

NC: GOP SET TO TAKE-AWAY EDWARDS SENATE SEAT; BURR UP 6 ON BOWLES



15 ECV NOW SAFE FOR BUSH, WHO NOW LEADS BY 10 ... EASLEY RE-ELECTED GOVERNOR

👉 IN AN ELECTION IN NC TODAY, 8 DAYS OUT, GEORGE W BUSH DEFEATS JOHN KERRY 54% TO 44%, REPUBLICAN RICHARD BURR DEFEATS DEMOCRAT ERSKINE BOWLES 50% TO 44% FOR JOHN EDWARDS' S OPEN SENATE SEAT, & DEM MIKE EASLEY DEFEATS GOP PATRICK BALLANTINE 57% TO 39% FOR NC GOVERNOR, ACCORDING TO SURVEYUSA POLL OF 694 LIKELY VOTERS CONDUCTED 10/22 - 10/24.

👉 1 WK AGO, BUSH LED BY 3, NOW LEADS BY 10. 1 WK AGO, EASLEY LED BY 12, NOW BY 18.

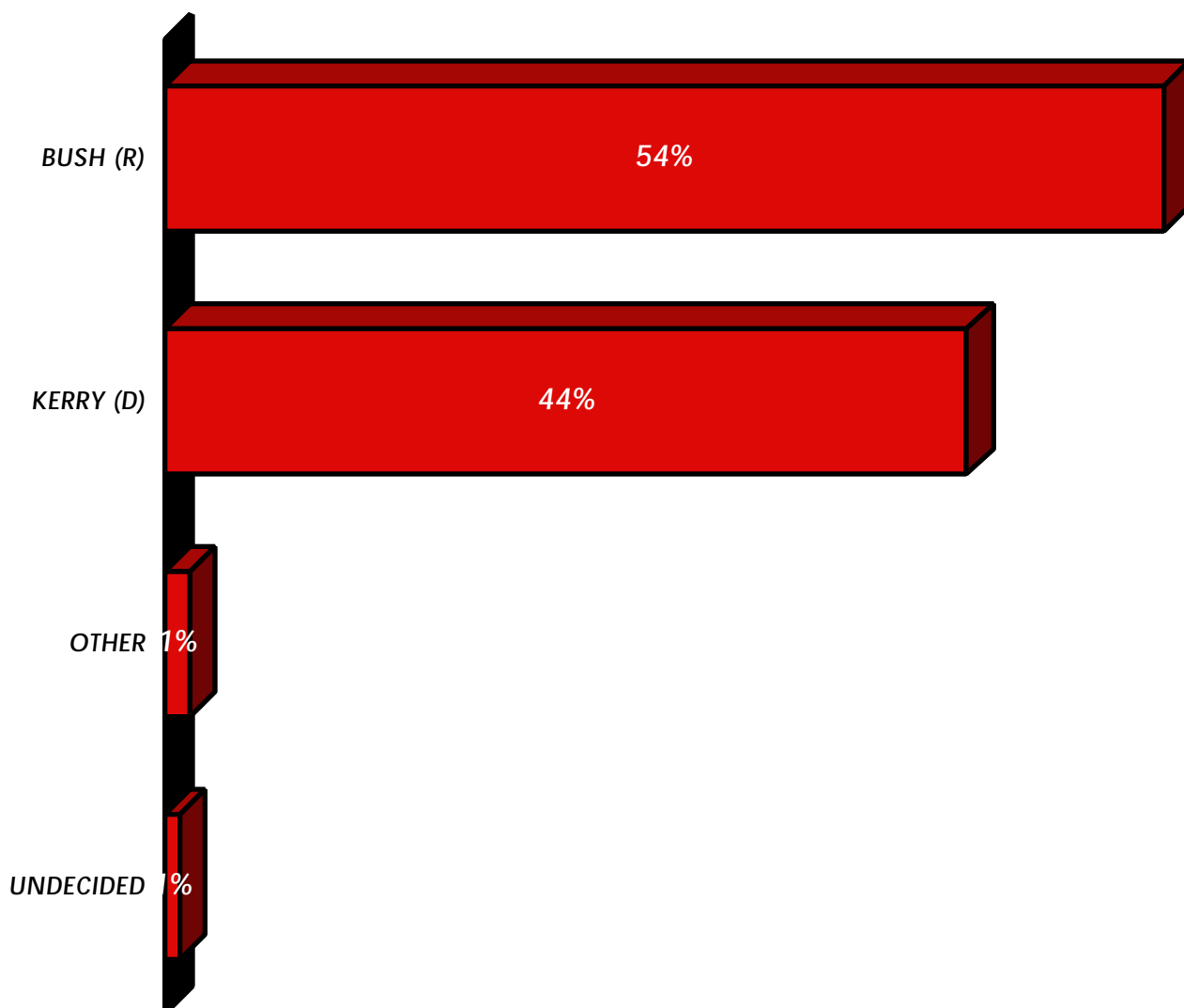
👉 6 WKS AGO, BOWLES LED BURR BY 10. 3 WKS AGO, CONTEST TIED. 1 WK AGO, BURR PULLED AHEAD BY 2, NOW BY 6. IN PAST WK, BURR HAS GAINED AMONG VOTERS AGE 65+ (WAS DOWN 2, NOW UP 11), AMONG MIDDLE-INCOME VOTERS EARNING \$40K/YR TO \$80K/YR (WAS DOWN 4, NOW UP 13) & AMONG VOTERS IN CHARLOTTE & WESTERN NORTH CAROLINA (WAS UP 7, NOW UP 18).

RESEARCH CONDUCTED E.T.	041022 15:33-20:50 041023 12:02-20:49 041024 14:02-19:29 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?

