

# 1 WEEK TO FLORIDA PRIMARY: KERRY UP 39 PTS OVER EDWARDS

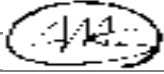
\* EXCLUSIVE SURVEYUSA RESEARCH RESULTS \*

YOU MUST CREDIT SURVEYUSA IF YOU AIR, CITE

OR REPRINT THESE RESULTS IN WHOLE OR PART

## LITTLE CHANGE IN PAST WEEK: KERRY IS UP A POINT, EDWARDS DOWN A POINT

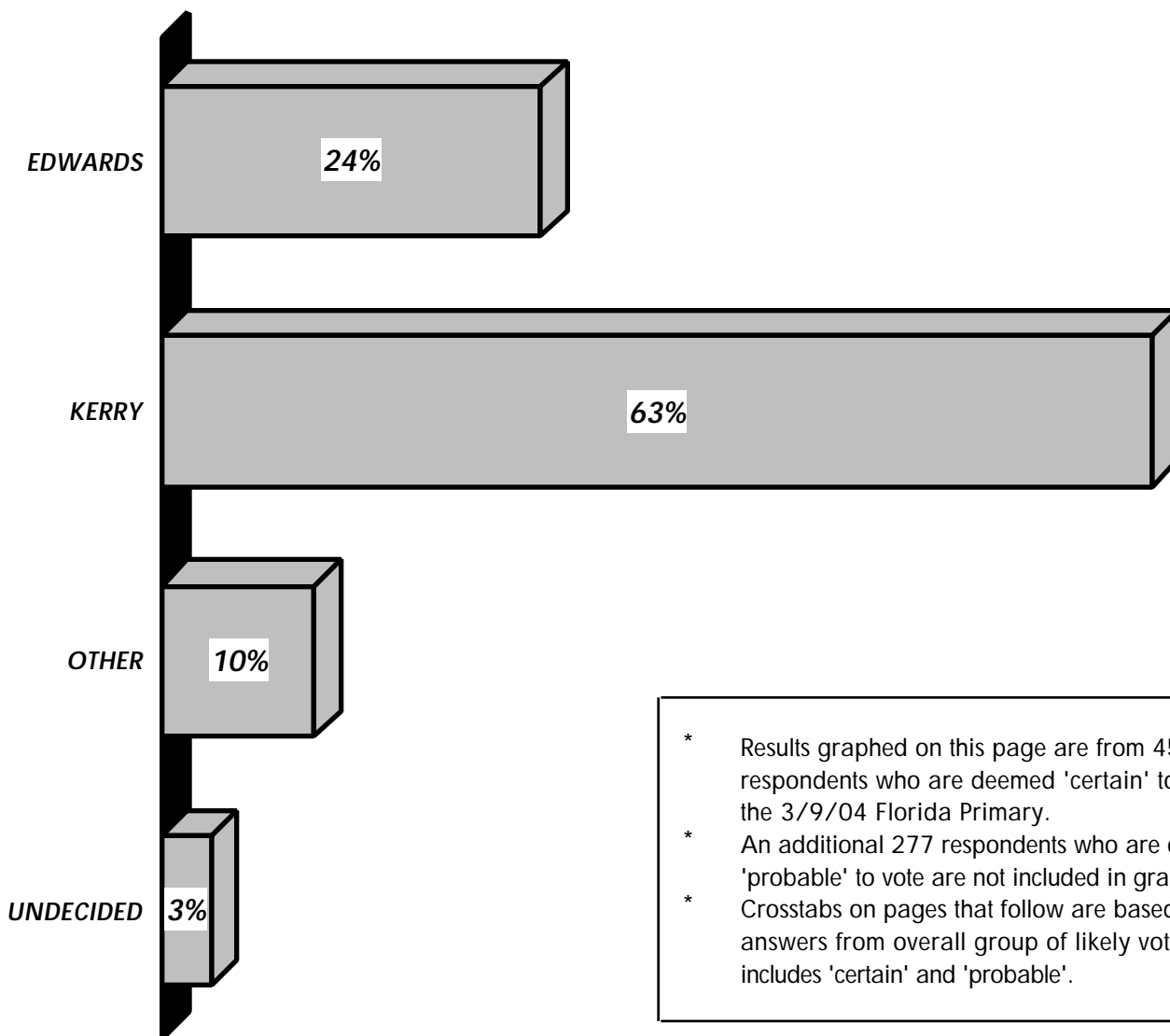
- \* IN A DEMOCRATIC PRIMARY IN FL TODAY, 1 WK TO THE VOTE BUT BEFORE SUPER TUESDAY RESULTS ARE KNOWN, JOHN KERRY WINS WITHOUT MEANINGFUL COMPETITION FROM JOHN EDWARDS, ACCORDING TO SURVEYUSA POLL OF 454 CERTAIN FL PRIMARY VOTERS CONDUCTED 2/28 - 3/1.
- \* TODAY IT'S KERRY 63%, EDWARDS 24%. 13% OF VOTERS PICK SOMEONE ELSE OR ARE UNDECIDED.
- \* COMPARED TO SURVEYUSA TRACKING POLL 1 WEEK AGO, THE CONTEST IS STABLE: KERRY IS UP 1 POINT FROM 62%, EDWARDS IS DOWN 1 POINT FROM 25%.
- \* KERRY'S COALITION IS BROAD-BASED BUT HE RUNS PARTICULARLY STRONG AMONG LIBERALS, OLDER VOTERS & THOSE IN SOUTHEAST FL. EDWARDS RUNS WELL AMONG FLORIDA'S HISPANICS.

