

FLORIDA: BUSH UP 6 OVER KERRY, CASTOR UP 4 PTS OVER MARTINEZ



1ST SURVEY CONDUCTED AFTER GOP CONVENTION SHOWS 9 PT SWING TOWARD GOP

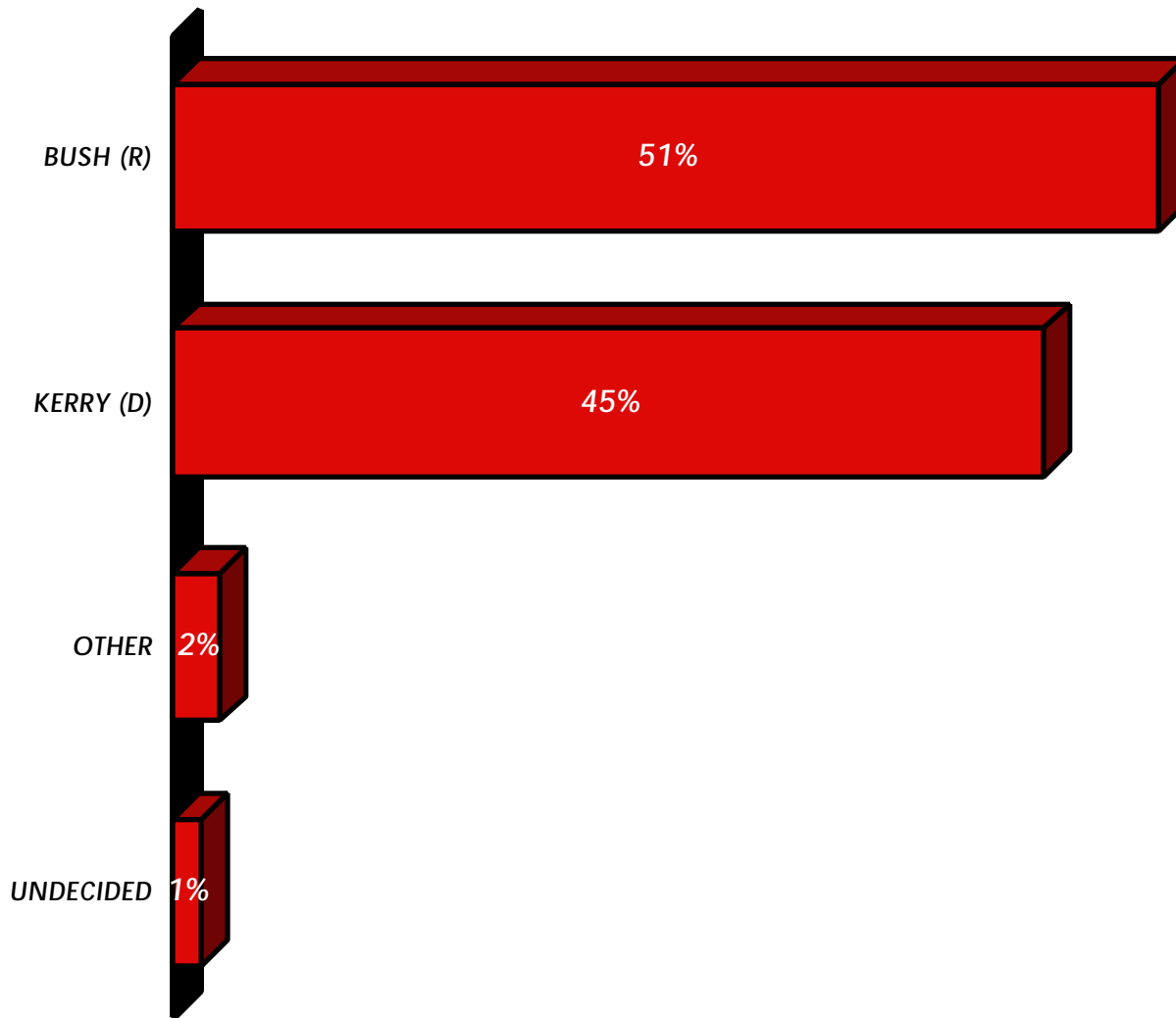
- ✦ IN AN ELECTION IN FLORIDA TODAY, GEORGE W BUSH DEFEATS JOHN KERRY FOR PRESIDENT & DEMOCRAT BETTY CASTOR EDGES REPUBLICAN MEL MARTINEZ FOR BOB GRAHAM'S U. S. SENATE SEAT, ACCORDING TO SURVEYUSA POLL OF 607 LIKELY VOTERS CONDUCTED 9/12 - 9/14.
- ✦ 2 MO AGO, BUSH TRAILED BY 3 IN SURVEYUSA TRACKING. NOW BUSH IS UP BY 6, 51% TO 45%.
- ✦ THEN, KERRY LED BY 12 AMONG WOMEN, NOW TRAILS BY 3. THEN, KERRY LED BY 3 IN MILITARY HOUSEHOLDS, NOW BUSH LEADS BY 8. THEN, KERRY LED BY 26 IN SE FL, NOW BY ONLY 7.
- ✦ CASTOR 49%, MARTINEZ 45% TODAY. MARTINEZ UP 2 AMONG MEN, CASTOR UP 12 AMONG WOMEN.
- ✦ MARTINEZ UP 2 AMONG WHITES, AND UP 20 AMONG HISPANICS, CASTOR UP 67 AMONG BLACKS.
- ✦ 15% OF BUSH VOTERS SPLIT TICKET & CROSS-OVER TO VOTE FOR DEMOCRAT CASTOR.

