

# FLORIDA, 15 DAYS TO THE ELECTION: PRESIDENT & U.S. SENATE RACES TIED



**KERRY 50%, BUSH 49% ... MARTINEZ 49%, CASTOR 47%**

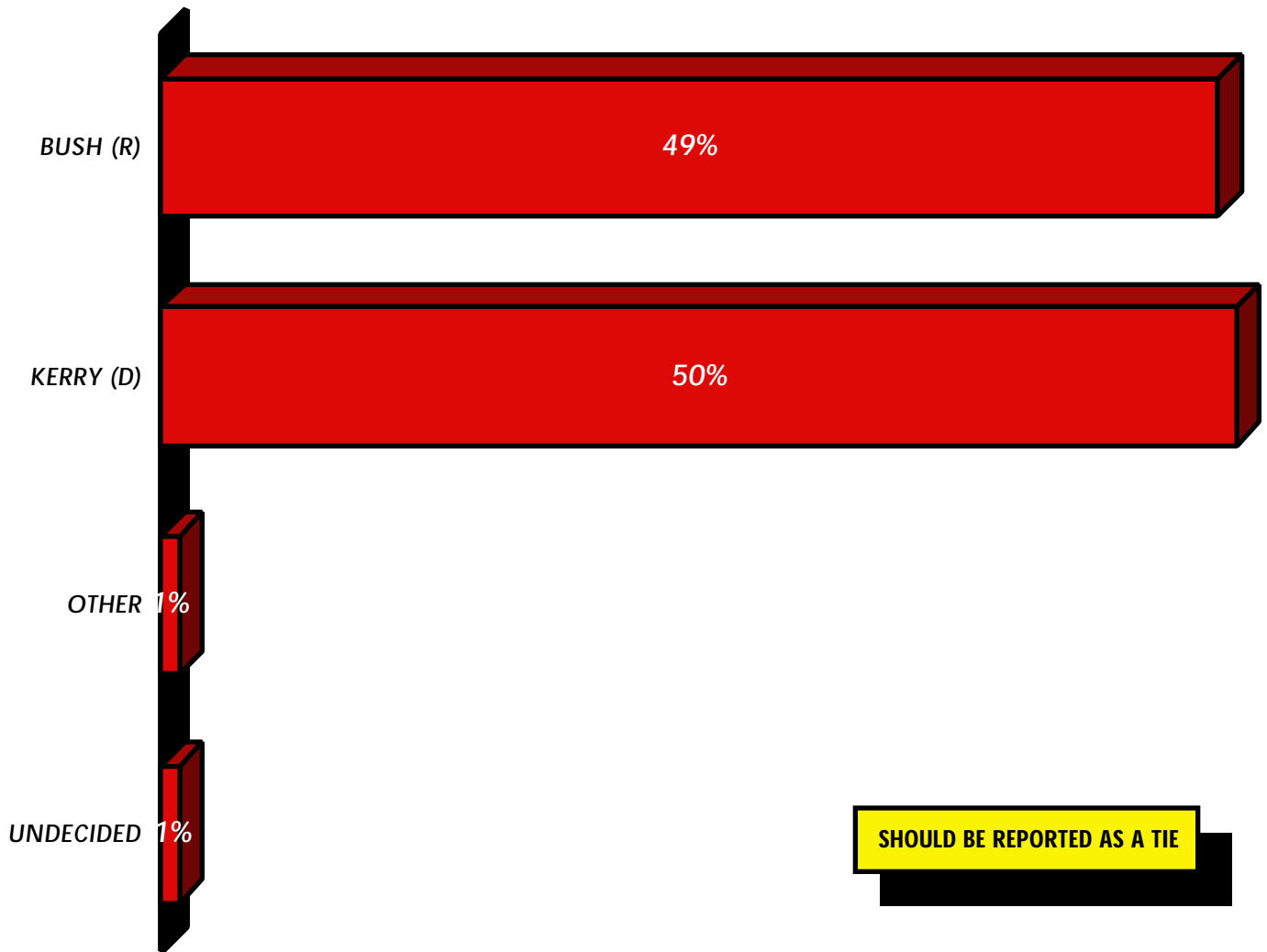
- ✦ IN AN ELECTION IN FLORIDA TODAY, GEORGE W BUSH & JOHN KERRY TIE IN FIGHT FOR 27 ECV & REPUBLICAN MEL MARTINEZ & DEMOCRAT BETTY CASTOR TIE IN FIGHT FOR BOB GRAHAM'S U. S. SENATE SEAT, ACCORDING TO SURVEYUSA POLL OF 601 LIKELY VOTERS CONDUCTED 10/15-10/17.
- ✦ 2 WKS AGO, IN IDENTICAL TRACKING POLL TAKEN BEFORE 2ND & 3RD PRESIDENTIAL DEBATES, BUSH LED BY 5 IN FL. TODAY IT'S KERRY 50%, BUSH 49%, WITHIN THE MARGIN OF ERROR.
- ✦ 2 WKS AGO, IN IDENTICAL TRACKING POLL, MARTINEZ LED BY 4. TODAY IT'S MARTINEZ 49%, CASTOR 47%, STILL A SLIGHT MARTINEZ EDGE, BUT CLOSE ENOUGH TO BE EFFECTIVELY TIED.
- ✦ BUSH HAD LED BY 20 AMONG MALES, NOW 9. KERRY HAD LED BY 12 IN SE FL, NOW LEADS BY 23.

