

# MO: ON HEELS OF VP EDWARDS PICK, BUSH & KERRY LOCKED IN DOGFIGHT



**ALL INTERVIEWS CONDUCTED AFTER EDWARDS NAMED AS KERRY RUNNING MATE**

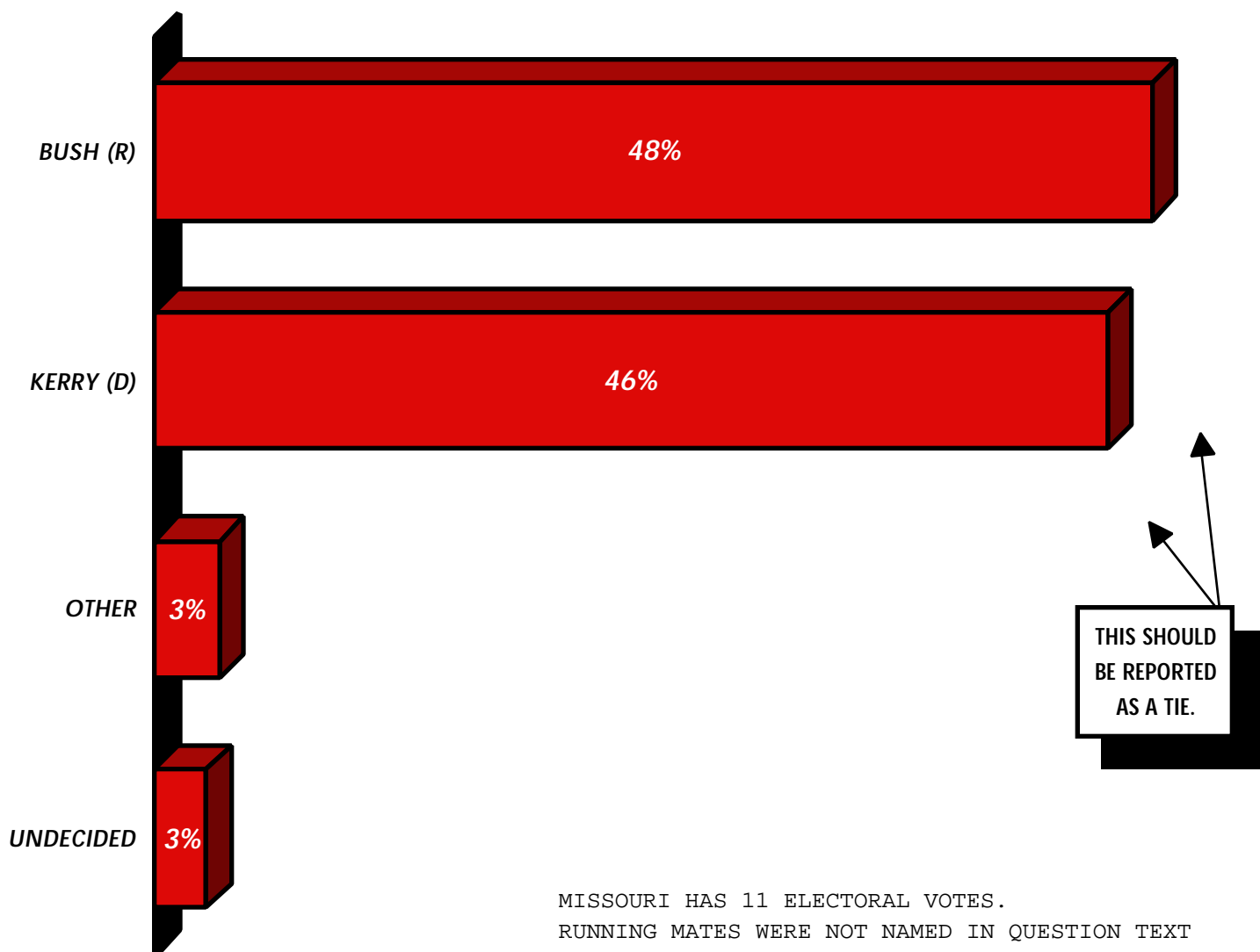
- \* IN AN ELECTION FOR PRESIDENT IN MISSOURI TODAY, THE REPUBLICAN TICKET OF GEORGE W. BUSH & DICK CHENEY TIES THE NEWLY NAMED DEMOCRATIC TICKET OF JOHN KERRY & JOHN EDWARDS, ACCORDING TO SURVEYUSA POLL OF 755 MO LIKELY VOTERS CONDUCTED 7/6-7/8.
- \* TODAY, IT'S BUSH 48%, KERRY 46%, OTHER/UNDECIDED 6%. IN 2000, BUSH CARRIED MO BY 3.
- \* KERRY LEADS IN UNION HH'S BY 24, TRAILS IN NON-UNION HH BY 11. BUSH LEADS BY 19 AMONG THOSE WHO ATTEND CHURCH REGULARLY, TRAILS BY 14 AMONG THOSE WHO ATTEND CHURCH RARELY.
- \* KERRY IS UP 7 IN ST LOUIS, TIED IN KANSAS CITY, DOWN 15 IN CENTRAL MO & DOWN 19 IN THE OZARKS. KERRY IS UP 19 PTS IN URBAN MO, DOWN 5 IN SUBURBS, DOWN 13 IN RURAL MO.