RESEARCH CONDUCTED E.T.	040912 13: 32- 20: 00 040913 16: 33- 20: 45 040914 12: 00- 15: 00 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?



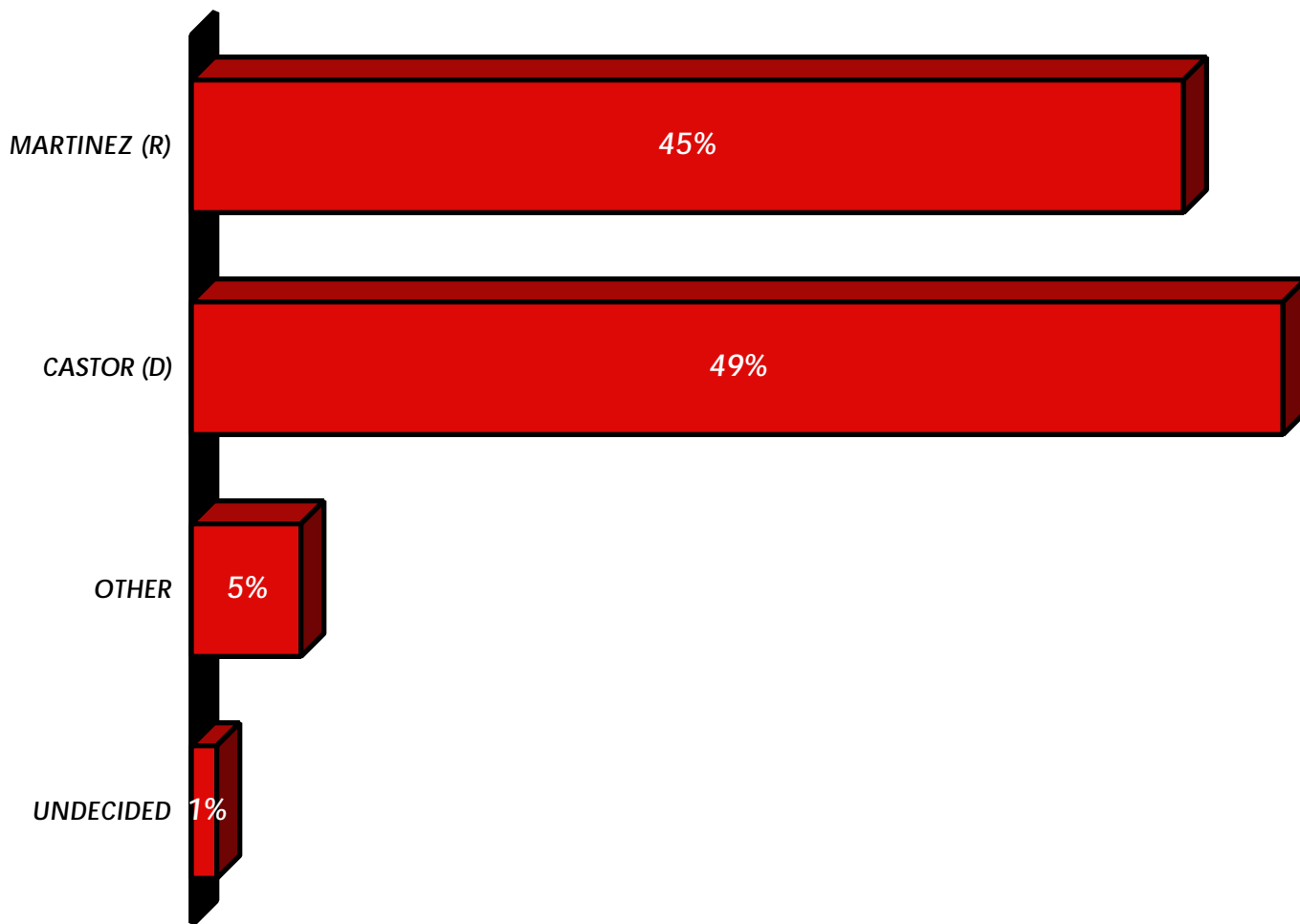
27 ELECTORAL VOTES AT STAKE; BUSH WON IN 2000 BY 0.01%

THIS IS A SURVEY OF	607	LIKELY VOTERS FROM THE ENTIRE STATE OF FLORIDA
OVERALL RESULTS CONSIDERED SIGNIFICANT	±4.1%	A LARGER ± APPLIES TO SUBPOPULATIONS

