

NO KERRY 'MO' IN KY: BUSH UP 17; BUNNING SAFE; AMENDMENT PASSES



IN 2000, BUSH BEAT GORE BY 15 PTS IN KENTUCKY ... BUSH BEATS KERRY TODAY BY 17 PTS

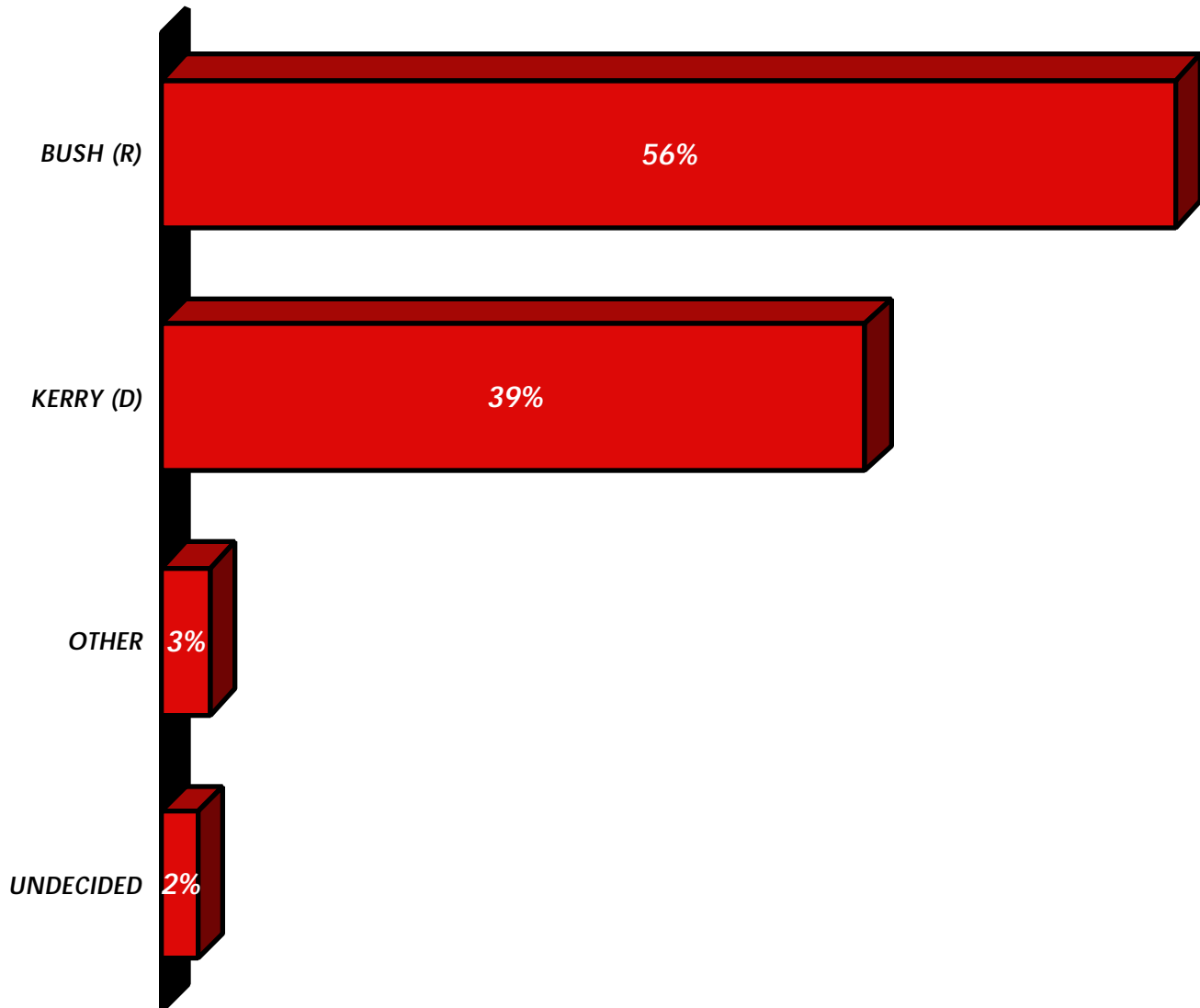
- * IN AN ELECTION FOR PRESIDENT IN KY TODAY, MIDWAY BETWEEN THE DEMOCRAT & GOP NATIONAL CONVENTIONS, GEORGE W BUSH CAPTURES KY'S 8 ELECTORAL VOTES & DEFEATS JOHN KERRY BY 17 PTS, 56% TO 39%, ACCORDING TO SURVEYUSA POLL OF 697 LIKELY VOTERS TAKEN 8/13 - 8/15.
- * IN AN ELECTION FOR U. S. SENATE IN KY TODAY, JIM BUNNING IS RE-ELECTED, DEFEATING DAN MONGIARDO 57% TO 33%. 3 WKS AGO IN IDENTICAL TRACKING POLL BUNNING LED BY 18, NOW 24.
- * A MARRIAGE AMENDMENT TO THE KY STATE CONSTITUTION PASSES BY 7: 2.
- * 3 WKS AGO, ON EVE OF DNC, BUSH LED BY 10. CONVENTION PRODUCED NEGATIVE KERRY BOUNCE.
- * 22% OF KY DEMS CROSS-OVER & VOTE GOP. 16% OF KERRY VOTERS SPLIT TICKET & GO BUNNING.

