

NC, 54 DAYS TO VOTE: BUSH UP BY 4, BOWLES UP BY 10, EASLEY UP BY 15



GOVERNOR'S LEAD DOUBLES ... PRESIDENT'S LEAD NARROWS SLIGHTLY

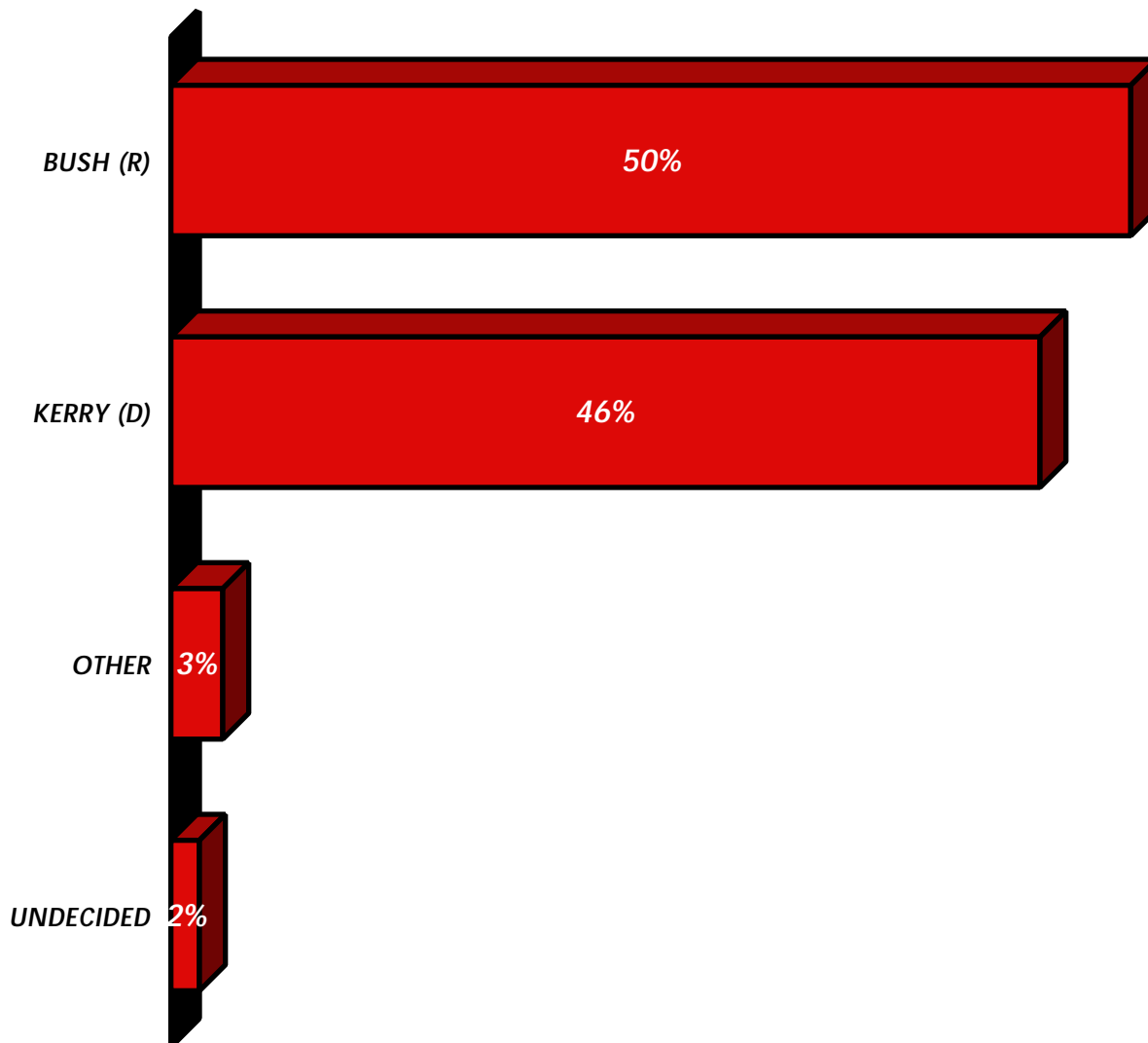
- * IN AN ELECTION IN NC TODAY, GEORGE W BUSH CAPTURES NC'S 15 ELECTORAL VOTES, BUT DEMOCRATS KEEP THE STATEHOUSE & KEEP THE U. S. SENATE SEAT BEING VACATED BY JOHN EDWARDS, ACCORDING TO SURVEYUSA POLL OF 587 LIKELY VOTERS CONDUCTED 9/6 - 9/8.
- * TODAY, BUSH DEFEATS KERRY 50% TO 46%. IN IDENTICAL POLL 7/27, BEFORE DNC, BUSH LED BY 7. ON 8/16 BUSH LED BY 6. TODAY BY 4. BUSH UP 2: 1 WITH WHITES, DOWN 18: 1 WITH BLACKS.
- * BUSH UP 11 WITH MALES, TIED WITH FEMALES. WEST & CENTRAL NC GO BUSH. EAST GOES KERRY.
- * MIKE EASLEY HAD LED PATRICK BALLANTINE ON 8/16, AFTER GOP PRIMARY, BY 7, TODAY BY 15.
- * ERSKINE BOWLES HAD LED RICHARD BURR BY 8, NOW BY 10. 19% OF BUSH VOTERS SPLIT-TICKET.

RESEARCH CONDUCTED E.T.	040906 18: 02- 20: 46 040907 15: 33- 20: 49 040908 15: 33- 20: 49 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?