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

VOTE FOR SENATOR / ALL LIKELY VOTERS

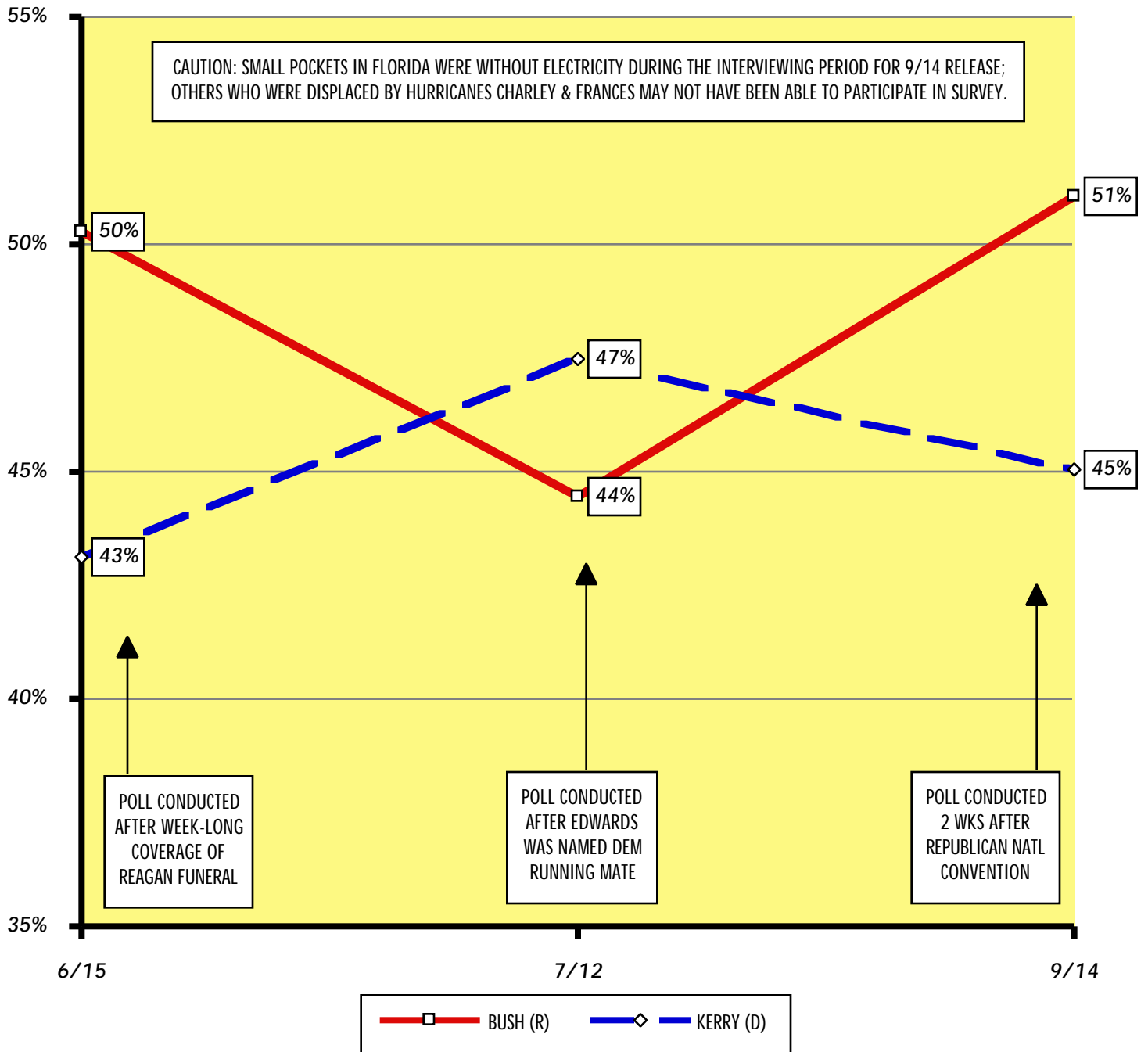
FLORIDA VOTERS MAY ALSO VOTE IN AN ELECTION FOR UNITED STATES SENATOR. IF THE ELECTION FOR U. S. SENATOR FROM FLORIDA WERE TODAY, AND YOU WERE STANDING IN THE VOTING BOOTH RIGHT NOW, WHO WOULD YOU VOTE FOR? REPUBLICAN MEL MARTINEZ? DEMOCRAT BETTY CASTOR? OR SOME OTHER CANDIDATE?



