

# PA: KERRY NOW UP 12 PTS; SPECTER LOSING GROUND BUT HOFFEL FLAT



**3 MOS TO ELECTION DAY: KERRY 53%, BUSH 41% ... SPECTER 49%, HOFFEL 34%**

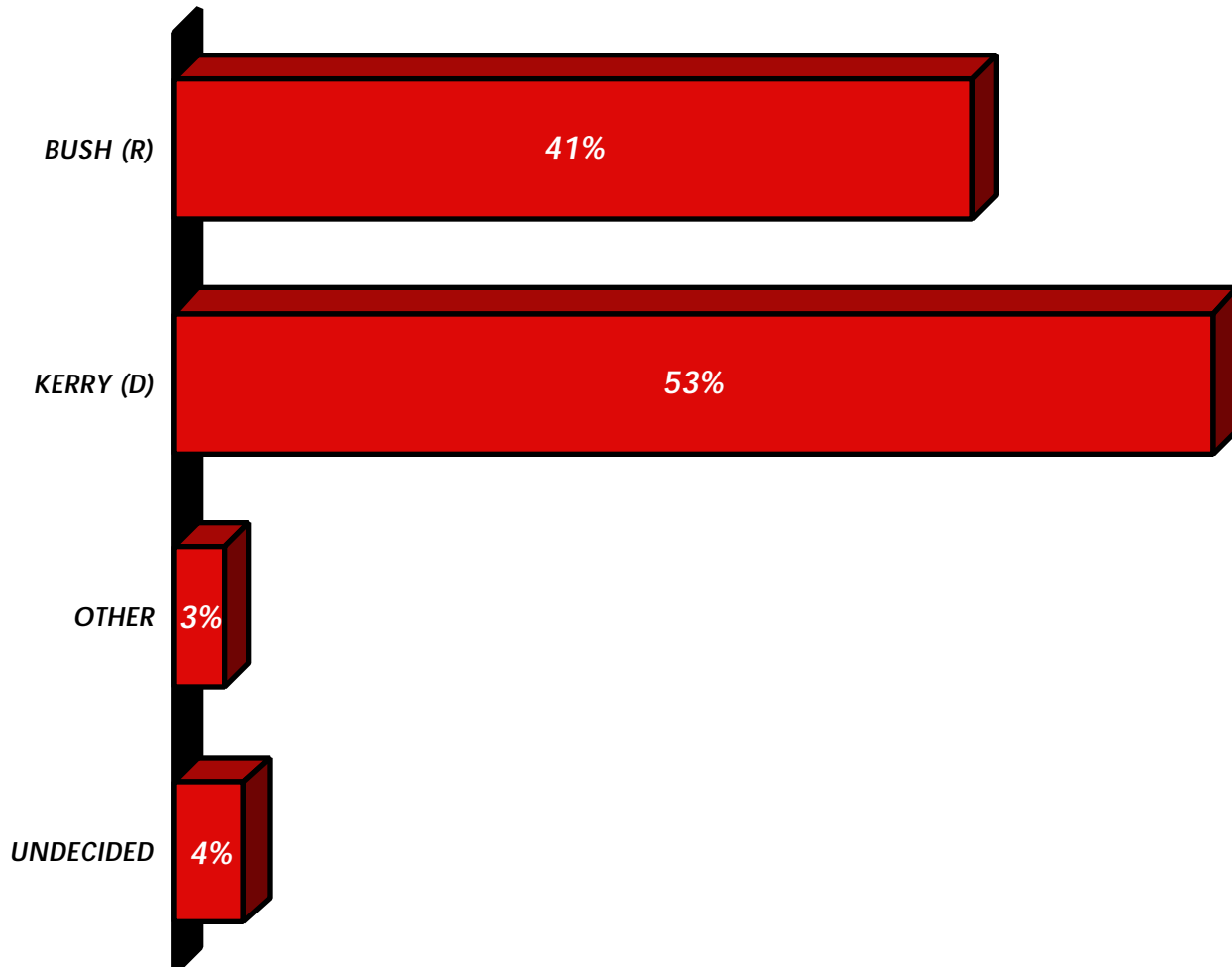
- \* IN AN ELECTION IN PA TODAY, JOHN KERRY CAPTURES PA'S 21 ELECTORAL VOTES & ARLEN SPECTER IS REELECTED, ACCORDING TO SURVEYUSA POLL OF 748 LIKELY PA VOTERS 7/30 - 8/2.
- \* TODAY KERRY LEADS GEORGE W BUSH 53% TO 41%, A 9-PT GAIN FOR KERRY IN PAST 60 DAYS.
- \* IN JUNE, BUSH LED IN MILITARY HH'S BY 4, NOW HE TRAILS BY 10. BUSH UP BY 19 AMONG PRODESTANTS, KERRY UP BY 16 AMONG CATHOLICS. BUSH UP IN 'T', KERRY UP ELSEWHERE.
- \* TODAY SPECTER LEADS JOE HOFFEL BY 15 PTS, A 10-PT GAIN FOR HOFFEL IN PAST 60 DAYS.
- \* POSSIBLE ENTRANCE OF CONSTITUTION-PARTY CANDIDATE MAY BE ERODING SPECTER SUPPORT.
- \* SPECTER HAS LOST 6 PTS TO 'OTHER', 2 PTS TO UNDECIDED & 1 PT TO HOFFEL.
- \* 3 IN 10 INDEPENDENT VOTERS NOW CHOOSE 'OTHER' OR ARE UNDECIDED IN SENATE CONTEST.

