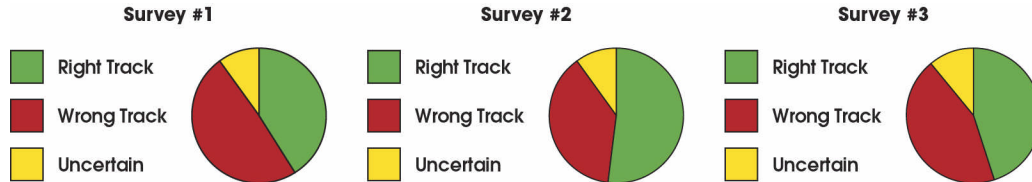


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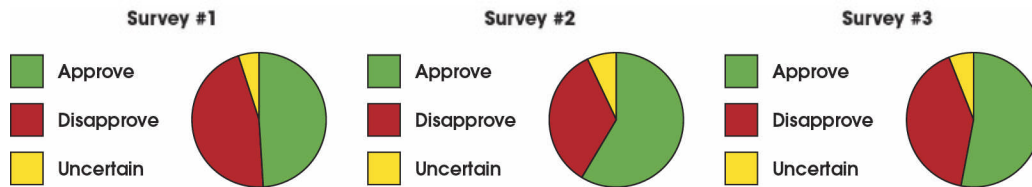
Question: "Overall, do you feel the United States is on the right track or wrong track?"

	Survey #1	Survey #2	Survey 3#
Right track	41%	52%	45%
Wrong track	49%	38%	44%
Uncertain	10%	10%	11%



Question: "Overall, do you approve or disapprove of President Bush's term in office?"

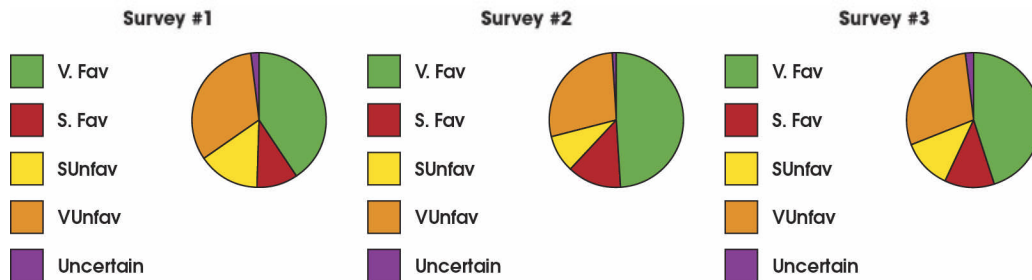
	Survey #1	Survey #2	Survey # 3
Approve	49%	58%	53%
Disapprove	46%	34%	41%
Uncertain	05%	07%	06%



Question: "We will list the major party candidates for U.S. President and Vice-president alphabetically and by party affiliation. We want to know how favorable or unfavorable you feel about each of them. Choose between very favorable, somewhat favorable, somewhat unfavorable, very unfavorable, or uncertain."

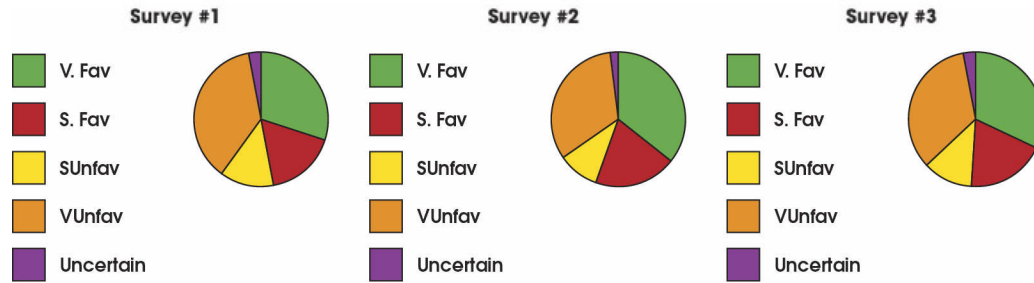
"How favorable or unfavorable do you feel about George W. Bush, Republican?"

	Survey #1	Survey #2	Survey 3#
VF	41%	49%	45%
SF	10%	13%	12%
SUn	15%	09%	12%
VUn	33%	28%	29%
Unc.	02%	01%	02%



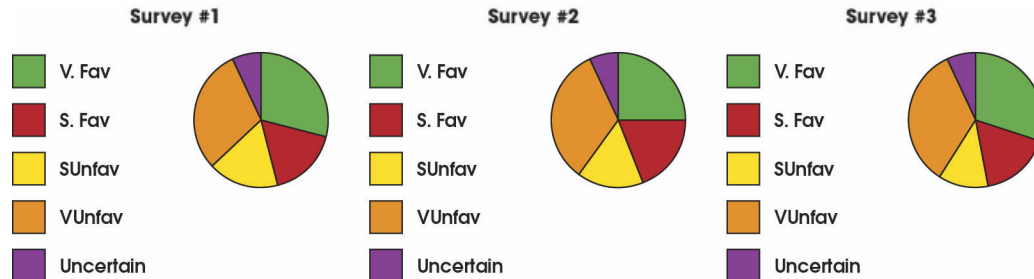
"How favorable or unfavorable do you feel about Dick Cheney, Republican?"