<b>RESEARCH CONDUCTED E.T.</b>	040706 17: 32- 21: 48 040707 16: 33- 21: 48 040708 16: 36- 21: 46 ET
<b>RESPONDENTS DRAWN FROM</b>	THE ENTIRE STATE OF MISSOURI
<b>RANDOM SAMPLE SELECTED BY</b>	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 HELD 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	<b>755</b>	LIKELY VOTERS FROM THE ENTIRE STATE OF MISSOURI
OVERALL RESULTS CONSIDERED SIGNIFICANT	<b>±3.6%</b>	A LARGER ± APPLIES TO SUBPOPULATIONS

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



VOTE FOR PRESIDENT / RESPONSES COMPARED BY PERCENTAGES AND BY INDEX

OVERALL  
 REPUBLICAN  
 DEMOCRAT  
 INDEPENDENT/OTHER  
 GRADUATE SCHOOL  
 COLLEGE GRAD  
 SOME COLLEGE  
 NO COLLEGE  
 CONSERVATIVE  
 MODERATE  
 LIBERAL  
 MILITARY/VET  
 NON-MILITARY/VET  
 BUSH (R)  
 KERRY (D)

**RESPONSES SORTED BY DEMOGRAPHIC CATEGORY**

BUSH (R)	48%	94%	7%	44%	46%	57%	46%	46%	79%	35%	7%	50%	45%		
KERRY (D)	46%	5%	90%	43%	48%	37%	47%	49%	18%	58%	83%	44%	49%		
OTHER	3%	1%	2%	7%	3%	4%	4%	2%	2%	4%	6%	4%	2%		
UNDECIDED	3%	1%	1%	5%	3%	2%	3%	3%	2%	3%	4%	2%	3%		
VOTED 'FOR' CANDIDATE														81%	40%
'AGAINST' OTHER CAND.														17%	55%
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%		

**DEMOGRAPHIC SUBPOPULATIONS INDEXED TO OVERALL RESPONSES**

BUSH (R)	100	195	14	92	96	118	96	96	163	73	15	104	94		
KERRY (D)	100	10	196	94	105	80	103	106	38	127	180	96	107		
OTHER	100	16	69	214	90	123	110	74	55	112	194	113	73		
UNDECIDED	100	28	46	206	112	81	105	98	72	117	139	90	118		

OVERALL  
 REPUBLICAN  
 DEMOCRAT  
 INDEPENDENT/OTHER  
 GRADUATE SCHOOL  
 COLLEGE GRAD  
 SOME COLLEGE  
 NO COLLEGE  
 CONSERVATIVE  
 MODERATE  
 LIBERAL  
 MILITARY/VET  
 NON-MILITARY/VET













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.