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.

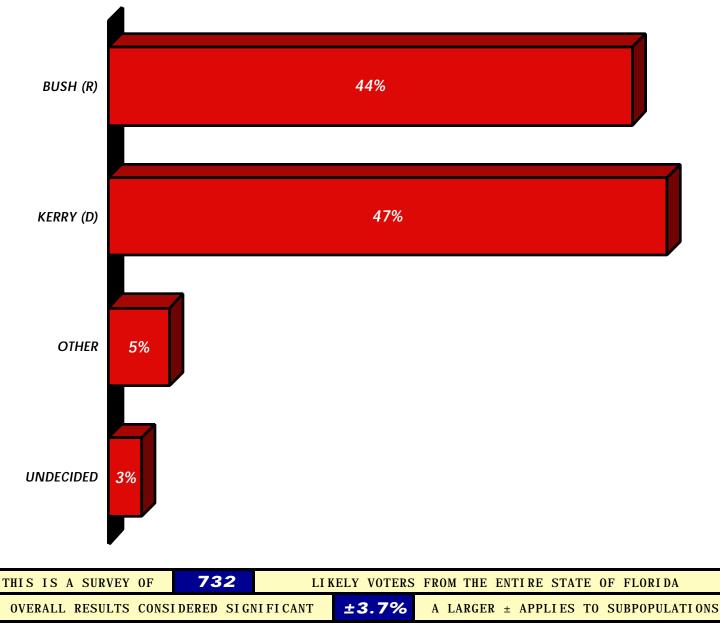
RESEARCH CONDUCTED E.T.	040709 16: 35-20: 50 040710 12: 11-20: 51 040711 14: 09-19: 32 ET
RESPONDENTS DRAWN FROM	THE ENTIRE STATE OF FLORIDA
RANDOM SAMPLE SELECTED BY	SURVEY SAMPLING INC.

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

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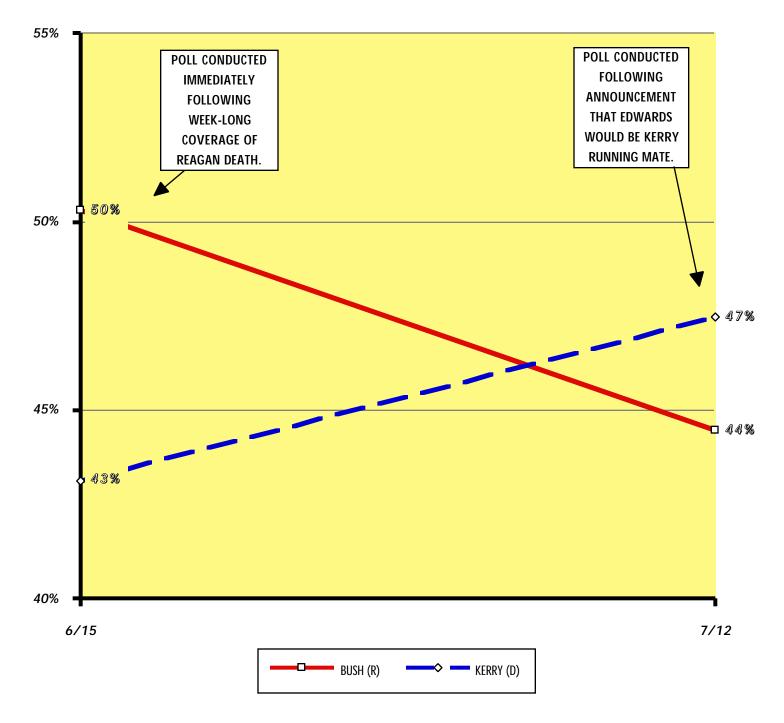
VOTE FOR PRESIDENT / ALL LIKELY VOTERS

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 / ALL LIKELY VOTERS



PAGE 3 OF 10

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
0	0	<u>a</u>	2		4	4	4	4	>	8	-	4