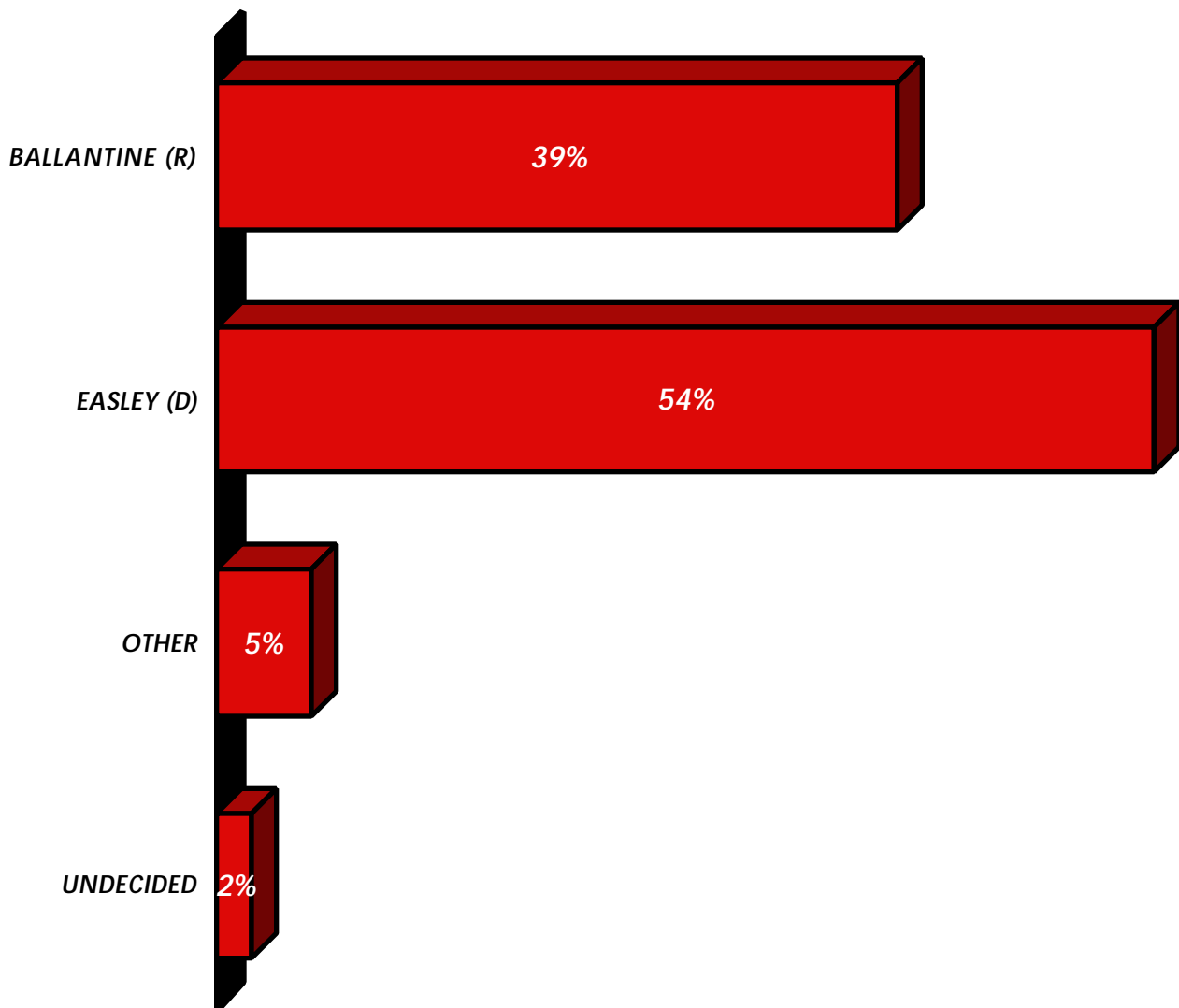


THIS IS A SURVEY OF	587	LIKELY VOTERS FROM THE ENTIRE STATE OF NORTH CAROLINA
OVERALL RESULTS CONSIDERED SIGNIFICANT	±4.2%	A LARGER ± APPLIES TO SUBPOPULATIONS

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?