<b>RESEARCH CONDUCTED E.T.</b>	040731 12: 01- 20: 50 040801 14: 01- 19: 28 040802 15: 30- 20: 50 ET
<b>RESPONDENTS DRAWN FROM</b>	THE ENTIRE STATE OF PENNSYLVANIA
<b>RANDOM SAMPLE SELECTED BY</b>	SURVEY SAMPLING INC.

RESEARCH CONDUCTED FOR WCAU-TV PHILADELPHIA, WNEP-TV WILKES-BARRE, AND KDKA-TV PITTSBURGH

*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?

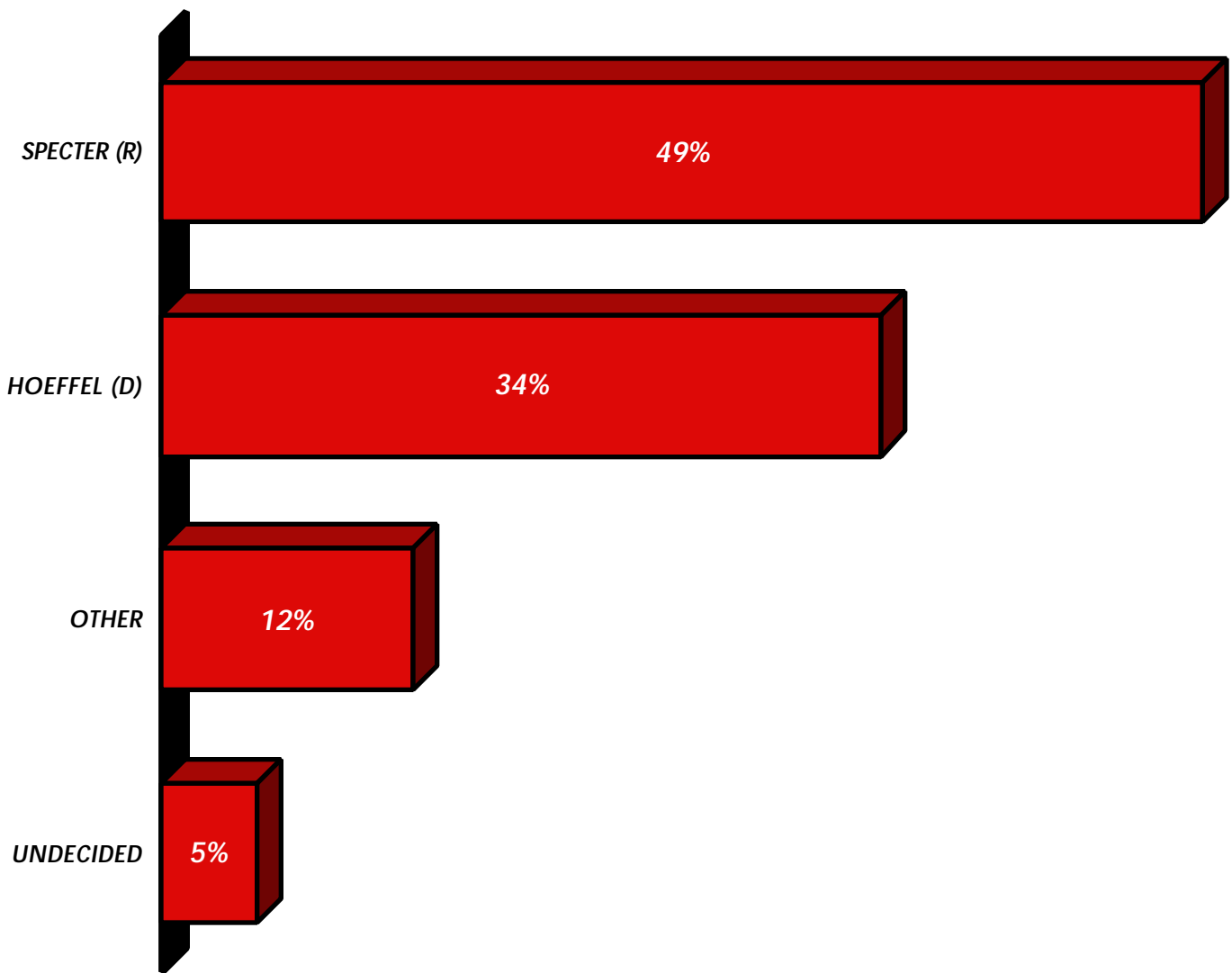


THIS IS A SURVEY OF	<b>748</b>	LIKELY VOTERS FROM THE ENTIRE STATE OF PENNSYLVANIA