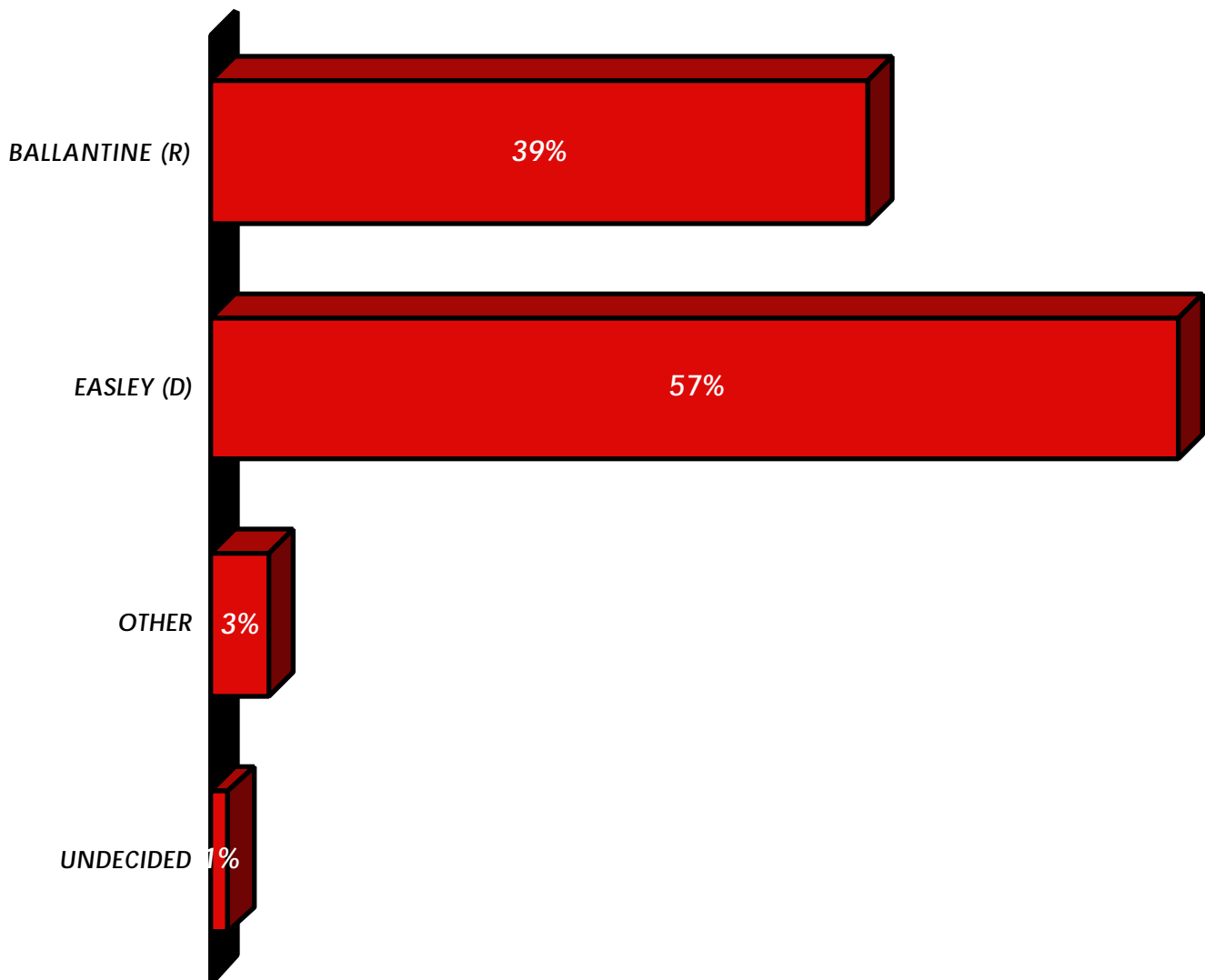


THIS IS A SURVEY OF	694	LIKELY VOTERS FROM THE ENTIRE STATE OF NORTH CAROLINA
OVERALL RESULTS CONSIDERED SIGNIFICANT	±3.8%	A LARGER ± APPLIES TO SUBPOPULATIONS

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

VOTE FOR 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?

