

BUSH CARRIES NC; BURR GIVES GOP NEW SENATE SEAT; EASLEY RE-ELECTED



ADDITION OF JOHN EDWARDS TO KERRY TICKET GIVES DEMS NET 5 PTS IN NC, COSTS DEMS A U.S. SENATE SEAT

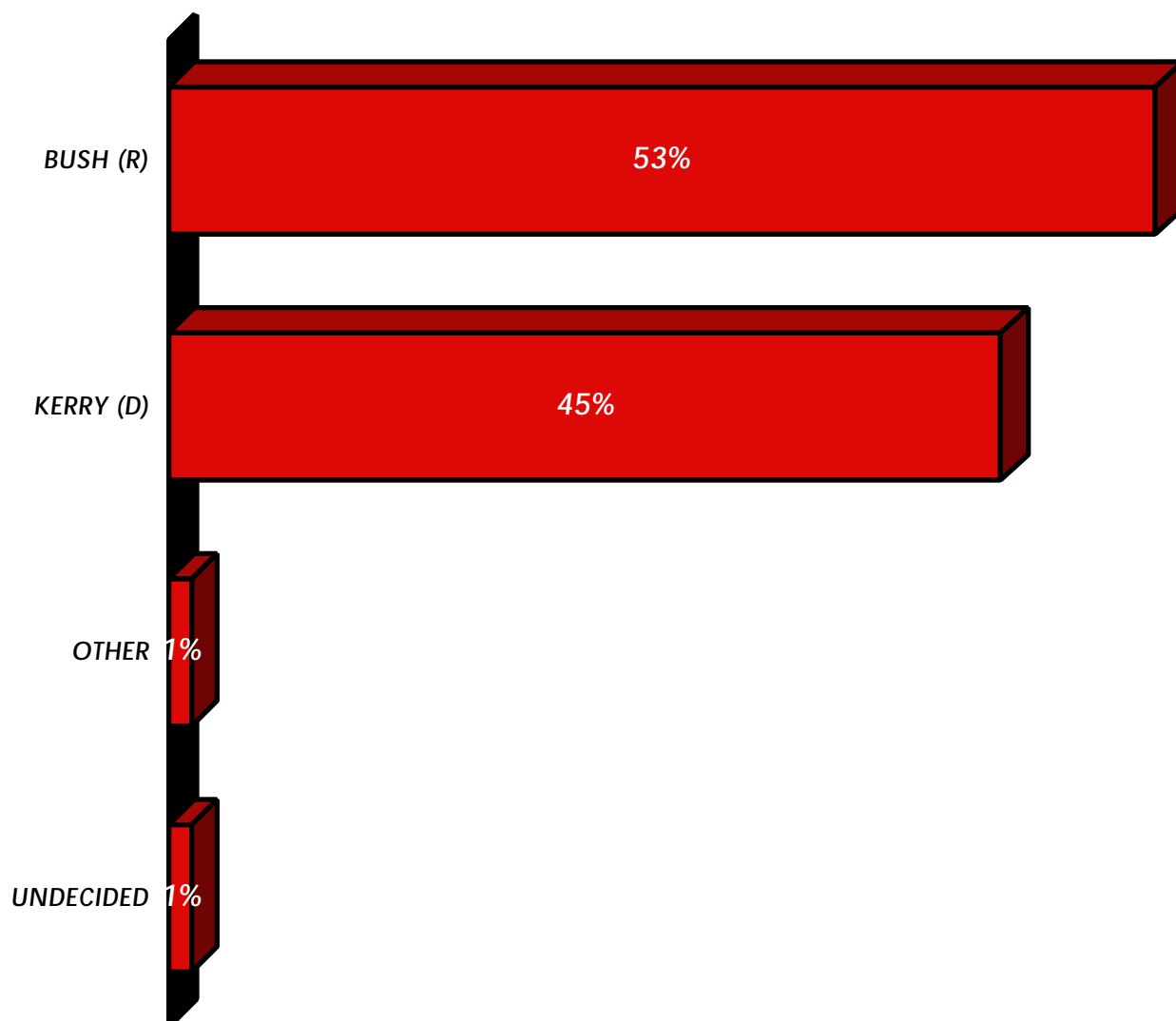
- ☛ IN 2000, GEORGE W BUSH CARRIED NC BY 13 PTS. WITH CAROLINIAN JOHN EDWARDS ON THE DEM TICKET, SURVEYUSA FORECASTS BUSH WILL CARRY NC BY 8 PTS IN 2004 & THE DEMOCRATS WILL LOSE EDWARDS' S U. S. SENATE SEAT, ACCORDING TO TRACKING POLL OF 620 LVS 10/29 - 10/31.
- ☛ ON ELECTION EVE, IT' S BUSH 53%, KERRY 45%. BUSH IS DOWN 1, KERRY UP 1, IN PAST WEEK.
- ☛ ON ELECTION EVE, IT' S REPUBLICAN RICHARD BURR 50%, DEMOCRAT ERSKINE BOWLES 45%, A GOP PICK-UP IN THE U. S. SENATE. BOWLES LED UNTIL 10/5 TRACKING POLL. BURR HAS LED SINCE.
- ☛ BURR GETS 62% OF THE WHITE VOTE, 6% OF THE BLACK VOTE. BURR UP 21 IN CHARLOTTE AREA.
- ☛ BOWLES UP 3 PTS IN RESEARCH TRIANGLE & UP 1 PT IN SOUTHERN & EASTERN NC.
- ☛ ON ELECTION EVE, IT' S DEM MIKE EASLEY 55%, GOP PATRICK BALLANTINE 41%, FOR GOV OF NC.

