

EVE OF MO GOV PRIMARY: HOLDEN, MCCASKILL TIED; TURNOUT TO DECIDE



HOLDEN 48%, MCCASKILL 47% ... DOES HOLDEN HAVE MOMENTUM AT THE WIRE?

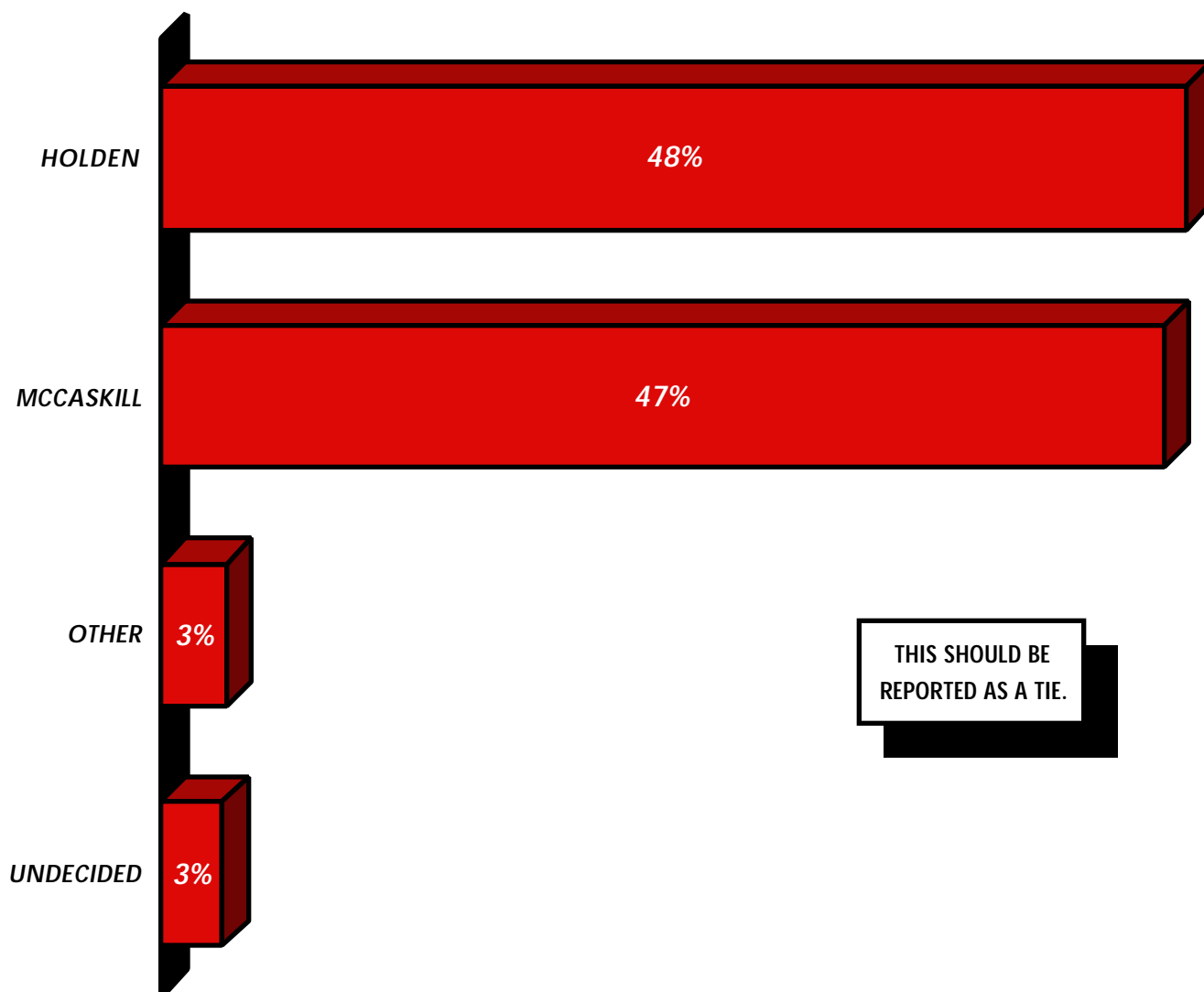
- * 12 HRS TILL POLLS OPEN IN MO FOR THE DEMOCRATIC GOVERNOR PRIMARY, THE CONTEST IS TOO-CLOSE-TO-CALL & WILL BE DECIDED BY TURNOUT, ACCORDING TO FINAL SURVEYUSA TRACKING POLL OF 610 CERTAIN PRIMARY VOTERS CONDUCTED 7/30 + 7/31 + 8/1.
- * TODAY'S RESULTS: BOB HOLDEN 48%, CLAIRE MCCASKILL 47%, 3% CHOOSE OTHER, 3% UNDECIDED.
- * COMPARED TO IDENTICAL SURVEYUSA POLL RELEASED 7/20, HOLDEN IS UP 5 PTS, MCCASKILL IS FLAT. THEN, 25% OF REGISTERED VOTERS SAID THEY WERE CERTAIN TO VOTE IN TOMORROW'S PRIMARY, NOW 31%. LARGER TURNOUT FAVORS HOLDEN, SMALLER TURNOUT FAVORS MCCASKILL.
- * MCCASKILL LEADS IN OZARKS, KC & CENTRAL MO. HOLDEN LEADS IN ST LOUIS & EASTERN MO.
- * HOLDEN STRONG AMONG SENIORS. MCCASKILL STRONG AMONG VOTERS AGE 35 TO 49.