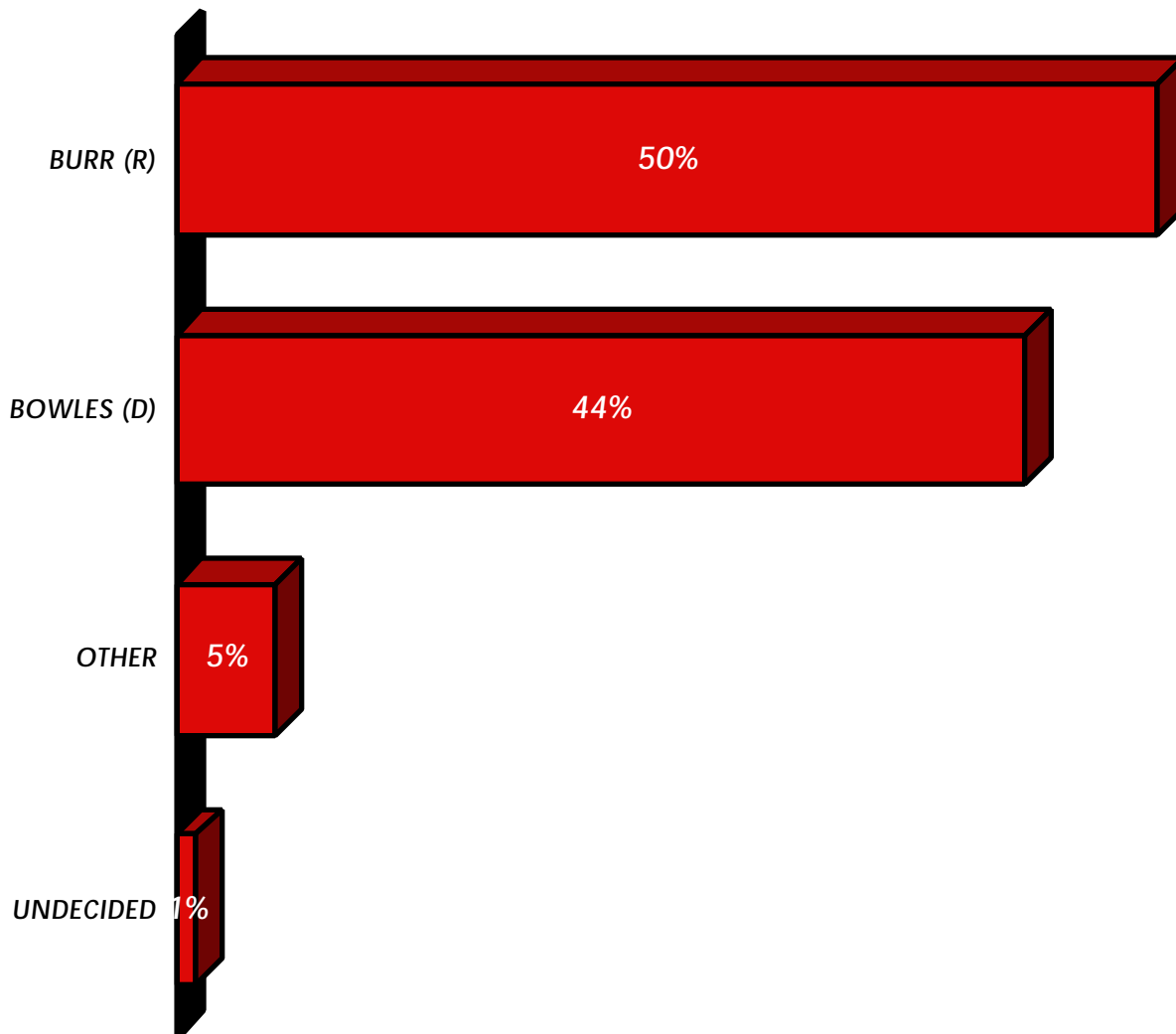


THIS IS A SURVEY OF	689	LIKELY VOTERS FROM THE ENTIRE STATE OF NORTH CAROLINA
OVERALL RESULTS CONSIDERED SIGNIFICANT	±3.8%	A LARGER ± APPLIES TO SUBPOPULATIONS

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

VOTE FOR SENATE / ALL LIKELY VOTERS

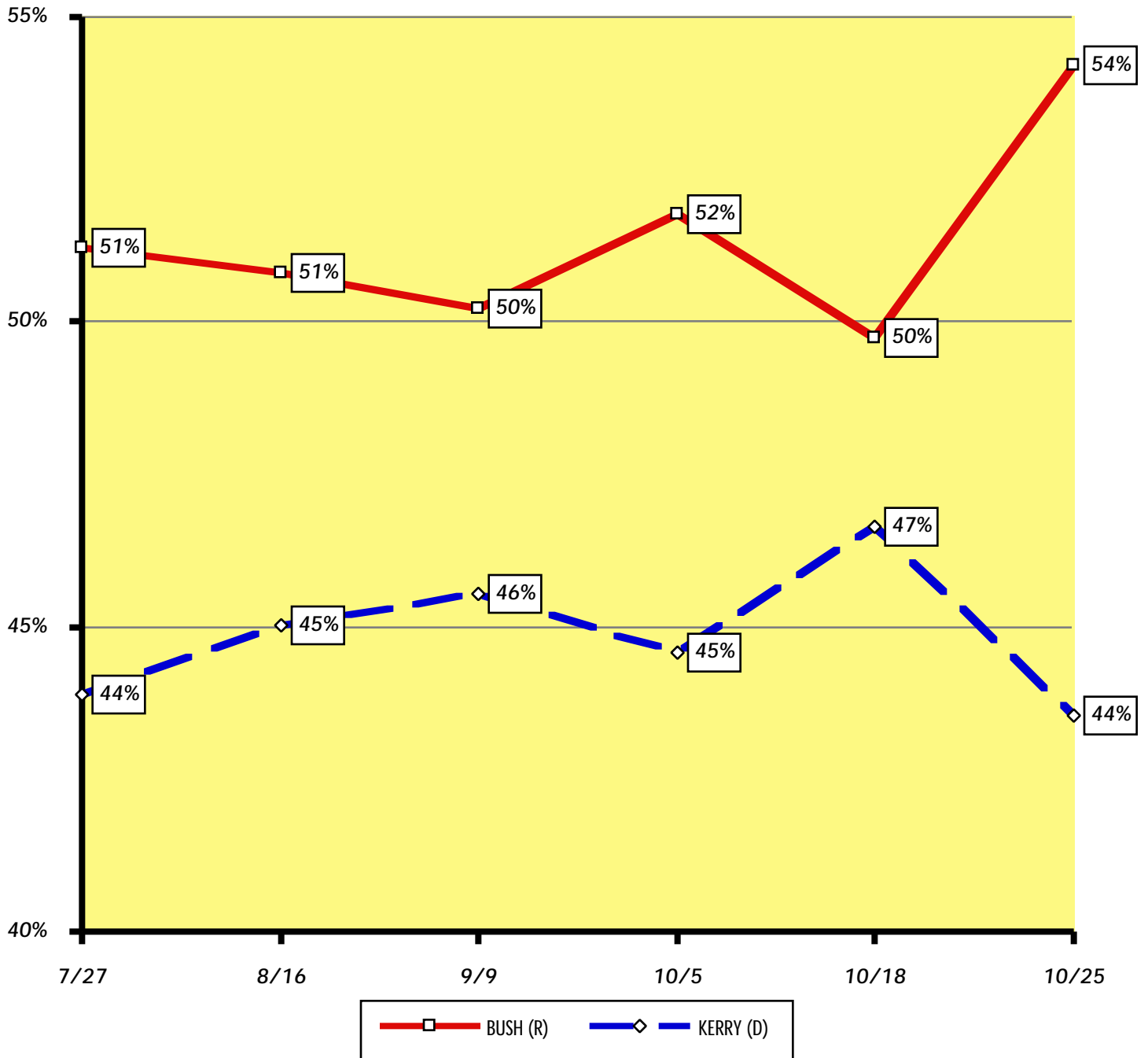
NORTH CAROLINA VOTERS MAY ALSO VOTE IN AN ELECTION FOR UNITED STATES SENATOR. IF THE ELECTION FOR U. S. SENATOR FROM NORTH CAROLINA WERE TODAY, AND YOU WERE STANDING IN THE VOTING BOOTH RIGHT NOW, WHO WOULD YOU VOTE FOR? REPUBLICAN RICHARD BURR? DEMOCRAT ERSKINE BOWLES? OR SOME OTHER CANDIDATE?



