

REAGAN OFF FRONT PAGE, EDWARDS ON IT; KERRY NOW UP BY 3 PTS IN FL



4 WKS AGO, BUSH LED BY 7 IN FIGHT FOR FLORIDA'S 27 ELECTORAL VOTES; SEE-SAW

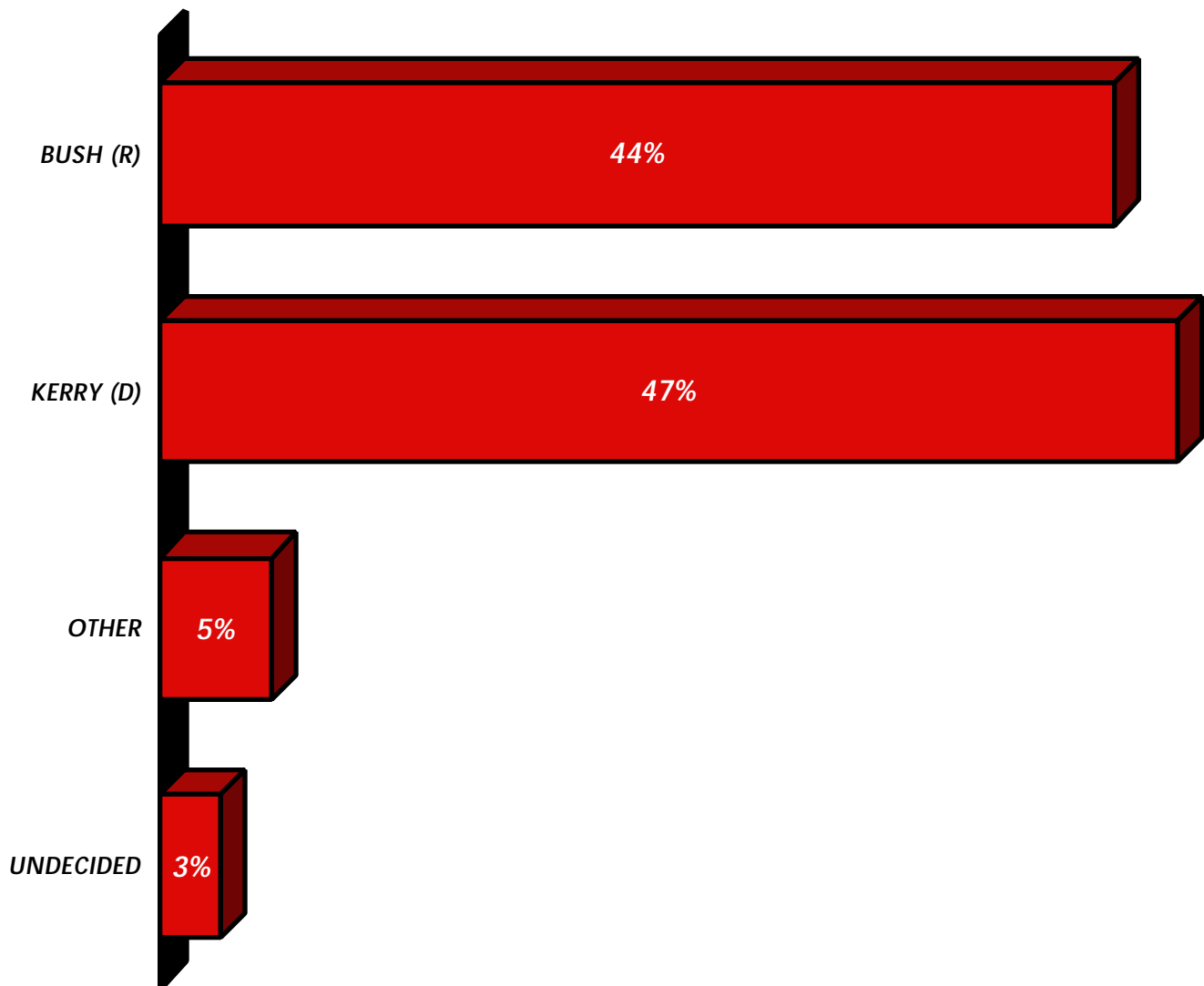
- * IN AN ELECTION FOR PRESIDENT IN FLORIDA TODAY, 16 WEEKS TO THE VOTE, THE DEMOCRATIC TICKET OF JOHN KERRY & JOHN EDWARDS EDGES THE REPUBLICAN TICKET OF GEORGE W. BUSH & DICK CHENEY, ACCORDING TO SURVEYUSA TRACKING POLL OF 732 LIKELY FL VOTERS 7/9 - 7/11.
- * 1 MO AGO, FOLLOWING REAGAN FUNERAL COVERAGE, BUSH LED IN FL BY 7. TODAY, FOLLOWING COVERAGE OF EDWARDS ANNOUNCEMENT, KERRY IS UP 47% TO 44%. 8% CHOOSE OTHER/UNDECIDED.
- * KERRY LEADS IN SE FL BY 26 PTS. BUSH LEADS BY 8 PTS IN REST OF STATE.
- * LAST MO, BEFORE EDWARDS, KERRY & BUSH WERE TIED AMONG FEMALES. NOW KERRY IS UP 12.
- * TODAY, KERRY LEADS AMONG MODERATES BY 24 PTS & AMONG INDEPENDENTS BY 10 PTS.

