

# EVE OF MO PRIMARY: OLDER VOTERS PROPEL KERRY TO RUNAWAY ROUT

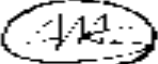
\* EXCLUSIVE SURVEYUSA RESEARCH RESULTS \*

YOU MUST CREDIT SURVEYUSA IF YOU AIR, CITE

OR REPRINT THESE RESULTS IN WHOLE OR PART

## EDWARDS, ONLY OTHER CANDIDATE WITH MOMENTUM, IS 24 POINTS BACK

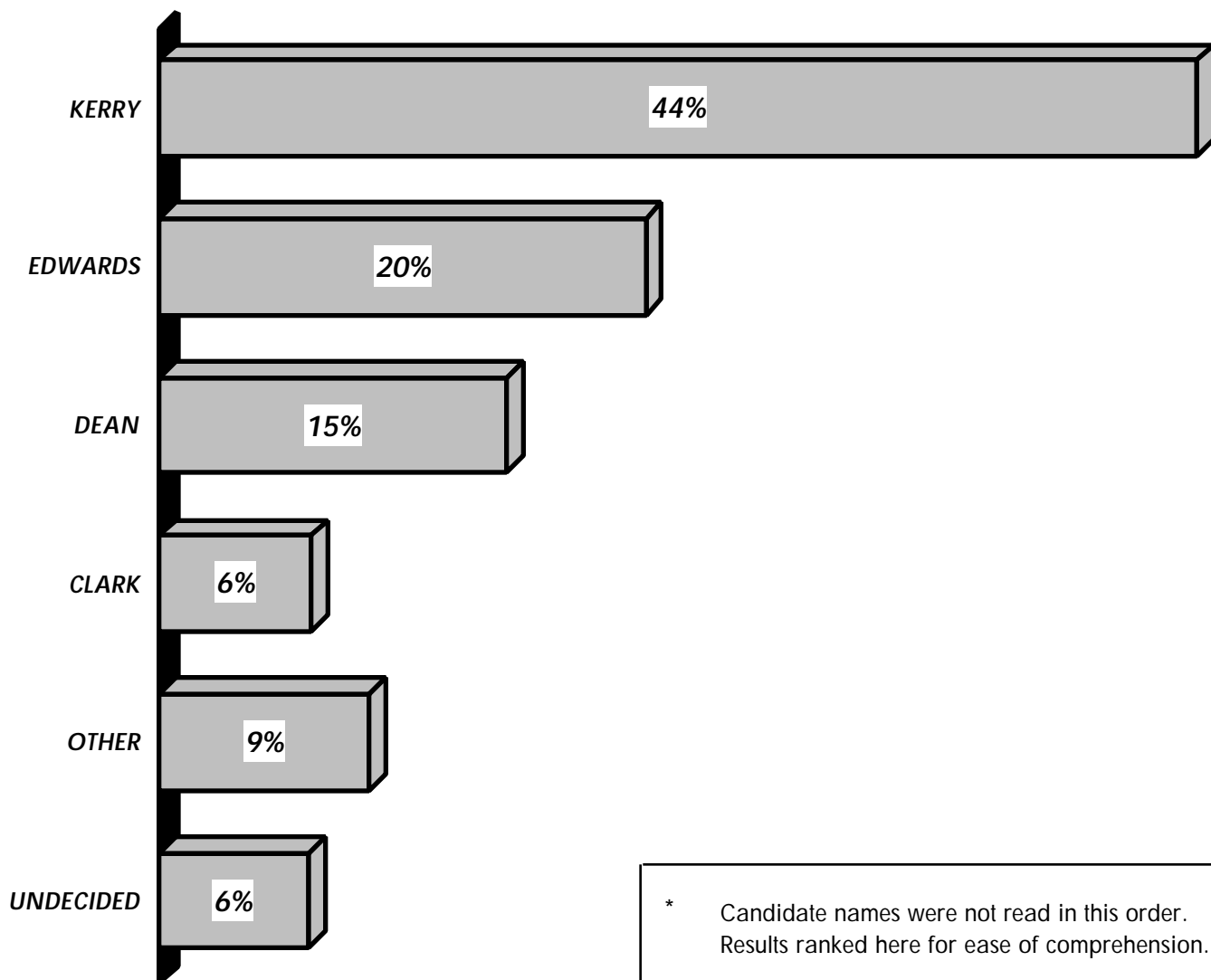
- \* IN A MISSOURI PRIMARY FOR PRESIDENT OF THE UNITED STATES TODAY, 12 HRS TILL POLLS OPEN, JOHN KERRY WINS WITHOUT SERIOUS CHALLENGE, ACCORDING TO THIS LATEST SURVEYUSA TRACKING POLL OF 891 LIKELY MISSOURI PRIMARY VOTERS CONDUCTED 1/30 + 1/31 + 2/1.
- \* AT FINISH LINE, IT'S KERRY 44%, JOHN EDWARDS 20%, HOWARD DEAN 15%, WESLEY CLARK 6%.
- \* KERRY HAS A BROAD COALITION, BUT RUNS PARTICULARLY STRONG AMONG OLDER VOTERS, CORE DEMOCRATS & RESIDENTS OF ST LOUIS & EASTERN MO. EDWARDS DRAWS DISPROPORTIONATE SUPPORT FROM THE OZARKS. DEAN IS BACKED BY YOUNGER VOTERS & INDEPENDENTS.
- \* AMONG RESPONDENTS MOST CERTAIN TO VOTE, KERRY'S LEAD INCREASES FROM 24 PTS TO 27 PTS.

