

WHO WON DEBATES? REPUBLICANS, INDYS SAY MCCASKILL; DEMS SPLIT



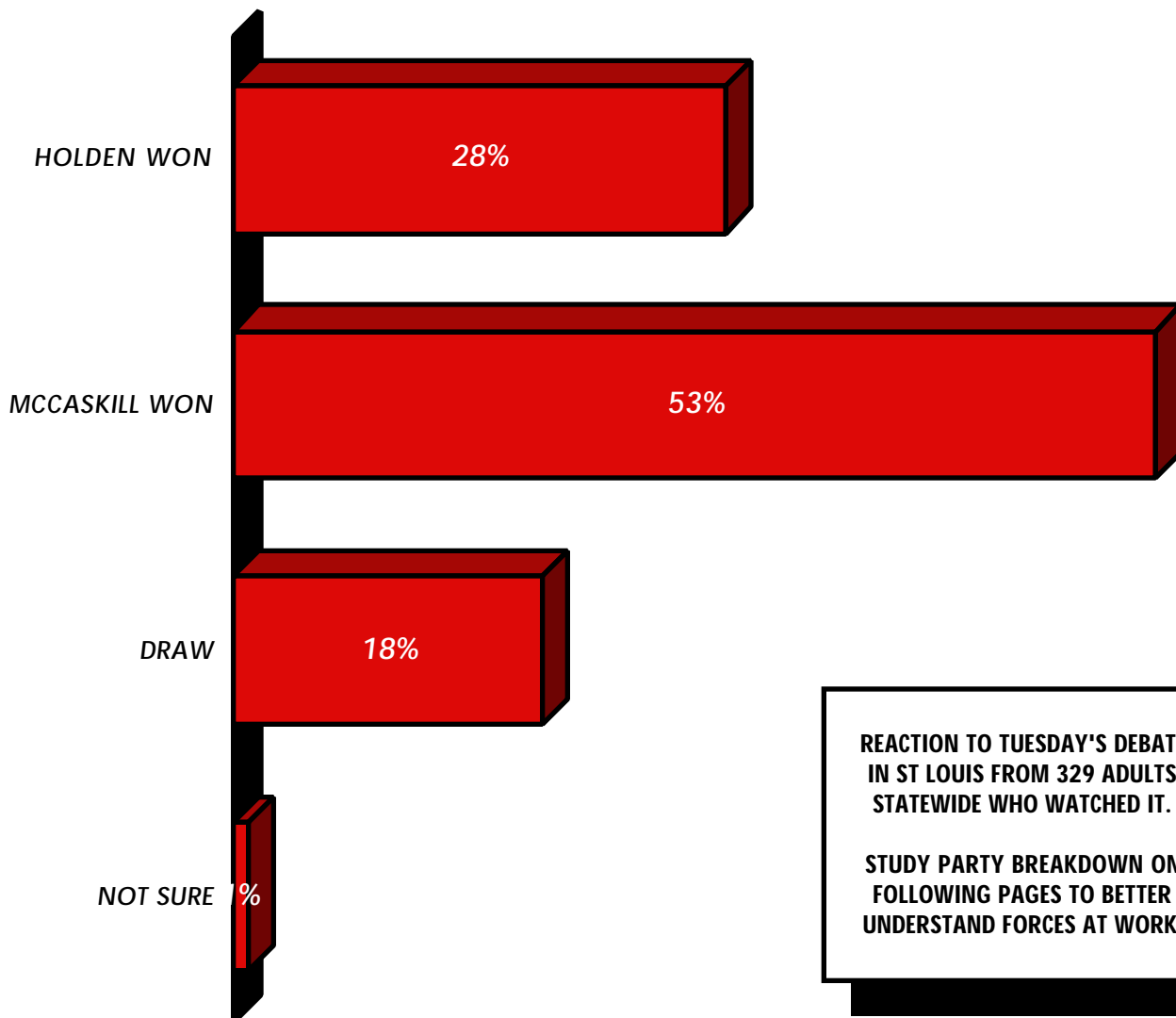
MCCASKILL EMERGES AS CLEAR WINNER OF 2 DEBATES -- BUT WILL IT HELP HER ON 8/3?