BUSH	(R)
KERRY	(D)
OTH	IER
UNDECIE	DED

	RESPONSES SORTED BY DEMOGRAPHIC CATEGORY														
R) [44%	45%	42%	48%	41%	38%	43%	51%	45%	52%	12%	34%	47%		
))	47%	47%	48%	41%	53%	50%	48%	42%	50%	42%	82%	45%	47%		
R	5%	5%	6%	9%	2%	12%	6%	2%	2%	4%	5%	14%	3%		
D	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%		

BUSH (R)
KERRY (D)
OTHER
UNDECIDED

D	EMO	GRAP	PHIC S	SUBPO	OPUL	ATIOI	NS IN	DEXE	D TO	OVE	RALL	RESP	ONSE	S
100	100	95	109	92	86	98	115	101	116	27	76	105		
100	100	100	87	112	104	100	89	106	89	172	94	99		
100	98	121	164	41	225	115	32	32	71	105	259	58		
100	98	127	68	129	14	107	169	104	78	28	274	115		
VLL	N	SLE	MALE	IE	34	49	64	65+	Ë	S	lC	ER		
OVERALL	CERTAIN	BAE	M	FEMALE	18-34	35-49	50-64	Ε 6	WHITE	BLACK	HISPANIC	DIH		
0	B	PROBABLE		Ē	AGE	AGE	AGE	AGE			HIS	ASIAN/OTHER		
		4			A	A	A					SIA		
												Ä		

VOTE FOR PRESIDENT / RESPONSES COMPARED BY PERCENTAGES AND BY INDEX

OVERALL	/
REPUBLICAN	NLJI U
DEMOCRAT	INJLJ
INDEPENDENT/OTHE	COMMI
GRAD SCHOOL	ANLD
COLLEGE GRAD	
SOME COLLEGE	LNULN
NO COLLEGE	ITAUL
CONSERVATIVE	JANL
MODERATE	, ,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,
LIBERAL	NULA
MILITARY/VET	
NON-MILITARY/VET	

BUSH (R) Kerry (d) Other Undecided

RESPONSES SORTED BY DEMOGRAPHIC CATEGORY														
44	1%	83%	10%	38%	43%	45%	43%	50%	75%	34%	11%	44%	45%	
47	7%	13%	82%	48%	49%	45%	50%	44%	20%	58%	81%	47%	48%	
5	%	2%	4%	12%	6%	8%	4%	4%	4%	6%	6%	6%	4%	
3	%	2%	3%	3%	2%	2%	4%	2%	1%	3%	2%	3%	2%	
10	0% 1	L00%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	

BUSH (R) KERRY (D) OTHER UNDECIDED

	DEMO	GRAF	PHIC S	SUBPO	OPUL	ΑΤΙΟΙ	VS IN	DEXE	D ТО	OVE	RALL	RESP	ONSE	E S
100	187	24	85	98	100	96	112	169	76	25	99	102		
100	27	173	101	102	96	105	93	42	121	171	99	102		
100	46	78	221	119	152	68	69	67	120	108	111	77		
100	59	121	100	65	69	146	82	52	92	61	105	82		
ALL	CAN	RAT	HER	100	XAD	EGE	EGE	IVE	ATE	RAL	VET	VET		
/ERALL	BLICAN	OCRAT	OTHER	сноог	GRAD	DLLEGE	DLLEGE	VATIVE	DERATE	IBERAL	RV/VET	KY/VET		
OVERALL	EPUBLICAN	EMOCRAT	NT/OTHER	D SCHOOL	EGE GRAD	E COLLEGE) COLLEGE	SERVATIVE	AODERATE	LIBERAL	TARY/VET	TARY/VET		
OVERALL	REPUBLICAN	DEMOCRAT	VDENT/OTHER	RAD SCHOOL	OLLEGE GRAD	OME COLLEGE	NO COLLEGE	ONSERVATIVE	MODERATE	LIBERAL	MILITARY/VET	AILITARY/VET		
OVERALL	REPUBLICAN	DEMOCRAT	PENDENT/OTHER	GRAD SCHOOL	COLLEGE GRAD	SOME COLLEGE	NO COLLEGE	CONSERVATIVE	MODERATE	LIBERAL	MILITARY/VET	N-MILITARY/VET		
OVERALL	REPUBLICAN	DEMOCRAT	INDEPENDENT/OTHER	GRAD SCHOOL	COLLEGE GRAD	SOME COLLEGE	NO COLLEGE	CONSERVATIVE	MODERATE	LIBERAL	MILITARY/VET	NON-MILITARY/VET		

