

MO: BUSH CAN'T SHAKE KERRY; BLUNT & MCCASKILL STILL TIED



4 WEEKS TO ELECTION: BUSH 49%, KERRY 47% ... BLUNT 47%, MCCASKILL 46%

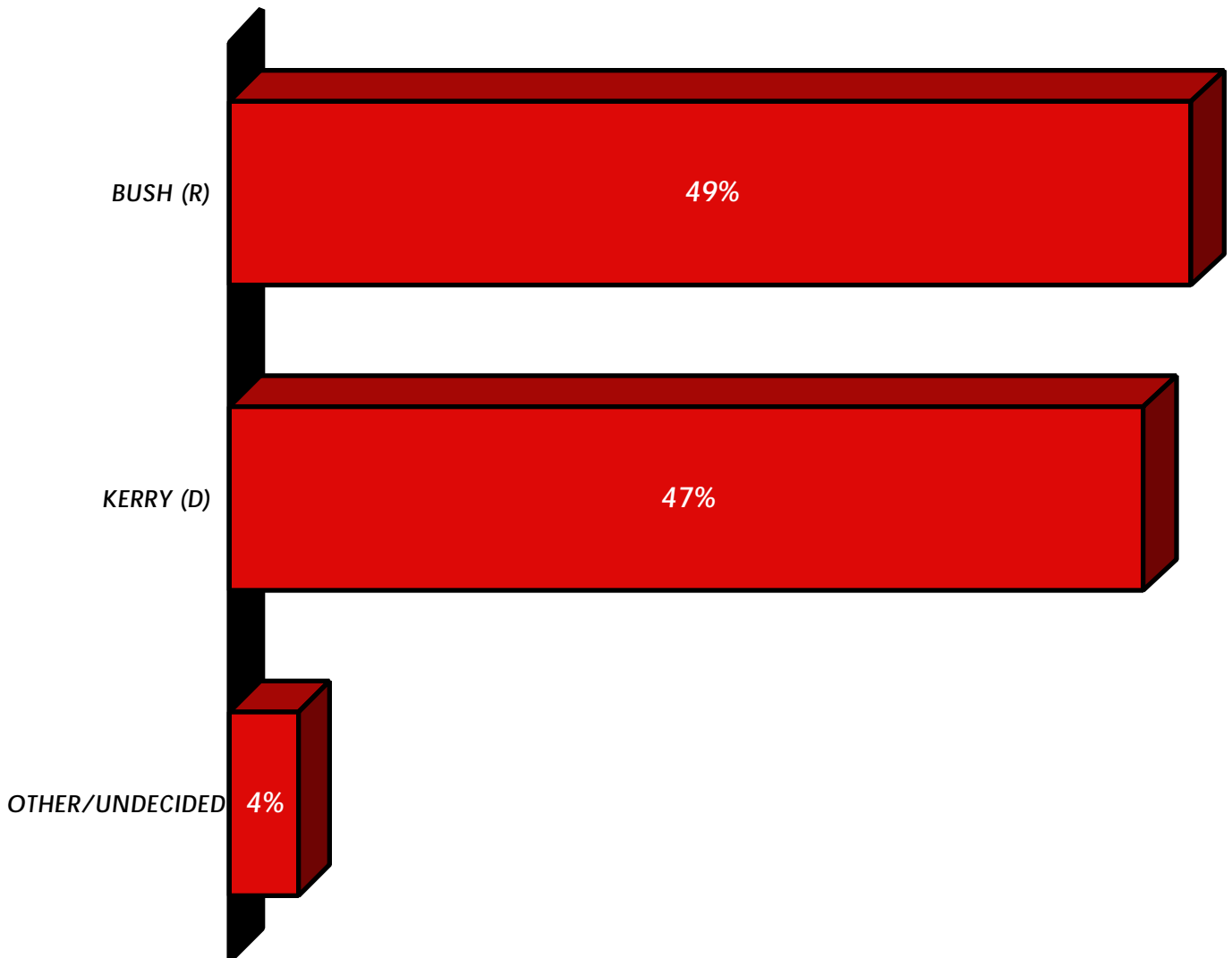
- ☛ IN AN ELECTION IN MISSOURI TODAY, THE CONTESTS FOR PRESIDENT & GOVERNOR ARE TOO-CLOSE TO-CALL, ACCORDING TO SURVEYUSA POLL OF 683 LIKELY MO VOTERS CONDUCTED 10/2 - 10/4.
- ☛ TODAY IT'S GEORGE W BUSH 49%, JOHN KERRY 47%. COMPARED TO IDENTICAL POLL ON 9/10: BUSH IS UP 1, KERRY IS UP 1. KERRY LEADS BY 7 IN GREATER ST LOUIS.
- ☛ TODAY IT'S REPUBLICAN MATT BLUNT 47%, DEMOCRAT CLAIRE MCCASKILL 46%. COMPARED TO IDENTICAL POLL ON 9/10: BLUNT IS DOWN 1, MCCASKILL IS DOWN 1. MCCASKILL LEADS BY 5 IN GREATER ST LOUIS. BLUNT LEADS BY 26 IN OZARKS & LEADS BY 16 IN CENTRAL MO.
- ☛ INCUMBENT REPUBLICAN SENATOR KIT BOND BEATS DEMOCRAT NANCY FARMER TODAY, 59% TO 34%.

RESEARCH CONDUCTED E.T.	041002 13:03-21:46 041003 15:02-20:25 041004 16:35-21:47 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 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?