RESEARCH CONDUCTED E.T.	040813 16: 31- 20: 50 040814 13: 00- 20: 42 040815 15: 00- 19: 28 ET
RESPONDENTS DRAWN FROM	THE ENTIRE STATE OF KENTUCKY
RANDOM SAMPLE SELECTED BY	SURVEY SAMPLING INC.

RESEARCH CONDUCTED FOR WHAS-TV LOUISVILLE AND WLEX-TV LEXINGTON

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?

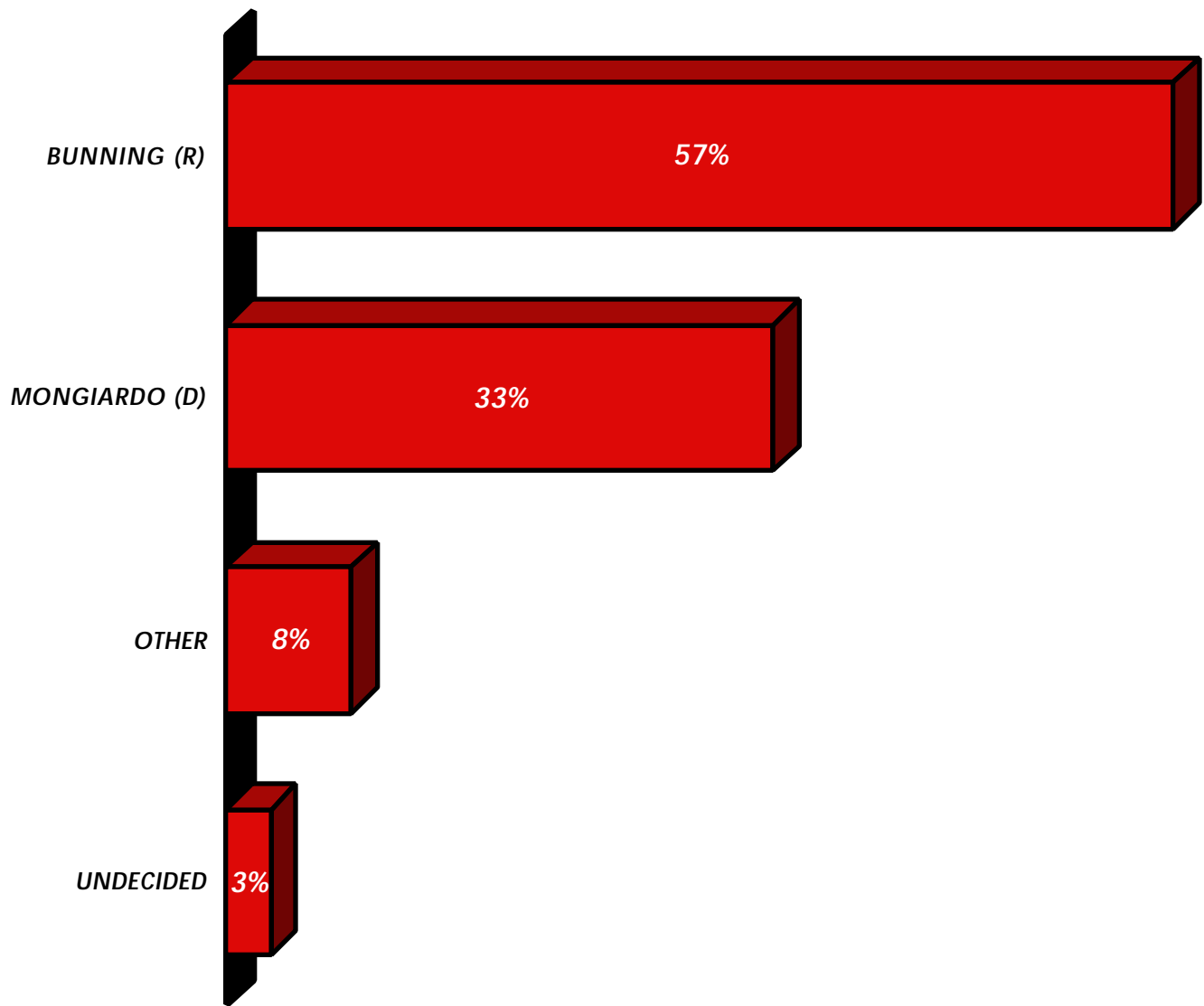


THIS IS A SURVEY OF	697	LIKELY VOTERS FROM THE ENTIRE STATE OF KENTUCKY
OVERALL RESULTS CONSIDERED SIGNIFICANT	±3.8%	A LARGER ± APPLIES TO SUBPOPULATIONS

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

VOTE FOR SENATOR / ALL LIKELY VOTERS

KENTUCKIANS MAY ALSO VOTE IN AN ELECTION FOR UNITED STATES SENATOR. IF THE ELECTION FOR U. S. SENATOR FROM KENTUCKY WERE TODAY, AND YOU WERE STANDING IN THE VOTING BOOTH RIGHT NOW, WHO WOULD YOU VOTE FOR? REPUBLICAN JIM BUNNING? DEMOCRAT DAN MONGIARDO? OR SOME OTHER CANDIDATE?