RESEARCH CONDUCTED E.T.	040709 16:35-20:50 040710 12:11-20:51 040711 14:09-19:32 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

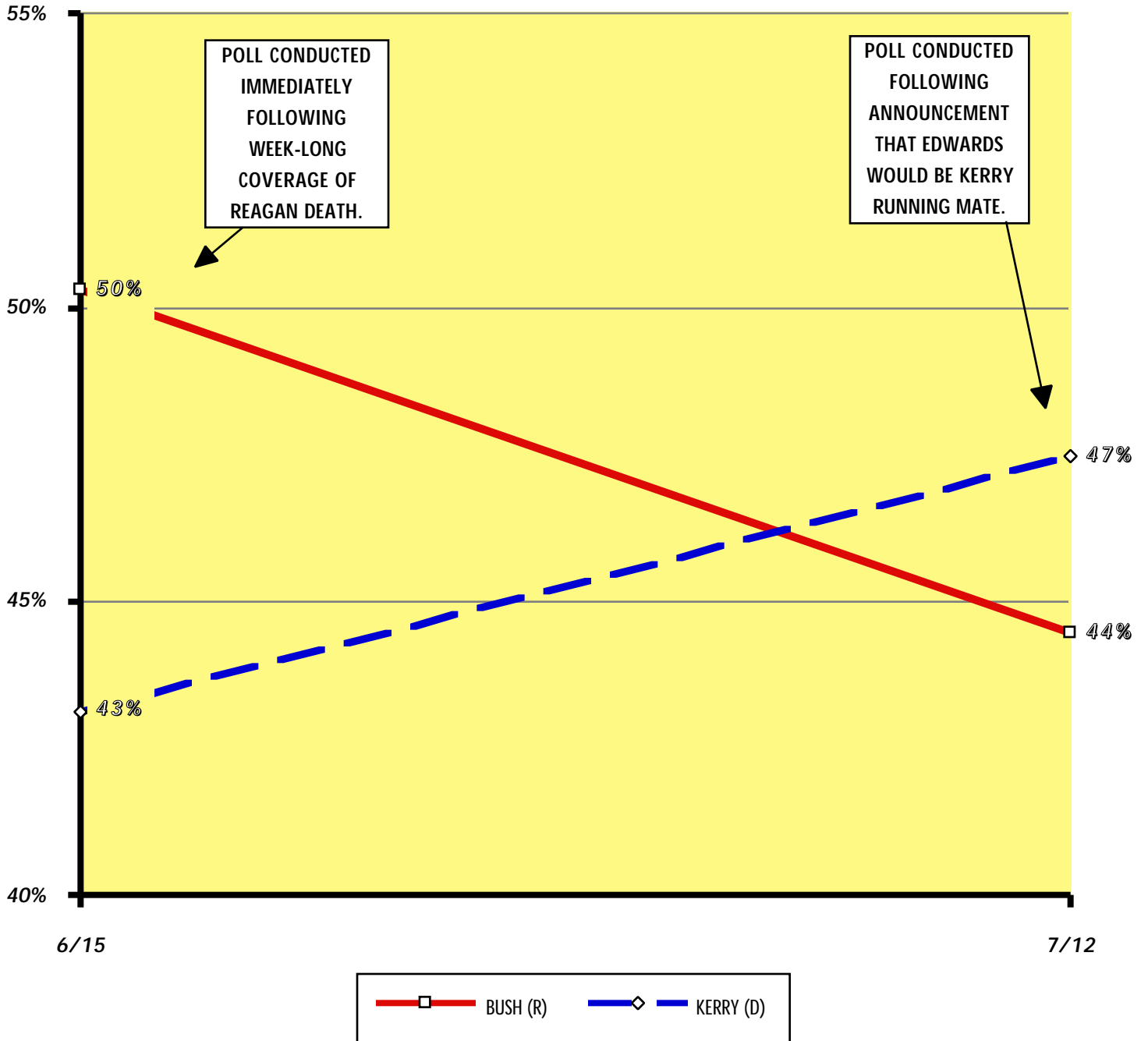
ON NOVEMBER 2ND, AMERICANS WILL ELECT A PRESIDENT. IF THE ELECTION FOR PRESIDENT OF THE UNITED STATES WERE TODAY, AND YOU WERE STANDING IN THE VOTING BOOTH RIGHT NOW, WHO WOULD YOU VOTE FOR? REPUBLICAN GEORGE W. BUSH? DEMOCRAT JOHN KERRY? OR SOME OTHER CANDIDATE?