RESEARCH CONDUCTED E.T.	040730 16:30-21:50 040731 13:01-21:49 040801 15:01-20:29 ET
RESPONDENTS DRAWN FROM	THE ENTIRE STATE OF MISSOURI
RANDOM SAMPLE SELECTED BY	SURVEY SAMPLING INC.

RESEARCH CONDUCTED FOR KSDK-TV ST. LOUIS AND KOMU-TV COLUMBIA

VOTE FOR GOVERNOR / ALL CERTAIN VOTERS

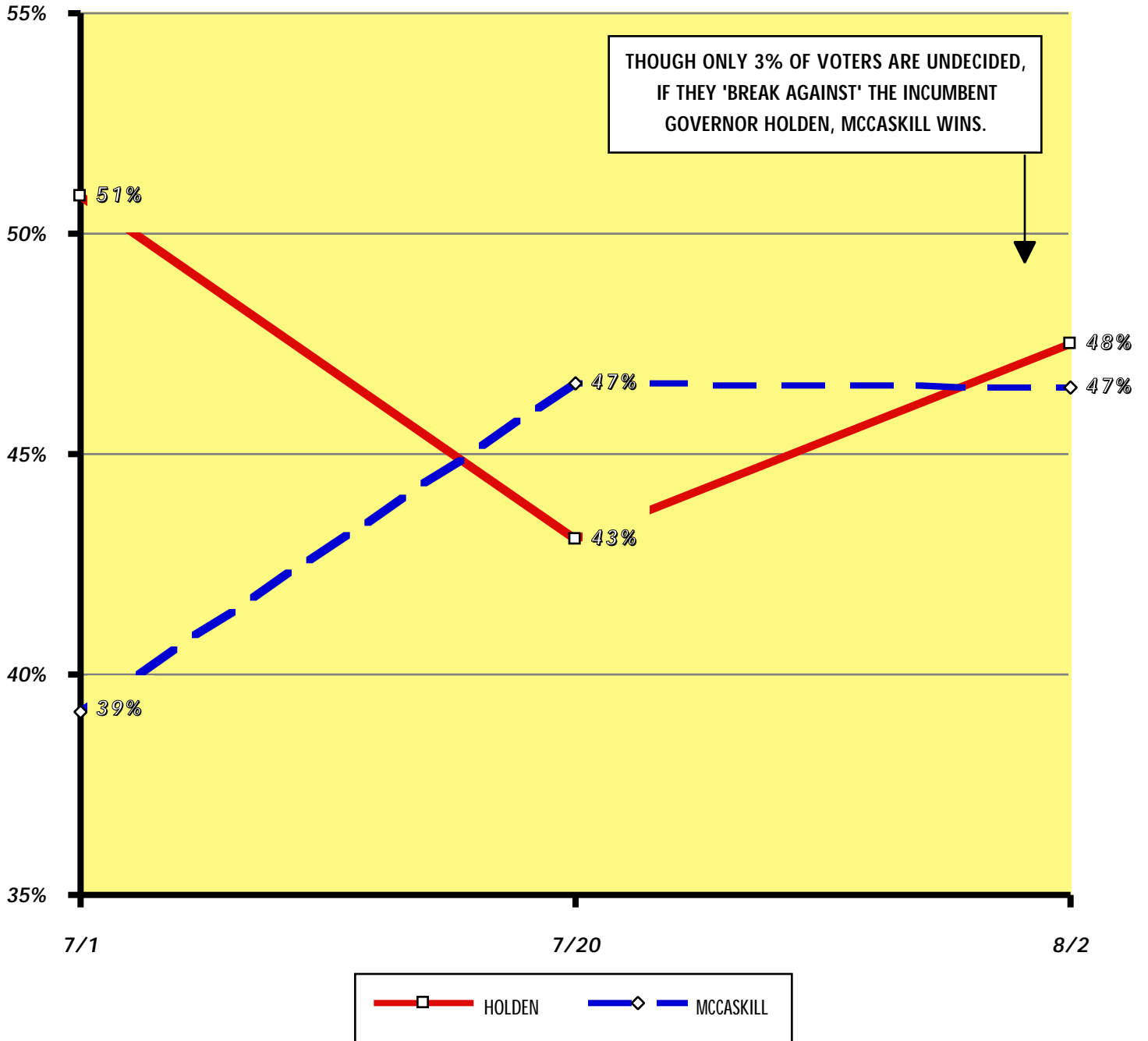
ON TUESDAY, MISSOURI WILL HOLD A PRIMARY ELECTION FOR GOVERNOR. IF THE DEMOCRATIC PRIMARY FOR GOVERNOR WERE TODAY, AND YOU WERE STANDING IN THE VOTING BOOTH RIGHT NOW, WHO WOULD YOU VOTE FOR? BOB HOLDEN? CLAIRE MCCASKILL? OR SOME OTHER CANDIDATE?



