

3 TIGHT FIGHTS IN NC: BUSH, EASLEY, BOWLES LEAD, BUT BY SINGLE DIGITS



IN 2000, BUSH CARRIED NC BY 13 ... LEADS TODAY BY 6 ... 15 ELECTORAL VOTES IN PLAY

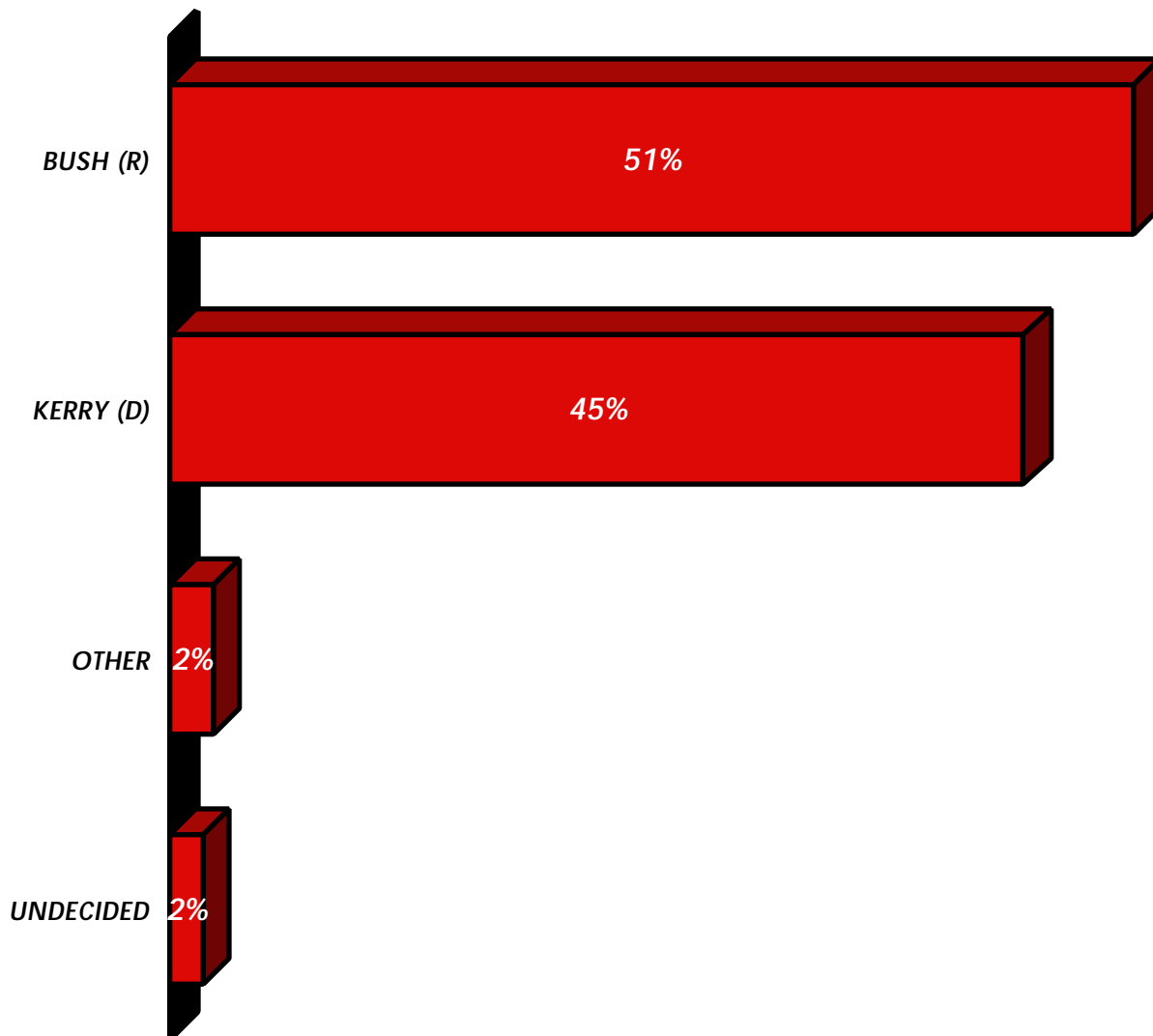
- * IN AN ELECTION IN NC TODAY, GEORGE W BUSH DEFEATS JOHN KERRY FOR PRESIDENT, MIKE EASLEY DEFEATS PATRICK BALLANTINE FOR GOVERNOR & ERSKINE BOWLES DEFEATS RICHARD BURR FOR U. S. SENATE, ACCORDING TO SURVEYUSA POLL OF 592 LIKELY VOTERS TAKEN 8/13 - 8/15.
- * TODAY, 11 WKS TO VOTE, IT' S BUSH 51%, KERRY 45%, UNCHANGED FROM SAME POLL 3 WKS AGO.
- * TODAY, IT' S EASLEY 51%, BALLANTINE 44%. TODAY, IT' S BOWLES 50%, BURR 42%.
- * KEY DYNAMIC: HOUSEHOLDS EARNING LESS THAN \$40K/YR SPLIT TICKET & VOTE FOR GOP BUSH AT TOP OF TICKET & DEMS BOWLES & EASLEY DOWN-TICKET. BUSH UP 21 IN SUBURBS, KERRY UP 15 IN URBAN AREAS. BALLANTINE UP 8 AMONG WHITES, DOWN 73 AMONG BLACKS. EASLEY UP 13 IN TRIANGLE, CANDIDATES TIED ELSEWHERE. BOWLES UP 16 AMONG WOMEN, UP 1 AMONG MEN.

RESEARCH CONDUCTED E.T.	040813 15: 31- 20: 49 040814 12: 01- 20: 48 040815 14: 01- 19: 22 ET
RESPONDENTS DRAWN FROM	THE ENTIRE STATE OF NORTH CAROLINA
RANDOM SAMPLE SELECTED BY	SURVEY SAMPLING INC.

RESEARCH CONDUCTED FOR WBTV-TV CHARLOTTE AND WTVD-TV RALEIGH-DURHAM

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?