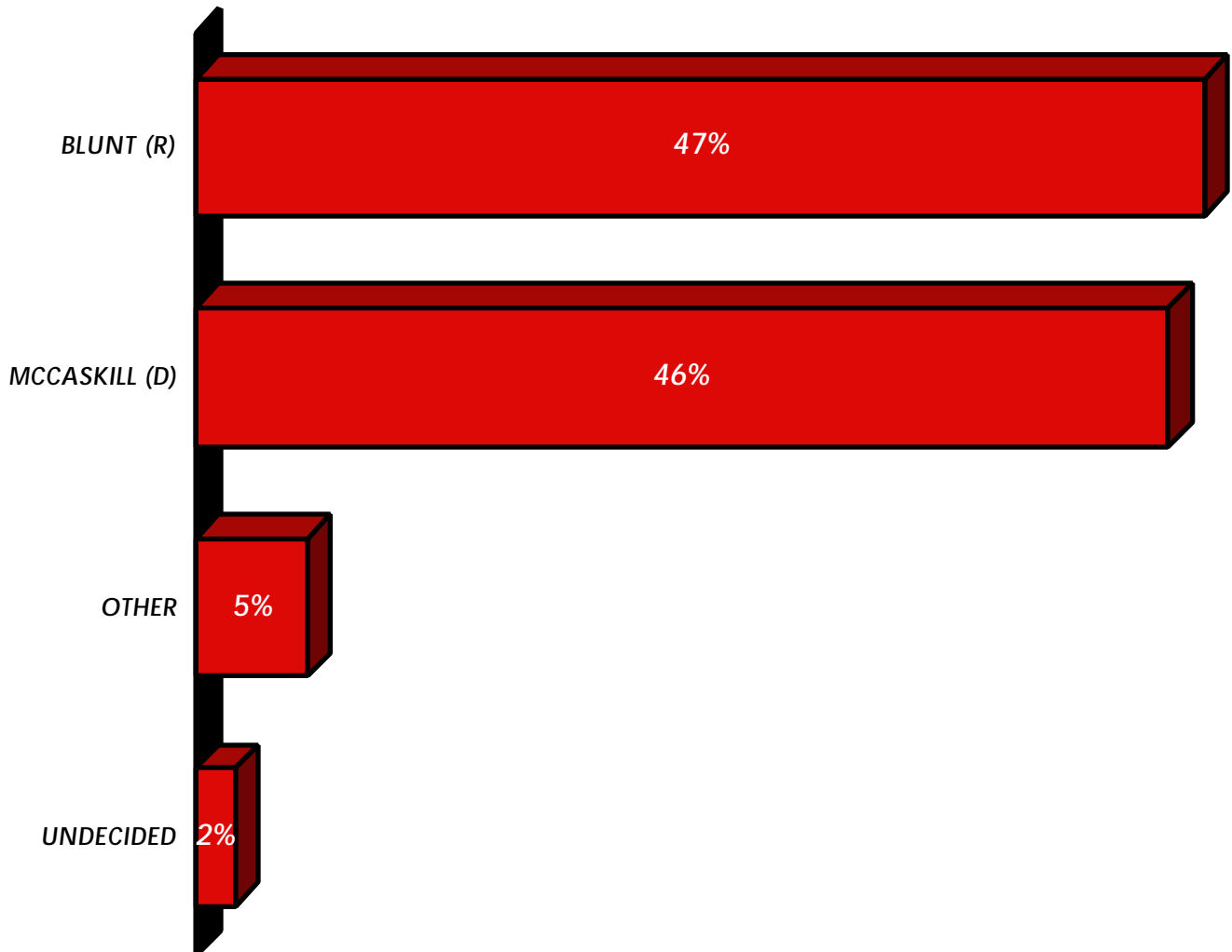


THIS IS A SURVEY OF	683	LIKELY VOTERS FROM THE ENTIRE STATE OF MISSOURI
OVERALL RESULTS CONSIDERED SIGNIFICANT	±3.8%	A LARGER ± APPLIES TO SUBPOPULATIONS

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

VOTE FOR GOVERNOR / ALL LIKELY VOTERS

MISSOURI VOTERS MAY ALSO VOTE IN AN ELECTION FOR GOVERNOR. IF THE ELECTION FOR GOVERNOR WERE TODAY, AND YOU WERE STANDING IN THE VOTING BOOTH RIGHT NOW, WHO WOULD YOU VOTE FOR? REPUBLICAN MATT BLUNT? DEMOCRAT CLAIRE MCCASKILL? OR SOME OTHER CANDIDATE?

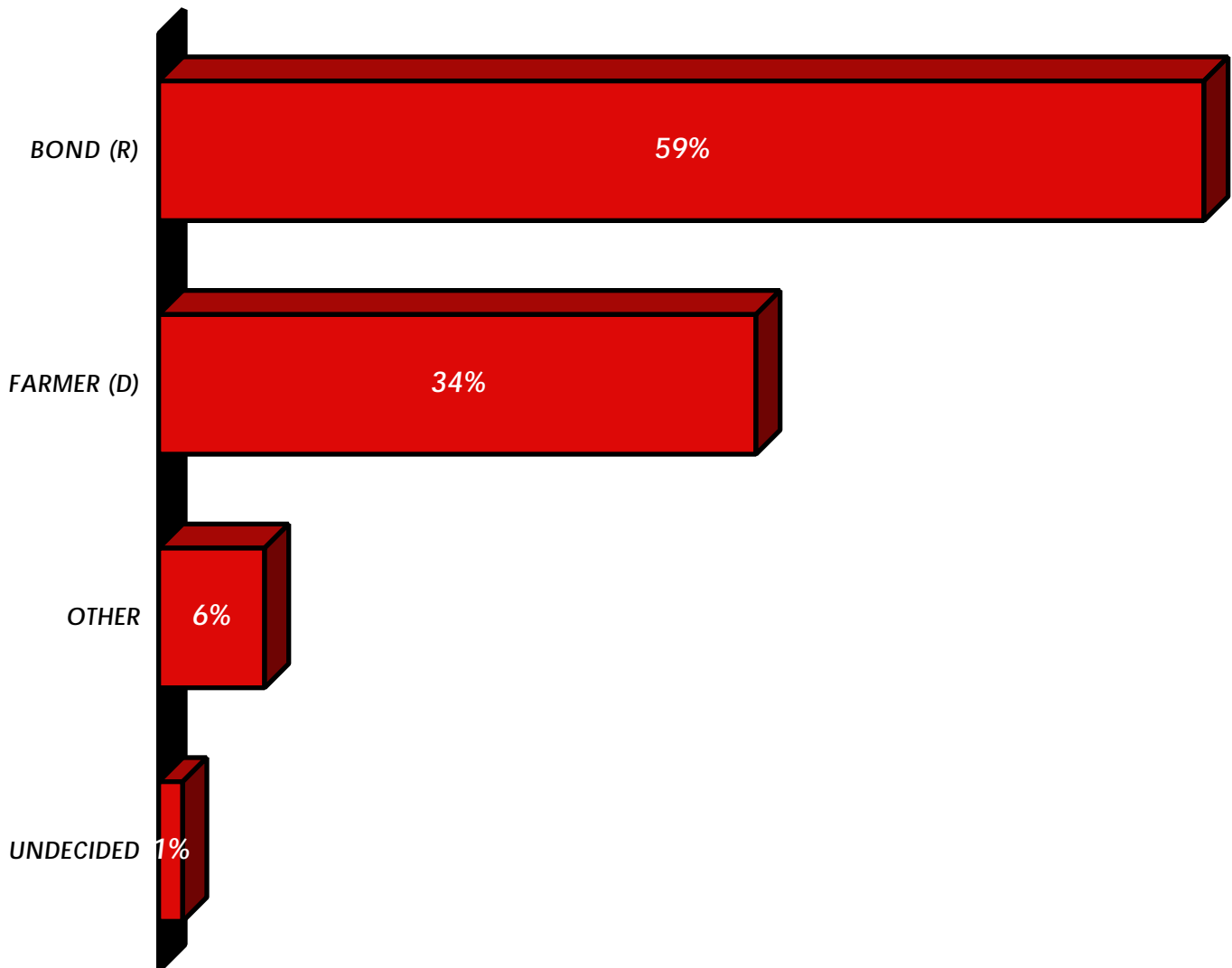


THIS IS A SURVEY OF	680	LIKELY VOTERS FROM THE ENTIRE STATE OF MISSOURI
OVERALL RESULTS CONSIDERED SIGNIFICANT	±3.8%	A LARGER ± APPLIES TO SUBPOPULATIONS

