



Surveys of likely voters

Political – Florida Bullet Train Amendment

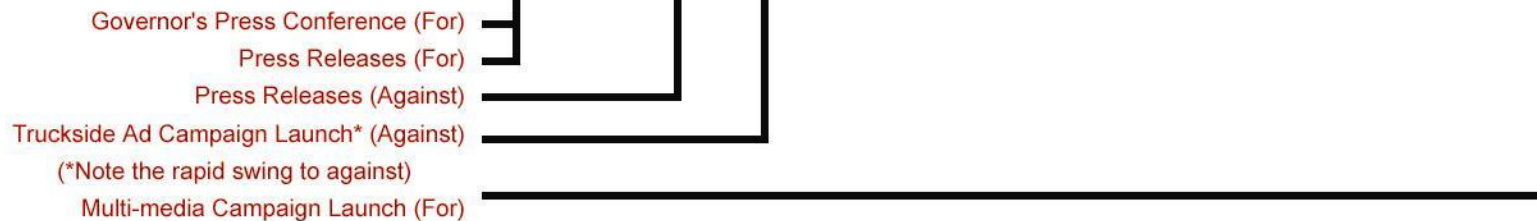
Florida Amendment tracking surveys
September & October, 2004



“Armed with little or no major advertising budget during the Florida general election in 2004, the Save the Bullet Train campaign utilized Truckside “fleet” Advertising as its lead and virtually only media vehicle. Down by 18-points the Save the Bullet Train campaign launched a 150 vehicle “fleet” 30 days prior to the general election---and within less than a week the double digit deficit was erased and the momentum swung to a lead of 5-points. The shift of voter intention on the amendment over such short period was truly unbelievable. The polling data was collected by our contracted campaign researcher, and with no other form of media in place there was nothing else to credit the tremendous shift in voter intention on but the Truckside “Fleet” Advertising campaign effort.”

Ken Walton – Manager – Save the Bullet Train Campaign

	Wave															
	Sep 29-30 Oct 2	Sep 30-30 Oct 3	Oct 2-4	Oct 3-5	Oct 4-6	Oct 5-7	Oct 6-9	Oct 7-10	Oct 9-11	Oct 10-12	Oct 11-13	Oct 12-14	Oct 13-16	Oct 14-17	Oct 16-18	Oct 17-19
Q12 Amendment 6 Repeal of High Speed Rail Amendment ballot																
For	40	38	37	42	45	48	47	41	37	35	34	35	36	37	38	39
Strongly	23	23	22	24	27	27	25	19	19	19	21	23	25	26	25	26
Just leaning	16	14	15	18	18	21	22	22	18	16	13	12	11	11	12	13
Undecided, unsure	24	27	25	21	20	20	23	27	27	27	31	27	25	19	22	24
Against	34	33	36	36	33	30	28	30	33	35	33	36	38	42	39	35
Just leaning	14	15	16	17	14	14	12	14	14	13	12	11	12	14	17	17
Strongly	20	18	20	18	19	16	16	16	19	22	21	25	26	28	22	18
Refused	3	2	2	1	2	2	3	2	2	3	3	2	1	1	2	2
For - against	6	4	1	6	12	18	19	10	4	0	2	-1	-2	-5	-2	4
NOTE Number of cases	611	611	602	607	608	609	603	605	603	604	601	605	605	605	603	602



Note: Multi-media Campaign Budget -- \$1,500,000
Truckside Advertising Campaign Budget -- \$300,000