OVERALL RESULTS CONSIDERED SIGNIFICANT	<b>±3.7%</b>	A LARGER ± APPLIES TO SUBPOPULATIONS

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

*VOTE FOR SENATOR / ALL LIKELY VOTERS*

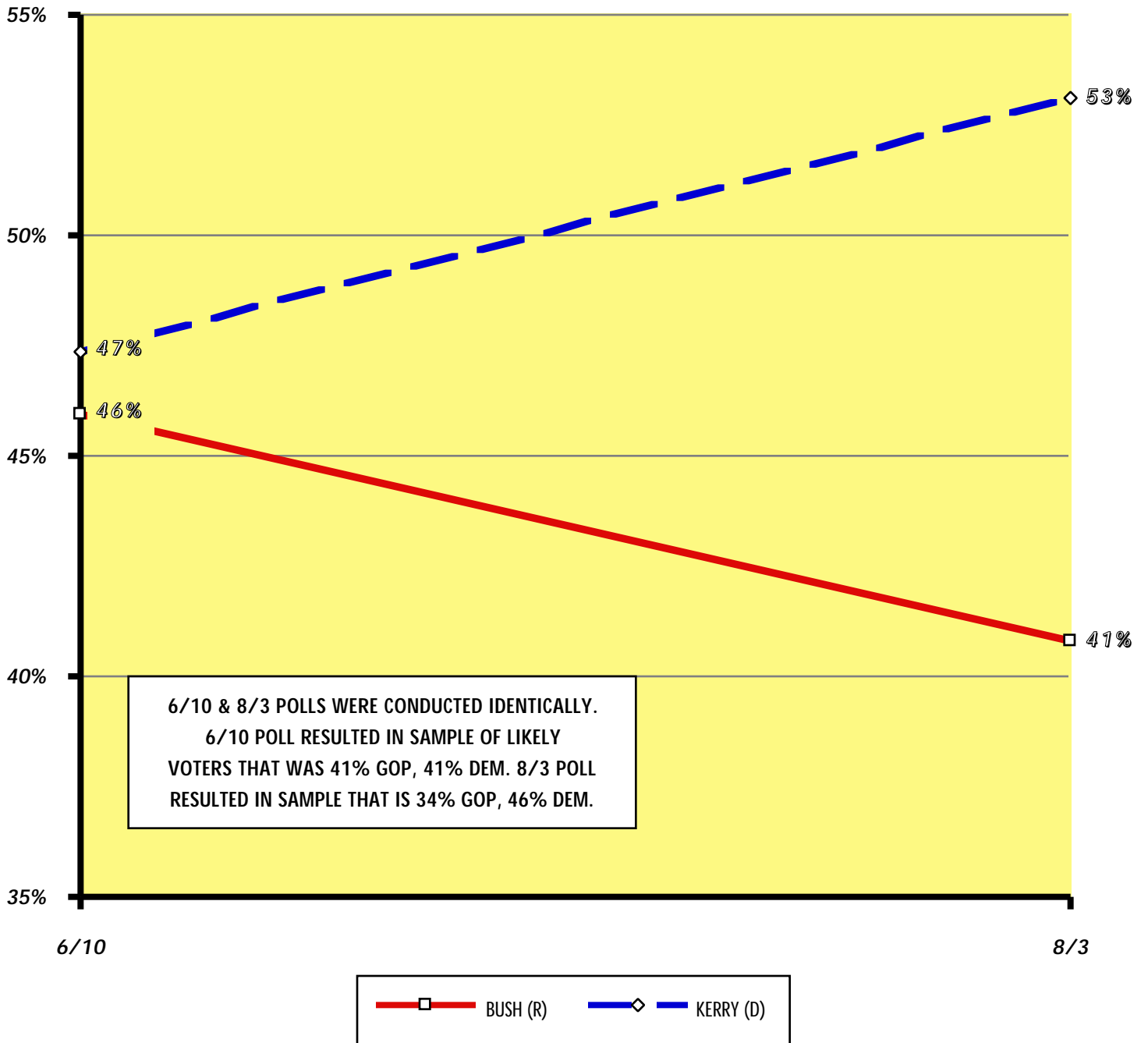
PENNSYLVANIA VOTERS MAY ALSO VOTE IN AN ELECTION FOR UNITED STATES SENATOR. IF THE ELECTION FOR U. S. SENATOR FROM PENNSYLVANIA WERE TODAY, AND YOU WERE STANDING IN THE VOTING BOOTH RIGHT NOW, WHO WOULD YOU VOTE FOR? REPUBLICAN ARLEN SPECTER? DEMOCRAT JOE HOFFEL? OR SOME OTHER CANDIDATE?