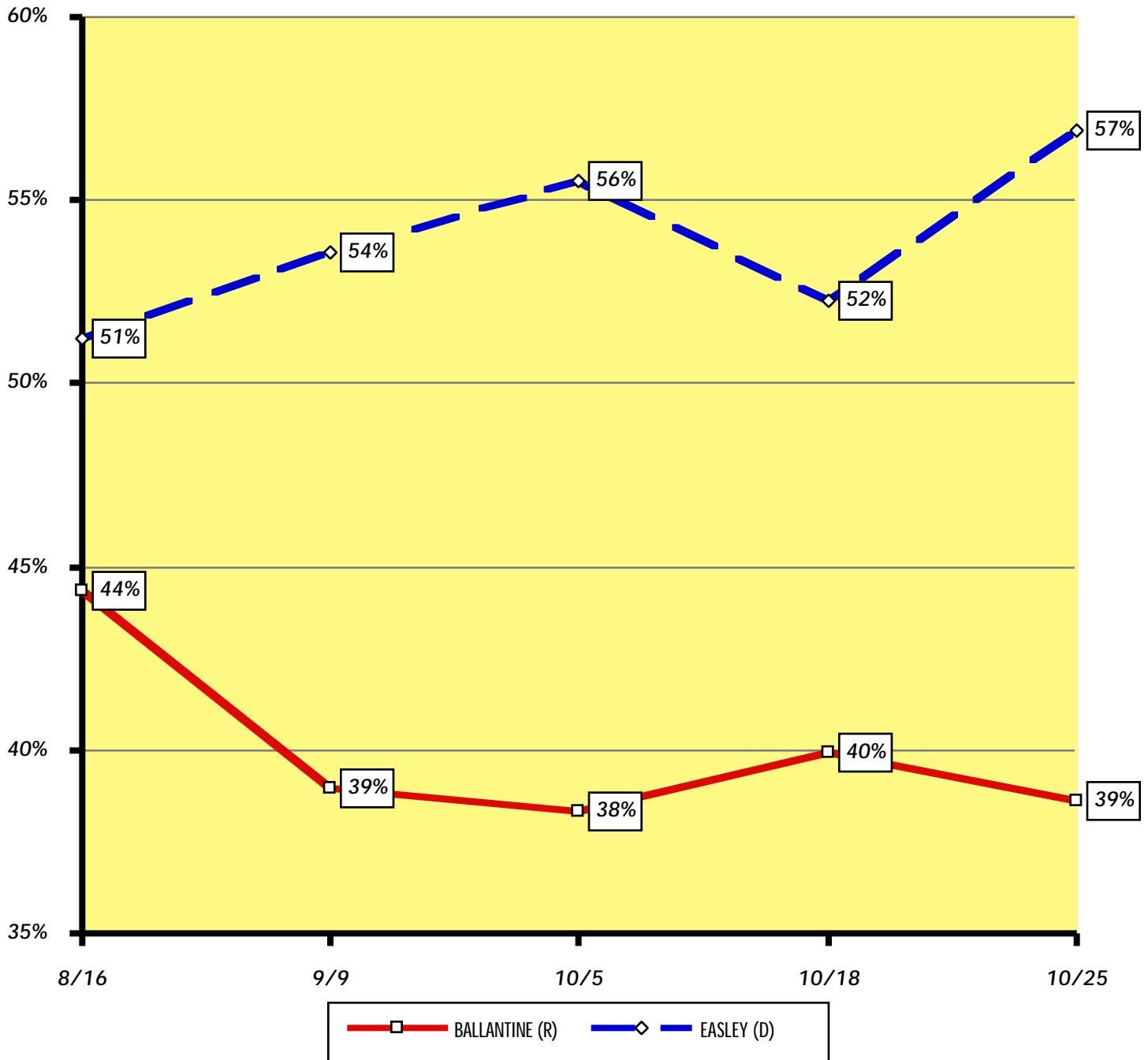
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OVERALL RESULTS CONSIDERED SIGNIFICANT	±3.8%	A LARGER ± APPLIES TO SUBPOPULATIONS