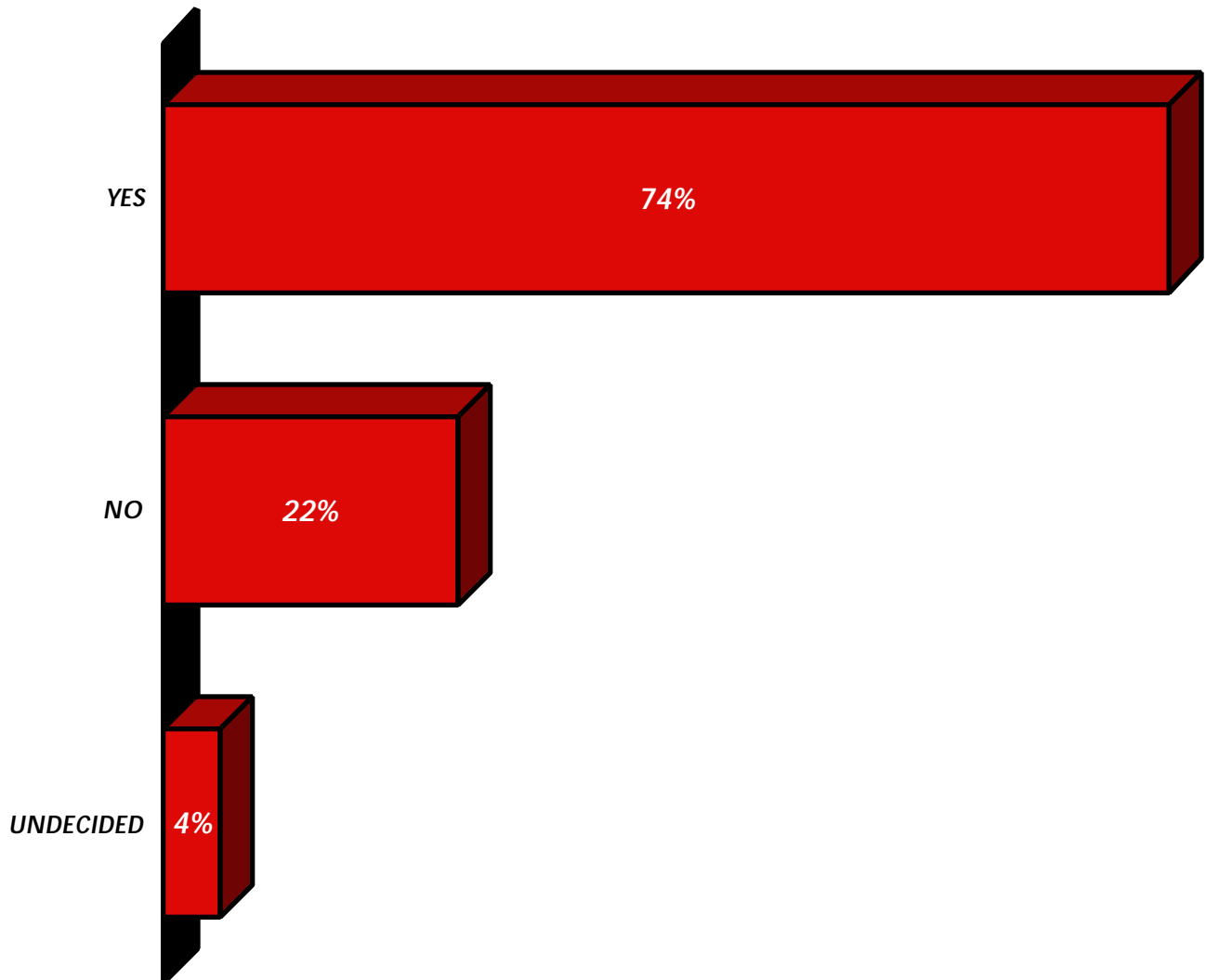


THIS IS A SURVEY OF	689	LIKELY VOTERS FROM THE ENTIRE STATE OF KENTUCKY
OVERALL RESULTS CONSIDERED SIGNIFICANT	±3.8%	A LARGER ± APPLIES TO SUBPOPULATIONS

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

VOTE ON AMENDMENT / ALL LIKELY VOTERS

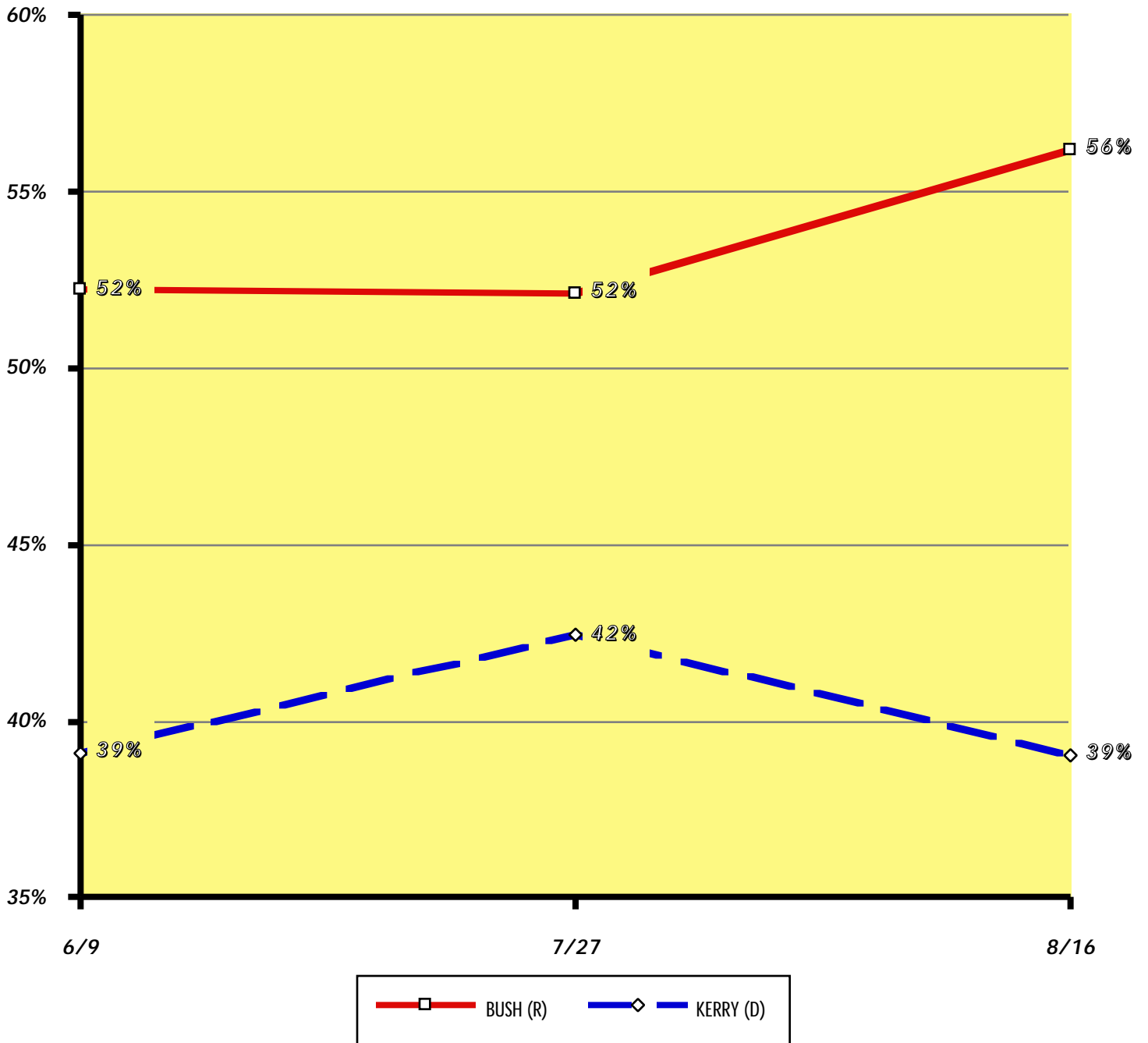
KENTUCKIANS WILL ALSO BE ASKED ABOUT A POSSIBLE AMENDMENT TO THE STATE CONSTITUTION. HERE IS THE EXACT LANGUAGE THAT WILL APPEAR ON THE BALLOT: ARE YOU IN FAVOR OF AMENDING THE KENTUCKY CONSTITUTION TO PROVIDE THAT ONLY A MARRIAGE BETWEEN ONE MAN AND ONE WOMAN SHALL BE A MARRIAGE IN KENTUCKY, AND THAT A LEGAL STATUS IDENTICAL TO OR SIMILAR TO MARRIAGE FOR UNMARRIED INDIVIDUALS SHALL NOT BE VALID OR RECOGNIZED?