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

VOTE FOR SENATE / ALL LIKELY VOTERS

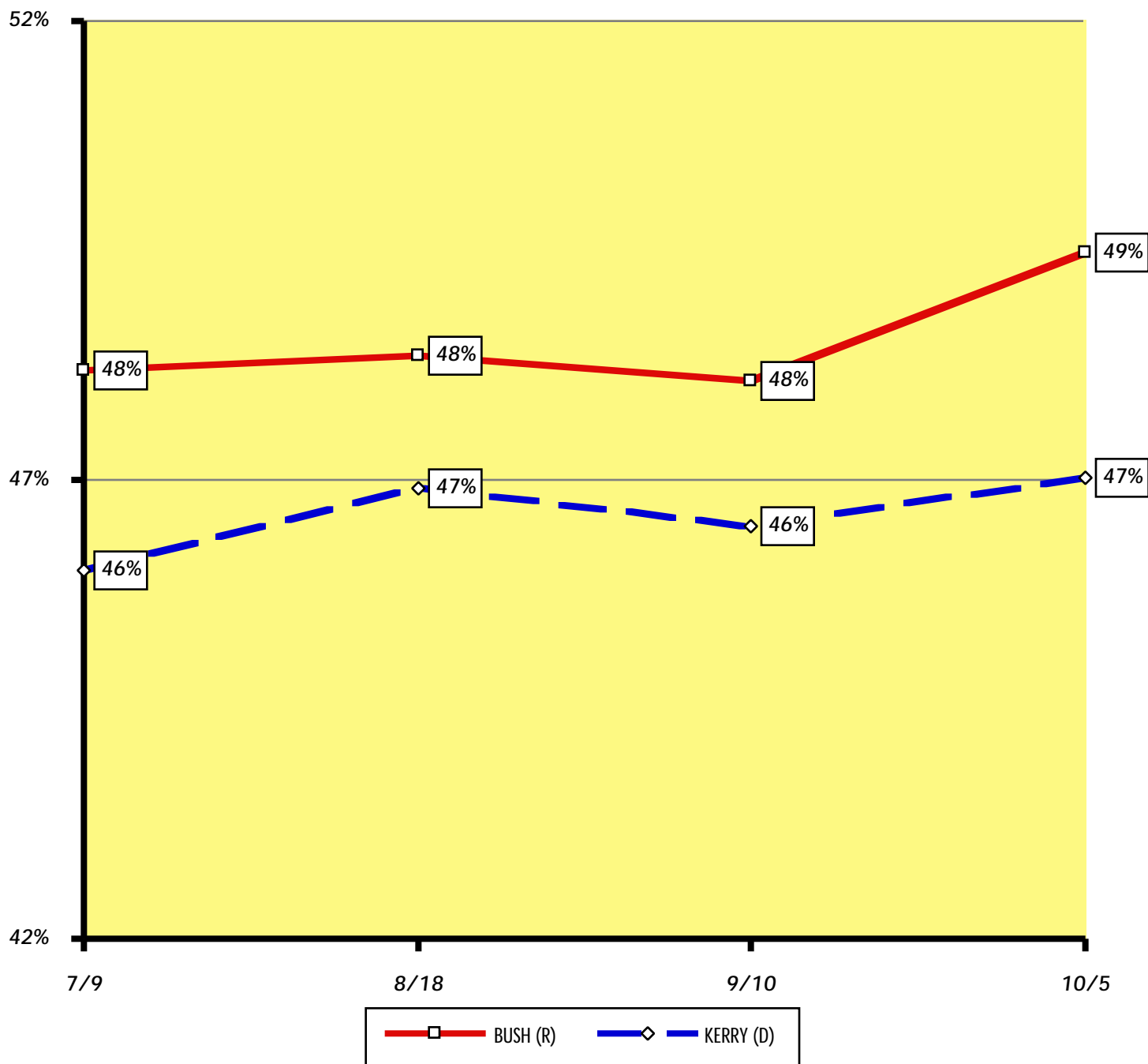
MISSOURI VOTERS MAY ALSO VOTE IN AN ELECTION FOR UNITED STATES SENATOR. IF THE ELECTION FOR U. S. SENATOR FROM MISSOURI WERE TODAY, AND YOU WERE STANDING IN THE VOTING BOOTH RIGHT NOW, WHO WOULD YOU VOTE FOR? REPUBLICAN KIT BOND? DEMOCRAT NANCY FARMER? OR SOME OTHER CANDIDATE?



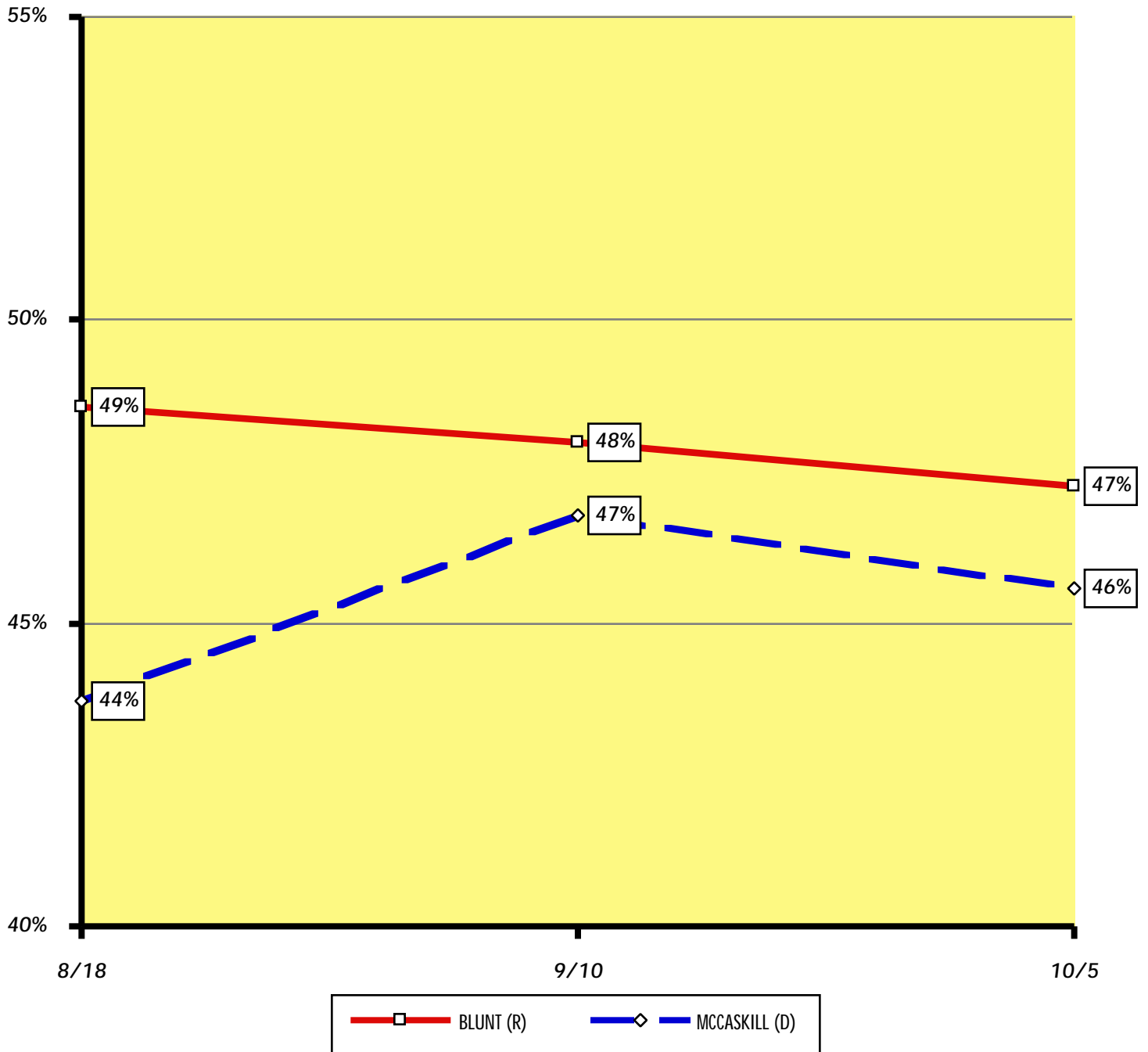
THIS IS A SURVEY OF	677	LIKELY VOTERS FROM THE ENTIRE STATE OF MISSOURI
OVERALL RESULTS CONSIDERED SIGNIFICANT	±3.8%	A LARGER ± APPLIES TO SUBPOPULATIONS