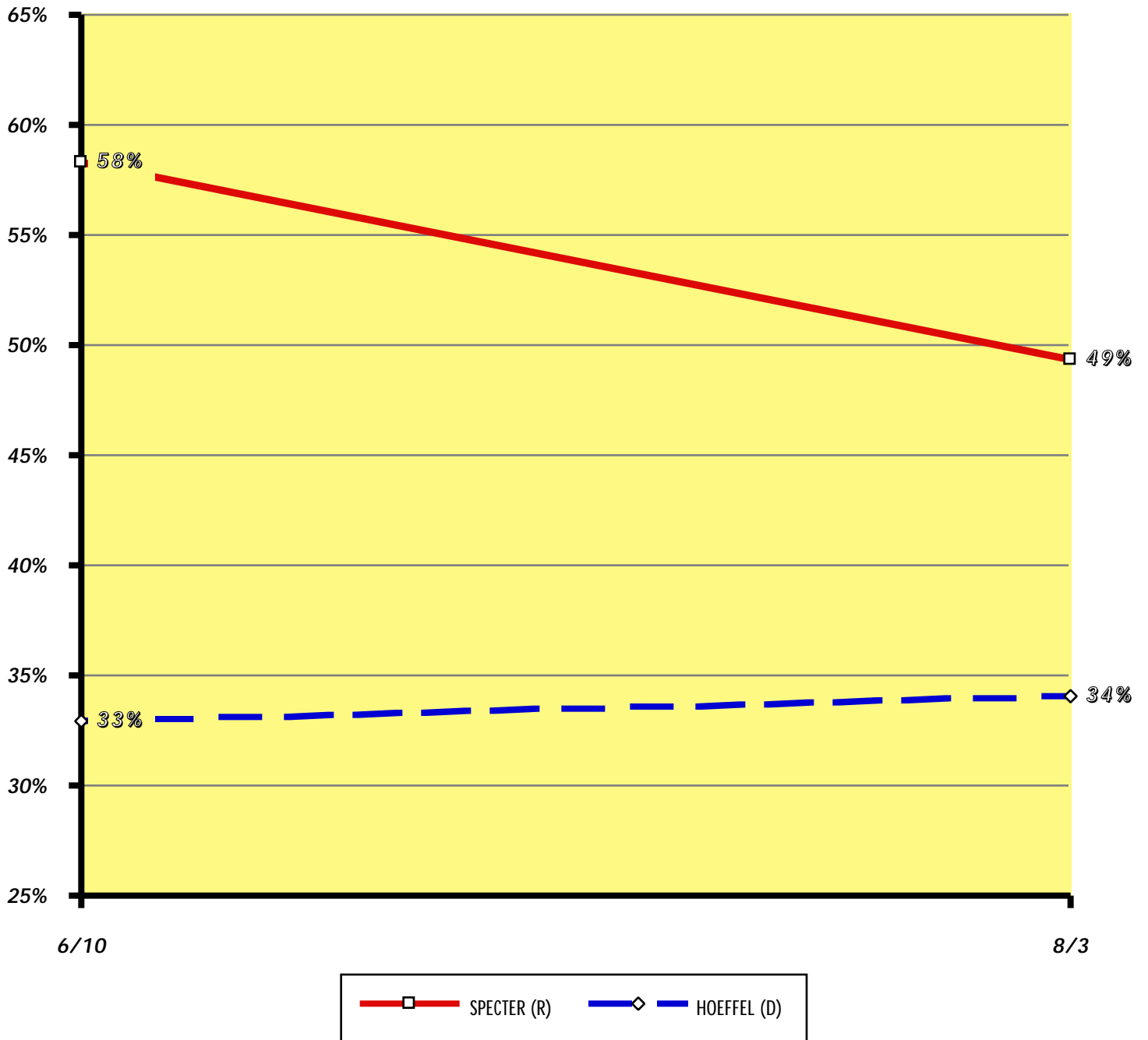
THIS IS A SURVEY OF	<b>740</b>	LIKELY VOTERS FROM THE ENTIRE STATE OF PENNSYLVANIA
OVERALL RESULTS CONSIDERED SIGNIFICANT	<b>±3.7%</b>	A LARGER ± APPLIES TO SUBPOPULATIONS