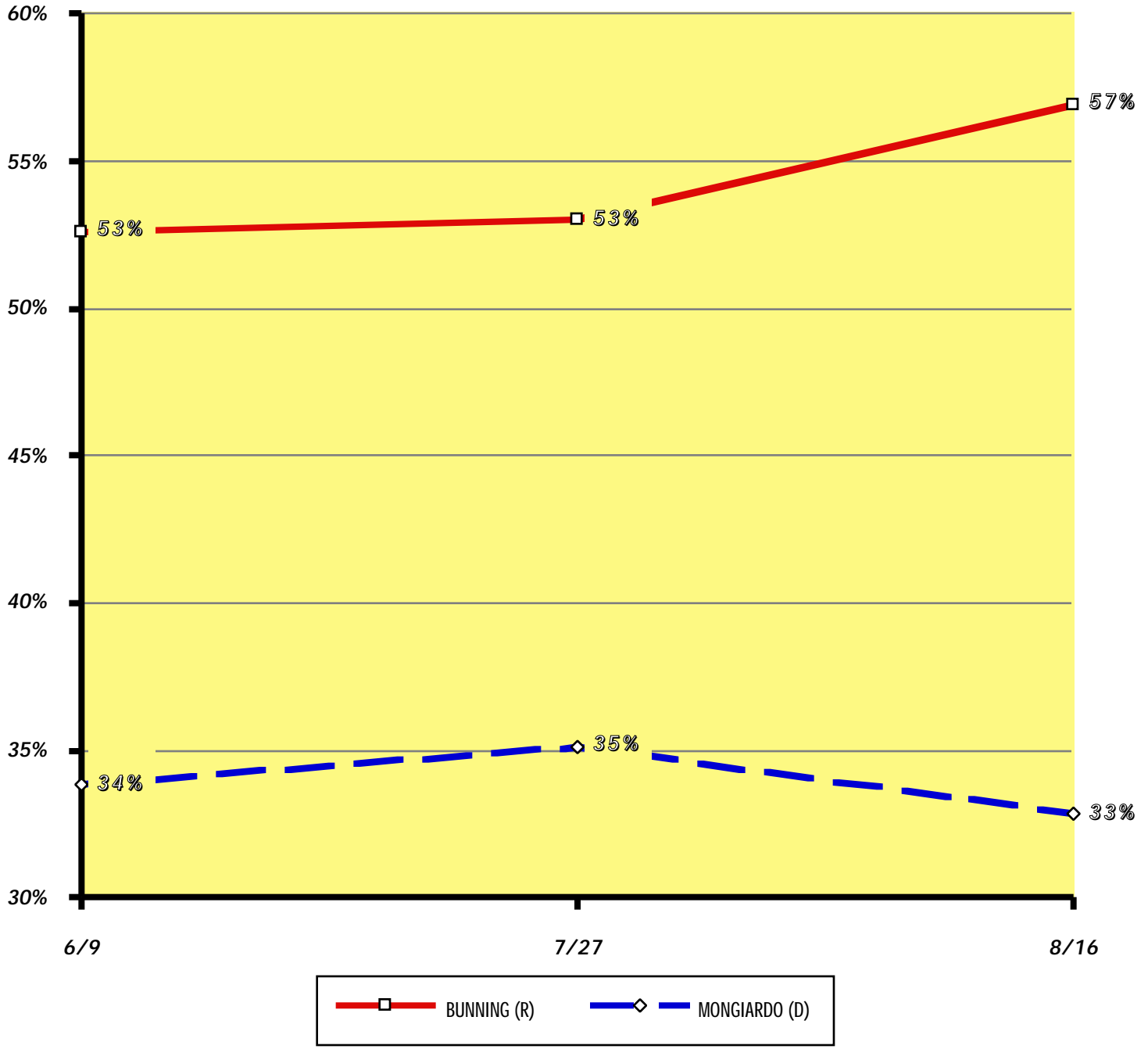
THIS IS A SURVEY OF	675	LIKELY VOTERS FROM THE ENTIRE STATE OF KENTUCKY
OVERALL RESULTS CONSIDERED SIGNIFICANT	±3.5%	A LARGER ± APPLIES TO SUBPOPULATIONS