<b>RESEARCH CONDUCTED E.T.</b>	041015 16:33-20:49 041016 13:04-20:47 041017 15:01-19:33 ET
<b>RESPONDENTS DRAWN FROM</b>	THE ENTIRE STATE OF FLORIDA
<b>RANDOM SAMPLE SELECTED BY</b>	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?

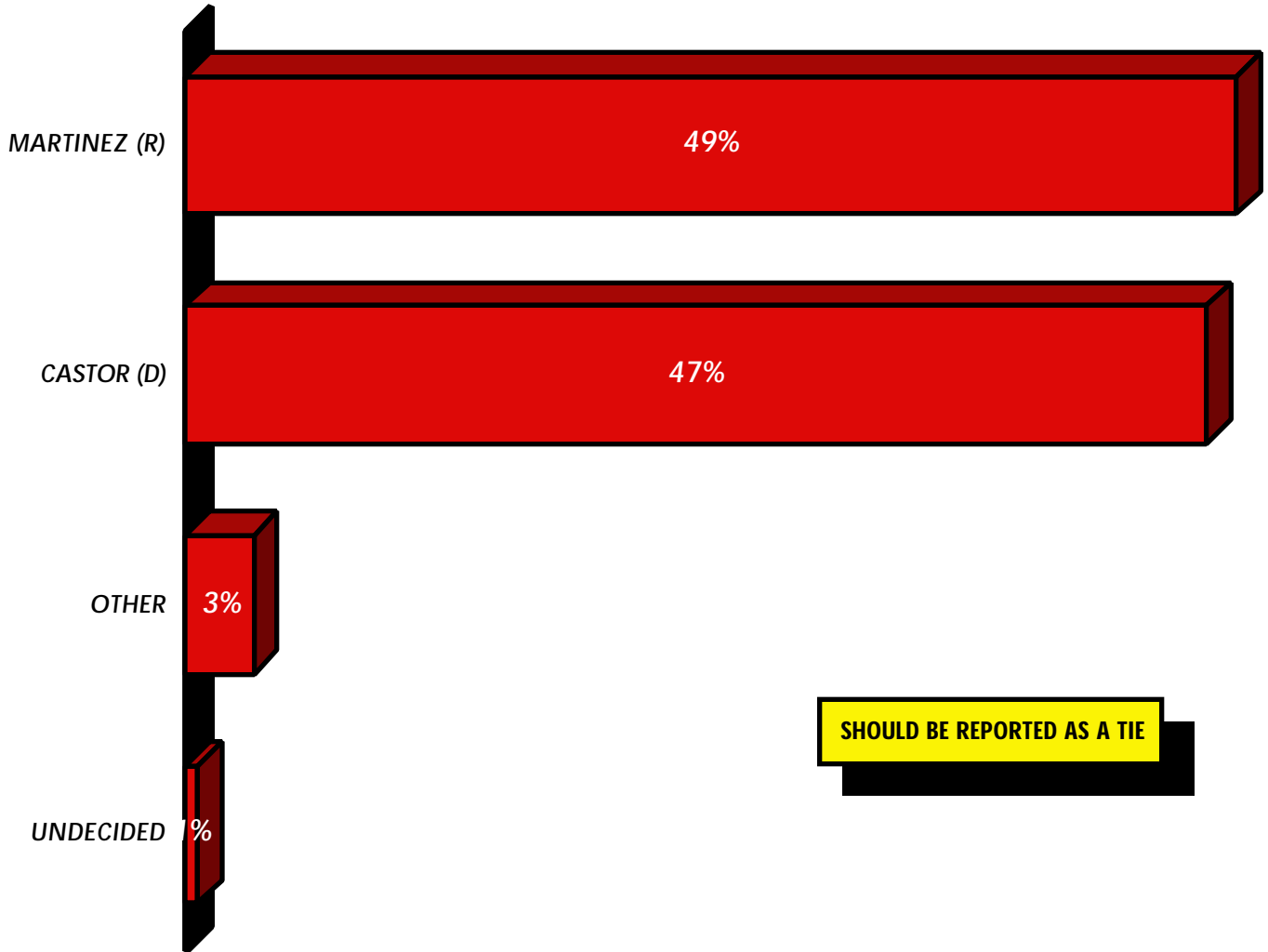


THIS IS A SURVEY OF	601	LIKELY VOTERS FROM THE ENTIRE STATE OF FLORIDA
OVERALL RESULTS CONSIDERED SIGNIFICANT	±4.1%	A LARGER ± APPLIES TO SUBPOPULATIONS