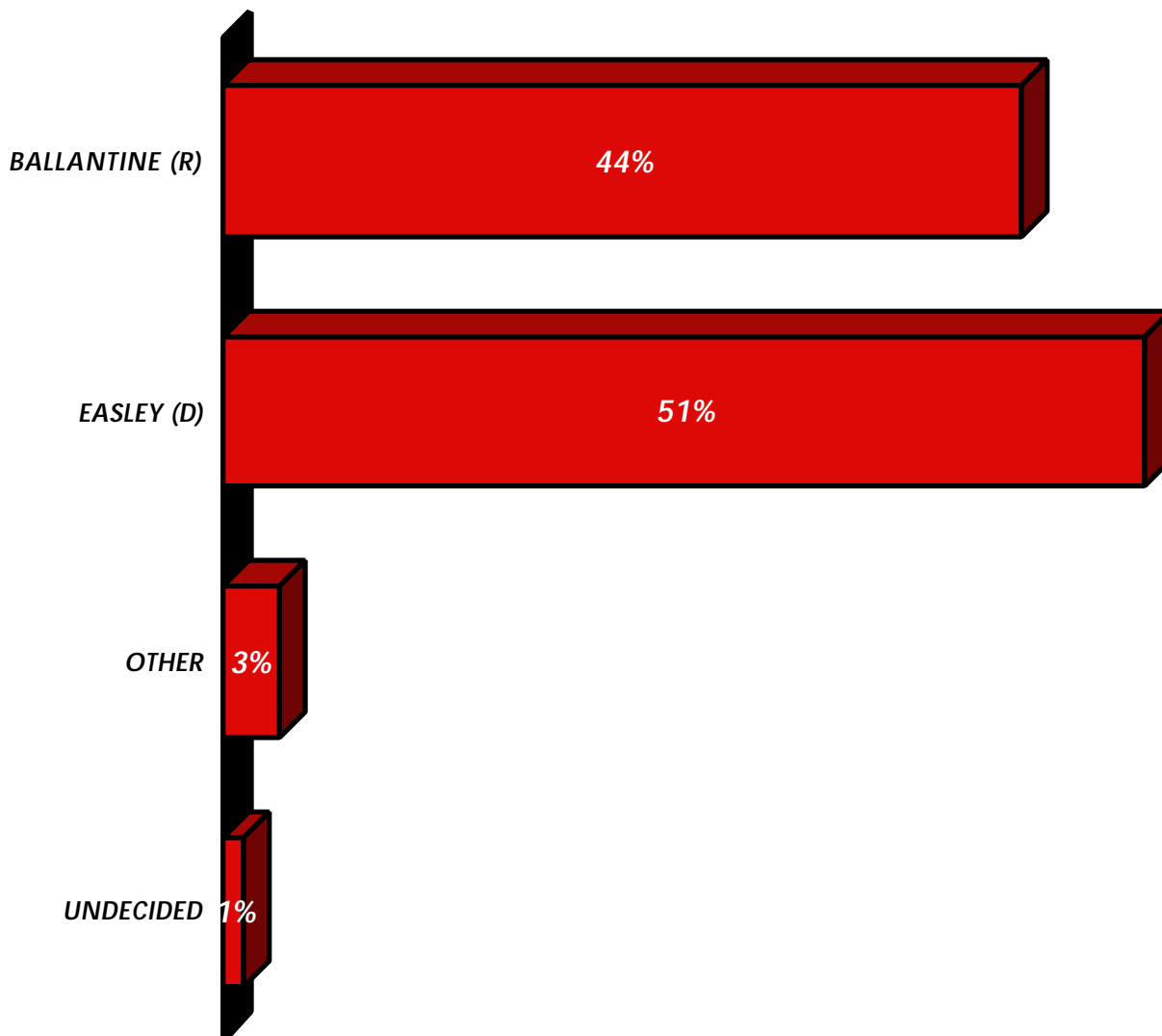


THIS IS A SURVEY OF	592	LIKELY VOTERS FROM THE ENTIRE STATE OF NORTH CAROLINA
OVERALL RESULTS CONSIDERED SIGNIFICANT	±4.1%	A LARGER ± APPLIES TO SUBPOPULATIONS

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

VOTE FOR GOVERNOR / ALL LIKELY VOTERS

NORTH CAROLINA VOTERS MAY ALSO VOTE IN AN ELECTION FOR GOVERNOR. IF THE ELECTION FOR GOVERNOR WERE TODAY, AND YOU WERE STANDING IN THE VOTING BOOTH RIGHT NOW, WHO WOULD YOU VOTE FOR? REPUBLICAN PATRICK BALLANTINE? DEMOCRAT MIKE EASLEY? OR SOME OTHER CANDIDATE?