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

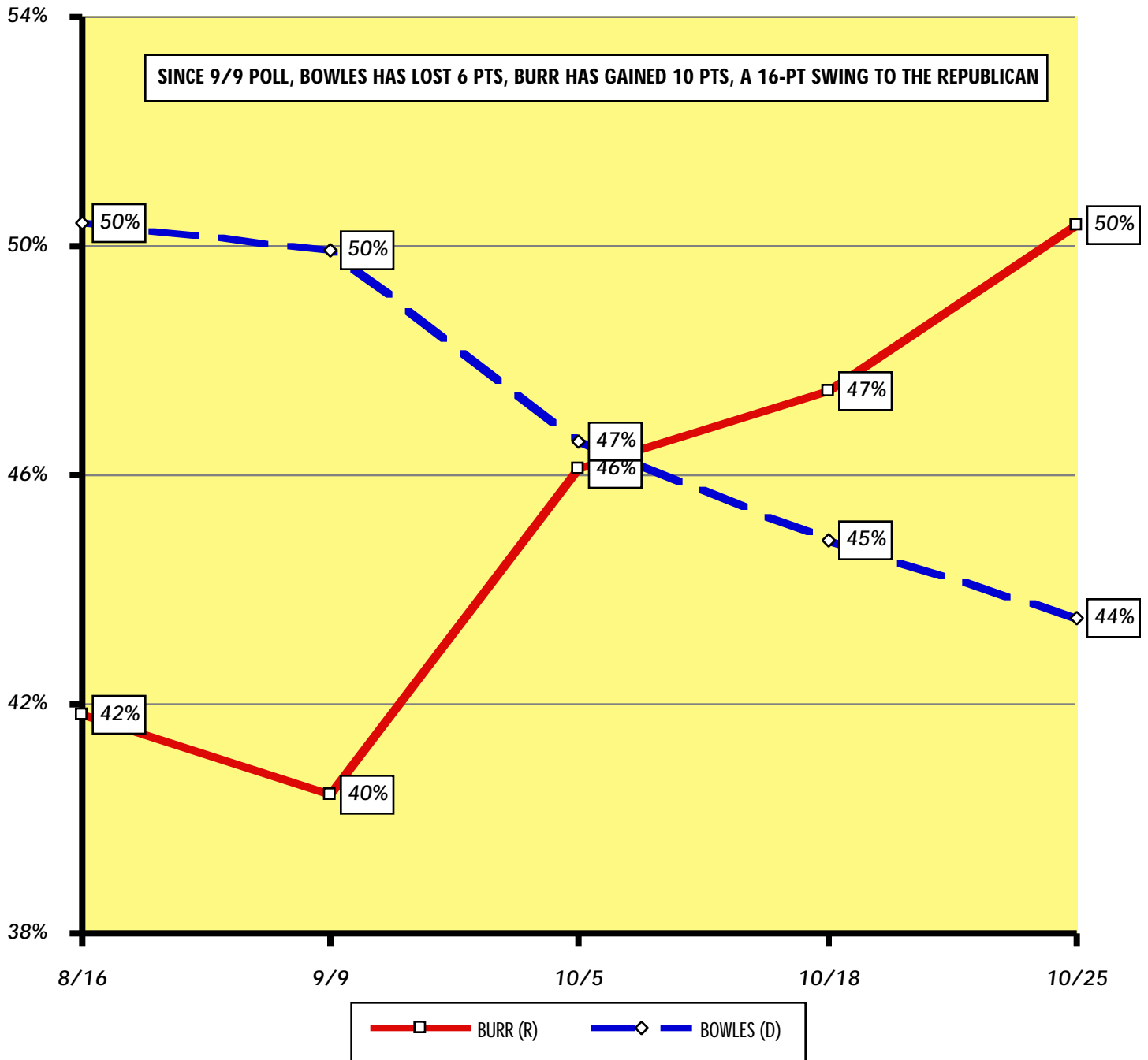
VOTE FOR PRESIDENT / ALL LIKELY VOTERS



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)	54%	54%	51%	56%	52%	47%	53%	60%	59%	67%	6%	42%	32%			
KERRY (D)	44%	43%	47%	42%	45%	50%	43%	39%	38%	32%	90%	58%	53%			
OTHER	1%	1%	1%	1%	1%	1%	2%	0%	2%	1%	2%	0%	7%			
UNDECIDED	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	0%	8%			
VOTED 'FOR' CANDIDATE															83%	54%
'AGAINST' OTHER CAND.															15%	41%
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%			

DEMOGRAPHIC SUBPOPULATIONS INDEXED TO OVERALL RESPONSES

BUSH (R)	100	100	94	104	97	88	99	111	109	124	12	77	59		
KERRY (D)	100	100	108	96	104	116	99	90	88	73	206	133	123		
OTHER	100	100	103	110	91	74	175	0	152	67	171	0	525		
UNDECIDED	100	102	62	60	136	127	118	55	83	57	159	0	828		

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)	54%	90%	30%	55%	91%	13%	46%	94%	16%	49%					
KERRY (D)	44%	9%	69%	32%	8%	85%	48%	4%	82%	48%					
OTHER	1%	1%	1%	13%	1%	1%	6%	1%	1%	1%					
UNDECIDED	1%	1%	1%	0%	0%	1%	0%	0%	1%	2%					
	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	166	55	101	168	24	84	174	29	91					
KERRY (D)	100	20	158	73	18	196	110	10	188	109					
OTHER	100	61	76	994	56	74	470	103	103	95					
UNDECIDED	100	60	65	0	46	78	0	21	103	202					

OVERALL
 BALLANTINE (R)
 EASLEY (D)
 OTHER
 BURR (R)
 BOWLES (D)
 OTHER
 REPUBLICAN
 DEMOCRAT
 INDEPENDENT/OTHER

VOTE FOR PRESIDENT / RESPONSES COMPARED BY PERCENTAGES AND BY INDEX

	OVERALL	< \$40K/YR	\$40K - \$80K/YR	> \$80K/YR	CHARLOTTE & WEST	RALEIGH & GREENSBORO	SOUTH & COAST	URBAN	SUBURBAN	RURAL	MILITARY/VET	NON-MILITARY/VET			
	RESPONSES SORTED BY DEMOGRAPHIC CATEGORY														
BUSH (R)	54%	49%	57%	60%	59%	51%	55%	47%	60%	54%	56%	53%			
KERRY (D)	44%	49%	41%	39%	38%	48%	41%	51%	39%	42%	42%	45%			
OTHER	1%	1%	1%	1%	1%	1%	2%	1%	1%	2%	1%	2%			
UNDECIDED	1%	1%	1%	0%	1%	0%	2%	0%	0%	2%	1%	0%			
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%			