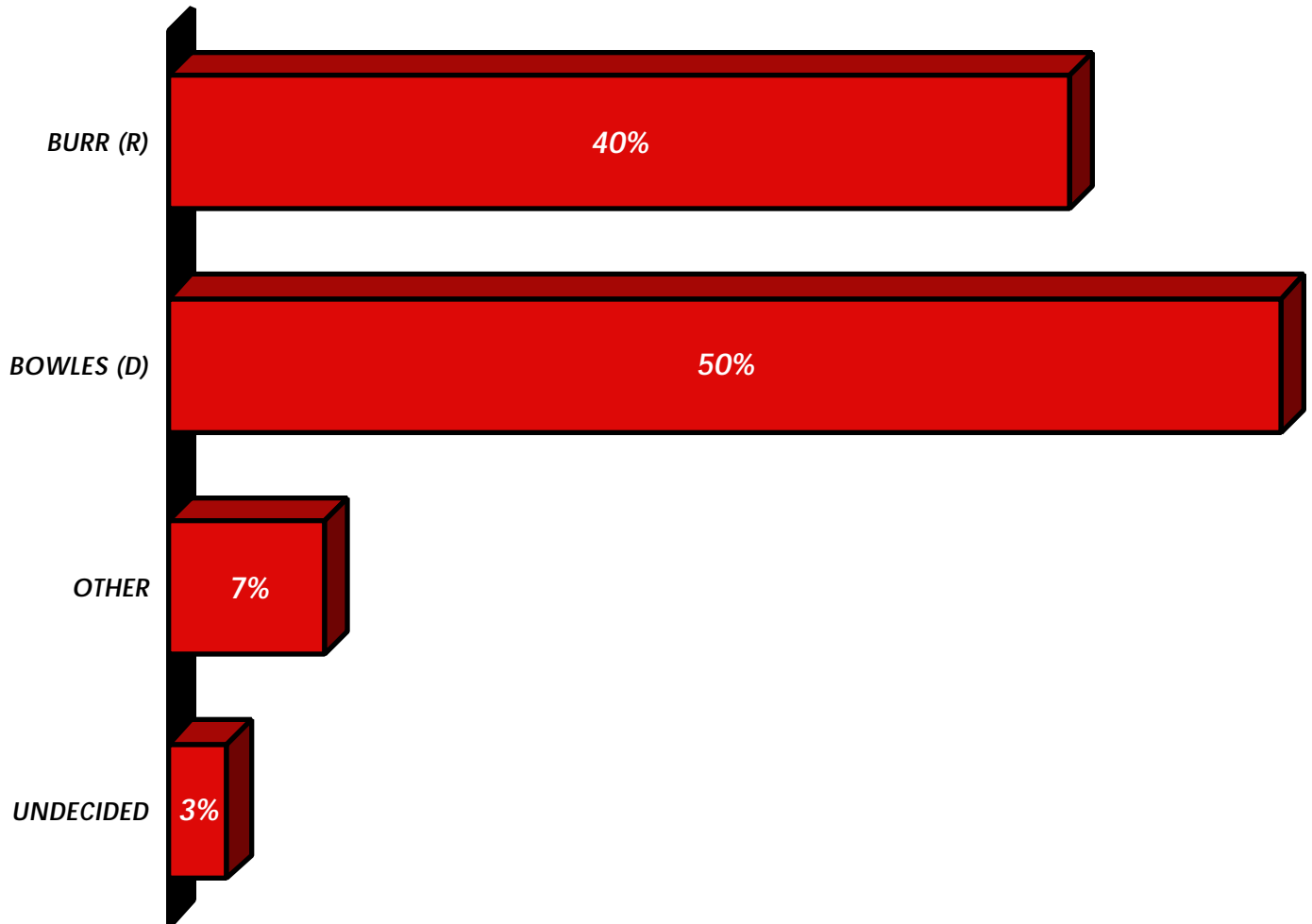


THIS IS A SURVEY OF	581	LIKELY VOTERS FROM THE ENTIRE STATE OF NORTH CAROLINA
OVERALL RESULTS CONSIDERED SIGNIFICANT	±4.2%	A LARGER ± APPLIES TO SUBPOPULATIONS

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

VOTE FOR SENATE / ALL LIKELY VOTERS

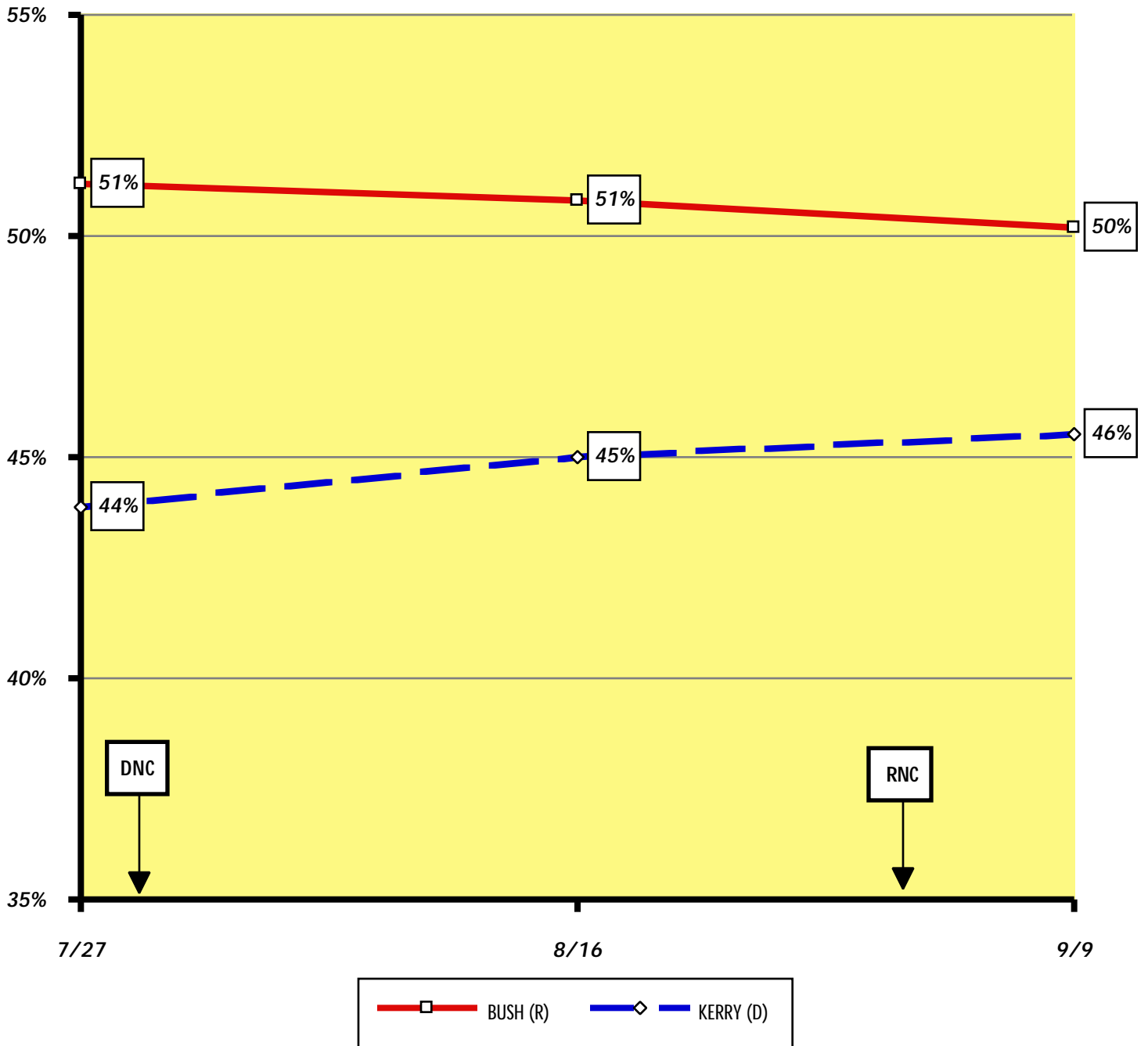
NORTH CAROLINA VOTERS MAY ALSO VOTE IN AN ELECTION FOR UNITED STATES SENATOR. IF THE ELECTION FOR U. S. SENATOR FROM NORTH CAROLINA WERE TODAY, AND YOU WERE STANDING IN THE VOTING BOOTH RIGHT NOW, WHO WOULD YOU VOTE FOR? REPUBLICAN RICHARD BURR? DEMOCRAT ERSKINE BOWLES? OR SOME OTHER CANDIDATE?