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

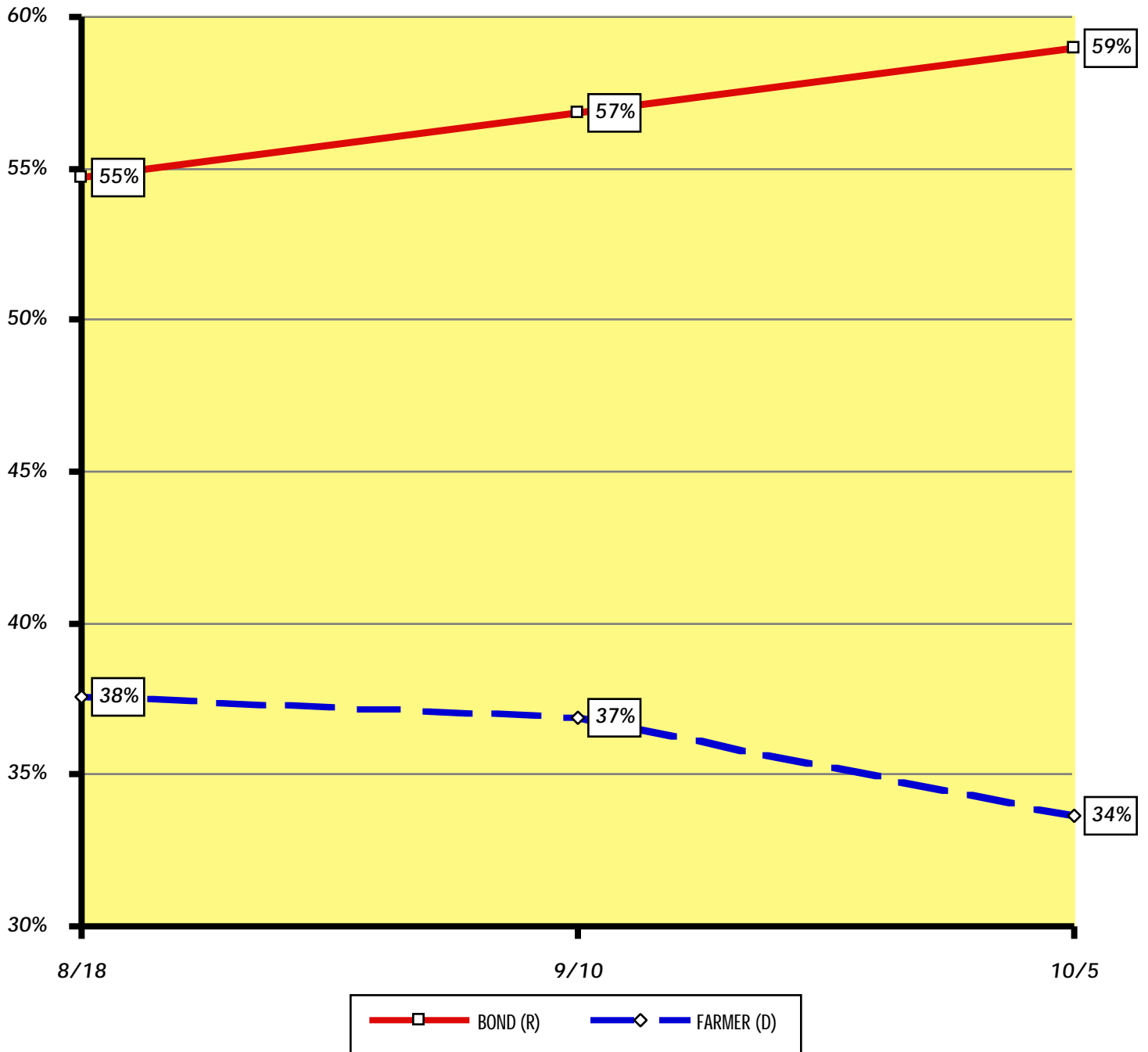
VOTE FOR PRESIDENT / ALL LIKELY VOTERS



VOTE FOR GOVERNOR / ALL LIKELY VOTERS



VOTE FOR SENATE / ALL LIKELY VOTERS



VOTE FOR PRESIDENT / 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 BUSH (R) KERRY (D)

RESPONSES SORTED BY DEMOGRAPHIC CATEGORY

BUSH (R)	49%	51%	33%	51%	48%	44%	55%	52%	46%	53%	17%	36%	56%		
KERRY (D)	47%	46%	53%	45%	49%	53%	41%	44%	52%	43%	81%	62%	41%		
OTHER	2%	1%	10%	2%	2%	2%	2%	2%	0%	2%	1%	0%	0%		
UNDECIDED	2%	2%	3%	2%	2%	1%	2%	2%	2%	2%	1%	2%	3%		
VOTED 'FOR' CANDIDATE															80%
'AGAINST' OTHER CAND.															19%
															46%
															51%
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%		