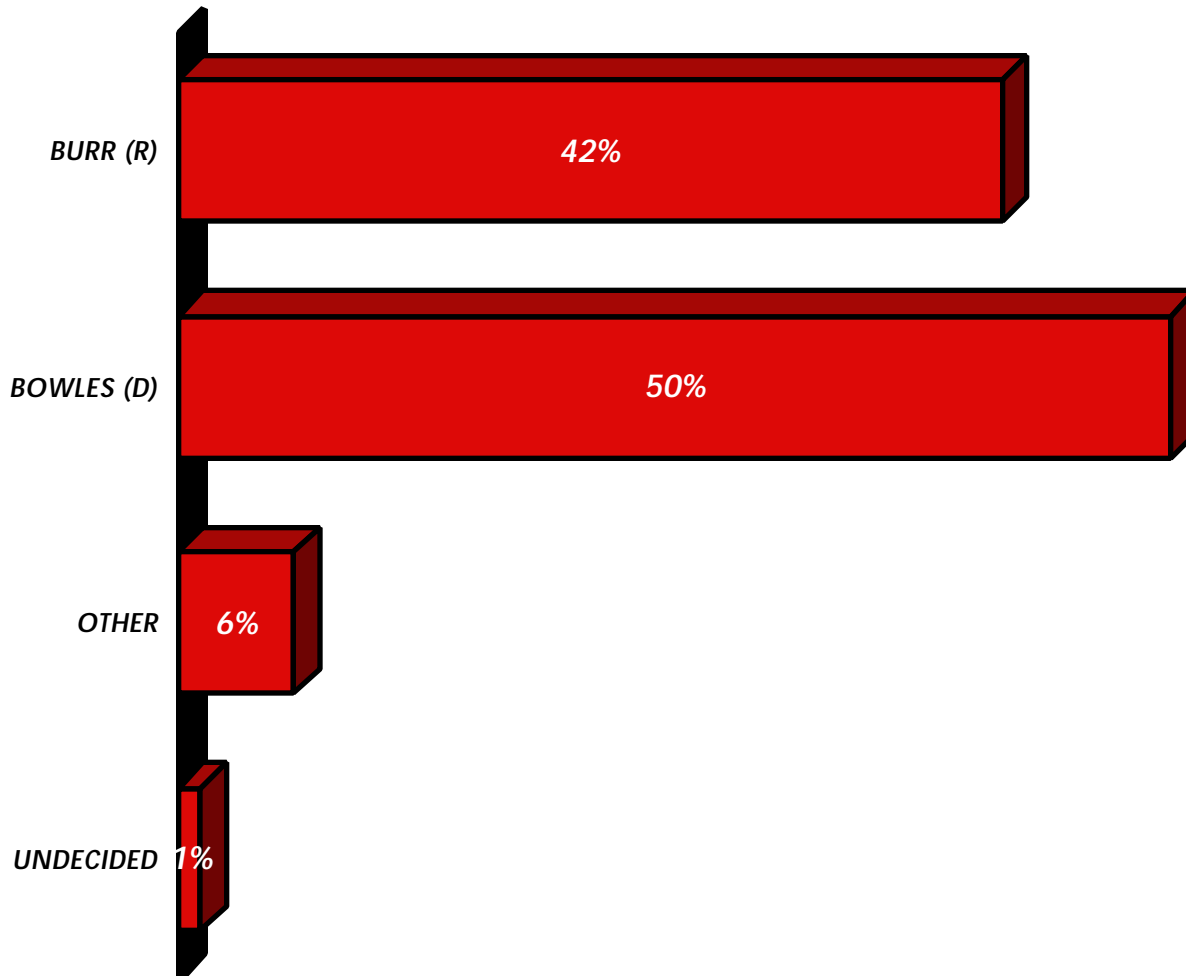


THIS IS A SURVEY OF	585	LIKELY VOTERS FROM THE ENTIRE STATE OF NORTH CAROLINA
OVERALL RESULTS CONSIDERED SIGNIFICANT	±4.1%	A LARGER ± APPLIES TO SUBPOPULATIONS

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

VOTE FOR SENATE / ALL LIKELY VOTERS

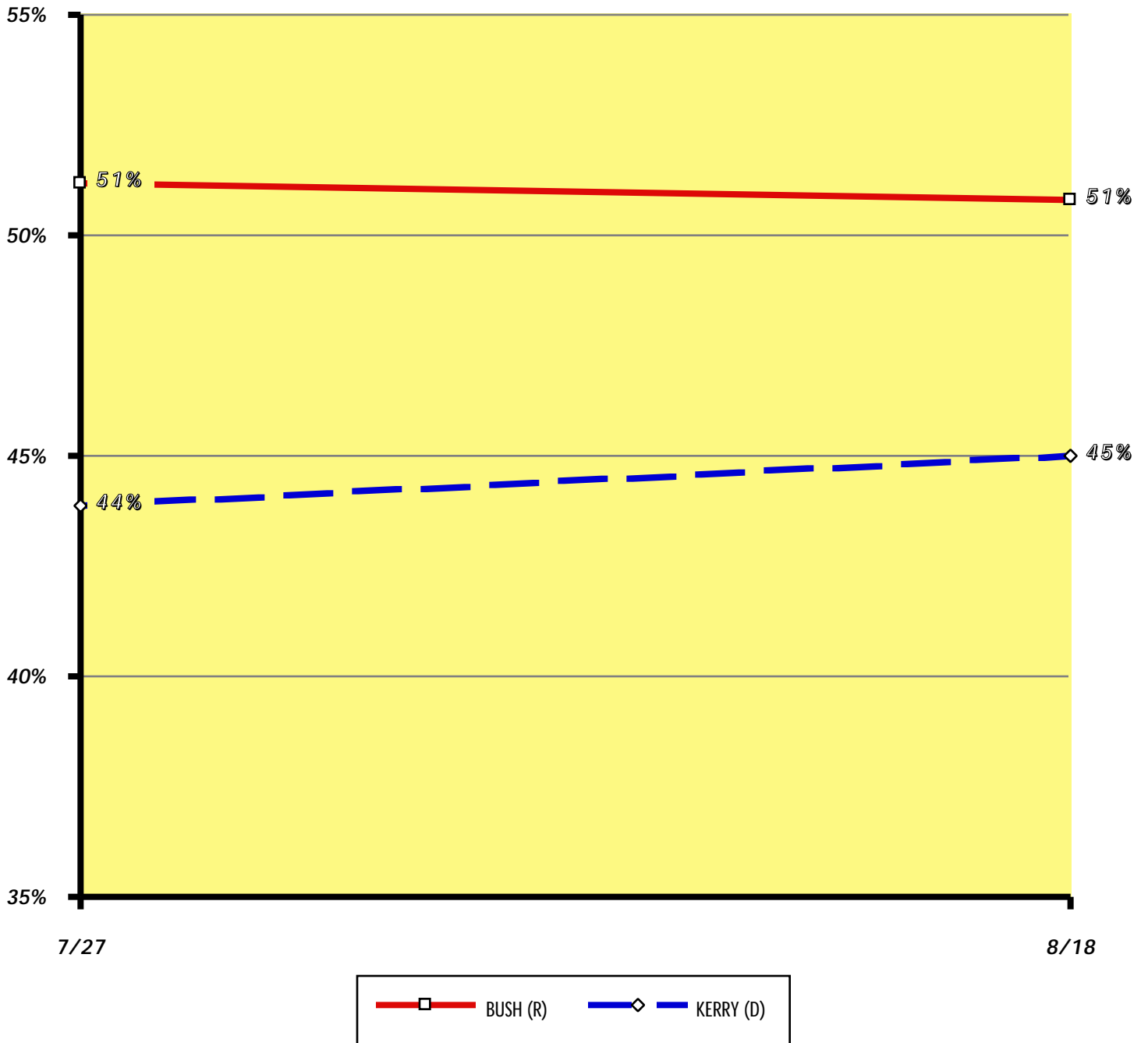
NORTH CAROLINA VOTERS MAY ALSO VOTE IN AN ELECTION FOR UNITED STATES SENATOR. IF THE ELECTION FOR U. S. SENATOR FROM NORTH CAROLINA WERE TODAY, AND YOU WERE STANDING IN THE VOTING BOOTH RIGHT NOW, WHO WOULD YOU VOTE FOR? REPUBLICAN RICHARD BURR? DEMOCRAT ERSKINE BOWLES? OR SOME OTHER CANDIDATE?