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

VOTE FOR SENATOR / ALL LIKELY VOTERS

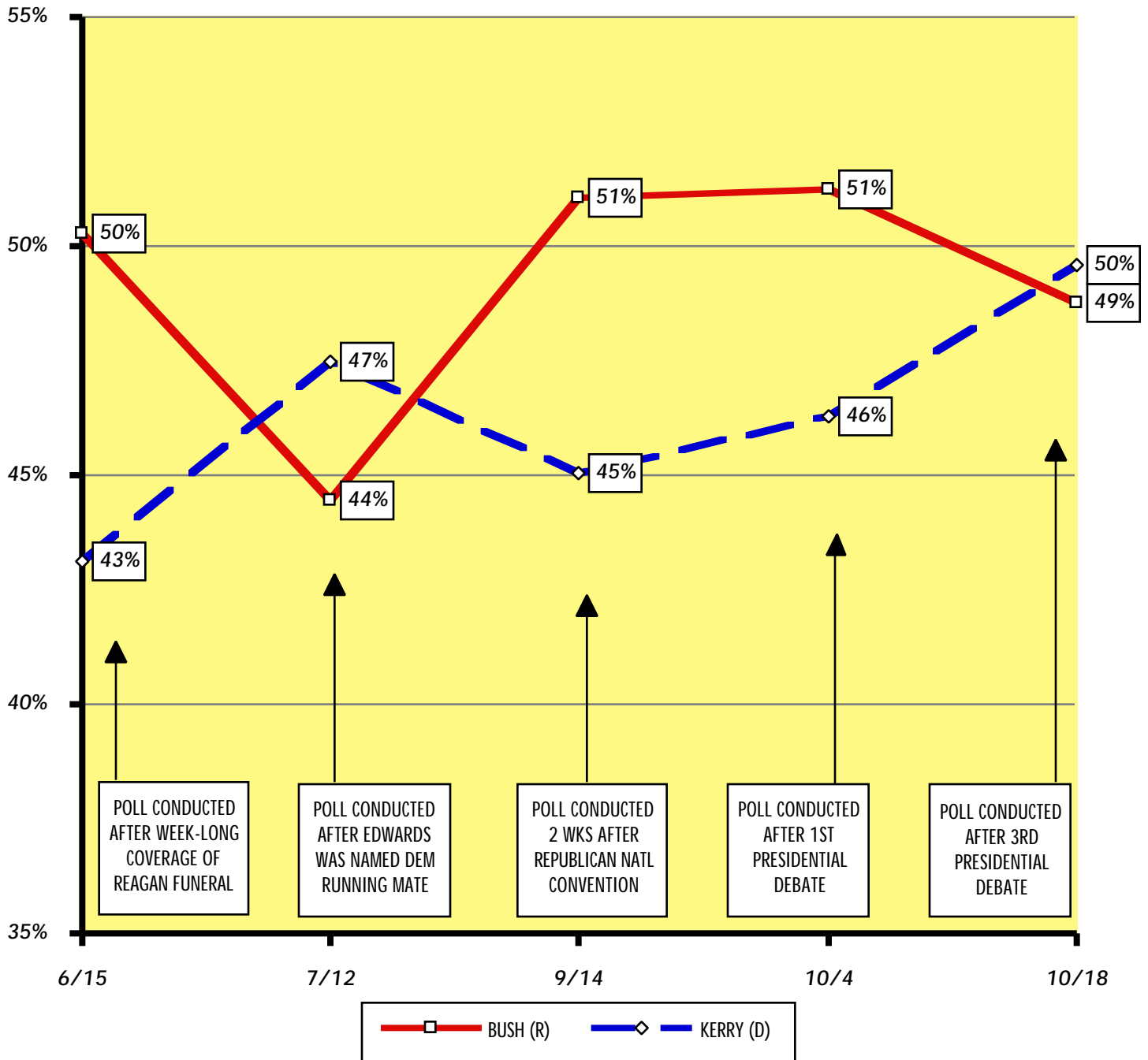
FLORIDA VOTERS MAY ALSO VOTE IN AN ELECTION FOR UNITED STATES SENATOR. IF THE ELECTION FOR U. S. SENATOR FROM FLORIDA WERE TODAY, AND YOU WERE STANDING IN THE VOTING BOOTH RIGHT NOW, WHO WOULD YOU VOTE FOR? REPUBLICAN MEL MARTINEZ? DEMOCRAT BETTY CASTOR? OR SOME OTHER CANDIDATE?