THIS IS A SURVEY OF	732	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 / 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		
RESPONSES SORTED BY DEMOGRAPHIC CATEGORY															
BUSH (R)	44%	45%	42%	48%	41%	38%	43%	51%	45%	52%	12%	34%	47%		
KERRY (D)	47%	47%	48%	41%	53%	50%	48%	42%	50%	42%	82%	45%	47%		
OTHER	5%	5%	6%	9%	2%	12%	6%	2%	2%	4%	5%	14%	3%		
UNDECIDED	3%	3%	4%	2%	4%	0%	3%	5%	3%	2%	1%	8%	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															
BUSH (R)	100	100	95	109	92	86	98	115	101	116	27	76	105		
KERRY (D)	100	100	100	87	112	104	100	89	106	89	172	94	99		
OTHER	100	98	121	164	41	225	115	32	32	71	105	259	58		
UNDECIDED	100	98	127	68	129	14	107	169	104	78	28	274	115		

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)	44%	83%	10%	38%	43%	45%	43%	50%	75%	34%	11%	44%	45%		
KERRY (D)	47%	13%	82%	48%	49%	45%	50%	44%	20%	58%	81%	47%	48%		
OTHER	5%	2%	4%	12%	6%	8%	4%	4%	4%	6%	6%	6%	4%		
UNDECIDED	3%	2%	3%	3%	2%	2%	4%	2%	1%	3%	2%	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	187	24	85	98	100	96	112	169	76	25	99	102		
KERRY (D)	100	27	173	101	102	96	105	93	42	121	171	99	102		
OTHER	100	46	78	221	119	152	68	69	67	120	108	111	77		
UNDECIDED	100	59	121	100	65	69	146	82	52	92	61	105	82		

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
 BUSH (R)
 KERRY (D)

RESPONSES SORTED BY DEMOGRAPHIC CATEGORY

BUSH (R)	44%	39%	43%	50%	64%	30%	51%	32%	50%	45%	44%	47%				
KERRY (D)	47%	50%	51%	43%	28%	62%	43%	58%	42%	50%	47%	47%				
OTHER	5%	9%	4%	3%	4%	6%	4%	7%	4%	4%	6%	4%				
UNDECIDED	3%	2%	2%	4%	3%	2%	1%	3%	4%	0%	4%	1%				
VOTED 'FOR' CANDIDATE															86%	41%
'AGAINST' OTHER CAND.															13%	53%
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%				

DEMOGRAPHIC SUBPOPULATIONS INDEXED TO OVERALL RESPONSES

BUSH (R)	100	87	96	113	144	68	114	72	112	101	99	105			
KERRY (D)	100	106	107	90	60	131	91	123	89	106	98	100			
OTHER	100	166	86	63	78	108	86	139	80	85	107	85			
UNDECIDED	100	83	61	136	118	67	48	93	140	15	134	52			

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

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	MALE	FEMALE	AGE 18-34	AGE 35-49	AGE 50-64	AGE 65+	WHITE	BLACK	HISPANIC	ASIAN/OTHER		
REGISTERED	857	401	456	401	456	203	250	198	205	602	104	126	025		
CERTAIN	674	324	350	324	350	148	196	164	166	482	084	088	020		
PROBABLE	059	027	032	027	032	019	018	011	011	044	003	011	002		
BUSH (R)	326	169	156	169	156	064	093	089	079	272	011	034	010		
KERRY (D)	348	145	203	145	203	083	102	074	089	223	071	044	010		
OTHER	038	030	008	030	008	020	013	003	003	019	005	013	001		
UNDECIDED	021	007	014	007	014	001	007	008	005	012	001	008	001		
TOTAL	1000	480	520	480	520	277	282	214	228	684	123	161	033		
COMPOSITION OF ADULTS	100%	48%	52%	48%	52%	28%	28%	21%	23%	68%	12%	16%	3%		
COMP. OF REG. VOTERS	100%	47%	53%	47%	53%	24%	29%	23%	24%	70%	12%	15%	3%		
COMP. OF LIKELY VOTERS	100%	48%	52%	48%	52%	23%	29%	24%	24%	72%	12%	14%	3%		

POLLSTER CAVEAT:

OTHER FACTORS MAY ALSO EXPLAIN THE MOVEMENT FROM 6/15 TO 7/12.

6/15 SURVEY WAS 41% REPUBLICAN, 34% DEMOCRAT, 24% INDEPENDENT

7/12 SURVEY IS 37% REPUBLICAN, 38% DEMOCRAT, 24% INDEPENDENT.

METHODOLOGY (INCLUDING HOW LIKELY VOTERS WERE FILTERED) WAS IDENTICAL.

1000 FLORIDA ADULTS WERE INTERVIEWED BY TELEPHONE 7/9 - 7/11. OF THEM, 857 WERE REGISTERED TO VOTE. OF THEM, 732 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.