THIS IS A SURVEY OF	586	LIKELY VOTERS FROM THE ENTIRE STATE OF NORTH CAROLINA
OVERALL RESULTS CONSIDERED SIGNIFICANT	±4.1%	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 PRESIDENT / 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 HISPANIC ASIAN/OTHER BUSH (R) KERRY (D)

RESPONSES SORTED BY DEMOGRAPHIC CATEGORY

BUSH (R)	51%	51%	49%	51%	51%	47%	54%	50%	52%	62%	6%	57%	28%		
KERRY (D)	45%	45%	41%	46%	45%	48%	42%	46%	45%	33%	92%	43%	60%		
OTHER	2%	2%	5%	2%	2%	3%	2%	2%	1%	3%	1%	0%	11%		
UNDECIDED	2%	2%	5%	1%	2%	2%	1%	2%	2%	2%	1%	0%	0%		
VOTED 'FOR' CANDIDATE															86%
'AGAINST' OTHER CAND.															12%
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%		

DEMOGRAPHIC SUBPOPULATIONS INDEXED TO OVERALL RESPONSES

BUSH (R)	100	100	97	100	100	93	107	98	102	122	13	113	56		
KERRY (D)	100	101	90	101	99	106	93	102	99	74	203	94	134		
OTHER	100	89	214	98	102	141	87	98	56	110	40	0	488		
UNDECIDED	100	82	284	69	130	105	77	105	126	120	58	0	0		

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

VOTE FOR PRESIDENT / RESPONSES COMPARED BY PERCENTAGES AND BY INDEX

	OVERALL	BALLANTINE (R)	EASLEY (D)	OTHER	BURR (R)	BOWLES (D)	OTHER	REPUBLICAN	DEMOCRAT	INDEPENDENT/OTHER					
RESPONSES SORTED BY DEMOGRAPHIC CATEGORY															
BUSH (R)	51%	86%	21%	63%	90%	18%	59%	94%	14%	48%					
KERRY (D)	45%	11%	77%	13%	8%	78%	31%	5%	83%	41%					
OTHER	2%	2%	1%	24%	2%	2%	10%	1%	1%	7%					
UNDECIDED	2%	1%	1%	0%	0%	2%	0%	0%	2%	4%					
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%					

	OVERALL	BALLANTINE (R)	EASLEY (D)	OTHER	BURR (R)	BOWLES (D)	OTHER	REPUBLICAN	DEMOCRAT	INDEPENDENT/OTHER					
DEMOGRAPHIC SUBPOPULATIONS INDEXED TO OVERALL RESPONSES															
BUSH (R)	100	168	41	124	177	35	116	184	27	94					
KERRY (D)	100	25	170	29	17	174	70	10	185	92					
OTHER	100	85	60	1049	84	81	426	63	59	303					
UNDECIDED	100	64	70	0	17	125	0	10	92	200					

VOTE FOR PRESIDENT / RESPONSES COMPARED BY PERCENTAGES AND BY INDEX

	OVERALL	GRAD SCHOOL	COLLEGE GRAD	SOME COLLEGE	NO COLLEGE	CONSERVATIVE	MODERATE	LIBERAL	NO RELIGIOUS SERVICES	OCCASIONAL RELIGIOUS SERVICES	REGULAR RELIGIOUS SERVICES	PRO-LIFE	PRO-CHOICE		
	RESPONSES SORTED BY DEMOGRAPHIC CATEGORY														
BUSH (R)	51%	43%	54%	53%	50%	75%	35%	9%	43%	40%	58%	75%	27%		
KERRY (D)	45%	52%	43%	41%	47%	22%	60%	89%	54%	54%	38%	23%	68%		
OTHER	2%	2%	2%	3%	2%	2%	3%	1%	3%	3%	2%	2%	3%		
UNDECIDED	2%	2%	1%	2%	2%	1%	3%	1%	0%	2%	2%	1%	2%		
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%		

	OVERALL	GRAD SCHOOL	COLLEGE GRAD	SOME COLLEGE	NO COLLEGE	CONSERVATIVE	MODERATE	LIBERAL	NO RELIGIOUS SERVICES	OCCASIONAL RELIGIOUS SERVICES	REGULAR RELIGIOUS SERVICES	PRO-LIFE	PRO-CHOICE		
	DEMOGRAPHIC SUBPOPULATIONS INDEXED TO OVERALL RESPONSES														
BUSH (R)	100	85	106	105	97	148	68	18	84	80	114	147	53		
KERRY (D)	100	115	96	92	104	49	133	197	119	121	85	51	152		
OTHER	100	101	76	138	77	81	119	52	144	126	73	79	112		
UNDECIDED	100	133	49	123	107	61	139	45	22	125	103	40	121		

VOTE FOR PRESIDENT / RESPONSES COMPARED BY PERCENTAGES AND BY INDEX

	OVERALL	> \$40,000	\$40,000 - \$80,000	\$80,000+	CHARLOTTE & WEST	RALEIGH & GREENSBORO	SOUTH & COAST	URBAN	SUBURBAN	RURAL					
RESPONSES SORTED BY DEMOGRAPHIC CATEGORY															
BUSH (R)	51%	46%	54%	54%	51%	50%	53%	41%	58%	52%					
KERRY (D)	45%	47%	43%	43%	44%	46%	43%	56%	37%	44%					
OTHER	2%	3%	2%	2%	3%	3%	1%	1%	4%	2%					
UNDECIDED	2%	3%	1%	2%	2%	1%	3%	2%	2%	2%					
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%					