OVERALL OVERALL NO RELIGIOUS SERVICES NO RELIGIOUS SERVICES REGULAR RELIGIOUS SERVICES PRO-LIFE PRO-LIFE PRO-LIFE PRO-CHOICE PRO-CHO

	OVERALL	NO RELIGIO	OCCASIONA	REGULAR RI	PRO-LIFE	PRO-CHOIC	NORTHEAST	SOUTHEAST	REST OF STH	URBAN	SUBURBAN	RURAL		BUSH (R)	KERRY (D)
			RE	SPO	VSES	SORT	ED BY	Y DEN	/IOGR	RAPHI	C CAT	TEGO	RY		
(R)	44%	39%	43%	50%	64%	30%	51%	32%	50%	45%	44%	47%			
(D)	47%	50%	51%	43%	28%	62%	43%	58%	42%	50%	47%	47%			
HER	5%	9%	4%	3%	4%	6%	4%	7%	4%	4%	6%	4%			
DED	3%	2%	2%	4%	3%	2%	1%	3%	4%	0%	4%	1%			
ATE														86%	41%
ND.														13%	53%
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%			

BUSH (R) KERRY (D) OTHER UNDECIDED

VOTED 'FOR' CANDIDATE 'AGAINST' OTHER CAND.

D	EMO	GRAP	PHIC S	SUBPO	OPUL	ATIOI	vs in	DEXE	d to	OVE	RALL	RESP	ONSE	S
100	87	96	113	144	68	114	72	112	101	99	105			
100	106	107	90	60	131	91	123	89	106	98	100			
100	166	86	63	78	108	86	139	80	85	107	85			
100	83	61	136	118	67	48	93	140	15	134	52			
IL	ES	ES	ES	岜	ы	DA	DA	빌	AN	AN	AL			
/ERALL	RVICES	RVICES	RVICES	30-LIFE	CHOICE	ORIDA	ORIDA	STATE	URBAN	URBAN	RURAL			

BUSH (R) KERRY (D) OTHER UNDECIDED

	occasional religious ser regular religious ser	PR PRO-C	NORTHEAST FL SOUTHEAST FL	REST OF		SUBL	_
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RAW COUNTS FOR ALL RESPONSE CHOICES

	WOULD TYPICALLY BE CONSIDERED ACCURATE ± 10%. 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		100
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%		
		STER 8 FACT			LSO EX	(PLAI N	N THE	MOVEN	MENT H	FROM (3/15	F O 7/1	2.		
					REPUE										
					REPUBL										
					ING HO									I CAL.	
					TS W					Y TE	LEPHC	DNE 7	/9 -	7/11	•
					E REG								T LIG		
									KELY	PRI	ESIDE		L VO'	TERS.	
	GRAP	HS R	EFLE(I KEL	Y VO	UTERS) .							

