

NO CLEAR WINNER IN TONIGHT'S NC BOWLES, BURR U.S. SENATE DEBATE



DEMOCRATS & INDYS THINK BOWLES WON, REPUBLICANS THINK BURR WON

- ☛ 1600 NC ADULTS WERE INTERVIEWED IMMEDIATELY AFTER TONIGHT'S DEBATE BETWEEN THE CANDIDATES FOR U. S. SENATE: DEMOCRAT ERSKINE BOWLES & REPUBLICAN RICHARD BURR. OF THEM, 209 SAID THEY HAD WATCHED THE DEBATE IN FULL. REACTION OF DEBATE WATCHERS:
- ☛ 37% OF THOSE WHO SAW THE ENTIRE DEBATE SAY BOWLES WAS THE CLEAR WINNER.
- ☛ 33% OF THOSE WHO SAW THE ENTIRE DEBATE SAY BURR WAS THE CLEAR WINNER.
- ☛ 25% OF THOSE WHO SAW THE ENTIRE DEBATE SAY THERE WAS NO CLEAR WINNER.
- ☛ 21% OF THOSE WHO SAW THE DEBATE SAY THEY WILL CHANGE THEIR VOTE AS A RESULT.
- ☛ OF THOSE WHO CHANGED THEIR MIND AS A RESULT OF WATCHING TONIGHT'S DEBATE:
- ☛ HALF WILL NOW VOTE FOR BOWLES, HALF WILL NOW VOTE FOR BURR (CAUTION: SMALL SAMPLE).

RESEARCH CONDUCTED E.T.