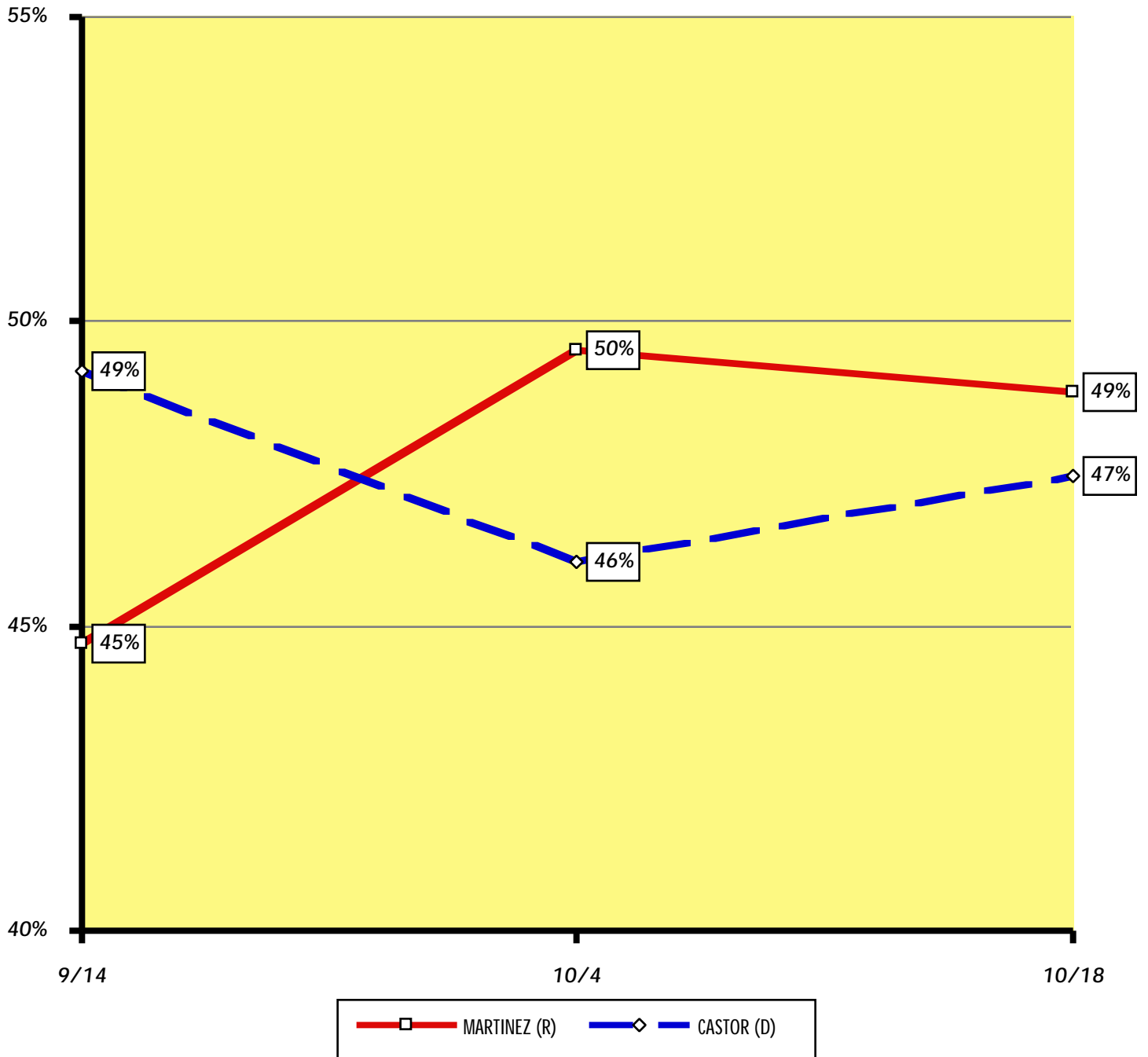
THIS IS A SURVEY OF	596	LIKELY VOTERS FROM THE ENTIRE STATE OF FLORIDA
OVERALL RESULTS CONSIDERED SIGNIFICANT	±4.1%	A LARGER ± APPLIES TO SUBPOPULATIONS

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

VOTE FOR PRESIDENT / ALL LIKELY VOTERS



VOTE FOR SENATOR / ALL LIKELY VOTERS



VOTE FOR PRESIDENT / RESPONSES COMPARED BY PERCENTAGES AND BY INDEX

OVERALL 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)	49%	54%	44%	42%	52%	51%	49%	53%	7%	59%	55%					
KERRY (D)	50%	45%	54%	56%	46%	47%	50%	45%	92%	41%	38%					
OTHER	1%	1%	1%	0%	1%	1%	1%	1%	1%	0%	3%					
UNDECIDED	1%	0%	1%	1%	1%	1%	0%	1%	0%	0%	5%					
VOTED 'FOR' CANDIDATE															82%	51%
'AGAINST' OTHER CAND.															16%	46%
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%					

DEMOGRAPHIC SUBPOPULATIONS INDEXED TO OVERALL RESPONSES

BUSH (R)	100	111	90	87	107	104	100	108	15	121	112				
KERRY (D)	100	90	109	113	93	96	100	91	185	83	76				
OTHER	100	89	110	48	112	91	145	107	127	0	402				
UNDECIDED	100	51	145	156	71	134	47	121	0	0	565				

OVERALL 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**  
**< \$40K/YR**  
**\$40K - \$80K/YR**  
**> \$80K/YR**