	Survey #1	Survey #2	Survey #3
VF	30%	36%	32%
SF	17%	20%	19%
SUn	13%	10%	12%
VUn	37%	33%	34%
Unc.	03%	02%	03%



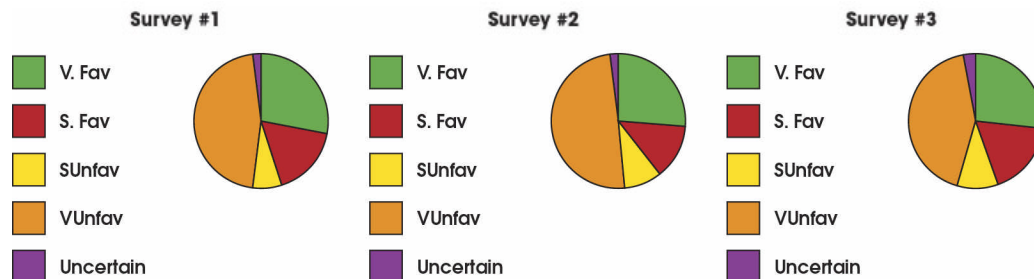
"How favorable or unfavorable do you feel about John Edwards, Democrat?"

	Survey #1	Survey #2	Survey 3#
VF	29%	25%	30%
SF	17%	19%	17%
SUn	17%	16%	12%
VUn	30%	33%	34%
Unc.	07%	07%	07%



"How favorable or unfavorable do you feel about John Kerry, Democrat?"

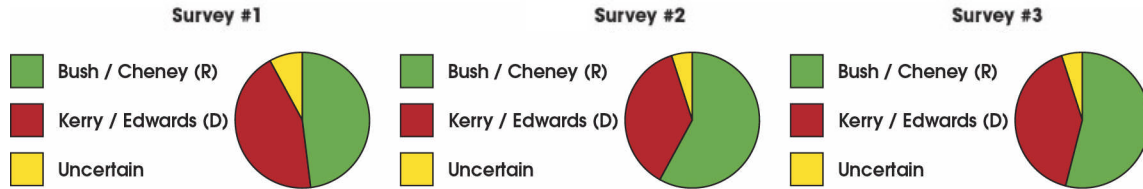
	Survey #1	Survey #2	Survey #3
VF	28%	26%	27%
SF	17%	13%	18%
SUn	07%	09%	10%
VUn	46%	49%	43%
Unc.	02%	02%	03%



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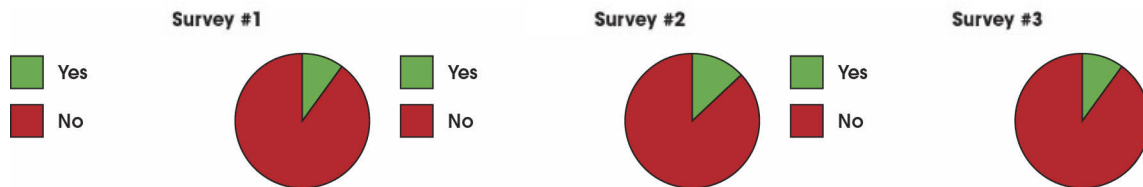
Question: "If the election for U.S. President were held today, for whom would you vote? Candidates are listed alphabetically and by party affiliation."

	Survey #1	Survey #2	Survey #3
Bush/Cheney, Republican	48%	58%	54%
Kerry/Edwards, Democrat	44%	37%	41%
Uncertain	08%	05%	05%



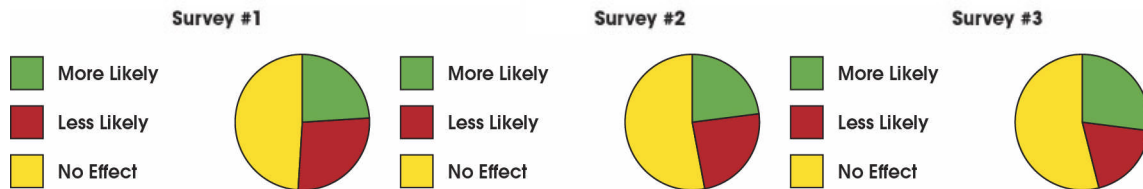
Question: "Have you seen the film documentary 'Fahrenheit 911?'"

	Survey #1	Survey #2	Survey #3
Yes	10%	13%	10%
No	90%	87%	90%



Follow Up: Those respondents that answered "yes" were then asked, "After seeing Fahrenheit 911, are you more likely to vote for George W. Bush, less likely to vote for him, or seeing the film does not effect your vote in the presidential race?"

	Survey #1	Survey #2	Survey #3
More likely	24%	23%	27%
Less likely	27%	24%	19%
No effect	49%	53%	54%





Bellwether County Project - Lincoln County, MO.

Lincoln County, Mo. Results

Survey #1

Dates: 7/18,19,20, 2004

361 respondents, margin of error 5.1

40% Democrats, 32%, Republicans, 28% Independents

3% Minority

Age ranges:

18-34 12%

35-49 29%

50-64 32%

65+ 26%

Survey #2

Dates: 8/10,11,12,13, 2004

347 respondents, error margin 5.2%

34% Democrats, 41%, Republicans, 25% Independents

4% Minority

Age ranges:

18-34 18%

35-49 27%

50-64 35%

65+ 20%

Survey #3

Dates: 9/14,15,16

381 respondents, error margin 5.0

35% Democrats, 38% Republicans, 27% Independents

3% Minority

Age ranges:

18-34 14%

35-49 25%

50-64 31%

65+ 29%