DEMOGRAPHIC SUBPOPULATIONS INDEXED TO OVERALL RESPONSES

BUSH (R)	100	103	67	104	97	89	110	105	92	108	34	72	113		
KERRY (D)	100	99	114	95	104	112	87	93	111	91	173	133	88		
OTHER	100	57	579	117	85	131	110	113	23	111	48	0	0		
UNDECIDED	100	92	185	108	93	30	137	126	108	104	48	115	174		

OVERALL CERTAIN PROBABLE 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	BLUNT (R)	MCCASKILL (D)	OTHER	BOND (R)	FARMER (D)	OTHER	REPUBLICAN	DEMOCRAT	INDEPENDENT/OTHER	MILITARY/VET	NON-MILITARY/VET			
	RESPONSES SORTED BY DEMOGRAPHIC CATEGORY														
BUSH (R)	49%	85%	16%	30%	75%	7%	40%	94%	6%	51%	48%	52%			
KERRY (D)	47%	13%	82%	57%	22%	91%	50%	5%	92%	41%	48%	45%			
OTHER	2%	2%	1%	11%	2%	0%	8%	0%	1%	5%	3%	1%			
UNDECIDED	2%	1%	1%	2%	1%	1%	1%	1%	1%	3%	1%	2%			
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%			

	OVERALL	BLUNT (R)	MCCASKILL (D)	OTHER	BOND (R)	FARMER (D)	OTHER	REPUBLICAN	DEMOCRAT	INDEPENDENT/OTHER	MILITARY/VET	NON-MILITARY/VET			
	DEMOGRAPHIC SUBPOPULATIONS INDEXED TO OVERALL RESPONSES														
BUSH (R)	100	171	32	61	152	15	81	190	13	103	97	105			
KERRY (D)	100	27	174	120	46	194	107	11	195	88	102	96			
OTHER	100	92	42	621	103	22	469	0	35	259	149	54			
UNDECIDED	100	66	74	110	85	44	67	30	77	167	76	120			

OVERALL
BLUNT (R)
MCCASKILL (D)
OTHER
BOND (R)
FARMER (D)
OTHER
REPUBLICAN
DEMOCRAT
INDEPENDENT/OTHER
MILITARY/VET
NON-MILITARY/VET

VOTE FOR PRESIDENT / RESPONSES COMPARED BY PERCENTAGES AND BY INDEX

	OVERALL	GRAD SCHOOL	COLLEGE GRAD	SOME COLLEGE	NO COLLEGE	CONSERVATIVE	MODERATE	LIBERAL	NO RELIGIOUS SERVICES	OCCASIONAL RELIGIOUS SERVICES	REGULAR RELIGIOUS SERVICES	PRO-LIFE	PRO-CHOICE		
	RESPONSES SORTED BY DEMOGRAPHIC CATEGORY														
BUSH (R)	49%	48%	53%	52%	46%	79%	36%	14%	34%	49%	57%	71%	27%		
KERRY (D)	47%	50%	44%	45%	50%	18%	59%	85%	62%	49%	39%	26%	69%		
OTHER	2%	0%	2%	2%	2%	2%	2%	0%	3%	1%	2%	1%	2%		
UNDECIDED	2%	3%	1%	1%	2%	1%	3%	1%	1%	1%	3%	1%	2%		
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%		

	OVERALL	GRAD SCHOOL	COLLEGE GRAD	SOME COLLEGE	NO COLLEGE	CONSERVATIVE	MODERATE	LIBERAL	NO RELIGIOUS SERVICES	OCCASIONAL RELIGIOUS SERVICES	REGULAR RELIGIOUS SERVICES	PRO-LIFE	PRO-CHOICE		
	DEMOGRAPHIC SUBPOPULATIONS INDEXED TO OVERALL RESPONSES														
BUSH (R)	100	97	106	105	93	160	73	29	68	99	115	144	55		
KERRY (D)	100	105	94	95	106	39	126	180	132	104	83	56	146		
OTHER	100	9	103	132	119	102	124	0	176	60	94	64	133		
UNDECIDED	100	147	77	63	119	42	152	54	52	62	149	74	106		

OVERALL
GRAD SCHOOL
COLLEGE GRAD
SOME COLLEGE
NO COLLEGE
CONSERVATIVE
MODERATE
LIBERAL
NO RELIGIOUS SERVICES
OCCASIONAL RELIGIOUS SERVICES
REGULAR RELIGIOUS SERVICES
PRO-LIFE
PRO-CHOICE

VOTE FOR PRESIDENT / RESPONSES COMPARED BY PERCENTAGES AND BY INDEX

	OVERALL	UNION	NON-UNION	OZARK	KANSAS CITY AREA	CENTRAL MO	ST. LOUIS/EASTERN MO	URBAN	SUBURBAN	RURAL					
	RESPONSES SORTED BY DEMOGRAPHIC CATEGORY														
BUSH (R)	49%	41%	53%	60%	46%	59%	45%	39%	48%	60%					
KERRY (D)	47%	55%	44%	37%	50%	37%	52%	57%	47%	37%					
OTHER	2%	1%	2%	2%	3%	2%	1%	2%	2%	1%					
UNDECIDED	2%	3%	1%	1%	1%	1%	2%	1%	2%	2%					
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%					

	OVERALL	UNION	NON-UNION	OZARK	KANSAS CITY AREA	CENTRAL MO	ST. LOUIS/EASTERN MO	URBAN	SUBURBAN	RURAL					
	DEMOGRAPHIC SUBPOPULATIONS INDEXED TO OVERALL RESPONSES														
BUSH (R)	100	83	106	121	93	119	90	80	98	121					
KERRY (D)	100	118	93	79	105	80	111	122	101	79					
OTHER	100	35	121	100	157	138	58	110	106	81					
UNDECIDED	100	170	77	82	86	77	122	67	123	89					

VOTE FOR GOVERNOR / 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		
RESPONSES SORTED BY DEMOGRAPHIC CATEGORY															
BLUNT (R)	47%	49%	32%	49%	45%	41%	50%	49%	50%	51%	18%	29%	55%		
MCCASKILL (D)	46%	45%	51%	44%	47%	49%	44%	44%	44%	43%	72%	60%	30%		
OTHER	5%	4%	15%	5%	5%	8%	4%	4%	3%	5%	8%	12%	15%		
UNDECIDED	2%	2%	2%	1%	2%	1%	2%	2%	3%	2%	3%	0%	0%		
	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		
DEMOGRAPHIC SUBPOPULATIONS INDEXED TO OVERALL RESPONSES															
BLUNT (R)	100	103	68	105	96	87	105	104	105	108	37	61	116		
MCCASKILL (D)	100	99	111	96	103	108	97	97	97	94	157	131	66		
OTHER	100	83	287	103	97	161	84	84	60	87	147	219	284		
UNDECIDED	100	99	107	66	130	74	87	109	145	98	153	0	0		
	100	103	68	105	96	87	105	104	105	108	37	61	116		