	OVERALL	< \$40K/YR	\$40K - \$80K/YR	> \$80K/YR	CHARLOTTE & WEST	RALEIGH & GREENSBORO	SOUTH & COAST	URBAN	SUBURBAN	RURAL	MILITARY/VET	NON-MILITARY/VET			
	DEMOGRAPHIC SUBPOPULATIONS INDEXED TO OVERALL RESPONSES														
BUSH (R)	100	91	104	111	109	93	102	87	111	99	104	97			
KERRY (D)	100	112	93	90	87	111	93	118	90	97	96	104			
OTHER	100	91	110	48	109	76	152	98	39	173	64	116			
UNDECIDED	100	97	160	0	141	24	236	30	52	216	153	45			

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%	39%	30%	39%	38%	37%	36%	42%	40%	47%	11%	9%	17%		
EASLEY (D)	57%	56%	67%	57%	57%	57%	57%	56%	56%	49%	85%	91%	66%		
OTHER	3%	4%	1%	4%	3%	5%	4%	1%	2%	3%	4%	0%	12%		
UNDECIDED	1%	1%	2%	0%	2%	0%	2%	1%	2%	1%	0%	0%	6%		
	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	101	78	102	98	97	94	109	103	122	27	25	44		
EASLEY (D)	100	99	117	100	100	101	101	99	99	86	149	159	116		
OTHER	100	104	36	107	94	141	130	33	67	87	121	0	342		
UNDECIDED	100	95	177	17	175	30	169	65	148	98	42	0	522		

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%	64%	8%	23%	70%	6%	13%	71%	11%	29%					
EASLEY (D)	57%	31%	90%	43%	27%	91%	59%	25%	86%	64%					
OTHER	3%	3%	2%	34%	2%	2%	28%	2%	2%	6%					
UNDECIDED	1%	1%	0%	0%	1%	0%	0%	1%	1%	1%					
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%					

DEMOGRAPHIC SUBPOPULATIONS INDEXED TO OVERALL RESPONSES

BALLANTINE (R)	100	166	20	61	182	16	34	183	28	75					
EASLEY (D)	100	55	158	76	48	160	103	45	152	112					
OTHER	100	101	73	987	55	71	828	71	57	184					
UNDECIDED	100	135	11	0	81	20	0	137	63	85					

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

VOTE FOR GOVERNOR / 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

BALLANTINE (R)	39%	29%	41%	45%	37%	60%	23%	5%	32%	32%	45%	54%	23%		
EASLEY (D)	57%	67%	55%	53%	56%	33%	75%	90%	64%	64%	51%	41%	74%		
OTHER	3%	3%	3%	2%	5%	4%	1%	5%	3%	3%	4%	3%	3%		
UNDECIDED	1%	0%	0%	1%	2%	2%	0%	0%	0%	1%	1%	1%	0%		
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%		

DEMOGRAPHIC SUBPOPULATIONS INDEXED TO OVERALL RESPONSES

BALLANTINE (R)	100	76	107	115	96	157	61	12	84	83	115	141	59		
EASLEY (D)	100	118	97	93	99	59	132	158	113	113	89	72	130		
OTHER	100	102	95	56	138	128	42	155	100	89	107	99	85		
UNDECIDED	100	11	37	73	187	158	9	0	23	93	110	132	38		

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	MILITARY/VET	NON-MILITARY/VET	< \$40K/YR	\$40K - \$80K/YR	> \$80K/YR	CHARLOTTE & WEST	RALEIGH & GREENSBORO	SOUTH & COAST	URBAN	SUBURBAN	RURAL			
RESPONSES SORTED BY DEMOGRAPHIC CATEGORY															
BALLANTINE (R)	39%	40%	38%	35%	40%	43%	44%	36%	37%	34%	40%	41%			
EASLEY (D)	57%	55%	59%	58%	57%	55%	51%	60%	58%	62%	56%	54%			
OTHER	3%	4%	3%	5%	3%	1%	4%	3%	3%	4%	3%	4%			
UNDECIDED	1%	1%	1%	2%	1%	0%	1%	1%	1%	0%	1%	2%			
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%			

	OVERALL	MILITARY/VET	NON-MILITARY/VET	< \$40K/YR	\$40K - \$80K/YR	> \$80K/YR	CHARLOTTE & WEST	RALEIGH & GREENSBORO	SOUTH & COAST	URBAN	SUBURBAN	RURAL			
DEMOGRAPHIC SUBPOPULATIONS INDEXED TO OVERALL RESPONSES															
BALLANTINE (R)	100	104	98	92	104	112	114	92	97	87	105	105			
EASLEY (D)	100	96	103	101	99	97	89	106	103	109	98	95			
OTHER	100	119	77	154	77	31	116	90	101	122	81	104			
UNDECIDED	100	90	91	155	55	35	132	87	77	38	108	143			

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)	50%	84%	9%	32%	91%	24%	28%	88%	14%	46%					
BOWLES (D)	44%	10%	85%	37%	7%	70%	31%	8%	80%	44%					
OTHER	5%	4%	6%	27%	2%	5%	42%	3%	5%	9%					
UNDECIDED	1%	1%	1%	4%	0%	1%	0%	1%	1%	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	168	18	64	181	48	55	176	28	92					
BOWLES (D)	100	24	195	84	16	161	71	19	183	101					
OTHER	100	84	109	533	33	103	816	50	96	179					
UNDECIDED	100	83	54	385	14	73	0	72	123	99					