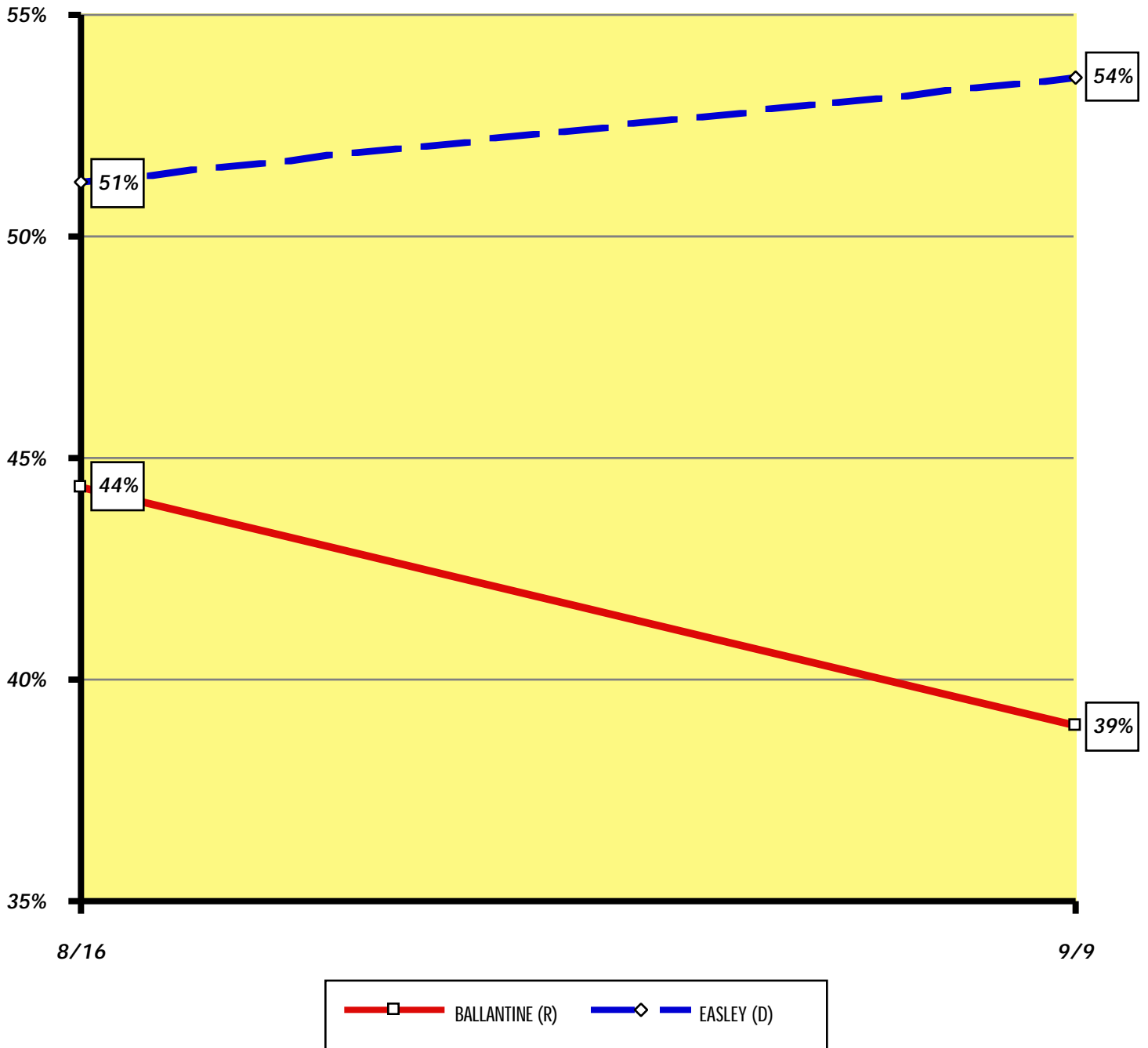
THIS IS A SURVEY OF	580	LIKELY VOTERS FROM THE ENTIRE STATE OF NORTH CAROLINA
OVERALL RESULTS CONSIDERED SIGNIFICANT	±4.2%	A LARGER ± APPLIES TO SUBPOPULATIONS