<b>RESEARCH CONDUCTED E.T.</b>	040228 12:00-20:45 040229 13:00-20:54 040301 10:22-21:02 ET	<b>APPROVED</b>
<b>RESPONDENTS DRAWN FROM</b>	THE ENTIRE STATE OF FLORIDA	
<b>RANDOM SAMPLE SELECTED BY</b>	SURVEY SAMPLING, INC.	

RESEARCH CONDUCTED FOR WFLA TAMPA, WKMG ORLANDO, WPTV PALM BEACH, WTLV JACKSONVILLE, WKRK PENSACOLA

**VOTE FOR CANDIDATE / ALL CERTAIN VOTERS**

DEMOCRATS IN FLORIDA WILL VOTE FOR PRESIDENTIAL CANDIDATES IN A DEMOCRATIC PRIMARY ON MARCH 9TH. IF THE FLORIDA DEMOCRATIC PRESIDENTIAL PRIMARY WERE TODAY, AND YOU WERE STANDING IN THE VOTING BOOTH RIGHT NOW, WHO WOULD YOU VOTE FOR? JOHN EDWARDS? JOHN KERRY? OR SOME OTHER CANDIDATE?

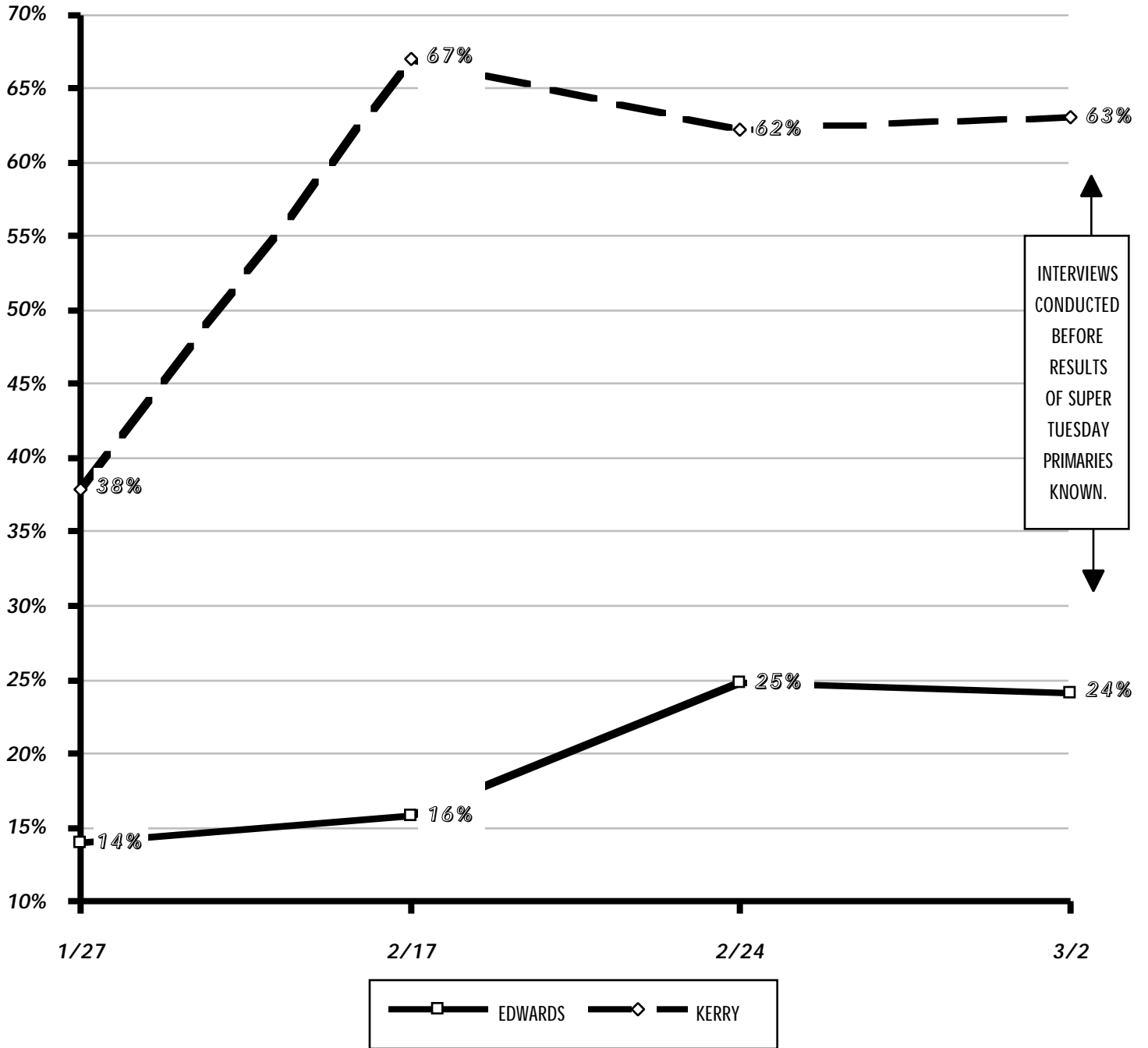


\* Results graphed on this page are from 454 respondents who are deemed 'certain' to vote in the 3/9/04 Florida Primary.  
 \* An additional 277 respondents who are deemed 'probable' to vote are not included in graph.  
 \* Crosstabs on pages that follow are based on answers from overall group of likely voters, which includes 'certain' and 'probable'.

THIS IS A SURVEY OF	454	CERTAIN VOTERS FROM THE ENTIRE STATE OF FLORIDA
OVERALL RESULTS CONSIDERED SIGNIFICANT	± 4.5%	A LARGER ± APPLIES TO SUBPOPULATIONS

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

VOTE FOR CANDIDATE / ALL CERTAIN VOTERS



VOTE FOR CANDIDATE / RESPONSES COMPARED BY PERCENTAGES AND BY INDEX

	CERTAIN	PROBABLE	OVERALL	MALE	FEMALE	AGE 18 - 34	AGE 35 - 54	AGE 55+	WHITE	BLACK	HI SPANI C	OTHER	NORTHEAST	SOUTHEAST	REST OF STATE