THIS IS A SURVEY OF	610	CERTAIN VOTERS FROM THE ENTIRE STATE OF MISSOURI
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 GOVERNOR / ALL CERTAIN VOTERS



VOTE FOR GOVERNOR / 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	CONSERVATIVE	MODERATE	LIBERAL	
RESPONSES SORTED BY DEMOGRAPHIC CATEGORY															
HOLDEN	48%	48%	47%	47%	40%	49%	56%	47%	50%	32%	65%	40%	51%	48%	
MCCASKILL	47%	48%	45%	46%	53%	45%	39%	48%	40%	63%	27%	51%	45%	47%	
OTHER	3%	3%	3%	4%	3%	3%	3%	2%	5%	5%	9%	5%	2%	3%	
UNDECIDED	3%	2%	4%	3%	4%	3%	2%	3%	4%	0%	0%	4%	2%	2%	
	100%	100%	100%	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	CONSERVATIVE	MODERATE	LIBERAL	
DEMOGRAPHIC SUBPOPULATIONS INDEXED TO OVERALL RESPONSES															
HOLDEN	100	100	100	98	85	103	117	98	106	68	136	85	107	101	
MCCASKILL	100	103	98	100	115	98	85	103	86	135	57	109	96	101	
OTHER	100	93	106	146	82	101	82	81	166	163	282	148	72	85	
UNDECIDED	100	56	138	87	130	93	83	96	145	0	0	144	73	81	

VOTE FOR GOVERNOR / RESPONSES COMPARED BY PERCENTAGES AND BY INDEX

	OVERALL	GRAD SCHOOL	COLLEGE GRAD	SOME COLLEGE	NO COLLEGE	OZARKS	KANSAS CITY AREA	CENTRAL MO	ST. LOUIS/EASTERN MO	URBAN	SUBURBAN	RURAL			
RESPONSES SORTED BY DEMOGRAPHIC CATEGORY															
HOLDEN	48%	49%	46%	47%	48%	42%	46%	38%	52%	48%	50%	44%			
MCCASKILL	47%	46%	51%	45%	45%	50%	51%	56%	41%	45%	45%	50%			
OTHER	3%	3%	2%	4%	3%	3%	3%	4%	3%	4%	3%	3%			
UNDECIDED	3%	2%	1%	4%	3%	5%	0%	1%	4%	4%	2%	3%			
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%			

	OVERALL	GRAD SCHOOL	COLLEGE GRAD	SOME COLLEGE	NO COLLEGE	OZARKS	KANSAS CITY AREA	CENTRAL MO	ST. LOUIS/EASTERN MO	URBAN	SUBURBAN	RURAL			
DEMOGRAPHIC SUBPOPULATIONS INDEXED TO OVERALL RESPONSES															
HOLDEN	100	102	97	99	102	89	97	81	109	100	105	92			
MCCASKILL	100	100	109	97	97	108	110	121	87	96	98	108			
OTHER	100	87	68	134	102	90	83	134	106	126	93	85			
UNDECIDED	100	81	43	139	115	158	15	42	142	133	73	110			

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.