040927 20:02-20:29 ET

RESPONDENTS DRAWN FROM

THE ENTIRE STATE OF NORTH CAROLINA

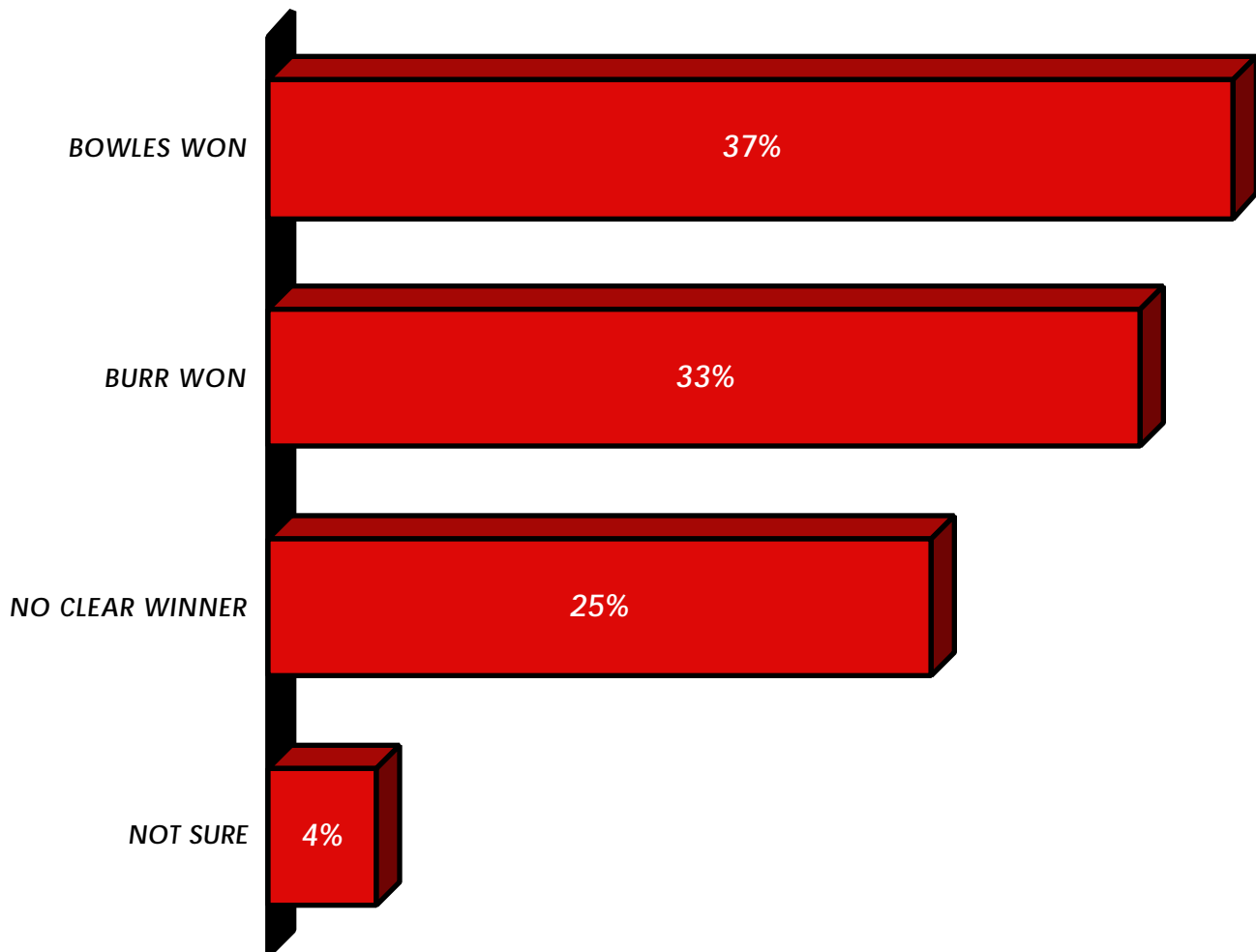
RANDOM SAMPLE SELECTED BY

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Q1: WINNER / ALL ADULTS WHO WATCHED THE DEBATE

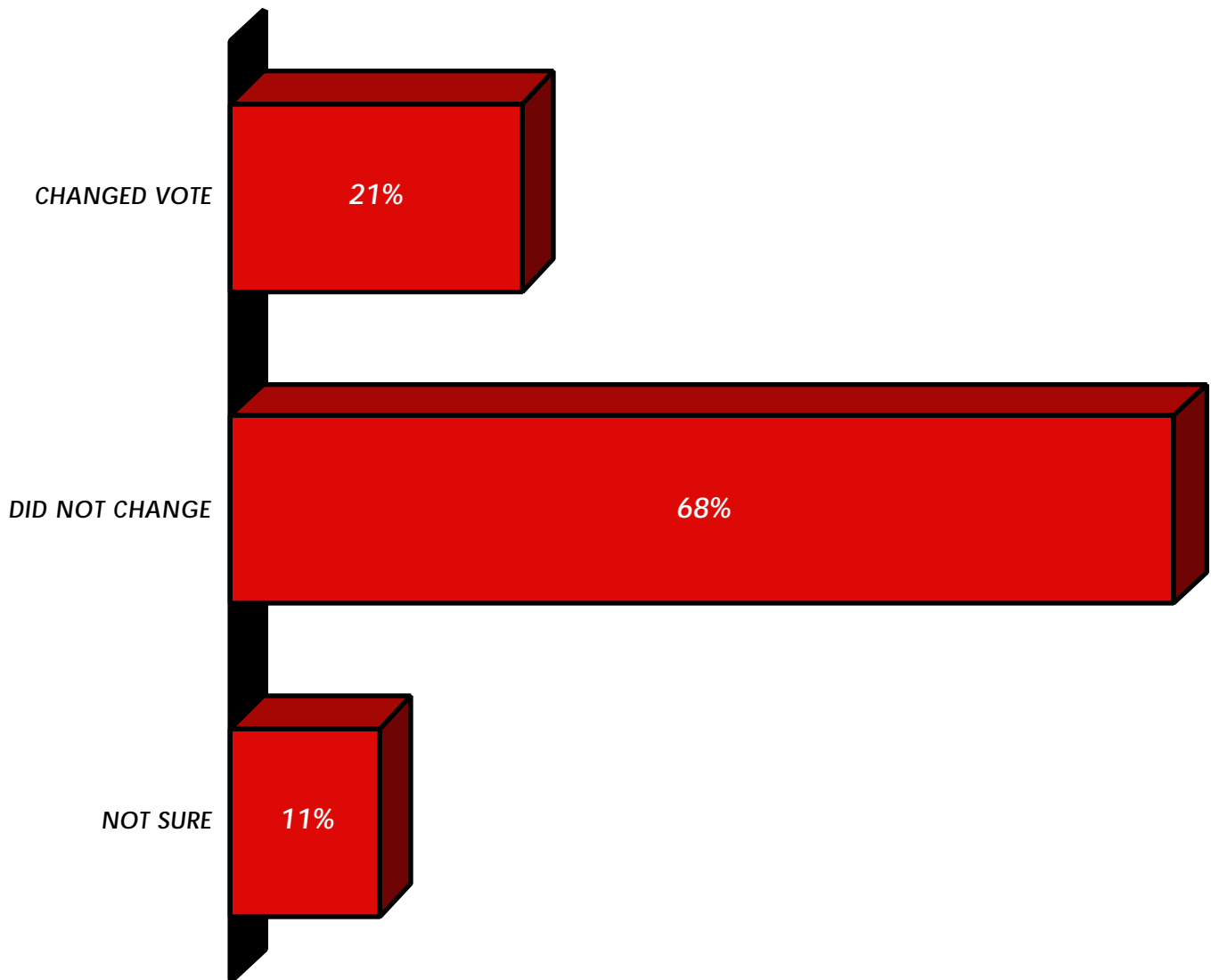
DID ERSKINE BOWLES CLEARLY WIN THE DEBATE? DID RICHARD BURR CLEARLY WIN THE DEBATE? OR WOULD YOU SAY THERE WAS NO CLEAR WINNER?