- ☛ WHO WON THE 2 DEBATES BETWEEN BOB HOLDEN & CLAIRE MCCASKILL? DEPENDS WHO YOU ASK.
- ☛ ACCORDING TO A SURVEYUSA POLL CONDUCTED IMMEDIATELY FOLLOWING TUESDAY'S DEBATE:
- ☛ MCCASKILL WON TUESDAY'S DEBATE 53% TO 28%. 18% OF THOSE WHO WATCHED CALLED IT A DRAW.
- ☛ MCCASKILL WON MONDAY'S DEBATE 51% TO 29%. 19% OF THOSE WHO WATCHED CALLED IT A DRAW.
- ☛ BUT, SIGNIFICANTLY: THOSE MOST LIKELY TO SAY MCCASKILL WON ARE REPUBLICANS & INDYS -- MOST OF WHOM WILL *NOT* VOTE IN THE 8/3 MISSOURI DEMOCRATIC GUBERNATORIAL PRIMARY.
- ☛ DEMOCRATS SCORED MONDAY A DRAW (40% SAY MCCASKILL WON, 40% SAY HOLDEN, 19% SAY DRAW).
- ☛ DEMOCRATS GAVE MCCASKILL SLIGHT EDGE ON TUES (45% MCCASKILL, 38% HOLDEN, 16% DRAW).

RESEARCH CONDUCTED E.T.	040720 20:59-21:54 ET
RESPONDENTS DRAWN FROM	THE ENTIRE STATE OF MISSOURI
RANDOM SAMPLE SELECTED BY	SURVEY SAMPLING INC.

RESEARCH CONDUCTED FOR KSDK-TV ST LOUIS & KOMU-TV COLUMBIA

WON TUESDAY'S DEBATE / ALL MISSOURI ADULTS WHO WATCHED TUESDAY NIGHT'S DEBATE WHO WON TONIGHT'S DEBATE? HOLDEN? MCCASKILL? OR WAS IT A DRAW?