THIS IS A SURVEY OF	602	LIKELY VOTERS FROM THE ENTIRE STATE OF FLORIDA
OVERALL RESULTS CONSIDERED SIGNIFICANT	±4.1%	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 BUSH (R) KERRY (D)

RESPONSES SORTED BY DEMOGRAPHIC CATEGORY

BUSH (R)	51%	52%	46%	53%	49%	43%	56%	55%	49%	56%	18%	61%	26%		
KERRY (D)	45%	45%	44%	44%	46%	54%	39%	42%	48%	41%	75%	38%	64%		
OTHER	2%	2%	8%	2%	3%	2%	4%	2%	1%	3%	5%	0%	3%		
UNDECIDED	1%	1%	2%	1%	2%	1%	1%	1%	2%	1%	3%	1%	7%		
VOTED 'FOR' CANDIDATE														81%	37%
'AGAINST' OTHER CAND.														17%	61%
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%		

DEMOGRAPHIC SUBPOPULATIONS INDEXED TO OVERALL RESPONSES

BUSH (R)	100	101	90	105	96	84	110	108	95	109	35	120	50		
KERRY (D)	100	100	98	98	102	119	85	93	106	90	166	84	143		
OTHER	100	76	310	72	126	91	168	73	51	105	186	0	124		
UNDECIDED	100	93	158	54	142	72	92	69	166	82	186	44	493		

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	PRO-LIFE	PRO-CHOICE	<\$40,000	\$40-\$80,000	\$80,000+						
RESPONSES SORTED BY DEMOGRAPHIC CATEGORY															
BUSH (R)	51%	47%	46%	60%	67%	42%	42%	56%	62%						
KERRY (D)	45%	48%	51%	37%	30%	55%	54%	40%	37%						
OTHER	2%	4%	1%	1%	2%	2%	2%	2%	1%						
UNDECIDED	1%	1%	2%	2%	1%	1%	2%	2%	0%						
	100%	100%	100%	100%	100%	100%	100%	100%	100%						

	OVERALL	NO RELIGIOUS SERVICES	OCCASIONAL RELIGIOUS SERVICES	REGULAR RELIGIOUS SERVICES	PRO-LIFE	PRO-CHOICE	<\$40,000	\$40-\$80,000	\$80,000+						
DEMOGRAPHIC SUBPOPULATIONS INDEXED TO OVERALL RESPONSES															
BUSH (R)	100	91	90	118	130	82	82	110	121						
KERRY (D)	100	107	113	82	66	121	119	88	82						
OTHER	100	164	57	53	88	81	96	102	42						
UNDECIDED	100	79	120	104	102	93	134	114	0						

OVERALL
 NO RELIGIOUS SERVICES
 OCCASIONAL RELIGIOUS SERVICES
 REGULAR RELIGIOUS SERVICES
 PRO-LIFE
 PRO-CHOICE
 <\$40,000
 \$40-\$80,000
 \$80,000+