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

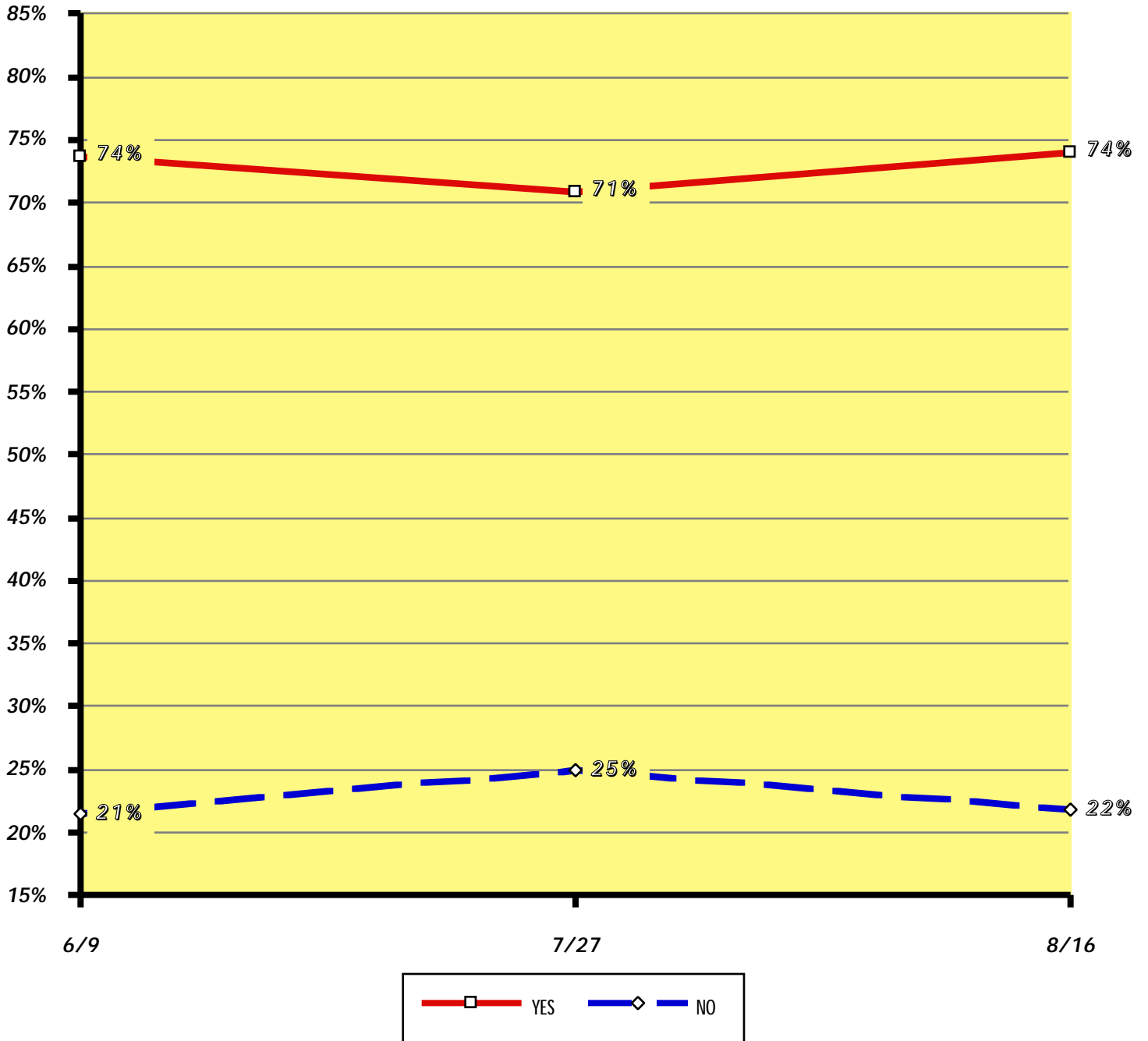
VOTE FOR PRESIDENT / ALL LIKELY VOTERS



VOTE FOR SENATOR / ALL LIKELY VOTERS



VOTE ON AMENDMENT / ALL LIKELY VOTERS



VOTE FOR PRESIDENT / RESPONSES COMPARED BY PERCENTAGES AND BY INDEX

OVERALL
 REPUBLICAN
 DEMOCRAT
 INDEPENDENT/OTHER
 GRAD SCHOOL
 COLLEGE GRAD
 SOME COLLEGE
 NO COLLEGE
 MILITARY/VET
 NON-MILITARY/VET
 NEVER RELIGIOUS SERVICES
 OCCASIONAL RELIGIOUS SERVICES
 REGULAR RELIGIOUS SERVICES
 BUSH (R)
 KERRY (D)

RESPONSES SORTED BY DEMOGRAPHIC CATEGORY

BUSH (R)	56%	92%	22%	48%	51%	55%	58%	58%	57%	56%	42%	54%	64%		
KERRY (D)	39%	5%	73%	43%	45%	43%	37%	35%	39%	39%	49%	41%	33%		
OTHER	3%	2%	3%	7%	3%	0%	2%	4%	3%	3%	6%	3%	1%		
UNDECIDED	2%	1%	2%	2%	0%	2%	2%	3%	2%	2%	3%	2%	2%		
FOR CANDIDATE														84%	48%
AGAINST OTHER CAND.														14%	49%
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%		

DEMOGRAPHIC SUBPOPULATIONS INDEXED TO OVERALL RESPONSES

BUSH (R)	100	164	40	85	91	99	103	104	101	99	74	96	113		
KERRY (D)	100	14	186	110	116	109	96	90	99	99	126	104	86		
OTHER	100	63	92	269	108	15	91	146	94	111	224	122	47		