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

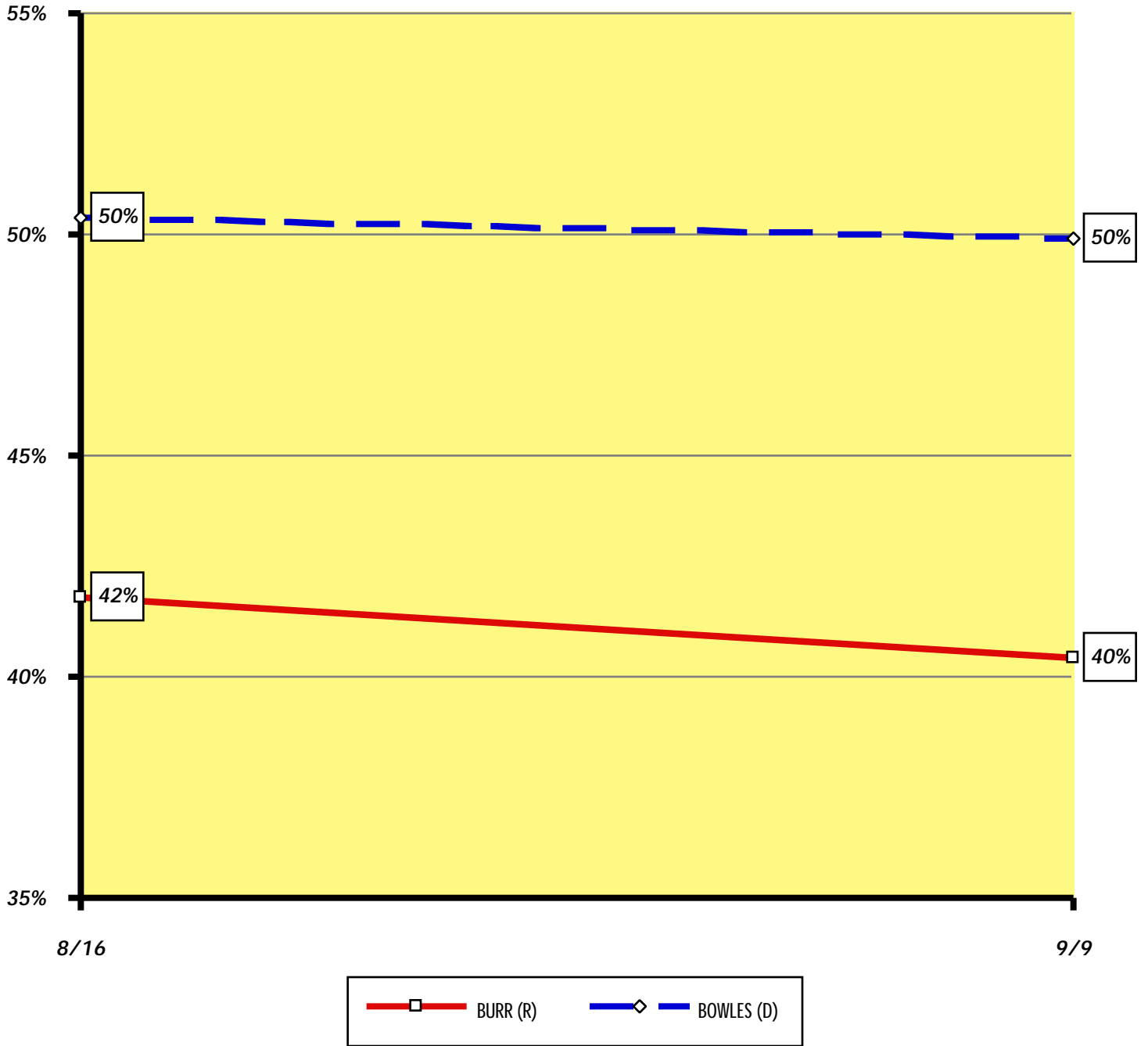
VOTE FOR PRESIDENT / ALL LIKELY VOTERS



VOTE FOR GOVERNOR / ALL LIKELY VOTERS



VOTE FOR SENATE / 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)	50%	51%	42%	53%	48%	44%	53%	51%	53%	64%	5%	20%	15%		
KERRY (D)	46%	45%	52%	42%	48%	52%	41%	45%	44%	33%	92%	48%	77%		
OTHER	3%	3%	3%	3%	2%	1%	4%	2%	3%	2%	2%	32%	4%		
UNDECIDED	2%	1%	3%	2%	2%	2%	2%	2%	1%	1%	2%	0%	4%		
VOTED 'FOR' CANDIDATE														86%	49%
'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	102	84	105	96	88	105	102	105	127	9	39	30		
KERRY (D)	100	98	115	93	106	115	90	98	97	72	202	106	170		
OTHER	100	100	99	123	80	55	160	73	94	74	62	1191	132		
UNDECIDED	100	91	167	98	102	127	99	111	44	95	108	0	235		

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)	50%	89%	22%	43%	91%	19%	38%	93%	15%	50%					
KERRY (D)	46%	9%	75%	30%	7%	80%	42%	5%	83%	39%					
OTHER	3%	1%	2%	25%	2%	1%	17%	1%	1%	10%					
UNDECIDED	2%	0%	1%	2%	1%	0%	4%	1%	1%	1%					
	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	178	44	85	180	37	76	185	30	99					
KERRY (D)	100	20	165	67	16	175	91	12	182	86					
OTHER	100	50	60	921	62	52	613	32	31	361					
UNDECIDED	100	0	71	130	39	12	235	58	91	79					

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)	50%	41%	53%	54%	52%	77%	38%	7%	40%	49%	55%	73%	32%		
KERRY (D)	46%	52%	45%	43%	43%	19%	57%	88%	53%	48%	41%	24%	63%		
OTHER	3%	7%	0%	1%	3%	2%	3%	5%	5%	2%	3%	2%	4%		
UNDECIDED	2%	1%	1%	2%	2%	2%	1%	0%	1%	2%	2%	1%	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															
BUSH (R)	100	81	105	107	104	154	76	14	81	98	109	146	65		
KERRY (D)	100	114	100	94	95	42	126	193	117	104	90	53	138		
OTHER	100	255	18	50	115	62	121	192	203	58	96	57	132		
UNDECIDED	100	40	95	149	104	120	73	0	50	119	109	88	79		

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)	50%	44%	52%	58%	50%	52%	46%	43%	57%	50%					
KERRY (D)	46%	52%	44%	37%	45%	44%	51%	51%	39%	47%					
OTHER	3%	3%	1%	5%	3%	3%	3%	4%	3%	2%					
UNDECIDED	2%	1%	3%	0%	3%	1%	1%	2%	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															
BUSH (R)	100	87	104	116	99	104	91	85	114	99					
KERRY (D)	100	115	96	81	99	97	112	113	86	103					
OTHER	100	127	37	167	104	97	100	137	106	62					
UNDECIDED	100	34	189	0	178	64	49	151	54	100					