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)	50%	42%	57%	52%	48%	76%	33%	12%	45%	49%	53%	70%	31%		
BOWLES (D)	44%	53%	38%	40%	46%	20%	62%	77%	46%	45%	42%	25%	63%		
OTHER	5%	3%	5%	7%	5%	4%	4%	11%	8%	4%	5%	4%	6%		
UNDECIDED	1%	2%	0%	1%	1%	1%	1%	0%	0%	2%	1%	1%	1%		
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%		

DEMOGRAPHIC SUBPOPULATIONS INDEXED TO OVERALL RESPONSES

BURR (R)	100	84	113	104	96	150	65	23	90	98	105	139	61		
BOWLES (D)	100	121	88	92	105	45	143	177	107	102	95	58	144		
OTHER	100	57	96	132	103	72	79	217	156	83	100	71	110		
UNDECIDED	100	202	23	88	109	87	117	36	35	186	72	101	95		

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 PERCENTAGE AND BY INDEX

	OVERALL	MILITARY/VET	NON-MILITARY/VET	< \$40K/YR	\$40K - \$80K/YR	> \$80K/YR	CHARLOTTE & WEST	RALEIGH & GREENSBORO	SOUTH & COAST	URBAN	SUBURBAN	RURAL			
	RESPONSES SORTED BY DEMOGRAPHIC CATEGORY														
BURR (R)	50%	52%	50%	45%	54%	56%	55%	47%	52%	45%	54%	51%			
BOWLES (D)	44%	42%	44%	47%	41%	42%	37%	49%	41%	50%	41%	42%			
OTHER	5%	5%	5%	7%	4%	2%	7%	3%	6%	5%	5%	6%			
UNDECIDED	1%	1%	1%	2%	1%	0%	2%	1%	1%	1%	1%	1%			
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%			

	OVERALL	MILITARY/VET	NON-MILITARY/VET	< \$40K/YR	\$40K - \$80K/YR	> \$80K/YR	CHARLOTTE & WEST	RALEIGH & GREENSBORO	SOUTH & COAST	URBAN	SUBURBAN	RURAL			
	DEMOGRAPHIC SUBPOPULATIONS INDEXED TO OVERALL RESPONSES														
BURR (R)	100	102	99	89	107	111	108	93	104	89	107	101			
BOWLES (D)	100	98	101	107	94	96	84	113	94	114	93	96			
OTHER	100	95	102	136	81	36	142	67	115	93	92	115			
UNDECIDED	100	109	103	156	91	44	156	59	110	67	89	141			

OVERALL
MILITARY/VET
NON-MILITARY/VET
< \$40K/YR
\$40K - \$80K/YR
> \$80K/YR
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 ± 10%. 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	768	654	040	368	400	229	226	181	131	573	155	016	024		
CERTAIN	654	654	000	310	344	192	198	154	110	502	121	010	021		
PROBABLE	040	000	040	019	021	014	012	008	006	028	007	003	002		
LIKELY	694	654	040	329	365	206	210	162	115	531	128	012	023		
BUSH (R)	376	356	020	185	191	098	112	098	068	355	008	005	007	313	057
KERRY (D)	302	283	019	137	165	104	090	064	044	168	115	007	012	164	124
OTHER	009	009	001	005	004	002	005	000	002	005	003	000	002	000	000
UNDECIDED	006	006	000	002	005	002	002	001	001	003	002	000	002	000	000
BALLANTINE (R)	266	254	011	128	138	076	076	068	046	247	014	001	004		
EASLEY (D)	392	367	025	185	207	117	120	090	064	258	108	010	015		
OTHER	023	023	000	012	012	010	009	002	003	016	005	000	003		
WON'T VOTE	005	003	002	003	002	003	000	001	001	004	000	001	000		
UNDECIDED	007	007	001	001	007	001	004	001	002	006	001	000	001		
BURR (R)	346	254	011	169	176	093	104	087	062	323	015	002	006		
BOWLES (D)	299	367	025	141	158	093	088	068	050	176	101	008	013		
OTHER	035	023	000	015	020	014	012	006	003	023	008	001	003		
WON'T VOTE	008	003	002	002	006	006	001	000	001	005	001	001	000		
UNDECIDED	007	007	001	002	005	001	005	001	000	004	002	000	001		
TOTAL	900	654	040	434	466	299	262	196	144	654	179	038	029		
COMPOSITION OF ADULTS	100%	73%	4%	48%	52%	33%	29%	22%	16%	73%	20%	4%	3%		
COMP. OF REG. VOTERS	100%	85%	5%	48%	52%	30%	29%	24%	17%	75%	20%	2%	3%		
COMP. OF LIKELY VOTERS	100%	94%	6%	47%	53%	30%	30%	23%	17%	76%	18%	2%	3%		