RESEARCH CONDUCTED E.T.	040130 16:30-21:59 040131 13:00-17:31 040201 13:00-18:01 ET	APPROVED
RESPONDENTS DRAWN FROM	THE ENTIRE STATE OF MISSOURI	
RANDOM SAMPLE SELECTED BY	SURVEY SAMPLING, INC.	

RESEARCH CONDUCTED FOR KSDK-TV ST. LOUIS & WBBM-TV CHICAGO

*VOTE FOR PRESIDENT / ALL LIKELY VOTERS*

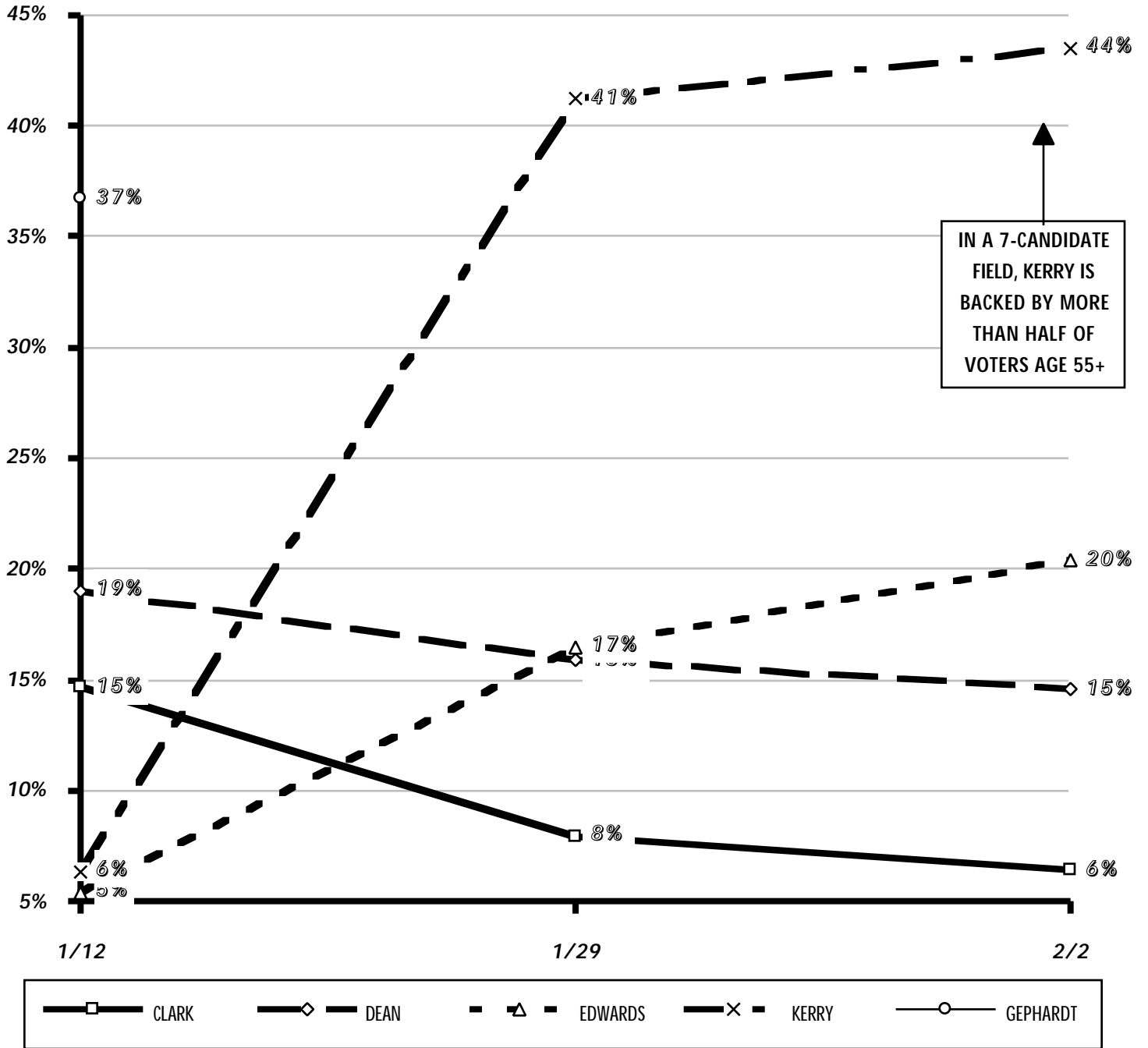
VOTERS IN MISSOURI WILL VOTE FOR DEMOCRATIC PRESIDENTIAL CANDIDATES IN A DEMOCRATIC PRIMARY ON FEBRUARY 3RD. IF THE MISSOURI PRIMARY WERE TODAY, AND YOU WERE STANDING IN THE VOTING BOOTH RIGHT NOW, WHO WOULD YOU VOTE FOR? WESLEY CLARK? HOWARD DEAN? JOHN EDWARDS? JOHN KERRY? OR SOME OTHER CANDIDATE?