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)	39%	40%	32%	41%	37%	34%	42%	41%	39%	49%	7%	18%	8%		
EASLEY (D)	54%	53%	56%	51%	56%	58%	48%	54%	56%	45%	84%	49%	92%		
OTHER	5%	5%	7%	6%	5%	6%	8%	4%	2%	4%	7%	34%	0%		
UNDECIDED	2%	2%	5%	1%	3%	3%	2%	1%	2%	2%	2%	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	102	82	106	95	86	107	106	101	125	19	45	21		
EASLEY (D)	100	99	105	95	104	108	90	101	105	83	157	91	171		
OTHER	100	97	123	117	85	111	144	72	40	81	128	624	0		
UNDECIDED	100	79	258	57	136	138	115	29	107	112	81	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)	39%	69%	8%	19%	75%	12%	22%	74%	12%	33%				
EASLEY (D)	54%	24%	88%	32%	21%	85%	33%	20%	84%	50%				
OTHER	5%	5%	4%	49%	2%	2%	46%	4%	3%	13%				
UNDECIDED	2%	2%	1%	0%	1%	1%	0%	2%	0%	4%				
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%				

	OVERALL	BUSH (R)	KERRY (D)	OTHER	BURR (R)	BOWLES (D)	OTHER	REPUBLICAN	DEMOCRAT	INDEPENDENT/OTHER				
DEMOGRAPHIC SUBPOPULATIONS INDEXED TO OVERALL RESPONSES														
BALLANTINE (R)	100	177	20	50	193	32	56	189	32	85				
EASLEY (D)	100	44	163	59	39	158	61	37	157	94				
OTHER	100	85	66	912	43	41	850	68	59	242				
UNDECIDED	100	122	52	0	63	29	0	120	19	175				

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)	39%	26%	43%	43%	40%	63%	26%	3%	31%	35%	43%	57%	24%		
EASLEY (D)	54%	63%	53%	51%	50%	30%	67%	90%	58%	57%	50%	38%	67%		
OTHER	5%	8%	2%	6%	7%	5%	6%	6%	9%	6%	4%	2%	8%		
UNDECIDED	2%	3%	2%	0%	3%	2%	2%	1%	2%	1%	3%	3%	1%		
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%		

DEMOGRAPHIC SUBPOPULATIONS INDEXED TO OVERALL RESPONSES

BALLANTINE (R)	100	68	111	111	103	161	66	7	79	91	111	147	61		
EASLEY (D)	100	117	98	94	94	56	124	167	109	107	93	70	125		
OTHER	100	151	35	107	121	97	105	120	158	117	75	43	145		
UNDECIDED	100	148	104	16	141	111	92	63	122	41	130	131	56		

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)	39%	36%	40%	44%	38%	40%	37%	32%	44%	39%					
EASLEY (D)	54%	56%	54%	47%	54%	53%	55%	58%	48%	54%					
OTHER	5%	6%	4%	7%	6%	5%	5%	7%	6%	4%					
UNDECIDED	2%	2%	2%	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															
BALLANTINE (R)	100	92	102	112	97	104	96	83	114	101					
EASLEY (D)	100	105	102	88	101	98	103	109	90	102					
OTHER	100	111	66	135	109	99	85	128	102	74					
UNDECIDED	100	108	106	90	120	73	141	106	84	111					

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)	40%	40%	32%	42%	39%	35%	44%	40%	43%	50%	5%	44%	15%		
BOWLES (D)	50%	53%	56%	50%	50%	54%	45%	51%	50%	42%	82%	24%	77%		
OTHER	7%	5%	7%	7%	7%	8%	8%	7%	5%	5%	11%	32%	9%		
UNDECIDED	3%	2%	5%	1%	4%	4%	3%	2%	3%	3%	2%	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	99	79	104	97	87	109	99	105	124	13	108	37		
BOWLES (D)	100	107	113	100	100	108	91	103	101	84	164	48	153		
OTHER	100	74	95	102	99	107	115	97	66	74	155	460	123		
UNDECIDED	100	61	200	44	147	143	96	58	97	112	83	0	0		

	OVERALL	CERTAIN	PROBABLE	MALE	FEMALE	AGE 18-34	AGE 35-49	AGE 50-64	AGE 65+	WHITE	BLACK	HISPANIC	ASIAN/OTHER
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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)	40%	73%	6%	27%	78%	16%	18%	79%	12%	34%					
BOWLES (D)	50%	19%	87%	28%	16%	79%	21%	14%	81%	47%					
OTHER	7%	5%	6%	46%	4%	4%	60%	4%	6%	13%					
UNDECIDED	3%	3%	1%	0%	2%	1%	1%	3%	1%	5%					
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%					

DEMOGRAPHIC SUBPOPULATIONS INDEXED TO OVERALL RESPONSES															
BURR (R)	100	180	16	66	193	39	44	195	28	85					
BOWLES (D)	100	37	173	55	32	159	42	28	163	95					
OTHER	100	76	91	652	55	60	857	62	92	192					
UNDECIDED	100	126	28	0	77	27	47	107	31	178					

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)	40%	29%	46%	44%	40%	63%	29%	9%	36%	38%	44%	58%	27%		
BOWLES (D)	50%	59%	49%	47%	47%	27%	64%	80%	54%	53%	47%	34%	65%		
OTHER	7%	10%	2%	6%	11%	7%	6%	9%	10%	6%	6%	5%	7%		
UNDECIDED	3%	3%	3%	3%	2%	3%	1%	1%	0%	3%	3%	3%	2%		
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%		