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	REPUBLICAN	DEMOCRAT	INDEPENDENT/OTHER	GRAD SCHOOL	COLLEGE GRAD	SOME COLLEGE	NO COLLEGE	CONSERVATIVE	MODERATE	LIBERAL	MILITARY/VET	NON-MILITARY/VET		
<b>RESPONSES SORTED BY DEMOGRAPHIC CATEGORY</b>															
BUSH (R)	41%	84%	12%	32%	45%	45%	41%	36%	69%	31%	8%	42%	39%		
KERRY (D)	53%	13%	83%	54%	50%	52%	54%	56%	27%	61%	86%	52%	55%		
OTHER	3%	2%	2%	6%	2%	2%	2%	3%	2%	3%	3%	3%	2%		
UNDECIDED	4%	2%	3%	8%	2%	2%	3%	6%	3%	5%	3%	4%	3%		
	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		
<b>DEMOGRAPHIC SUBPOPULATIONS INDEXED TO OVERALL RESPONSES</b>															
BUSH (R)	100	205	29	78	111	110	100	88	169	76	20	102	96		
KERRY (D)	100	24	157	103	95	97	101	105	50	116	162	98	104		
OTHER	100	70	75	230	93	84	98	114	71	109	114	99	95		
UNDECIDED	100	48	79	218	55	45	92	157	75	138	73	113	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  
 PROTESTANT  
 ROMAN CATHOLIC  
 OTHER CHRISTIAN  
 JEWISH  
 MUSLIM  
 OTHER  
 NO RELIGION

RESPONSES SORTED BY DEMOGRAPHIC CATEGORY

BUSH (R)	41%	28%	38%	50%	61%	27%	57%	40%	30%	14%	0%	27%	16%		
KERRY (D)	53%	65%	54%	46%	33%	68%	36%	56%	59%	85%	100%	71%	81%		
OTHER	3%	3%	2%	2%	3%	2%	3%	2%	4%	0%	0%	2%	3%		
UNDECIDED	4%	4%	5%	2%	4%	2%	4%	3%	7%	1%	0%	0%	0%		
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%		

DEMOGRAPHIC SUBPOPULATIONS INDEXED TO OVERALL RESPONSES

BUSH (R)	100	69	92	122	149	67	140	97	73	34	0	65	40		
KERRY (D)	100	123	103	86	62	128	68	105	112	160	188	134	152		
OTHER	100	115	97	91	107	93	114	63	156	0	0	91	103		
UNDECIDED	100	104	151	58	100	62	106	75	197	38	0	0	0		

OVERALL  
 NO RELIGIOUS SERVICES  
 OCCASIONAL RELIGIOUS SERVICES  
 REGULAR RELIGIOUS SERVICES  
 PRO-LIFE  
 PRO-CHOICE  
 PROTESTANT  
 ROMAN CATHOLIC  
 OTHER CHRISTIAN  
 JEWISH  
 MUSLIM  
 OTHER  
 NO RELIGION