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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	768	293	300	168	007	376	302	009	006	266	392	023	005	007
CERTAIN	654	265	247	138	004	356	283	009	006	254	367	023	003	007
PROBABLE	040	011	015	011	003	020	019	001	000	011	025	000	002	001
LIKELY	694	276	262	149	007	376	302	009	006	266	392	023	005	007
BUSH (R)	376	260	041	073	001					239	116	013	002	005
KERRY (D)	302	012	214	071	005					023	270	007	002	000
OTHER	009	004	004	002	000					002	004	003	000	000
UNDECIDED	006	001	002	003	001					001	002	000	001	002
BALLANTINE (R)	266	194	028	043	000	239	023	002	001					
EASLEY (D)	392	070	226	094	002	116	270	004	002					
OTHER	023	007	005	009	003	013	007	003	000					
WON'T VOTE	005	002	001	001	001	002	002	000	001					
UNDECIDED	007	004	002	001	000	005	000	000	002					
BURR (R)	346	241	037	068	000	314	027	003	001	241	093	006	001	003
BOWLES (D)	299	023	209	064	003	039	255	003	002	019	272	007	000	001
OTHER	035	007	013	013	002	016	017	002	000	004	020	010	000	000
WON'T VOTE	008	004	001	002	001	004	002	001	001	001	003	000	003	000
UNDECIDED	007	002	003	001	000	003	002	000	002	000	003	000	000	004
TOTAL	900	293	300	168	007	376	302	009	006	266	392	023	005	007
COMPOSITION OF ADULTS	100%	33%	33%	19%	1%	42%	34%	1%	1%	30%	44%	3%	1%	1%
COMP. OF REG. VOTERS	100%	38%	39%	22%	1%	49%	39%	1%	1%	35%	51%	3%	1%	1%
COMP. OF LIKELY VOTERS	100%	40%	38%	21%	1%	54%	44%	1%	1%	38%	57%	3%	1%	1%

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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	768	131	162	190	278	356	280	097	025	114	228	410	362	342	045
CERTAIN	654	120	151	167	212	311	232	081	022	089	192	360	312	294	034
PROBABLE	040	003	005	011	020	014	018	006	002	005	018	016	020	016	003
LIKELY	694	123	156	178	232	325	251	087	023	094	210	376	332	309	037
BUSH (R)	376	050	098	105	119	265	083	012	011	043	113	214	248	104	018
KERRY (D)	302	068	056	072	105	052	164	073	010	048	092	154	078	198	016
OTHER	009	003	001	001	005	004	003	002	001	003	002	004	003	005	002
UNDECIDED	006	001	001	001	003	004	001	000	001	000	003	003	003	003	000
BALLANTINE (R)	266	036	064	079	085	196	058	004	006	030	067	167	180	069	012
EASLEY (D)	392	082	086	094	129	108	187	078	015	059	134	190	135	225	021
OTHER	023	004	005	003	011	014	004	005	001	003	006	014	011	009	003
WON'T VOTE	005	001	000	001	003	002	001	001	001	002	002	001	001	005	000
UNDECIDED	007	000	001	001	005	005	000	000	001	000	002	004	005	001	001
BURR (R)	346	052	087	093	110	244	081	010	007	041	103	197	231	094	014
BOWLES (D)	299	064	059	070	104	064	154	067	011	042	093	155	082	191	015
OTHER	035	004	008	012	012	012	010	010	004	007	009	019	012	017	006
WON'T VOTE	008	001	002	001	004	003	003	000	001	003	002	002	003	004	000
UNDECIDED	007	003	000	002	003	003	003	000	001	000	004	003	003	003	001
TOTAL	900	140	171	214	357	396	322	115	042	150	275	445	413	388	065
COMPOSITION OF ADULTS	100%	16%	19%	24%	40%	44%	36%	13%	5%	17%	31%	49%	46%	43%	7%
COMP. OF REG. VOTERS	100%	17%	21%	25%	36%	46%	36%	13%	3%	15%	30%	53%	47%	45%	6%
COMP. OF LIKELY VOTERS	100%	18%	22%	26%	33%	47%	36%	13%	3%	14%	30%	54%	48%	45%	5%

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	OVERALL	MILITARY/VET	NON-MILITARY/VET	< \$40K/YR	\$40K - \$80K/YR	> \$80K/YR	DECLINE	CHARLOTTE & WEST	RALEIGH & GREENSBORO	SOUTH & COAST	URBAN	SUBURBAN	RURAL		
REGISTERED	768	389	330	286	279	128	023	255	379	133	216	286	266		
CERTAIN	654	339	277	223	252	120	018	211	326	117	184	252	218		
PROBABLE	040	019	017	022	009	003	003	017	018	005	013	016	011		
LIKELY	694	358	294	245	261	123	021	228	344	122	197	268	229		
BUSH (R)	376	201	155	121	147	074	013	135	174	067	093	161	122		
KERRY (D)	302	149	133	119	106	048	007	087	166	050	101	105	096		
OTHER	009	003	005	003	004	001	000	003	004	002	003	001	005		
UNDECIDED	006	005	001	002	004	000	000	003	001	003	001	001	005		
BALLANTINE (R)	266	142	110	086	104	053	008	099	122	045	065	108	092		
EASLEY (D)	392	195	171	140	147	068	010	114	207	070	120	149	123		
OTHER	023	014	008	013	007	001	001	009	010	004	008	007	008		
WON'T VOTE	005	003	002	002	002	000	001	002	001	002	003	001	002		
UNDECIDED	007	003	003	004	002	000	000	003	003	001	001	003	003		
BURR (R)	346	183	144	108	140	069	010	123	160	063	088	143	115		
BOWLES (D)	299	151	128	112	106	051	008	082	167	049	096	108	094		
OTHER	035	017	015	017	011	002	003	016	012	007	009	012	013		
WON'T VOTE	008	004	004	005	002	000	000	002	003	002	002	002	004		
UNDECIDED	007	004	003	004	002	001	000	004	002	001	001	002	003		
TOTAL	900	439	386	348	308	136	029	315	437	148	257	331	312		
COMPOSITION OF ADULTS	100%	49%	43%	39%	34%	15%	3%	35%	49%	16%	29%	37%	35%		
COMP. OF REG. VOTERS	100%	51%	43%	37%	36%	17%	3%	33%	49%	17%	28%	37%	35%		
COMP. OF LIKELY VOTERS	100%	52%	42%	35%	38%	18%	3%	33%	50%	18%	28%	39%	33%		

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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.