DEMOGRAPHIC SUBPOPULATIONS INDEXED TO OVERALL RESPONSES

BURR (R)	100	72	115	109	98	156	71	23	89	94	108	144	66		
BOWLES (D)	100	117	98	94	94	54	129	161	107	107	94	68	130		
OTHER	100	139	24	85	160	95	85	128	148	83	84	71	96		
UNDECIDED	100	99	109	116	80	119	37	52	0	106	131	115	62		

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 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)	40%	37%	43%	46%	44%	39%	37%	32%	45%	43%					
BOWLES (D)	50%	53%	50%	45%	47%	51%	54%	56%	47%	47%					
OTHER	7%	8%	5%	7%	8%	7%	7%	8%	6%	8%					
UNDECIDED	3%	2%	3%	2%	2%	3%	2%	4%	2%	2%					
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%					

DEMOGRAPHIC SUBPOPULATIONS INDEXED TO OVERALL RESPONSES

BURR (R)	100	92	106	113	108	98	92	79	112	106					
BOWLES (D)	100	106	100	89	94	101	107	113	94	95					
OTHER	100	116	69	106	111	93	100	112	81	108					
UNDECIDED	100	71	97	95	64	129	86	138	87	81					

OVERALL
 >\$40,000
 \$40,000 - \$80,000
 \$80,000+
 CHARLOTTE & WEST
 RALEIGH & GREENSBORO
 SOUTH & COAST
 URBAN
 SUBURBAN
 RURAL

RAW COUNTS FOR ALL RESPONSE CHOICES

THE RESPONSES OF A SUBPOPULATION OF 100 WOULD TYPICALLY BE CONSIDERED ACCURATE ± 3.0%. 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	660	515	072	308	352	188	207	147	117	495	128	014	022		
CERTAIN	515	515	000	234	281	134	169	117	095	392	097	010	016		
PROBABLE	072	000	072	036	036	026	021	018	007	053	013	004	003		
LIKELY	587	515	072	270	317	160	190	135	102	444	109	014	019		
BUSH (R)	295	264	031	142	152	071	101	069	054	284	005	003	003	252	040
KERRY (D)	267	230	038	114	153	084	078	060	045	145	101	007	015	130	130
OTHER	016	014	002	009	007	002	008	003	003	009	002	004	001	000	000
UNDECIDED	009	007	002	004	005	003	003	002	001	007	002	000	001	000	000
BALLANTINE (R)	226	204	022	110	116	052	079	055	040	214	008	002	002		
EASLEY (D)	311	273	039	136	176	090	091	073	058	196	091	007	018		
OTHER	031	027	005	017	014	009	015	005	002	019	007	005	000		
WON'T VOTE	006	003	003	003	003	004	000	001	000	005	001	000	000		
UNDECIDED	012	008	004	003	009	004	004	001	002	010	002	000	000		
BURR (R)	234	204	022	112	122	055	082	054	044	220	006	006	003		
BOWLES (D)	289	273	039	133	157	084	085	069	051	184	088	003	015		
OTHER	041	027	005	019	022	012	015	009	005	023	012	004	002		
WON'T VOTE	007	003	003	002	005	004	003	000	000	005	002	000	000		
UNDECIDED	015	008	004	003	012	006	005	002	003	013	002	000	000		
TOTAL	800	515	072	386	414	266	243	165	127	581	159	034	026		
COMPOSITION OF ADULTS	100%	64%	9%	48%	52%	33%	30%	21%	16%	73%	20%	4%	3%		
COMP. OF REG. VOTERS	100%	78%	11%	47%	53%	29%	31%	22%	18%	75%	19%	2%	3%		
COMP. OF LIKELY VOTERS	100%	88%	12%	46%	54%	27%	32%	23%	17%	76%	19%	2%	3%		

800 NORTH CAROLINA ADULTS WERE INTERVIEWED BY TELEPHONE
 9/6 - 9/8.
 OF THEM, 660 WERE REGISTERED TO VOTE.
 OF THEM, 587 WERE JUDGED TO BE 'LIKELY' TO VOTE.
 GRAPHS REFLECT 'LIKELY' VOTERS.

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	660	229	278	139	014	295	267	016	009	226	311	031	006	012
CERTAIN	515	189	224	098	003	264	230	014	007	204	273	027	003	008
PROBABLE	072	023	026	017	006	031	038	002	002	022	039	005	003	004
LIKELY	587	212	250	115	010	295	267	016	009	226	311	031	006	012
BUSH (R)	295	197	037	057	003	n/a	n/a	n/a	n/a	202	070	013	002	007
KERRY (D)	267	011	207	045	004	n/a	n/a	n/a	n/a	021	233	009	001	003
OTHER	016	002	002	011	001	n/a	n/a	n/a	n/a	003	005	008	000	000
UNDECIDED	009	002	004	001	002	n/a	n/a	n/a	n/a	000	003	001	003	002
BALLANTINE (R)	226	154	031	038	004	202	021	003	000	n/a	n/a	n/a	n/a	n/a
EASLEY (D)	311	042	210	058	002	070	233	005	003	n/a	n/a	n/a	n/a	n/a
OTHER	031	008	008	015	001	013	009	008	001	n/a	n/a	n/a	n/a	n/a
WON'T VOTE	006	003	001	000	002	002	001	000	003	n/a	n/a	n/a	n/a	n/a
UNDECIDED	012	005	001	004	002	007	003	000	002	n/a	n/a	n/a	n/a	n/a
BURR (R)	234	164	029	039	002	212	017	004	001	176	049	005	001	003
BOWLES (D)	289	029	203	054	003	054	230	004	001	036	245	006	000	002
OTHER	041	009	016	015	000	015	017	007	001	009	013	018	001	000
WON'T VOTE	007	004	001	000	002	003	001	001	002	001	001	001	004	000
UNDECIDED	015	006	002	005	002	010	002	000	004	005	002	000	001	007
TOTAL	800	229	278	139	014	295	267	016	009	226	311	031	006	012
COMPOSITION OF ADULTS	100%	29%	35%	17%	2%	37%	33%	2%	1%	28%	39%	4%	1%	1%
COMP. OF REG. VOTERS	100%	35%	42%	21%	2%	45%	41%	2%	1%	34%	47%	5%	1%	2%
COMP. OF LIKELY VOTERS	100%	36%	43%	20%	2%	50%	46%	3%	2%	39%	53%	5%	1%	2%