UNDECIDED	100	31	117	76	19	76	125	133	85	117	144	109	76		

OVERALL
 REPUBLICAN
 DEMOCRAT
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VOTE FOR PRESIDENT / RESPONSES COMPARED BY PERCENTAGES AND BY INDEX

	OVERALL	CONSERVATIVE	MODERATE	LIBERAL	PRO-LIFE	PRO-CHOICE	EASTERN KENTUCKY	LOUISVILLE AREA	NORTH-CENTRAL KENTUCKY	WESTERN KENTUCKY	URBAN	SUBURBAN	RURAL		
RESPONSES SORTED BY DEMOGRAPHIC CATEGORY															
BUSH (R)	56%	83%	42%	20%	71%	33%	62%	53%	56%	55%	43%	60%	58%		
KERRY (D)	39%	15%	52%	77%	24%	61%	36%	42%	39%	38%	55%	35%	37%		
OTHER	3%	1%	4%	3%	2%	4%	1%	4%	2%	5%	2%	3%	3%		
UNDECIDED	2%	1%	2%	0%	2%	2%	2%	2%	2%	2%	1%	2%	2%		
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%		

	OVERALL	CONSERVATIVE	MODERATE	LIBERAL	PRO-LIFE	PRO-CHOICE	EASTERN KENTUCKY	LOUISVILLE AREA	NORTH-CENTRAL KENTUCKY	WESTERN KENTUCKY	URBAN	SUBURBAN	RURAL		
DEMOGRAPHIC SUBPOPULATIONS INDEXED TO OVERALL RESPONSES															
BUSH (R)	100	147	74	36	127	59	109	93	101	97	77	108	103		
KERRY (D)	100	39	133	196	62	157	92	108	100	98	140	89	94		
OTHER	100	41	157	109	86	140	20	140	72	191	66	100	110		
UNDECIDED	100	59	114	11	97	105	104	82	116	92	28	96	123		