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		
<b>RESPONSES SORTED BY DEMOGRAPHIC CATEGORY</b>															
SPECTER (R)	49%	51%	55%	55%	44%	51%	48%	52%	47%	52%	31%	40%	38%		
HOEFFEL (D)	34%	37%	24%	30%	38%	33%	33%	32%	40%	33%	45%	21%	33%		
OTHER	12%	12%	17%	10%	13%	10%	12%	14%	11%	11%	16%	20%	13%		
UNDECIDED	5%	0%	4%	5%	4%	6%	6%	3%	2%	3%	7%	19%	16%		
	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		
<b>DEMOGRAPHIC SUBPOPULATIONS INDEXED TO OVERALL RESPONSES</b>															
SPECTER (R)	100	103	111	111	90	103	97	105	95	106	62	82	76		
HOEFFEL (D)	100	109	71	88	111	96	97	93	117	97	133	62	97		
OTHER	100	100	138	88	112	86	104	116	92	93	137	164	112		
UNDECIDED	100	0	93	108	93	132	139	58	52	76	159	409	347		

VOTE FOR SENATOR / 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		
<b>RESPONSES SORTED BY DEMOGRAPHIC CATEGORY</b>															
SPECTER (R)	49%	81%	28%	42%	54%	56%	46%	46%	70%	43%	24%	51%	46%		
HOEFFEL (D)	34%	8%	58%	26%	33%	31%	37%	34%	17%	40%	55%	32%	38%		
OTHER	12%	9%	10%	21%	12%	11%	13%	12%	9%	12%	17%	12%	12%		
UNDECIDED	5%	3%	3%	10%	2%	2%	4%	8%	4%	5%	4%	5%	4%		
	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		
<b>DEMOGRAPHIC SUBPOPULATIONS INDEXED TO OVERALL RESPONSES</b>															
SPECTER (R)	100	163	58	86	109	113	94	93	142	87	49	104	94		
HOEFFEL (D)	100	22	170	77	95	92	108	101	50	118	162	94	112		
OTHER	100	78	86	177	96	93	108	98	78	101	139	99	98		
UNDECIDED	100	55	70	224	48	38	83	167	79	101	83	109	86		

OVERALL  
 REPUBLICAN  
 DEMOCRAT  
 INDEPENDENT/OTHER  
 GRAD SCHOOL  
 COLLEGE GRAD  
 SOME COLLEGE  
 NO COLLEGE  
 CONSERVATIVE  
 MODERATE  
 LIBERAL  
 MILITARY/VET  
 NON-MILITARY/VET

VOTE FOR SENATOR / RESPONSES COMPARED BY PERCENTAGES AND BY INDEX

OVERALL  
 NO RELIGIOUS SERVICES  
 OCCASIONAL RELIGIOUS SERVICES  
 REGULAR RELIGIOUS SERVICES  
 PRO-LIFE  
 PRO-CHOICE  
 PROTESTANT  
 ROMAN CATHOLIC  
 OTHER CHRISTIAN  
 JEWISH  
 MUSLIM  
 OTHER  
 NO RELIGION

RESPONSES SORTED BY DEMOGRAPHIC CATEGORY

SPECTER (R)	49%	41%	48%	55%	60%	43%	60%	50%	40%	37%	42%	34%	23%		
HOEFFEL (D)	34%	42%	34%	30%	22%	43%	24%	40%	36%	60%	43%	37%	58%		
OTHER	12%	12%	11%	12%	13%	11%	13%	7%	15%	3%	15%	12%	16%		
UNDECIDED	5%	5%	7%	2%	5%	3%	3%	3%	9%	0%	0%	16%	3%		
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%		

DEMOGRAPHIC SUBPOPULATIONS INDEXED TO OVERALL RESPONSES

SPECTER (R)	100	83	98	111	122	86	122	101	80	75	86	70	47		
HOEFFEL (D)	100	123	100	89	65	127	70	116	106	176	125	110	169		
OTHER	100	99	91	102	105	92	105	61	125	26	126	103	135		
UNDECIDED	100	108	150	54	109	66	69	70	203	0	0	347	68		

OVERALL  
 NO RELIGIOUS SERVICES  
 OCCASIONAL RELIGIOUS SERVICES  
 REGULAR RELIGIOUS SERVICES  
 PRO-LIFE  
 PRO-CHOICE  
 PROTESTANT  
 ROMAN CATHOLIC  
 OTHER CHRISTIAN  
 JEWISH  
 MUSLIM  
 OTHER  
 NO RELIGION













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.