OVERALL CERTAIN PROBABLE MALE FEMALE AGE 18-34 AGE 35-49 AGE 50-64 AGE 65+ WHITE BLACK HISPANIC ASIAN/OTHER

VOTE FOR GOVERNOR / RESPONSES COMPARED BY PERCENTAGES AND BY INDEX

	OVERALL	BUSH (R)	KERRY (D)	OTHER	BOND (R)	FARMER (D)	OTHER	REPUBLICAN	DEMOCRAT	INDEPENDENT/OTHER	MILITARY/VET	NON-MILITARY/VET			
RESPONSES SORTED BY DEMOGRAPHIC CATEGORY															
BLUNT (R)	47%	81%	13%	43%	72%	10%	22%	88%	12%	46%	48%	48%			
MCCASKILL (D)	46%	15%	79%	19%	23%	88%	35%	10%	81%	42%	45%	47%			
OTHER	5%	3%	6%	32%	3%	2%	43%	2%	5%	9%	7%	4%			
UNDECIDED	2%	1%	2%	5%	2%	0%	0%	1%	2%	2%	0%	1%			
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%			

	OVERALL	BUSH (R)	KERRY (D)	OTHER	BOND (R)	FARMER (D)	OTHER	REPUBLICAN	DEMOCRAT	INDEPENDENT/OTHER	MILITARY/VET	NON-MILITARY/VET			
DEMOGRAPHIC SUBPOPULATIONS INDEXED TO OVERALL RESPONSES															
BLUNT (R)	100	171	27	92	152	20	46	185	25	97	101	102			
MCCASKILL (D)	100	32	174	42	51	193	78	21	178	93	99	102			
OTHER	100	61	120	617	63	37	816	33	90	175	125	84			
UNDECIDED	100	67	88	258	92	26	0	54	115	130	24	37			

OVERALL
 BUSH (R)
 KERRY (D)
 OTHER
 BOND (R)
 FARMER (D)
 OTHER
 REPUBLICAN
 DEMOCRAT
 INDEPENDENT/OTHER
 MILITARY/VET
 NON-MILITARY/VET

VOTE FOR GOVERNOR / RESPONSES COMPARED BY PERCENTAGES AND BY INDEX

OVERALL
 GRAD SCHOOL
 COLLEGE GRAD
 SOME COLLEGE
 NO COLLEGE
 CONSERVATIVE
 MODERATE
 LIBERAL
 NO RELIGIOUS SERVICES
 OCCASIONAL RELIGIOUS SERVICES
 REGULAR RELIGIOUS SERVICES
 PRO-LIFE
 PRO-CHOICE

RESPONSES SORTED BY DEMOGRAPHIC CATEGORY

BLUNT (R)	47%	46%	51%	53%	41%	74%	35%	12%	38%	41%	55%	65%	29%		
MCCASKILL (D)	46%	49%	45%	43%	47%	21%	57%	79%	54%	50%	39%	29%	63%		
OTHER	5%	4%	3%	3%	9%	5%	5%	7%	5%	8%	4%	4%	6%		
UNDECIDED	2%	1%	1%	1%	3%	1%	3%	1%	3%	1%	2%	2%	2%		
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%		

DEMOGRAPHIC SUBPOPULATIONS INDEXED TO OVERALL RESPONSES

BLUNT (R)	100	98	108	112	86	156	74	26	80	86	117	137	61		
MCCASKILL (D)	100	107	98	94	104	46	126	173	119	110	85	64	139		
OTHER	100	67	59	57	169	88	95	142	94	147	74	83	111		
UNDECIDED	100	63	66	64	158	46	136	69	167	64	93	90	90		

OVERALL
 GRAD SCHOOL
 COLLEGE GRAD
 SOME COLLEGE
 NO COLLEGE
 CONSERVATIVE
 MODERATE
 LIBERAL
 NO RELIGIOUS SERVICES
 OCCASIONAL RELIGIOUS SERVICES
 REGULAR RELIGIOUS SERVICES
 PRO-LIFE
 PRO-CHOICE

VOTE FOR GOVERNOR / RESPONSES COMPARED BY PERCENTAGES AND BY INDEX

OVERALL
UNION
NON-UNION
OZARK
KANSAS CITY AREA
CENTRAL MO
ST. LOUIS/EASTERN MO
URBAN
SUBURBAN
RURAL

RESPONSES SORTED BY DEMOGRAPHIC CATEGORY												
BLUNT (R)	47%	41%	49%	57%	43%	55%	44%	42%	46%	54%		
MCCASKILL (D)	46%	53%	43%	31%	53%	39%	49%	51%	48%	37%		
OTHER	5%	5%	6%	12%	3%	3%	4%	5%	4%	7%		
UNDECIDED	2%	1%	2%	1%	1%	3%	3%	3%	1%	2%		
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%		

DEMOGRAPHIC SUBPOPULATIONS INDEXED TO OVERALL RESPONSES												
BLUNT (R)	100	87	104	120	91	116	92	88	98	114		
MCCASKILL (D)	100	116	95	68	117	85	108	111	106	80		
OTHER	100	88	107	223	55	60	85	89	81	142		
UNDECIDED	100	69	106	43	35	154	146	156	74	97		

OVERALL
UNION
NON-UNION
OZARK
KANSAS CITY AREA
CENTRAL MO
ST. LOUIS/EASTERN MO
URBAN
SUBURBAN
RURAL

VOTE FOR SENATE / 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		
	RESPONSES SORTED BY DEMOGRAPHIC CATEGORY														
BOND (R)	59%	60%	42%	61%	57%	52%	59%	61%	66%	62%	33%	41%	63%		
FARMER (D)	34%	33%	36%	31%	36%	35%	33%	35%	30%	31%	60%	31%	27%		
OTHER	6%	5%	20%	7%	5%	11%	6%	3%	3%	5%	6%	28%	10%		
UNDECIDED	1%	1%	1%	1%	1%	2%	2%	1%	1%	2%	0%	0%	0%		
	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		
	DEMOGRAPHIC SUBPOPULATIONS INDEXED TO OVERALL RESPONSES														
BOND (R)	100	103	71	104	97	88	100	103	113	105	56	69	106		
FARMER (D)	100	99	108	91	108	105	99	105	88	92	179	92	81		
OTHER	100	79	338	113	89	186	99	47	48	90	108	473	167		
UNDECIDED	100	100	96	107	94	113	136	59	78	116	0	0	0		

OVERALL CERTAIN PROBABLE MALE FEMALE AGE 18-34 AGE 35-49 AGE 50-64 AGE 65+ WHITE BLACK HISPANIC ASIAN/OTHER

VOTE FOR SENATE / RESPONSES COMPARED BY PERCENTAGES AND BY INDEX

OVERALL **BUSH (R)** **KERRY (D)** **OTHER** **BLUNT (R)** **MCCASKILL (D)** **OTHER** **REPUBLICAN** **DEMOCRAT** **INDEPENDENT/OTHER** **MILITARY/VET** **NON-MILITARY/VET**