	OVERALL	> \$40,000	\$40,000 - \$80,000	\$80,000+	CHARLOTTE & WEST	RALEIGH & GREENSBORO	SOUTH & COAST	URBAN	SUBURBAN	RURAL					
DEMOGRAPHIC SUBPOPULATIONS INDEXED TO OVERALL RESPONSES															
BUSH (R)	100	91	107	105	101	98	104	81	114	102					
KERRY (D)	100	105	95	96	97	103	96	125	81	97					
OTHER	100	148	69	75	116	110	34	43	162	79					
UNDECIDED	100	168	55	84	121	67	161	89	85	134					

VOTE FOR GOVERNOR / 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	HISPANIC	ASIAN/OTHER		
RESPONSES SORTED BY DEMOGRAPHIC CATEGORY															
BALLANTINE (R)	44%	44%	47%	48%	41%	46%	46%	41%	44%	52%	12%	59%	36%		
EASLEY (D)	51%	52%	43%	49%	53%	49%	50%	55%	53%	44%	85%	41%	53%		
OTHER	3%	3%	8%	3%	4%	3%	3%	3%	2%	3%	2%	0%	11%		
UNDECIDED	1%	1%	2%	0%	2%	1%	1%	2%	1%	1%	1%	0%	0%		
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%		

	OVERALL	CERTAIN	PROBABLE	MALE	FEMALE	AGE 18-34	AGE 35-49	AGE 50-64	AGE 65+	WHITE	BLACK	HISPANIC	ASIAN/OTHER		
DEMOGRAPHIC SUBPOPULATIONS INDEXED TO OVERALL RESPONSES															
BALLANTINE (R)	100	99	106	107	93	103	104	91	99	116	27	134	81		
EASLEY (D)	100	102	83	97	103	96	97	107	103	85	166	79	103		
OTHER	100	84	265	84	116	110	109	93	75	108	61	0	363		
UNDECIDED	100	93	177	26	173	106	60	150	94	111	92	0	0		

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

VOTE FOR GOVERNOR / RESPONSES COMPARED BY PERCENTAGES AND BY INDEX

OVERALL BUSH (R) KERRY (D) OTHER BURR (R) BOWLES (D) OTHER REPUBLICAN DEMOCRAT INDEPENDENT/OTHER

RESPONSES SORTED BY DEMOGRAPHIC CATEGORY

BALLANTINE (R)	44%	74%	11%	37%	81%	15%	33%	80%	14%	36%					
EASLEY (D)	51%	21%	87%	30%	17%	82%	44%	16%	83%	54%					
OTHER	3%	4%	1%	32%	2%	2%	21%	3%	2%	7%					
UNDECIDED	1%	1%	1%	0%	1%	1%	2%	1%	1%	3%					
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%					

DEMOGRAPHIC SUBPOPULATIONS INDEXED TO OVERALL RESPONSES

BALLANTINE (R)	100	167	25	84	181	33	75	181	33	82					
EASLEY (D)	100	41	170	59	32	161	86	32	161	105					
OTHER	100	123	29	1036	72	59	683	91	60	219					
UNDECIDED	100	87	59	0	47	84	121	39	85	240					

OVERALL BUSH (R) KERRY (D) OTHER BURR (R) BOWLES (D) OTHER REPUBLICAN DEMOCRAT INDEPENDENT/OTHER

VOTE FOR GOVERNOR / RESPONSES COMPARED BY PERCENTAGES AND INDEX

OVERALL
 GRAD SCHOOL
 COLLEGE GRAD
 SOME COLLEGE
 NO COLLEGE
 CONSERVATIVE
 MODERATE
 LIBERAL
 NO RELIGIOUS SERVICES
 OCCASIONAL RELIGIOUS SERVICES
 REGULAR RELIGIOUS SERVICES
 PRO-LIFE
 PRO-CHOICE

RESPONSES SORTED BY DEMOGRAPHIC CATEGORY

BALLANTINE (R)	44%	38%	49%	46%	43%	67%	26%	12%	37%	36%	51%	64%	24%		
EASLEY (D)	51%	58%	48%	49%	53%	28%	69%	86%	59%	60%	45%	32%	72%		
OTHER	3%	2%	2%	4%	4%	3%	3%	2%	3%	4%	3%	3%	3%		
WON'T VOTE	1%	3%	2%	1%	0%	1%	2%	1%	1%	1%	2%	1%	1%		
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%		

DEMOGRAPHIC SUBPOPULATIONS INDEXED TO OVERALL RESPONSES

BALLANTINE (R)	100	85	110	103	96	152	60	26	84	80	114	144	55		
EASLEY (D)	100	112	93	96	104	55	135	167	114	118	88	62	141		
OTHER	100	69	51	139	118	107	85	64	100	114	88	98	90		
WON'T VOTE	100	203	128	82	38	78	130	49	78	55	131	97	78		

OVERALL
 GRAD SCHOOL
 COLLEGE GRAD
 SOME COLLEGE
 NO COLLEGE
 CONSERVATIVE
 MODERATE
 LIBERAL
 NO RELIGIOUS SERVICES
 OCCASIONAL RELIGIOUS SERVICES
 REGULAR RELIGIOUS SERVICES
 PRO-LIFE
 PRO-CHOICE

VOTE FOR GOVERNOR / RESPONSES COMPARED BY PERCENTAGES AND BY INDEX

	OVERALL	> \$40,000	\$40,000 - \$80,000	\$80,000+	CHARLOTTE & WEST	RALEIGH & GREENSBORO	SOUTH & COAST	URBAN	SUBURBAN	RURAL				
RESPONSES SORTED BY DEMOGRAPHIC CATEGORY														
BALLANTINE (R)	44%	42%	46%	45%	47%	41%	50%	34%	54%	43%				
EASLEY (D)	51%	53%	50%	51%	47%	54%	49%	62%	42%	52%				
OTHER	3%	4%	3%	2%	4%	3%	0%	3%	3%	3%				
UNDECIDED	1%	1%	1%	2%	1%	2%	0%	1%	1%	2%				
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%				