THIS IS A SURVEY OF	891	LIKELY VOTERS FROM THE ENTIRE STATE OF MISSOURI
OVERALL RESULTS CONSIDERED SIGNIFICANT	±3.5%	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	18-34	35-54	55+	WHITE	BLACK	HI SPANI C	OTHER	REPUBLI CAN	DEMOCRAT	I NDEPENDENT / OTHER
<b>RESPONSES SORTED BY DEMOGRAPHIC CATEGORY</b>															
CLARK	6%	7%	6%	7%	6%	7%	7%	6%	6%	6%	0%	13%	8%	5%	8%
DEAN	15%	14%	15%	16%	13%	23%	15%	8%	14%	18%	23%	14%	12%	13%	19%
EDWARDS	20%	19%	24%	21%	20%	20%	22%	19%	22%	11%	19%	16%	29%	18%	22%
KERRY	44%	46%	36%	41%	46%	35%	41%	53%	44%	41%	40%	41%	28%	52%	35%
OTHER	9%	8%	11%	10%	8%	10%	9%	8%	8%	13%	10%	15%	15%	7%	10%
UNDECI DED	6%	6%	9%	4%	8%	5%	7%	6%	6%	11%	9%	1%	8%	5%	6%
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

	OVERALL	CERTAIN	PROBABLE	MALE	FEMALE	18-34	35-54	55+	WHITE	BLACK	HI SPANI C	OTHER	REPUBLI CAN	DEMOCRAT	I NDEPENDENT / OTHER
<b>DEMOGRAPHIC SUBPOPULATIONS INDEXED TO OVERALL RESPONSES</b>															
CLARK	100	104	87	116	86	107	105	90	101	89	0	208	122	83	124
DEAN	100	98	106	111	90	160	104	53	95	125	158	98	81	91	128
EDWARDS	100	95	116	104	97	98	107	93	109	54	92	78	143	86	108
KERRY	100	105	83	94	105	81	93	122	101	93	92	93	64	119	81
OTHER	100	94	122	110	91	107	100	95	90	150	108	167	172	77	111
UNDECI DED	100	90	137	72	125	85	112	95	88	178	137	20	135	84	102

