTAGES AND BY INDEX

	OVERALL	REPUBLICAN	DEMOCRAT	INDEPENDENT	GRAD SCHOOL	COLLEGE GRAD	SOME COLLEGE	NO COLLEGE	CONSERVATIVE	MODERATE	LIBERAL	MILITARY/VET	NON-MILITARY/VET		
RESPONSES SORTED BY DEMOGRAPHIC CATEGORY															
MARTINEZ (R)	50%	83%	15%	41%	50%	54%	47%	48%	73%	40%	15%	50%	49%		
CASTOR (D)	46%	13%	81%	53%	47%	44%	46%	47%	24%	56%	79%	45%	47%		
OTHER	3%	3%	3%	5%	2%	1%	6%	3%	3%	3%	4%	3%	3%		
UNDECIDED	1%	1%	1%	1%	1%	0%	1%	2%	0%	1%	1%	1%	1%		
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%		

	OVERALL	REPUBLICAN	DEMOCRAT	INDEPENDENT	GRAD SCHOOL	COLLEGE GRAD	SOME COLLEGE	NO COLLEGE	CONSERVATIVE	MODERATE	LIBERAL	MILITARY/VET	NON-MILITARY/VET		
DEMOGRAPHIC SUBPOPULATIONS INDEXED TO OVERALL RESPONSES															
MARTINEZ (R)	100	167	31	83	101	110	96	97	148	81	31	101	99		
CASTOR (D)	100	28	176	115	103	95	100	102	51	121	172	99	102		
OTHER	100	98	80	142	62	42	173	81	79	101	123	104	87		
UNDECIDED	100	81	82	110	50	42	96	183	28	87	124	91	114		
	100	167	31	83	101	110	96	97	148	81	31	101	99		

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

VOTE FOR SENATOR / RESPONSE COMPARED BY PERCENTAGES AND BY INDEX

OVERALL
NO RELIGIOUS SERVICES
OCCASIONAL RELIGIOUS SERVICES
REGULAR RELIGIOUS SERVICES
PRO-LIFE
PRO-CHOICE
< \$40K/YR
\$40K - \$80K/YR
> \$80K/YR
BUSSH (R)
KERRY (D)

RESPONSES SORTED BY DEMOGRAPHIC CATEGORY

MARTINEZ (R)	50%	44%	49%	54%	70%	34%	40%	56%	56%	84%	12%				
CASTOR (D)	46%	52%	46%	41%	26%	62%	55%	42%	39%	11%	84%				
OTHER	3%	4%	3%	3%	3%	3%	3%	2%	4%	3%	3%				
UNDECIDED	1%	0%	1%	1%	1%	1%	2%	0%	0%	1%	1%				
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%				

DEMOGRAPHIC SUBPOPULATIONS INDEXED TO OVERALL RESPONSES

MARTINEZ (R)	100	89	99	110	141	69	80	113	113	171	25				
CASTOR (D)	100	112	101	90	56	134	119	90	86	25	182				
OTHER	100	114	100	82	97	85	95	64	126	87	99				
UNDECIDED	100	35	126	130	80	99	208	42	37	108	60				

OVERALL
NO RELIGIOUS SERVICES
OCCASIONAL RELIGIOUS SERVICES
REGULAR RELIGIOUS SERVICES
PRO-LIFE
PRO-CHOICE
< \$40K/YR
\$40K - \$80K/YR
> \$80K/YR
BUSSH (R)
KERRY (D)

VOTE FOR SENATOR / RESPONSES COMPARED BY PERCENTAGES AND BY INDEX

OVERALL
NORTHEAST FLORIDA
SOUTHEAST FLORIDA
REST OF STATE
URBAN
SUBURBAN
RURAL

	RESPONSES SORTED BY DEMOGRAPHIC CATEGORY													
MARTINEZ (R)	50%	57%	46%	47%	47%	50%	57%							
CASTOR (D)	46%	38%	50%	48%	49%	46%	40%							
OTHER	3%	3%	4%	3%	4%	3%	2%							
UNDECIDED	1%	1%	1%	2%	1%	1%	1%							
	100%	100%	100%	100%	100%	100%	100%							

	DEMOGRAPHIC SUBPOPULATIONS INDEXED TO OVERALL RESPONSES													
MARTINEZ (R)	100	116	93	96	95	100	115							
CASTOR (D)	100	83	108	104	106	99	87							
OTHER	100	97	112	91	109	101	58							
UNDECIDED	100	84	54	150	79	110	70							

OVERALL
NORTHEAST FLORIDA
SOUTHEAST FLORIDA
REST OF STATE
URBAN
SUBURBAN
RURAL

RAW COUNTS FOR ALL RESPONSES

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	NO RELIGIOUS SERVICES	OCCASIONAL RELIGIOUS SERVICES	REGULAR RELIGIOUS SERVICES	PRO-LIFE	PRO-CHOICE	NOT SURE	< \$40K/YR	\$40K - \$80K/YR	> \$80K/YR	DECLINE	BUSH (R)	KERRY (D)
REGISTERED	783	213	264	291	316	414	033	263	269	167	024		
CERTAIN	649	173	210	255	261	346	026	212	225	149	022		
PROBABLE	062	024	017	019	024	034	002	024	019	012	001		
LIKELY	711	197	228	274	285	380	028	236	244	161	023		
BUSH (R)	364	093	110	159	206	141	011	103	139	090	013		
KERRY (D)	329	100	110	112	074	230	016	126	102	067	010		
OTHER	012	004	006	003	003	007	001	006	002	002	000		
UNDECIDED	006	001	003	001	002	003	000	002	001	001	000		
MARTINEZ (R)	350	086	111	148	197	130	015	093	135	089	013	306	040
CASTOR (D)	325	101	105	113	073	234	011	128	101	063	010	042	274
OTHER	023	007	007	007	009	011	001	007	005	007	000	010	011
WON'T VOTE	005	002	001	002	004	001	000	002	001	001	000	002	002
UNDECIDED	008	001	003	004	002	004	001	005	001	001	000	004	002
TOTAL	900	255	292	322	363	459	039	308	303	181	027		
COMPOSITION OF ADULTS	100%	28%	32%	36%	40%	51%	4%	34%	34%	20%	3%		
COMP. OF REGISTERED	100%	27%	34%	37%	40%	53%	4%	34%	34%	21%	3%		
COMP OF LIKELY VOTERS	100%	28%	32%	39%	40%	53%	4%	33%	34%	23%	3%		

900 FLORIDA ADULTS INTERVIEWED BY TELEPHONE 10/1 - 10/3. OF THEM, 783 WERE REGISTERED TO VOTE. OF THEM, 711 WERE JUDGED TO BE 'LIKELY' 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.