RESPONSES SORTED BY DEMOGRAPHIC CATEGORY														
BOND (R)	59%	89%	27%	60%	90%	30%	37%	94%	24%	61%	61%	58%		
FARMER (D)	34%	5%	65%	7%	7%	65%	13%	4%	69%	26%	32%	35%		
OTHER	6%	5%	6%	28%	3%	5%	48%	2%	5%	10%	7%	5%		
UNDECIDED	1%	1%	1%	5%	1%	0%	2%	0%	1%	3%	0%	1%		
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%		

DEMOGRAPHIC SUBPOPULATIONS INDEXED TO OVERALL RESPONSES														
BOND (R)	100	151	46	102	152	51	63	159	42	104	103	99		
FARMER (D)	100	15	194	22	20	193	38	12	206	76	94	104		
OTHER	100	81	107	465	45	76	804	34	90	173	120	86		
UNDECIDED	100	66	76	347	57	34	148	20	63	210	33	106		

OVERALL **BUSH (R)** **KERRY (D)** **OTHER** **BLUNT (R)** **MCCASKILL (D)** **OTHER** **REPUBLICAN** **DEMOCRAT** **INDEPENDENT/OTHER** **MILITARY/VET** **NON-MILITARY/VET**

VOTE FOR SENATE / RESPONSES COMPARED BY PERCENTAGES AND BY INDEX

OVERALL
 GRAD SCHOOL
 COLLEGE GRAD
 SOME COLLEGE
 NO COLLEGE
 CONSERVATIVE
 MODERATE
 LIBERAL
 NO RELIGIOUS SERVICES
 OCCASIONAL RELIGIOUS SERVICES
 REGULAR RELIGIOUS SERVICES
 PRO-LIFE
 PRO-CHOICE

RESPONSES SORTED BY DEMOGRAPHIC CATEGORY

BOND (R)	59%	59%	60%	60%	57%	85%	48%	23%	50%	56%	65%	77%	42%		
FARMER (D)	34%	37%	33%	33%	34%	11%	44%	65%	41%	35%	29%	18%	50%		
OTHER	6%	3%	6%	5%	8%	3%	7%	11%	6%	8%	5%	5%	6%		
UNDECIDED	1%	1%	2%	2%	1%	1%	1%	1%	2%	1%	1%	0%	2%		
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%		

DEMOGRAPHIC SUBPOPULATIONS INDEXED TO OVERALL RESPONSES

BOND (R)	100	99	102	102	97	145	82	39	86	95	110	130	71		
FARMER (D)	100	110	97	98	100	31	129	193	123	104	87	54	149		
OTHER	100	56	94	81	139	56	109	179	100	131	81	83	106		
UNDECIDED	100	83	119	129	73	42	100	98	161	79	85	32	120		

OVERALL
 GRAD SCHOOL
 COLLEGE GRAD
 SOME COLLEGE
 NO COLLEGE
 CONSERVATIVE
 MODERATE
 LIBERAL
 NO RELIGIOUS SERVICES
 OCCASIONAL RELIGIOUS SERVICES
 REGULAR RELIGIOUS SERVICES
 PRO-LIFE
 PRO-CHOICE

VOTE FOR SENATE / RESPONSES COMPARED BY PERCENTAGES AND BY INDEX

OVERALL UNION NON-UNION OZARK KANSAS CITY AREA CENTRAL MO ST. LOUIS/EASTERN MO URBAN SUBURBAN RURAL

	RESPONSES SORTED BY DEMOGRAPHIC CATEGORY														
BOND (R)	59%	55%	61%	67%	58%	68%	54%	54%	56%	68%					
FARMER (D)	34%	40%	31%	22%	34%	28%	39%	37%	37%	24%					
OTHER	6%	5%	6%	9%	7%	4%	5%	8%	5%	6%					
UNDECIDED	1%	0%	2%	1%	1%	0%	2%	1%	2%	1%					
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%					

	DEMOGRAPHIC SUBPOPULATIONS INDEXED TO OVERALL RESPONSES														
BOND (R)	100	93	103	114	98	115	92	92	95	116					
FARMER (D)	100	117	93	67	102	83	117	110	111	72					
OTHER	100	89	107	155	116	69	77	128	81	108					
UNDECIDED	100	13	126	94	78	0	141	82	137	52					

OVERALL UNION NON-UNION OZARK KANSAS CITY AREA CENTRAL MO ST. LOUIS/EASTERN MO URBAN SUBURBAN RURAL

RAW COUNTS FOR ALL RESPONSE CHOICES

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

	OVERALL	CERTAIN	PROBABLE	MALE	FEMALE	AGE 18-34	AGE 35-49	AGE 50-64	AGE 65+	WHITE	BLACK	HISPANIC	ASIAN/OTHER	VOTED 'FOR' CANDIDATE	'AGAINST' OTHER CAND.
REGISTERED	730	627	056	342	388	206	212	172	140	629	071	012	017		
CERTAIN	627	627	000	299	328	158	191	156	121	541	063	009	015		
PROBABLE	056	000	056	019	037	025	014	009	007	047	005	003	001		
LIKELY	683	627	056	318	365	183	205	165	129	588	068	011	016		
BUSH (R)	338	319	019	163	175	081	112	086	059	313	012	004	009	269	064
KERRY (D)	321	291	030	142	179	097	084	073	067	253	055	007	007	148	164
OTHER	012	006	006	007	006	004	004	003	001	012	001	000	000	000	000
UNDECIDED	012	010	002	006	006	001	005	004	002	010	001	000	000	000	000
BLUNT (R)	321	303	018	156	165	074	102	081	064	298	012	003	008		
MCCASKILL (D)	310	282	028	139	171	089	091	073	057	250	049	007	005		
OTHER	036	027	008	017	019	015	009	007	004	027	005	001	002		
WON'T VOTE	004	003	000	002	001	003	000	001	000	003	000	000	001		
UNDECIDED	013	012	001	004	009	003	003	003	004	011	002	000	000		
BOND (R)	399	376	023	192	207	094	121	100	085	362	022	005	010		
FARMER (D)	228	208	020	096	131	063	068	058	038	180	040	004	004		
OTHER	040	029	011	021	019	020	012	005	004	031	004	003	002		
WON'T VOTE	006	006	000	003	003	003	000	001	001	005	001	000	000		
UNDECIDED	009	009	001	005	005	003	004	001	001	009	000	000	000		
TOTAL	800	627	056	382	418	245	234	176	145	683	081	014	021		
COMPOSITION OF ADULTS	100%	78%	7%	48%	52%	31%	29%	22%	18%	85%	10%	2%	3%		
COMP. OF REG. VOTERS	100%	86%	8%	47%	53%	28%	29%	24%	19%	86%	10%	2%	2%		
COMP. OF LIKELY VOTERS	100%	92%	8%	47%	53%	27%	30%	24%	19%	86%	10%	2%	2%		

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RAW COUNTS FOR ALL RESPONSE CHOICES