	OVERALL	> \$40,000	\$40,000 - \$80,000	\$80,000+	CHARLOTTE & WEST	RALEIGH & GREENSBORO	SOUTH & COAST	URBAN	SUBURBAN	RURAL				
DEMOGRAPHIC SUBPOPULATIONS INDEXED TO OVERALL RESPONSES														
BALLANTINE (R)	100	94	104	102	107	92	112	77	121	97				
EASLEY (D)	100	104	97	99	93	106	96	121	82	102				
OTHER	100	134	85	79	127	110	12	93	105	101				
UNDECIDED	100	78	92	131	91	125	38	85	90	132				

VOTE FOR SENATE / 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	HISPANIC	ASIAN/OTHER		
	RESPONSES SORTED BY DEMOGRAPHIC CATEGORY														
BURR (R)	42%	44%	47%	47%	37%	43%	43%	38%	43%	48%	7%	78%	32%		
BOWLES (D)	50%	52%	43%	48%	53%	44%	50%	56%	55%	44%	88%	12%	47%		
OTHER	6%	3%	8%	4%	7%	10%	6%	4%	1%	6%	4%	9%	21%		
WON'T VOTE	2%	1%	2%	1%	3%	3%	1%	2%	1%	2%	1%	0%	0%		
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%		

	OVERALL	CERTAIN	PROBABLE	MALE	FEMALE	AGE 18-34	AGE 35-49	AGE 50-64	AGE 65+	WHITE	BLACK	HISPANIC	ASIAN/OTHER		
	DEMOGRAPHIC SUBPOPULATIONS INDEXED TO OVERALL RESPONSES														
BURR (R)	100	105	112	113	87	103	102	92	102	115	16	187	77		
BOWLES (D)	100	103	84	95	105	88	98	110	109	87	175	25	93		
OTHER	100	44	140	72	127	164	108	69	21	96	70	161	351		
WON'T VOTE	100	64	122	39	159	162	65	105	52	122	48	0	0		

VOTE FOR SENATE / RESPONSES COMPARED BY PERCENTAGES AND BY INDEX

	OVERALL	BUSH (R)	KERRY (D)	OTHER	BALLANTINE (R)	EASLEY (D)	OTHER	REPUBLICAN	DEMOCRAT	INDEPENDENT/OTHER					
RESPONSES SORTED BY DEMOGRAPHIC CATEGORY															
BURR (R)	42%	74%	7%	35%	77%	14%	30%	80%	11%	33%					
BOWLES (D)	50%	17%	88%	41%	17%	80%	30%	12%	86%	49%					
OTHER	6%	7%	4%	25%	4%	5%	40%	6%	2%	17%					
WON'T VOTE	2%	2%	1%	0%	2%	1%	0%	2%	2%	1%					
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%					

	OVERALL	BUSH (R)	KERRY (D)	OTHER	BALLANTINE (R)	EASLEY (D)	OTHER	REPUBLICAN	DEMOCRAT	INDEPENDENT/OTHER					
DEMOGRAPHIC SUBPOPULATIONS INDEXED TO OVERALL RESPONSES															
BURR (R)	100	176	17	83	183	32	72	191	26	80					
BOWLES (D)	100	34	174	80	33	159	59	24	170	98					
OTHER	100	115	70	421	76	86	684	99	30	284					
WON'T VOTE	100	131	41	0	112	57	0	121	83	33					

OVERALL
 BUSH (R)
 KERRY (D)
 OTHER
 BALLANTINE (R)
 EASLEY (D)
 OTHER
 REPUBLICAN
 DEMOCRAT
 INDEPENDENT/OTHER

VOTE FOR SENATE / RESPONSES COMPARED BY PERCENTAGES AND BY INDEX

	OVERALL	GRAD SCHOOL	COLLEGE GRAD	SOME COLLEGE	NO COLLEGE	CONSERVATIVE	MODERATE	LIBERAL	NO RELIGIOUS SERVICES	OCCASIONAL RELIGIOUS SERVICES	REGULAR RELIGIOUS SERVICES	PRO-LIFE	PRO-CHOICE		
RESPONSES SORTED BY DEMOGRAPHIC CATEGORY															
BURR (R)	42%	37%	42%	42%	43%	62%	29%	6%	33%	37%	47%	61%	25%		
BOWLES (D)	50%	59%	50%	47%	50%	29%	64%	90%	58%	54%	47%	31%	69%		
OTHER	6%	2%	6%	9%	6%	7%	5%	3%	6%	7%	5%	6%	6%		
WON'T VOTE	2%	2%	2%	2%	2%	2%	2%	1%	2%	2%	2%	2%	1%		
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%		

	OVERALL	GRAD SCHOOL	COLLEGE GRAD	SOME COLLEGE	NO COLLEGE	CONSERVATIVE	MODERATE	LIBERAL	NO RELIGIOUS SERVICES	OCCASIONAL RELIGIOUS SERVICES	REGULAR RELIGIOUS SERVICES	PRO-LIFE	PRO-CHOICE		
DEMOGRAPHIC SUBPOPULATIONS INDEXED TO OVERALL RESPONSES															
BURR (R)	100	90	102	101	103	148	70	14	80	88	111	145	60		
BOWLES (D)	100	116	99	93	99	58	127	179	116	107	92	62	136		
OTHER	100	28	99	147	95	122	87	47	103	126	84	95	97		
WON'T VOTE	100	118	90	119	84	87	99	48	112	93	103	131	31		

VOTE FOR SENATE / RESPONSES COMPARED BY PERCENTAGES AND BY INDEX

	OVERALL	>\$40,000	\$40,000 - \$80,000	\$80,000+	CHARLOTTE & WEST	RALEIGH & GREENSBORO	SOUTH & COAST	URBAN	SUBURBAN	RURAL					
	RESPONSES SORTED BY DEMOGRAPHIC CATEGORY														
BURR (R)	42%	36%	41%	53%	43%	41%	40%	39%	46%	39%					
BOWLES (D)	50%	57%	50%	41%	50%	50%	53%	57%	44%	52%					
OTHER	6%	5%	7%	5%	5%	6%	6%	3%	7%	7%					
WON'T VOTE	2%	1%	2%	1%	2%	2%	1%	1%	3%	2%					
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%					