VOTE FOR PRESIDENT / RESPONSES COMPARED BY PERCENTAGES AND BY INDEX

OVERALL  
 OZARK  
 K. C. AREA  
 CENTRAL MO  
 ST. LOUIS/E. MO  
 CONSERVATIVE  
 MODERATE  
 LIBERAL

	RESPONSES SORTED BY DEMOGRAPHIC CATEGORY															
CLARK	6%	10%	7%	3%	6%	7%	6%	8%								
DEAN	15%	12%	17%	14%	14%	14%	15%	16%								
EDWARDS	20%	28%	23%	24%	16%	21%	20%	17%								
KERRY	44%	37%	41%	38%	48%	36%	47%	46%								
OTHER	9%	8%	8%	14%	8%	16%	6%	8%								
UNDECI DED	6%	5%	4%	7%	7%	5%	6%	5%								
	100%	100%	100%	100%	100%	100%	100%	100%								

	DEMOGRAPHIC SUBPOPULATIONS INDEXED TO OVERALL RESPONSES															
CLARK	100	160	104	48	90	109	87	129								
DEAN	100	80	117	97	98	98	101	113								
EDWARDS	100	135	112	117	78	105	100	82								
KERRY	100	85	94	87	111	82	107	105								
OTHER	100	96	91	158	93	181	73	89								
UNDECI DED	100	80	71	111	119	88	101	83								

OVERALL  
 OZARK  
 K. C. AREA  
 CENTRAL MO  
 ST. LOUIS/E. MO  
 CONSERVATIVE  
 MODERATE  
 LIBERAL

RAW COUNTS FOR ALL RESPONSE CHOICES

THE RESPONSES OF A SUBPOPULATION OF 100 WOULD TYPICALLY BE CONSIDERED ACCURATE  $\pm$  10%  
 PLEASE EXERCISE EXTREME CAUTION IN DRAWING CONCLUSIONS FROM SUBPOPULATIONS SMALLER THAN 100

	OVERALL	MALE	FEMALE	18-34	35-54	55+	WHITE	BLACK	HISPANIC	OTHER	REPUBLICAN	DEMOCRAT	INDEPENDENT/OTHER	NOT SURE
REGISTERED	1499	710	789	390	622	488	1301	146	022	030	506	572	397	023
CERTAIN	696	329	367	159	298	239	568	106	009	014	086	421	183	006
PROBABLE	195	086	109	055	073	068	166	020	005	003	031	087	073	004
OVERALL	891	415	476	213	371	307	734	126	015	017	117	508	257	010
CLARK	057	031	026	015	025	018	048	007	000	002	009	027	020	000
DEAN	130	067	063	050	056	024	101	023	003	002	014	067	048	001
EDWARDS	182	088	094	043	081	058	162	014	003	003	034	089	057	002
KERRY	388	170	217	075	150	163	324	051	006	007	032	262	090	003
OTHER	079	040	039	020	033	026	058	017	001	003	018	035	025	001
UNDECIDED	056	019	037	011	026	018	040	014	001	000	010	027	016	003
TOTAL	1700	808	892	509	680	511	1461	168	028	043	506	572	397	023
COMPOSITION OF ADULTS	100%	48%	52%	30%	40%	30%	86%	10%	2%	3%	30%	34%	23%	1%
COMP. OF REGISTERED	100%	47%	53%	26%	41%	33%	87%	10%	1%	2%	34%	38%	26%	2%
COMP. LIKELY VOTERS	100%	47%	53%	24%	42%	34%	82%	14%	2%	2%	13%	57%	29%	1%
COMP. CERTAIN VOTERS	100%	47%	53%	23%	43%	34%	82%	15%	1%	2%	12%	60%	26%	1%

1700 ADULTS INTERVIEWED STATEWIDE 1/29 - 2/1.  
 OF THEM, 1499 WERE REGISTERED TO VOTE.  
 OF THEM, 891 WERE JUDGED TO BE 'LIKELY' PRIMARY VOTERS.  
 OF THEM, 696 WERE JUDGED TO BE 'CERTAIN' PRIMARY VOTERS.  
 GRAPHS REFLECT LIKELY PRIMARY VOTERS.



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.