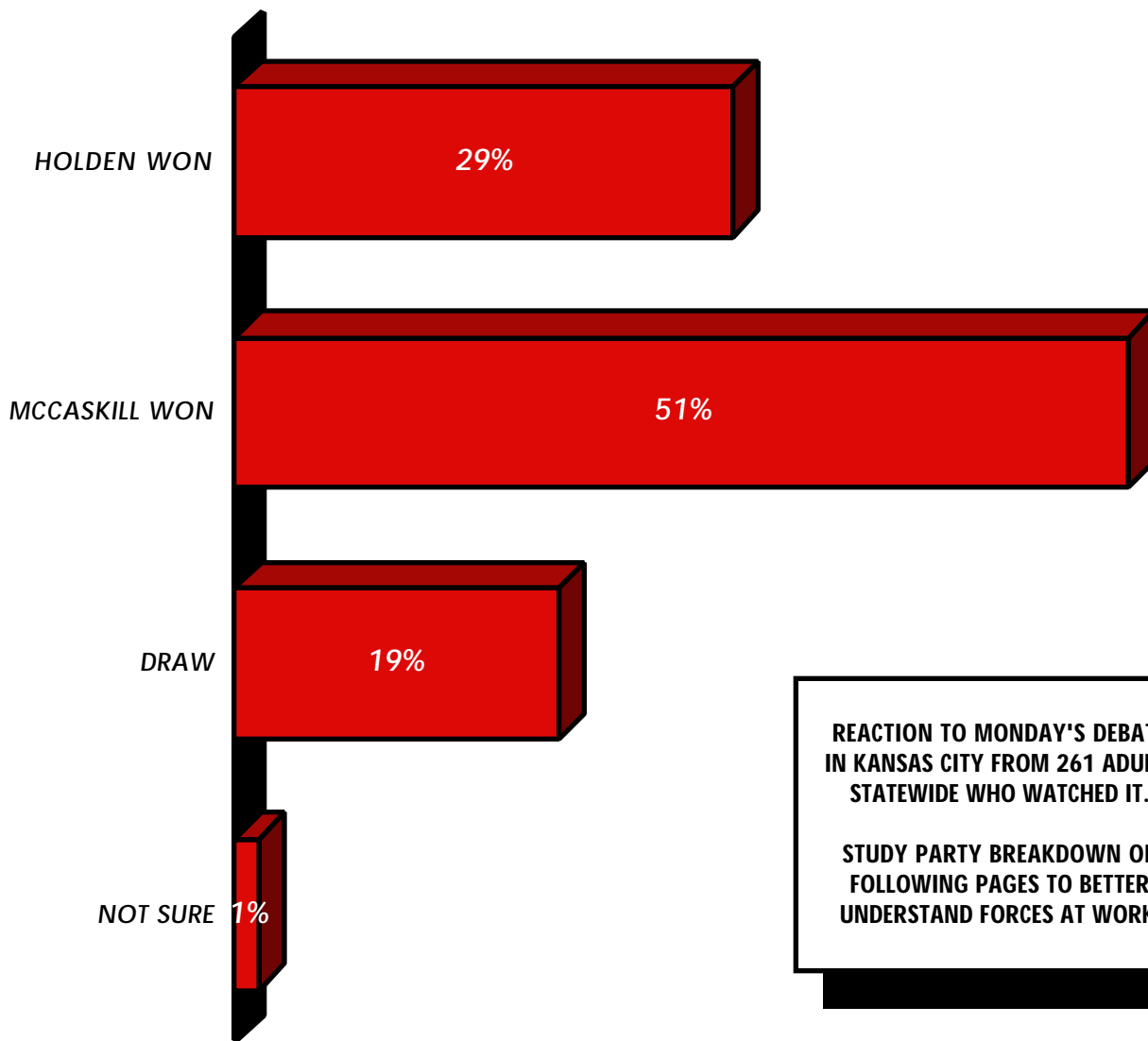
REACTION TO TUESDAY'S DEBATE IN ST LOUIS FROM 329 ADULTS STATEWIDE WHO WATCHED IT.

STUDY PARTY BREAKDOWN ON FOLLOWING PAGES TO BETTER UNDERSTAND FORCES AT WORK.

THIS IS A SURVEY OF	329	MISSOURI ADULTS WHO WATCHED TUESDAY NIGHT'S DEBATE
OVERALL RESULTS CONSIDERED SIGNIFICANT	±5.5%	A LARGER ± APPLIES TO SUBPOPULATIONS

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

WHO WON MONDAY'S DEBATE / ALL MISSOURI ADULTS WHO WATCHED MONDAY NIGHT'S DEBATE
 WHO WON LAST NIGHT'S DEBATE? HOLDEN? MCCASKILL? OR WAS IT A DRAW?



REACTION TO MONDAY'S DEBATE
 IN KANSAS CITY FROM 261 ADULTS
 STATEWIDE WHO WATCHED IT.

STUDY PARTY BREAKDOWN ON
 FOLLOWING PAGES TO BETTER
 UNDERSTAND FORCES AT WORK.

THIS IS A SURVEY OF	261	MISSOURI ADULTS WHO WATCHED MONDAY NIGHT'S DEBATE
OVERALL RESULTS CONSIDERED SIGNIFICANT	±6.2%	A LARGER ± APPLIES TO SUBPOPULATIONS

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

WON TUESDAY'S DEBATE / 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

RESPONSES SORTED BY DEMOGRAPHIC CATEGORY

HOLDEN WON	28%	33%	23%	29%	29%	27%	29%	26%	46%	35%	7%				
MCCASKILL WON	53%	50%	57%	53%	57%	58%	44%	53%	44%	56%	93%				
DRAW	18%	17%	19%	18%	13%	15%	25%	20%	11%	2%	0%				
NOT SURE	1%	1%	1%	0%	1%	0%	1%	1%	0%	6%	0%				
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%				