	OVERALL	>\$40,000	\$40,000 - \$80,000	\$80,000+	CHARLOTTE & WEST	RALEIGH & GREENSBORO	SOUTH & COAST	URBAN	SUBURBAN	RURAL					
	DEMOGRAPHIC SUBPOPULATIONS INDEXED TO OVERALL RESPONSES														
BURR (R)	100	87	97	126	104	99	96	94	109	94					
BOWLES (D)	100	113	98	81	98	100	105	113	87	102					
OTHER	100	93	127	93	93	106	95	47	127	123					
WON'T VOTE	100	60	125	52	89	118	66	42	150	95					

RAW COUNTS FOR ALL RESPONSE CHOICES

THE RESPONSES OF A SUBPOPULATION OF 100 WOULD TYPICALLY BE CONSIDERED ACCURATE ± 3%. PLEASE EXERCISE EXTREME CAUTION IN DRAWING CONCLUSIONS FROM SUBPOPULATIONS SMALLER THAN 100.

	OVERALL	CERTAIN	PROBABLE	MALE	FEMALE	AGE 18-34	AGE 35-49	AGE 50-64	AGE 65+	WHITE	BLACK	HISPANIC	ASIAN/OTHER	VOTED 'FOR' CANDIDATE	'AGAINST' OTHER CAND.
REGISTERED	661	540	052	321	340	200	199	146	115	489	127	030	016		
CERTAIN	540	540	000	266	274	151	167	128	094	397	102	028	012		
PROBABLE	052	000	052	026	027	021	015	008	008	045	007	000	001		
LIKELY	592	540	052	292	300	173	182	136	102	442	109	028	013		
BUSH (R)	301	275	026	149	152	081	099	068	053	274	007	016	004	260	038
KERRY (D)	267	245	021	133	134	082	076	062	046	147	100	012	008	155	105
OTHER	014	011	003	007	007	006	004	003	001	011	001	000	001	000	000
UNDECIDED	011	008	003	004	007	003	003	003	002	010	001	000	000	000	000
BALLANTINE (R)	260	235	024	138	121	079	083	055	043	225	013	017	005		
EASLEY (D)	300	278	022	144	156	085	090	074	051	190	091	012	007		
OTHER	018	014	004	008	011	006	006	004	002	015	002	000	001		
WON'T VOTE	007	006	001	001	006	001	002	000	004	006	001	000	000		
UNDECIDED	008	006	001	001	007	002	001	003	001	006	001	000	000		
BURR (R)	245	235	024	136	109	072	077	052	043	212	007	022	004		
BOWLES (D)	295	278	022	138	158	075	089	075	056	192	094	004	006		
OTHER	034	014	004	012	022	016	011	005	001	025	004	003	002		
WON'T VOTE	006	006	001	003	003	004	002	000	001	004	002	000	001		
UNDECIDED	011	006	001	002	009	005	002	003	001	010	001	000	000		
TOTAL	800	540	052	386	414	266	242	165	128	581	159	034	026		
COMPOSITION OF ADULTS	100%	67%	7%	48%	52%	33%	30%	21%	16%	73%	20%	4%	3%		
COMP. OF REG. VOTERS	100%	82%	8%	48%	52%	30%	30%	22%	17%	74%	19%	4%	2%		
COMP. OF LIKELY VOTERS	100%	91%	9%	49%	51%	29%	31%	23%	17%	75%	18%	5%	2%		

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RAW COUNTS FOR ALL RESPONSE CHOICES

THE RESPONSES OF A SUBPOPULATION OF 100 WOULD TYPICALLY BE CONSIDERED ACCURATE ± 10%. PLEASE EXERCISE EXTREME CAUTION IN DRAWING CONCLUSIONS FROM SUBPOPULATIONS SMALLER THAN 100

	OVERALL	REPUBLICAN	DEMOCRAT	INDEPENDENT/OTHER	NOT SURE	BUSH (R)	KERRY (D)	OTHER	UNDECIDED	BALLANTINE (R)	EASLEY (D)	OTHER	WON'T VOTE	UNDECIDED
REGISTERED	661	250	282	117	012	301	267	014	011	260	300	018	007	008
CERTAIN	540	219	233	081	007	275	245	011	008	235	278	014	006	006
PROBABLE	052	013	022	017	001	026	021	003	003	024	022	004	001	001
LIKELY	592	232	255	097	008	301	267	014	011	260	300	018	007	008
BUSH (R)	301	218	035	047	001	n/a	n/a	n/a	n/a	222	062	011	002	003
KERRY (D)	267	011	212	040	003	n/a	n/a	n/a	n/a	029	229	002	003	002
OTHER	014	003	003	007	000	n/a	n/a	n/a	n/a	005	004	004	000	000
UNDECIDED	011	000	004	004	003	n/a	n/a	n/a	n/a	003	004	000	002	002
BALLANTINE (R)	260	186	036	035	002	222	029	005	003	n/a	n/a	n/a	n/a	n/a
EASLEY (D)	300	038	208	052	002	062	229	004	004	n/a	n/a	n/a	n/a	n/a
OTHER	018	007	005	007	000	011	002	004	000	n/a	n/a	n/a	n/a	n/a
WON'T VOTE	007	001	003	001	002	002	003	000	002	n/a	n/a	n/a	n/a	n/a
UNDECIDED	008	001	003	003	001	003	002	000	002	n/a	n/a	n/a	n/a	n/a
BURR (R)	245	184	027	032	002	220	019	005	001	197	041	006	001	001
BOWLES (D)	295	028	217	047	002	052	231	006	007	043	240	005	003	003
OTHER	034	013	004	016	000	020	011	003	000	011	015	007	000	001
WON'T VOTE	006	002	002	001	002	001	004	000	002	003	001	000	003	000
UNDECIDED	011	005	004	001	001	007	002	000	002	005	003	000	000	002
TOTAL	800	250	282	117	012	301	267	014	011	260	300	018	007	008
COMPOSITION OF ADULTS	100%	31%	35%	15%	1%	38%	33%	2%	1%	32%	37%	2%	1%	1%
COMP. OF REG. VOTERS	100%	38%	43%	18%	2%	46%	40%	2%	2%	39%	45%	3%	1%	1%
COMP. OF LIKELY VOTERS	100%	39%	43%	16%	1%	51%	45%	2%	2%	44%	51%	3%	1%	1%