THIS IS A SURVEY OF	209	ADULTS WHO WATCHED THE DEBATE FROM THE ENTIRE STATE OF NORTH CAROLINA
OVERALL RESULTS CONSIDERED SIGNIFICANT	±6.9%	A LARGER ± APPLIES TO SUBPOPULATIONS

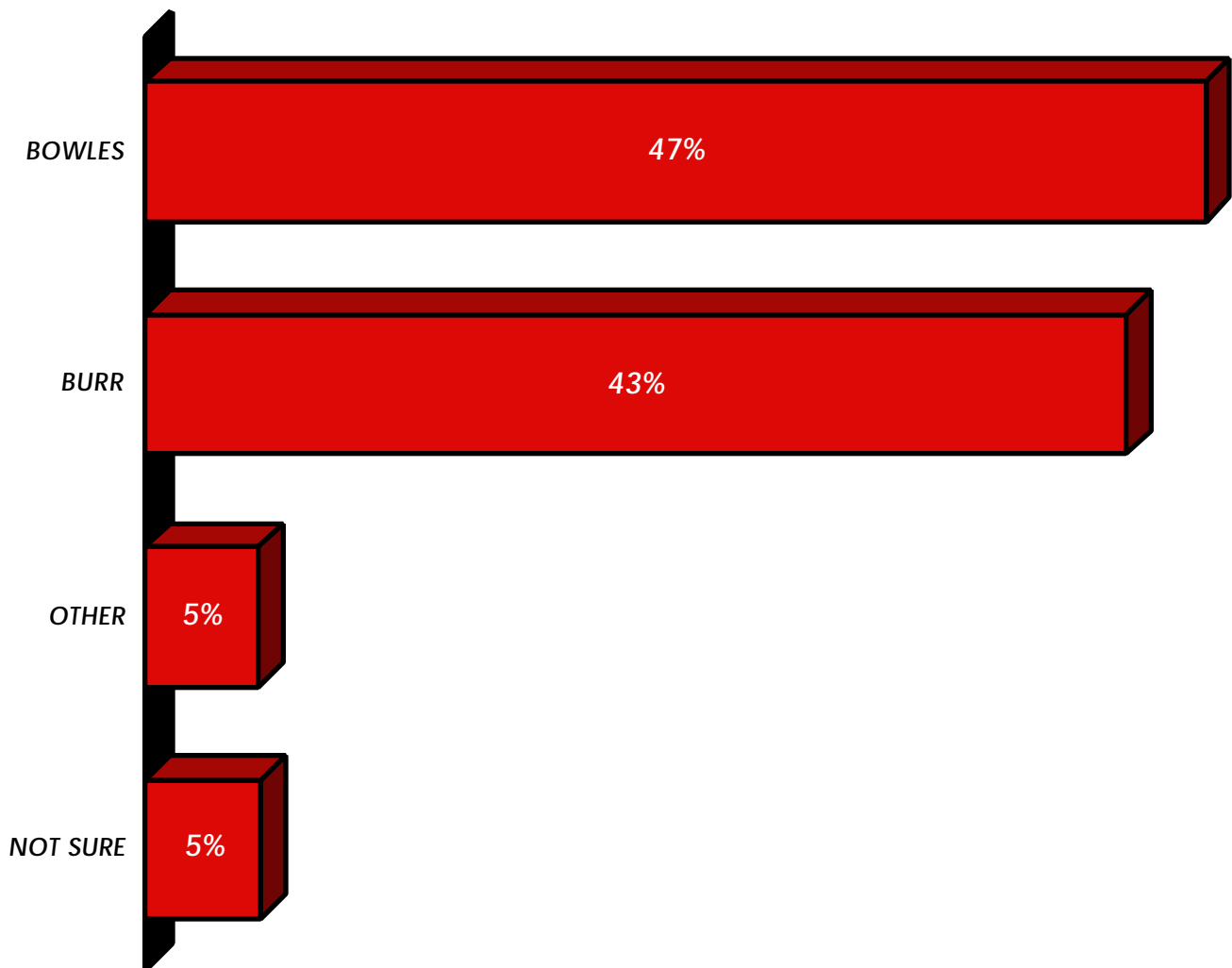
RESULTS MAY NOT ADD TO 100%, BECAUSE PERCENTAGES ARE ROUNDED TO WHOLE NUMBERS

Q2: WILL DEBATE CHANGE YOUR VOTE? / ALL ADULTS WHO WATCHED THE DEBATE
DID THIS DEBATE CHANGE HOW YOU WILL VOTE IN NOVEMBER?



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

Q3: NOW VOTING FOR... / ALL ADULTS WHO WATCHED THE DEBATE WHO WILL CHANGE THEIR VOTE AS A RESULT OF THIS DEBATE, ARE YOU NOW GOING TO VOTE FOR ERSKINE BOWLES? ARE YOU NOW GOING TO VOTE FOR RICHARD BURR? OR... ARE YOU NOW GOING TO VOTE FOR SOME OTHER CANDIDATE?



THIS IS A SURVEY OF	44	ADULTS WHO WATCHED THE DEBATE FROM THE ENTIRE STATE OF NORTH CAROLINA WHO WILL CHANGE THEIR VOTE
OVERALL RESULTS CONSIDERED SIGNIFICANT	± 14.8	A LARGER \pm APPLIES TO SUBPOPULATIONS

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

Q3: NOW VOTING FOR... / RESPONSES COMPARED BY PERCENTAGES AND BY INDEX

	OVERALL	REPUBLICAN	DEMOCRAT	INDEPENDENT	MALE	FEMALE	AGE 18 - 34	AGE 35 - 54	AGE 55 +	WHITE	BLACK	HISPANIC	CHARLOTTE & WEST	RALEIGH & GREENSBORO	SOUTH & COAST
RESPONSES SORTED BY DEMOGRAPHIC CATEGORY															
BOWLES	47%	23%	59%	59%	43%	57%	28%	51%	60%	40%	63%	N/A	30%	50%	76%
BURR	43%	70%	21%	37%	51%	24%	67%	39%	26%	53%	16%	N/A	54%	41%	24%
OTHER	5%	2%	9%	4%	4%	7%	0%	0%	14%	5%	4%	N/A	5%	6%	0%
NOT SURE	5%	5%	11%	0%	2%	12%	5%	10%	0%	2%	17%	N/A	11%	3%	0%
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	0%	100%	100%	100%

	OVERALL	REPUBLICAN	DEMOCRAT	INDEPENDENT	MALE	FEMALE	AGE 18 - 34	AGE 35 - 54	AGE 55 +	WHITE	BLACK	HISPANIC	CHARLOTTE & WEST	RALEIGH & GREENSBORO	SOUTH & COAST
DEMOGRAPHIC SUBPOPULATIONS INDEXED TO OVERALL RESPONSES															
BOWLES	100	49	127	127	91	121	60	108	129	85	135	N/A	64	107	163
BURR	100	162	49	84	118	56	154	90	60	122	36	N/A	125	96	55
OTHER	100	48	176	83	79	149	0	0	282	110	82	N/A	95	121	0
NOT SURE	100	97	212	0	46	228	106	204	0	44	334	N/A	224	56	0

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.