RAW COUNTS FOR ALL RESPONSE CHOICES

THE RESPONSES PLEASE EXERCISE E															
TLEASE EXERCISE I	OVERALL	REPUBLICAN	DEMOCRAT		NOT SURE	GRAD SCHOOL	COLLEGE GRAD	SOME COLLEGE	NO COLLEGE	CONSERVATIVE	MODERATE	LIBERAL	NOT SURE	MILITARY/VET	NON-MILITARY
REGISTERED	857	318	319	209	010	200	176	293	184	296	384	128	040	479	367
CERTAIN	674	255	256	157	006	164	151	227	129	247	295	092	032	387	276
PROBABLE	059	015	020	022	002	013	007	026	012	013	035	009	002	030	029
BUSH (R)	326	224	029	067	005	077	071	108	070	196	111	011	005	184	139
KERRY (D)	348	035	226	086	002	086	072	126	062	052	190	082	020	197	147
OTHER	038	006	011	021	000	011	013	009	005	009	021	006	002	024	012
UNDECIDED	021	005	009	005	002	003	003	011	003	004	009	002	006	013	007
TOTAL	1000	318	319	209	010	237	192	331	229	341	430	153	056	538	438
COMPOSITION OF ADULTS	100%	32%	32%	21%	1%	24%	19%	33%	23%	34%	43%	15%	6%	54%	44%
COMP. OF REG. VOTERS	100%	37%	37%	24%	1%	23%	20%	34%	22%	35%	45%	15%	5%	56%	43%
COMP. OF LIKELY VOTERS	100%	37%	38%	24%	1%	24%	22%	35%	19%	36%	45%	14%	5%	57%	42%
	1000	FLO	RIDA	ADUI	TS W	ERE	INTER	RVIEW	ED B	γ τει	EPHO	DNE 7	/9 -	7/11	
				WERE											
										' PRI	ESI DE	ENTI A	L VO	TERS_	
				CT ' L											

RAW COUNTS FOR ALL RESPONSE

		S	s s	RV											
THE RESPONSES	OF A	SU	PUEAT	10 💑 01	F 100	WOUL	D EYP	ICALL	Y BE	CONSI	DERED	ACCU	RATE	± ₽%	
PLEASE EXERCISE I	EXTREM				AWI NG	CONC			<mark>om su</mark>	BPOPU	LATI O	<mark>NS SM</mark>			100
	OVERALL	NO RELIGIOUS S	OCCASIONAL RE	REGULAR RELIGI	PRO-LIFE	PRO-CHOICE	NORTHEAST FLO	SOUTHEAST FLO	REST OF STATE	URBAN	SUBURBAN	RURAL	FOR CANDIDATE	AGAINST OTHER	NOT SURE
REGISTERED	857	220	305	315	352	437	234	267	356	198	592	067	425	227	021
CERTAIN	674	166	237	258	280	341	181	212	280	157	464	053	400	202	018
PROBABLE	059	017	018	024	025	031	020	017	022	014	039	005	026	025	003
BUSH (R)	326	070	109	141	196	113	102	073	150	077	221	027	281	042	003
KERRY (D)	348	092	130	120	087	231	087	133	127	086	234	028	144	185	018
OTHER	038	016	011	009	012	021	009	017	013	008	028	003	000	000	000
UNDECIDED	021	004	004	011	010	007	003	006	012	001	019	001	000	000	000
TOTAL	1000	267	348	347	405	490	277	317	406	233	689	078	425	227	021
COMPOSITION OF ADULTS	100%	27%	35%	35%	40%	49%	28%	32%	41%	23%	69%	8%	43%	23%	2%
COMP. OF REG. VOTERS	100%	26%	36%	37%	41%	51%	27%	31%	42%	23%	69%	8%	50%	27%	2%
COMP. OF LIKELY VOTERS	100%	25%	35%	38%	42%	51%	28%	31%	41%	23%	69%	8%	58%	31%	3%
	1000	FLO	RI DA	ADUL	TS W	ERE	INTER	VIEW	ED B	Y TEJ	LEPHO	NE 7	/9	7/11	
				WERE											
				WERE						' PRI	ESIDE	ENTLA	L VO	ΓERS.	
				CT 'L											

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.