DEMOGRAPHIC SUBPOPULATIONS INDEXED TO OVERALL RESPONSES

HOLDEN WON	100	116	80	101	101	96	101	93	161	124	26				
MCCASKILL WON	100	94	108	100	108	109	84	99	82	106	174				
DRAW	100	94	108	100	72	85	143	115	60	12	0				
NOT SURE	100	74	132	58	152	0	172	107	0	799	0				

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

WON TUESDAY'S DEBATE / RESPONSES COMPARED BY PERCENTAGES AND BY INDEX

OVERALL
REPUBLICAN
DEMOCRAT
INDEPENDENT
NOT REGISTERED
OZARK
KANSAS CITY AREA
CENTRAL MO
ST. LOUIS/EASTERN MO

RESPONSES SORTED BY DEMOGRAPHIC CATEGORY

HOLDEN WON	28%	27%	38%	16%	9%	37%	30%	21%	26%						
MCCASKILL WON	53%	58%	45%	58%	75%	49%	54%	62%	53%						
DRAW	18%	15%	16%	24%	16%	12%	16%	16%	20%						
NOT SURE	1%	0%	1%	1%	0%	2%	0%	0%	1%						
	100%	100%	100%	100%	100%	100%	100%	100%	100%						

DEMOGRAPHIC SUBPOPULATIONS INDEXED TO OVERALL RESPONSES

HOLDEN WON	100	94	134	58	32	131	104	76	92						
MCCASKILL WON	100	108	85	110	142	92	102	117	99						
DRAW	100	87	91	134	87	68	91	92	115						
NOT SURE	100	47	106	171	0	241	0	0	101						

OVERALL
REPUBLICAN
DEMOCRAT
INDEPENDENT
NOT REGISTERED
OZARK
KANSAS CITY AREA
CENTRAL MO
ST. LOUIS/EASTERN MO

WHO WON MONDAY'S DEBATE / RESPONSES COMPARED BY PERCENTAGES AND BY INDEX

OVERALL
 MALE
 FEMALE
 AGE 18-34
 AGE 35-49
 AGE 50-64
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 HISPANIC
 ASIAN/OTHER

RESPONSES SORTED BY DEMOGRAPHIC CATEGORY

HOLDEN WON	29%	31%	26%	32%	31%	21%	29%	27%	39%	6%	29%				
MCCASKILL WON	51%	49%	55%	53%	51%	56%	45%	52%	45%	56%	71%				
DRAW	19%	19%	18%	13%	18%	23%	21%	20%	15%	38%	0%				
NOT SURE	1%	1%	2%	1%	0%	0%	5%	2%	0%	0%	0%				
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%				

DEMOGRAPHIC SUBPOPULATIONS INDEXED TO OVERALL RESPONSES

HOLDEN WON	100	107	90	112	108	72	102	93	138	20	103				
MCCASKILL WON	100	95	107	104	100	109	88	101	88	110	137				
DRAW	100	104	94	70	95	126	114	107	82	205	0				
NOT SURE	100	72	137	105	0	0	319	127	0	0	0				

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

WHO WON MONDAY'S DEBATE / RESPONSES COMPARED BY PERCENTAGES AND BY INDEX

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RESPONSES SORTED BY DEMOGRAPHIC CATEGORY

HOLDEN WON	29%	21%	40%	18%	10%	29%	25%	6%	36%						
MCCASKILL WON	51%	64%	40%	54%	69%	51%	55%	60%	47%						
DRAW	19%	13%	19%	26%	20%	18%	20%	34%	15%						
NOT SURE	1%	2%	1%	2%	0%	3%	0%	0%	2%						
	100%	100%	100%	100%	100%	100%	100%	100%	100%						

DEMOGRAPHIC SUBPOPULATIONS INDEXED TO OVERALL RESPONSES

HOLDEN WON	100	75	141	63	36	100	88	21	127						
MCCASKILL WON	100	124	77	105	135	99	107	117	91						
DRAW	100	71	101	142	110	98	107	181	79						
NOT SURE	100	108	91	120	0	178	0	0	152						

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 REPUBLICAN
 DEMOCRAT
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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.