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

RESPONSES SORTED BY DEMOGRAPHIC CATEGORY

BUNNING (R)	57%	58%	51%	62%	52%	59%	57%	59%	50%	60%	15%	86%	16%		
MONGIARDO (D)	33%	33%	32%	31%	34%	29%	32%	31%	42%	30%	70%	6%	72%		
OTHER	8%	7%	11%	5%	9%	8%	8%	8%	5%	7%	14%	5%	10%		
UNDECIDED	3%	2%	7%	1%	4%	3%	2%	2%	3%	3%	1%	2%	2%		
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%		

DEMOGRAPHIC SUBPOPULATIONS INDEXED TO OVERALL RESPONSES

BUNNING (R)	100	101	89	109	92	104	101	104	89	105	27	152	29		
MONGIARDO (D)	100	100	97	95	105	89	97	94	128	93	212	19	219		
OTHER	100	95	145	72	126	109	112	102	65	94	182	70	126		
UNDECIDED	100	83	243	55	141	117	93	91	99	105	46	80	80		

OVERALL CERTAIN PROBABLE MALE FEMALE AGE 18-34 AGE 35-49 AGE 50-64 AGE 65+ WHITE BLACK BUSH (R) KERRY (D)

VOTE FOR SENATOR / RESPONSES COMPARED BY PERCENTAGES AND BY INDEXED

OVERALL
 REPUBLICAN
 DEMOCRAT
 INDEPENDENT/OTHER
 GRAD SCHOOL
 COLLEGE GRAD
 SOME COLLEGE
 NO COLLEGE
 MILITARY/VET
 NON-MILITARY/VET
 NEVER RELIGIOUS SERVICES
 OCCASIONAL RELIGIOUS SERVICES
 REGULAR RELIGIOUS SERVICES

RESPONSES SORTED BY DEMOGRAPHIC CATEGORY

BUNNING (R)	57%	87%	28%	56%	48%	60%	60%	60%	58%	58%	48%	56%	63%		
MONGIARDO (D)	33%	6%	62%	32%	44%	34%	31%	29%	33%	33%	42%	35%	29%		
OTHER	8%	5%	9%	11%	7%	6%	7%	9%	8%	7%	9%	7%	7%		
UNDECIDED	3%	2%	1%	1%	0%	0%	2%	2%	1%	2%	1%	2%	1%		
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%		

DEMOGRAPHIC SUBPOPULATIONS INDEXED TO OVERALL RESPONSES

BUNNING (R)	100	153	49	98	85	105	106	106	102	102	85	98	111		
MONGIARDO (D)	100	19	188	96	134	103	96	88	102	100	127	107	89		
OTHER	100	65	126	150	99	81	87	125	104	94	124	95	87		
UNDECIDED	100	63	25	49	9	15	59	60	31	60	35	62	36		

OVERALL
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VOTE FOR SENATOR / RESPONSES COMPARED BY PERCENTAGES AND BY INDEX

OVERALL **CONSERVATIVE** **MODERATE** **LIBERAL** **PRO-LIFE** **PRO-CHOICE** **EASTERN KENTUCKY** **LOUISVILLE AREA** **NORTH-CENTRAL KENTUCKY** **WESTERN KENTUCKY** **URBAN** **SUBURBAN** **RURAL**

RESPONSES SORTED BY DEMOGRAPHIC CATEGORY

BUNNING (R)	57%	78%	47%	25%	70%	39%	65%	53%	57%	53%	39%	62%	60%		
MONGIARDO (D)	33%	15%	42%	62%	20%	52%	26%	35%	33%	37%	49%	28%	30%		
OTHER	8%	5%	9%	12%	6%	8%	7%	9%	7%	7%	8%	7%	8%		
UNDECIDED	3%	2%	2%	1%	4%	1%	2%	3%	3%	3%	5%	3%	2%		
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%		

DEMOGRAPHIC SUBPOPULATIONS INDEXED TO OVERALL RESPONSES

BUNNING (R)	100	137	82	43	123	68	114	94	100	92	68	110	105		
MONGIARDO (D)	100	45	129	188	61	160	79	107	101	113	149	86	93		
OTHER	100	66	115	163	86	106	95	113	95	95	104	87	106		
UNDECIDED	100	70	88	50	135	32	65	116	103	112	171	105	76		

OVERALL **CONSERVATIVE** **MODERATE** **LIBERAL** **PRO-LIFE** **PRO-CHOICE** **EASTERN KENTUCKY** **LOUISVILLE AREA** **NORTH-CENTRAL KENTUCKY** **WESTERN KENTUCKY** **URBAN** **SUBURBAN** **RURAL**

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.