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	OVERALL	BURR (R)	BOWLES (D)	OTHER	WON'T VOTE	UNDECIDED									
REGISTERED	661	245	295	034	006	011									
CERTAIN	540	232	265	029	004	010									
PROBABLE	052	013	030	006	003	001									
LIKELY	592	245	295	034	006	011									
BUSH (R)	301	220	052	020	001	007									
KERRY (D)	267	019	231	011	004	002									
OTHER	014	005	006	003	000	000									
UNDECIDED	011	001	007	000	002	002									
BALLANTINE (R)	260	197	043	011	003	005									
EASLEY (D)	300	041	240	015	001	003									
OTHER	018	006	005	007	000	000									
WON'T VOTE	007	001	003	000	003	000									
UNDECIDED	008	001	003	001	000	002									
TOTAL	800	260	300	018	007	008									
COMPOSITION OF ADULTS	100%	32%	37%	2%	1%	1%									
COMP. OF REG. VOTERS	100%	37%	45%	5%	1%	2%									
COMP. OF LIKELY VOTERS	100%	41%	50%	6%	1%	2%									

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	OVERALL	GRAD SCHOOL	COLLEGE GRAD	SOME COLLEGE	NO COLLEGE	CONSERVATIVE	MODERATE	LIBERAL	NOT SURE	NO RELIGIOUS SERVICES	OCCASIONAL RELIGIOUS SERVICES	REGULAR RELIGIOUS SERVICES	PRO-LIFE	PRO-CHOICE
REGISTERED	661	105	159	173	219	303	246	076	030	078	214	361	317	300
CERTAIN	540	089	148	143	157	258	201	059	019	059	163	313	255	254
PROBABLE	052	007	005	019	020	020	023	005	004	008	022	021	028	018
LIKELY	592	096	153	162	178	278	223	064	022	067	186	334	284	273
BUSH (R)	301	042	083	086	088	209	077	006	006	029	075	194	212	073
KERRY (D)	267	050	066	067	083	061	134	057	013	036	101	128	065	186
OTHER	014	002	003	005	003	005	006	001	001	002	005	006	005	007
UNDECIDED	011	002	001	004	004	003	006	001	002	000	004	006	002	006
BALLANTINE (R)	260	036	074	073	074	185	059	007	006	024	065	167	181	065
EASLEY (D)	300	055	073	079	092	078	153	054	013	038	111	149	090	193
OTHER	018	002	002	007	006	009	006	001	001	002	006	009	009	007
WON'T VOTE	007	001	001	001	004	003	001	001	002	002	002	003	001	005
UNDECIDED	008	003	003	002	001	003	004	000	001	001	001	006	004	003
BURR (R)	245	036	065	067	076	171	065	004	004	021	068	154	170	067
BOWLES (D)	295	056	076	074	088	081	141	056	015	038	100	154	088	185
OTHER	034	002	009	014	010	020	011	002	001	004	014	016	016	015
WON'T VOTE	006	001	001	003	002	002	002	002	001	003	001	003	003	004
UNDECIDED	011	002	003	004	003	005	004	001	002	001	003	006	007	002
TOTAL	800	110	171	207	304	352	293	100	043	120	262	403	375	360
COMPOSITION OF ADULTS	100%	14%	21%	26%	38%	44%	37%	13%	5%	15%	33%	50%	47%	45%
COMP. OF REG. VOTERS	100%	16%	24%	26%	33%	46%	37%	11%	5%	12%	32%	55%	48%	45%
COMP. OF LIKELY VOTERS	100%	16%	26%	27%	30%	47%	38%	11%	4%	11%	31%	56%	48%	46%

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	OVERALL	>\$40,000	\$40,000 - \$80,000	\$80,000+	DECLINE	CHARLOTTE & WEST	RALEIGH & GREENSBORO	SOUTH & COAST	URBAN	SUBURBAN	RURAL				
REGISTERED	661	218	231	137	031	223	330	108	205	260	196				
CERTAIN	540	162	197	130	025	176	273	090	175	214	151				
PROBABLE	052	020	020	003	003	021	027	005	017	020	015				
LIKELY	592	182	217	133	028	197	300	095	193	234	165				
BUSH (R)	301	084	118	071	014	101	149	050	079	136	086				
KERRY (D)	267	086	093	058	012	086	140	041	109	086	072				
OTHER	014	006	003	002	001	005	008	001	002	009	003				
UNDECIDED	011	006	002	002	001	004	004	003	003	004	004				
BALLANTINE (R)	260	073	100	060	013	092	121	046	065	125	070				
EASLEY (D)	300	094	108	067	013	092	162	046	117	097	086				
OTHER	018	007	006	003	001	008	010	000	005	008	005				
WON'T VOTE	007	006	001	000	000	003	002	002	003	002	002				
UNDECIDED	008	002	003	002	001	002	005	000	002	003	003				
BURR (R)	245	065	088	070	011	084	124	037	074	106	065				
BOWLES (D)	295	102	107	054	014	096	150	049	108	103	085				
OTHER	034	010	016	007	000	011	019	005	005	017	012				
WON'T VOTE	006	003	001	001	000	004	001	002	004	001	001				
UNDECIDED	011	002	005	001	002	003	007	001	001	007	003				
TOTAL	800	294	258	145	039	281	388	131	222	329	249				
COMPOSITION OF ADULTS	100%	37%	32%	18%	5%	35%	49%	16%	28%	41%	31%				
COMP. OF REG. VOTERS	100%	33%	35%	21%	5%	34%	50%	16%	31%	39%	30%				
COMP. OF LIKELY VOTERS	100%	31%	37%	22%	5%	33%	51%	16%	33%	39%	28%				

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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.