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	OVERALL	BURR (R)	BOWLES (D)	OTHER	WON'T VOTE	UNDECIDED									
REGISTERED	660	234	289	041	007	015									
CERTAIN	515	211	254	035	004	010									
PROBABLE	072	023	035	005	004	005									
LIKELY	587	234	289	041	007	015									
BUSH (R)	295	212	054	015	003	010									
KERRY (D)	267	017	230	017	001	002									
OTHER	016	004	004	007	001	000									
UNDECIDED	009	001	001	001	002	004									
BALLANTINE (R)	226	176	036	009	001	005									
EASLEY (D)	311	049	245	013	001	002									
OTHER	031	005	006	018	001	000									
WON'T VOTE	006	001	000	001	004	001									
UNDECIDED	012	003	002	000	000	007									
TOTAL	800	226	311	031	006	012									
COMPOSITION OF ADULTS	100%	28%	39%	4%	1%	1%									
COMP. OF REG. VOTERS	100%	36%	44%	6%	1%	2%									
COMP. OF LIKELY VOTERS	100%	40%	49%	7%	1%	3%									

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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	NOT SURE
REGISTERED	660	122	161	165	206	276	250	089	030	102	200	340	287	311	040
CERTAIN	515	104	141	126	140	228	193	070	016	080	139	284	225	246	030
PROBABLE	072	012	012	026	022	022	034	012	003	013	032	026	029	040	003
LIKELY	587	116	154	152	162	250	227	082	019	093	171	310	254	285	033
BUSH (R)	295	047	081	081	085	193	087	006	007	038	084	169	186	093	012
KERRY (D)	267	060	070	065	070	048	130	072	010	050	081	127	061	179	018
OTHER	016	008	001	002	005	004	007	004	000	005	003	008	004	010	001
UNDECIDED	009	001	002	003	003	005	003	000	002	001	003	005	003	003	002
BALLANTINE (R)	226	031	066	064	065	155	058	002	006	028	060	133	144	067	010
EASLEY (D)	311	073	080	075	081	074	149	073	011	054	097	153	095	190	018
OTHER	031	009	003	009	011	013	013	005	000	008	011	012	006	022	002
WON'T VOTE	006	000	002	004	001	003	003	000	001	001	001	003	003	002	001
UNDECIDED	012	004	003	000	005	006	004	001	001	002	001	008	007	003	002
BURR (R)	234	034	070	065	063	156	064	008	003	033	065	133	146	075	009
BOWLES (D)	289	068	075	069	076	067	144	065	011	049	091	144	085	183	014
OTHER	041	011	003	009	018	016	013	007	000	009	010	018	013	019	006
WON'T VOTE	007	000	002	004	002	003	002	001	001	002	001	004	002	004	001
UNDECIDED	015	003	004	004	003	008	002	001	004	000	005	010	008	005	003
TOTAL	800	131	171	202	289	320	292	130	038	148	245	382	351	370	052
COMPOSITION OF ADULTS	100%	16%	21%	25%	36%	40%	37%	16%	5%	18%	31%	48%	44%	46%	6%
COMP. OF REG. VOTERS	100%	19%	24%	25%	31%	42%	38%	13%	4%	16%	30%	52%	44%	47%	6%
COMP. OF LIKELY VOTERS	100%	20%	26%	26%	28%	43%	39%	14%	3%	16%	29%	53%	43%	49%	6%

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	OVERALL	>\$40,000	\$40,000 - \$80,000	\$80,000+	DECLINE	CHARLOTTE & WEST	RALEIGH & GREENSBORO	SOUTH & COAST	URBAN	SUBURBAN	RURAL				
REGISTERED	660	232	229	130	028	231	323	106	193	224	242				
CERTAIN	515	155	191	117	024	168	263	083	162	176	176				
PROBABLE	072	041	019	008	002	030	030	013	017	023	031				
LIKELY	587	196	210	125	027	198	293	096	179	200	208				
BUSH (R)	295	086	110	073	014	098	153	044	076	115	104				
KERRY (D)	267	102	092	046	010	089	129	049	092	078	097				
OTHER	016	007	002	006	000	006	008	003	007	006	004				
UNDECIDED	009	001	006	000	001	005	003	001	004	002	003				
BALLANTINE (R)	226	070	082	054	011	073	118	036	057	088	081				
EASLEY (D)	311	109	113	058	013	104	154	053	102	096	113				
OTHER	031	012	007	009	000	011	016	004	012	011	008				
WON'T VOTE	006	001	002	001	002	005	001	000	004	002	000				
UNDECIDED	012	004	004	002	000	005	004	003	004	003	005				
BURR (R)	234	072	088	056	011	084	115	035	056	089	089				
BOWLES (D)	289	103	103	055	012	091	147	051	099	093	097				
OTHER	041	016	010	009	000	015	019	007	014	011	016				
WON'T VOTE	007	002	003	002	001	004	002	001	003	002	002				
UNDECIDED	015	004	005	003	003	003	010	002	006	004	004				
TOTAL	800	319	260	138	030	281	391	129	221	282	297				
COMPOSITION OF ADULTS	100%	40%	32%	17%	4%	35%	49%	16%	28%	35%	37%				
COMP. OF REG. VOTERS	100%	35%	35%	20%	4%	35%	49%	16%	29%	34%	37%				
COMP. OF LIKELY VOTERS	100%	33%	36%	21%	5%	34%	50%	16%	30%	34%	35%				

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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.