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

	OVERALL	REPUBLICAN	DEMOCRAT	INDEPENDENT/ OTHER	NOT SURE	BUSH (R)	KERRY (D)	OTHER	UNDECIDED	BLUNT (R)	MCCASKILL (D)	OTHER	WON'T VOTE	UNDECIDED
REGISTERED	730	221	244	256	009	338	321	012	012	321	310	036	004	013
CERTAIN	627	204	213	204	007	319	291	006	010	303	282	027	003	012
PROBABLE	056	009	018	029	000	019	030	006	002	018	028	008	000	001
LIKELY	683	212	231	233	007	338	321	012	012	321	310	036	004	013
BUSH (R)	338	200	015	119	004					272	049	011	001	004
KERRY (D)	321	011	211	096	002					040	254	020	001	005
OTHER	012	000	001	011	000					005	002	004	000	001
UNDECIDED	012	001	003	007	001					004	004	001	001	003
BLUNT (R)	321	186	027	106	002	272	040	005	004					
MCCASKILL (D)	310	021	187	097	005	049	254	002	004					
OTHER	036	004	011	021	000	011	020	004	001					
WON'T VOTE	004	000	000	003	000	001	001	000	001					
UNDECIDED	013	002	005	006	000	004	005	001	003					
BOND (R)	399	197	056	140	005	299	087	007	006	286	093	013	000	007
FARMER (D)	228	009	160	059	001	017	208	001	002	022	200	004	000	001
OTHER	040	004	012	024	000	016	020	003	000	009	014	017	001	000
WON'T VOTE	006	002	000	004	000	002	003	000	001	002	001	000	003	000
UNDECIDED	009	001	002	007	000	003	003	001	002	003	001	001	000	005
TOTAL	800	221	244	256	009	338	321	012	012					
COMPOSITION OF ADULTS	100%	28%	30%	32%	1%	42%	40%	2%	1%					
COMP. OF REG. VOTERS	100%	30%	33%	35%	1%	46%	44%	2%	2%					
COMP. OF LIKELY VOTERS	100%	31%	34%	34%	1%	49%	47%	2%	2%					

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	OVERALL	GRAD SCHOOL	COLLEGE GRAD	SOME COLLEGE	NO COLLEGE	CONSERVATIVE	MODERATE	LIBERAL	NOT SURE	NO RELIGIOUS SERVICES	OCCASIONAL RELIGIOUS SERVICES	REGULAR RELIGIOUS SERVICES	PRO-LIFE	PRO-CHOICE
REGISTERED	730	120	130	195	280	270	313	108	034	158	230	333	357	339
CERTAIN	627	112	117	170	223	237	269	094	023	129	184	307	310	293
PROBABLE	056	003	007	017	028	019	027	009	001	016	026	013	024	026
LIKELY	683	116	124	187	251	255	296	103	024	145	210	321	334	319
BUSH (R)	338	055	065	098	116	202	107	015	010	049	102	182	238	087
KERRY (D)	321	057	055	083	125	047	175	087	011	090	103	125	087	219
OTHER	012	000	002	004	005	005	007	000	001	005	002	005	004	008
UNDECIDED	012	003	002	002	005	002	008	001	001	001	002	008	004	006
BLUNT (R)	321	053	063	099	102	188	103	013	013	054	086	177	216	092
MCCASKILL (D)	310	056	055	080	119	053	170	080	007	078	105	124	097	200
OTHER	036	004	004	006	022	012	015	008	002	007	016	012	015	018
WON'T VOTE	004	002	001	000	000	000	001	002	001	002	000	002	000	003
UNDECIDED	013	001	002	002	007	002	008	001	002	005	003	006	006	005
BOND (R)	399	067	074	112	142	216	143	023	013	072	116	206	254	132
FARMER (D)	228	042	040	061	084	027	128	066	006	059	073	093	060	158
OTHER	040	004	007	009	021	008	019	011	002	009	016	015	016	020
WON'T VOTE	006	001	001	002	002	002	002	001	001	002	002	002	002	003
UNDECIDED	009	001	002	003	003	001	004	001	002	003	002	004	001	005
TOTAL	800	124	132	220	317	285	343	119	045	180	248	360	389	368
COMPOSITION OF ADULTS	100%	16%	17%	27%	40%	36%	43%	15%	6%	22%	31%	45%	49%	46%
COMP. OF REG. VOTERS	100%	16%	18%	27%	38%	37%	43%	15%	5%	22%	32%	46%	49%	46%
COMP. OF LIKELY VOTERS	100%	17%	18%	27%	37%	37%	43%	15%	4%	21%	31%	47%	49%	47%

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	OVERALL	UNION	NON-UNION	NOT SURE	OZARK	KANSAS CITY AREA	CENTRAL MO	ST. LOUIS/EASTERN MO	URBAN	SUBURBAN	RURAL	MILITARY/VET	NON-MILITARY/VET		
REGISTERED	730	161	537	003	135	181	085	329	183	344	203	352	349		
CERTAIN	627	145	461	001	115	150	077	286	152	304	171	296	310		
PROBABLE	056	007	043	000	011	020	004	021	012	024	020	027	023		
LIKELY	683	152	504	001	126	170	081	307	165	327	191	324	333		
BUSH (R)	338	062	265	001	075	079	047	137	065	159	114	156	172		
KERRY (D)	321	084	221	001	046	084	030	161	095	156	071	155	151		
OTHER	012	001	011	000	002	005	002	003	003	006	003	009	003		
UNDECIDED	012	004	007	000	002	002	001	006	002	007	003	004	007		
BLUNT (R)	321	063	246	001	071	073	044	133	068	151	102	152	158		
MCCASKILL (D)	310	080	216	001	039	090	031	149	083	157	069	144	153		
OTHER	036	007	028	000	015	005	003	014	008	014	014	021	014		
WON'T VOTE	004	000	004	000	000	001	000	003	001	001	002	001	002		
UNDECIDED	013	002	010	000	001	001	002	008	005	005	003	006	006		
BOND (R)	399	083	302	001	084	097	054	164	089	180	130	194	191		
FARMER (D)	228	060	156	001	028	057	023	120	060	121	046	102	114		
OTHER	040	008	032	000	012	012	003	014	012	016	012	023	017		
WON'T VOTE	006	001	006	000	000	002	000	004	001	004	001	001	005		
UNDECIDED	009	000	009	000	002	002	000	006	002	006	001	003	006		
TOTAL	800	173	587	004	149	192	089	366	208	369	223	376	387		
COMPOSITION OF ADULTS	100%	22%	73%	0%	19%	24%	11%	46%	26%	46%	28%	47%	48%		
COMP. OF REG. VOTERS	100%	22%	74%	0%	19%	25%	12%	45%	25%	47%	28%	48%	48%		
COMP. OF LIKELY VOTERS	100%	22%	74%	0%	18%	25%	12%	45%	24%	48%	28%	47%	49%		

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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.