<b>RESPONSES SORTED BY DEMOGRAPHIC CATEGORY</b>															
EDWARDS	24%	29%	26%	26%	26%	26%	25%	27%	26%	21%	34%	16%	29%	25%	25%
KERRY	63%	50%	58%	60%	57%	51%	59%	61%	60%	62%	46%	58%	54%	61%	57%
OTHER	10%	15%	12%	12%	12%	16%	12%	9%	10%	11%	18%	13%	13%	9%	14%
UNDECI DED	3%	6%	4%	3%	5%	7%	4%	3%	4%	6%	2%	13%	4%	5%	3%
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

	CERTAIN	PROBABLE	OVERALL	MALE	FEMALE	AGE 18 - 34	AGE 35 - 54	AGE 55+	WHITE	BLACK	HI SPANI C	OTHER	NORTHEAST	SOUTHEAST	REST OF STATE
<b>DEMOGRAPHIC SUBPOPULATIONS INDEXED TO OVERALL RESPONSES</b>															
EDWARDS	93	111	100	99	101	102	96	104	101	80	130	61	111	96	98
KERRY	108	86	100	102	98	87	101	106	103	107	80	100	94	105	98
OTHER	82	129	100	100	100	134	106	75	89	93	153	109	106	76	122
UNDECI DED	73	144	100	75	117	170	91	70	85	151	46	313	105	119	76

VOTE FOR CANDIDATE / RESPONSES COMPARED BY PERCENTAGES AND BY INDEX

OVERALL  
 CONSERVATIVE  
 MODERATE  
 LIBERAL

<b>RESPONSES SORTED BY DEMOGRAPHIC CATEGORY</b>														
EDWARDS	26%	29%	28%	20%										
KERRY	58%	53%	58%	62%										
OTHER	12%	14%	10%	13%										
UNDECIDED	4%	4%	4%	4%										
	100%	100%	100%	100%										

<b>DEMOGRAPHIC SUBPOPULATIONS INDEXED TO OVERALL RESPONSES</b>														
EDWARDS	100	112	110	79										
KERRY	100	92	99	107										
OTHER	100	118	88	110										
UNDECIDED	100	94	89	98										

OVERALL  
 CONSERVATIVE  
 MODERATE  
 LIBERAL





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.