RESPONSES SORTED BY DEMOGRAPHIC CATEGORY													
<b>BUSH (R)</b>	49%	51%	36%	58%	71%	33%	43%	54%	51%				
<b>KERRY (D)</b>	50%	48%	63%	40%	28%	66%	55%	45%	48%				
<b>OTHER</b>	1%	0%	1%	1%	1%	1%	1%	0%	1%				
<b>UNDECIDED</b>	1%	0%	1%	1%	0%	1%	1%	1%	0%				
	100%	100%	100%	100%	100%	100%	100%	100%	100%				

DEMOGRAPHIC SUBPOPULATIONS INDEXED TO OVERALL RESPONSES													
<b>BUSH (R)</b>	100	105	73	119	146	67	89	111	104				
<b>KERRY (D)</b>	100	97	127	80	56	133	110	91	97				
<b>OTHER</b>	100	61	73	135	92	107	140	59	91				
<b>UNDECIDED</b>	100	60	82	117	51	98	109	66	41				

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





VOTE FOR SENATOR / RESPONSES COMPARED BY PERCENTAGES AND BY INDEX

	OVERALL	MALE	FEMALE	AGE 18-34	AGE 35-49	AGE 50-64	AGE 65+	WHITE	BLACK	HISPANIC	ASIAN/OTHER				
<b>RESPONSES SORTED BY DEMOGRAPHIC CATEGORY</b>															
<b>MARTINEZ (R)</b>	49%	55%	43%	47%	51%	48%	49%	52%	9%	65%	50%				
<b>CASTOR (D)</b>	47%	42%	53%	49%	43%	49%	49%	46%	80%	33%	37%				
<b>OTHER</b>	3%	3%	3%	3%	5%	3%	1%	2%	11%	1%	13%				
<b>UNDECIDED</b>	1%	0%	1%	1%	0%	1%	1%	1%	0%	0%	0%				
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%				

	OVERALL	MALE	FEMALE	AGE 18-34	AGE 35-49	AGE 50-64	AGE 65+	WHITE	BLACK	HISPANIC	ASIAN/OTHER				
<b>DEMOGRAPHIC SUBPOPULATIONS INDEXED TO OVERALL RESPONSES</b>															
<b>MARTINEZ (R)</b>	100	112	89	96	105	97	100	105	18	133	102				
<b>CASTOR (D)</b>	100	88	111	104	91	103	104	97	168	70	78				
<b>OTHER</b>	100	111	90	97	163	88	43	59	364	45	416				
<b>UNDECIDED</b>	100	43	152	163	46	110	93	141	0	0	0				



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**

<b>MARTINEZ (R)</b>	49%	48%	40%	57%	72%	32%	44%	53%	52%	90%	10%				
<b>CASTOR (D)</b>	47%	49%	54%	40%	25%	64%	50%	44%	46%	9%	85%				
<b>OTHER</b>	3%	2%	5%	2%	3%	3%	5%	3%	1%	1%	4%				
<b>UNDECIDED</b>	1%	0%	1%	1%	0%	1%	1%	1%	0%	0%	1%				
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%				

**DEMOGRAPHIC SUBPOPULATIONS INDEXED TO OVERALL RESPONSES**

<b>MARTINEZ (R)</b>	100	99	82	117	148	66	91	108	107	184	20				
<b>CASTOR (D)</b>	100	104	115	84	52	135	106	93	97	19	180				
<b>OTHER</b>	100	75	154	65	84	103	146	80	45	28	139				
<b>UNDECIDED</b>	100	24	156	103	78	119	169	110	41	45	99				

**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)	49%	53%	37%	56%	47%	49%	58%						
CASTOR (D)	47%	42%	59%	41%	47%	48%	39%						
OTHER	3%	5%	3%	2%	6%	2%	3%						
UNDECIDED	1%	0%	0%	1%	0%	1%	0%						
	100%	100%	100%	100%	100%	100%	100%						

DEMOGRAPHIC SUBPOPULATIONS INDEXED TO OVERALL RESPONSES													
MARTINEZ (R)	100	108	77	114	96	99	118						
CASTOR (D)	100	88	125	87	100	102	83						
OTHER	100	162	92	65	178	77	81						
UNDECIDED	100	33	52	186	0	134	78						

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.