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%	54%	45%	53%	46%	52%	63%								
KERRY (D)	45%	40%	52%	43%	50%	45%	33%								
OTHER	2%	3%	2%	2%	2%	2%	3%								
UNDECIDED	1%	3%	1%	1%	2%	1%	2%								
	100%	100%	100%	100%	100%	100%	100%								

	DEMOGRAPHIC SUBPOPULATIONS INDEXED TO OVERALL RESPONSES														
BUSH (R)	100	107	89	105	89	101	122								
KERRY (D)	100	88	115	96	110	99	73								
OTHER	100	140	82	90	94	100	115								
UNDECIDED	100	176	67	79	166	76	115								

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)	45%	45%	44%	49%	40%	41%	48%	43%	46%	48%	13%	58%	37%		
CASTOR (D)	49%	50%	41%	47%	52%	51%	45%	52%	49%	46%	80%	38%	63%		
OTHER	5%	4%	13%	4%	6%	7%	5%	4%	4%	5%	6%	3%	0%		
UNDECIDED	1%	1%	3%	0%	2%	1%	2%	1%	0%	1%	2%	1%	0%		
	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	100	98	111	90	91	107	95	103	107	28	129	83		
CASTOR (D)	100	102	83	95	105	104	92	106	100	93	162	78	127		
OTHER	100	82	256	73	124	145	95	81	81	109	119	58	9		
UNDECIDED	100	85	228	28	165	52	179	110	40	93	156	107	0		

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)	45%	79%	11%	43%	51%	42%	46%	42%	74%	33%	9%	44%	46%		
CASTOR (D)	49%	17%	85%	46%	44%	52%	46%	53%	20%	62%	85%	51%	47%		
OTHER	5%	4%	4%	9%	3%	5%	6%	5%	4%	5%	5%	5%	5%		
UNDECIDED	1%	1%	1%	2%	1%	1%	2%	1%	1%	1%	2%	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	176	24	96	115	94	104	93	165	73	19	97	103		
CASTOR (D)	100	34	173	94	90	105	94	107	42	126	172	103	96		
OTHER	100	81	76	184	63	107	115	100	88	95	99	95	107		
UNDECIDED	100	67	59	149	97	71	141	77	120	53	158	98	106		

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
<\$40,000
\$40-\$80,000
\$80,000+
BUSH (R)
KERRY (D)

RESPONSES SORTED BY DEMOGRAPHIC CATEGORY															
MARTINEZ (R)	45%	42%	38%	55%	61%	35%	36%	50%	52%	79%	8%				
CASTOR (D)	49%	51%	58%	39%	32%	61%	57%	46%	42%	15%	87%				
OTHER	5%	5%	3%	6%	5%	4%	6%	3%	5%	5%	4%				
UNDECIDED	1%	1%	1%	1%	2%	1%	1%	1%	1%	1%	1%				
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%				

DEMOGRAPHIC SUBPOPULATIONS INDEXED TO OVERALL RESPONSES															
MARTINEZ (R)	100	95	84	122	136	78	79	112	117	177	19				
CASTOR (D)	100	104	117	79	65	123	116	94	85	31	177				
OTHER	100	108	67	112	102	81	124	62	96	96	79				
UNDECIDED	100	90	126	91	171	58	125	91	92	79	57				

OVERALL
NO RELIGIOUS SERVICES
OCCASIONAL RELIGIOUS SERVICES
REGULAR RELIGIOUS SERVICES
PRO-LIFE
PRO-CHOICE
<\$40,000
\$40-\$80,000
\$80,000+
BUSH (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)	45%	50%	38%	47%	40%	46%	48%						
CASTOR (D)	49%	43%	55%	48%	51%	48%	49%						
OTHER	5%	5%	7%	3%	6%	5%	4%						
UNDECIDED	1%	1%	1%	2%	2%	1%	0%						
	100%	100%	100%	100%	100%	100%	100%						

DEMOGRAPHIC SUBPOPULATIONS INDEXED TO OVERALL RESPONSES													
MARTINEZ (R)	100	113	84	105	90	103	107						
CASTOR (D)	100	88	112	98	105	99	99						
OTHER	100	102	140	66	130	92	75						
UNDECIDED	100	98	51	141	153	92	0						

OVERALL
 NORTHEAST FLORIDA
 SOUTHEAST FLORIDA
 REST OF STATE
 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.