RESEARCH CONDUCTED E.T.	041029 15: 35- 20: 49 041030 12: 06- 20: 49 041031 12: 34- 17: 57 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 TUESDAY, 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?

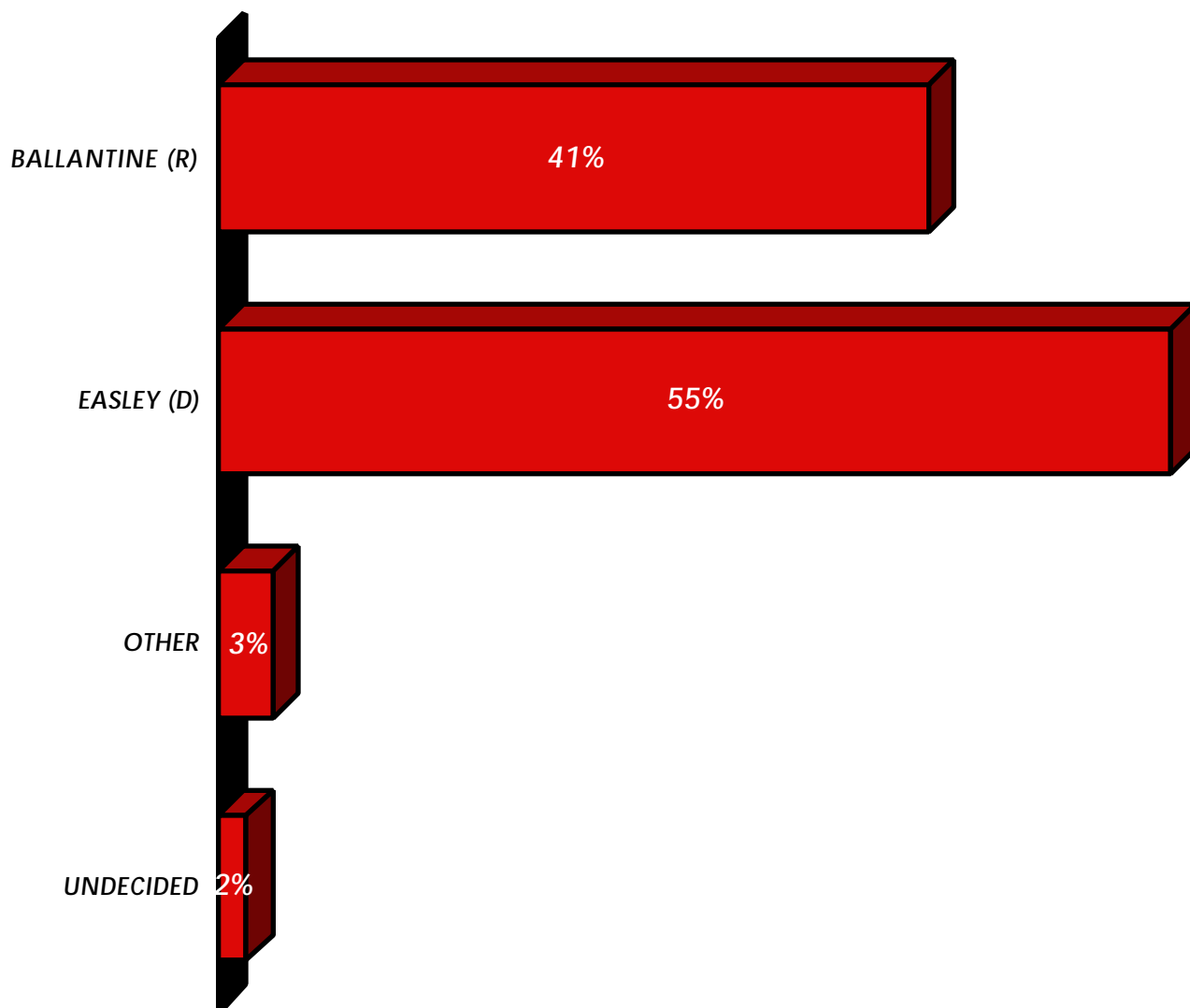


THIS IS A SURVEY OF	620	LIKELY VOTERS FROM THE ENTIRE STATE OF NORTH CAROLINA
OVERALL RESULTS CONSIDERED SIGNIFICANT	±4%	A LARGER ± APPLIES TO SUBPOPULATIONS

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?

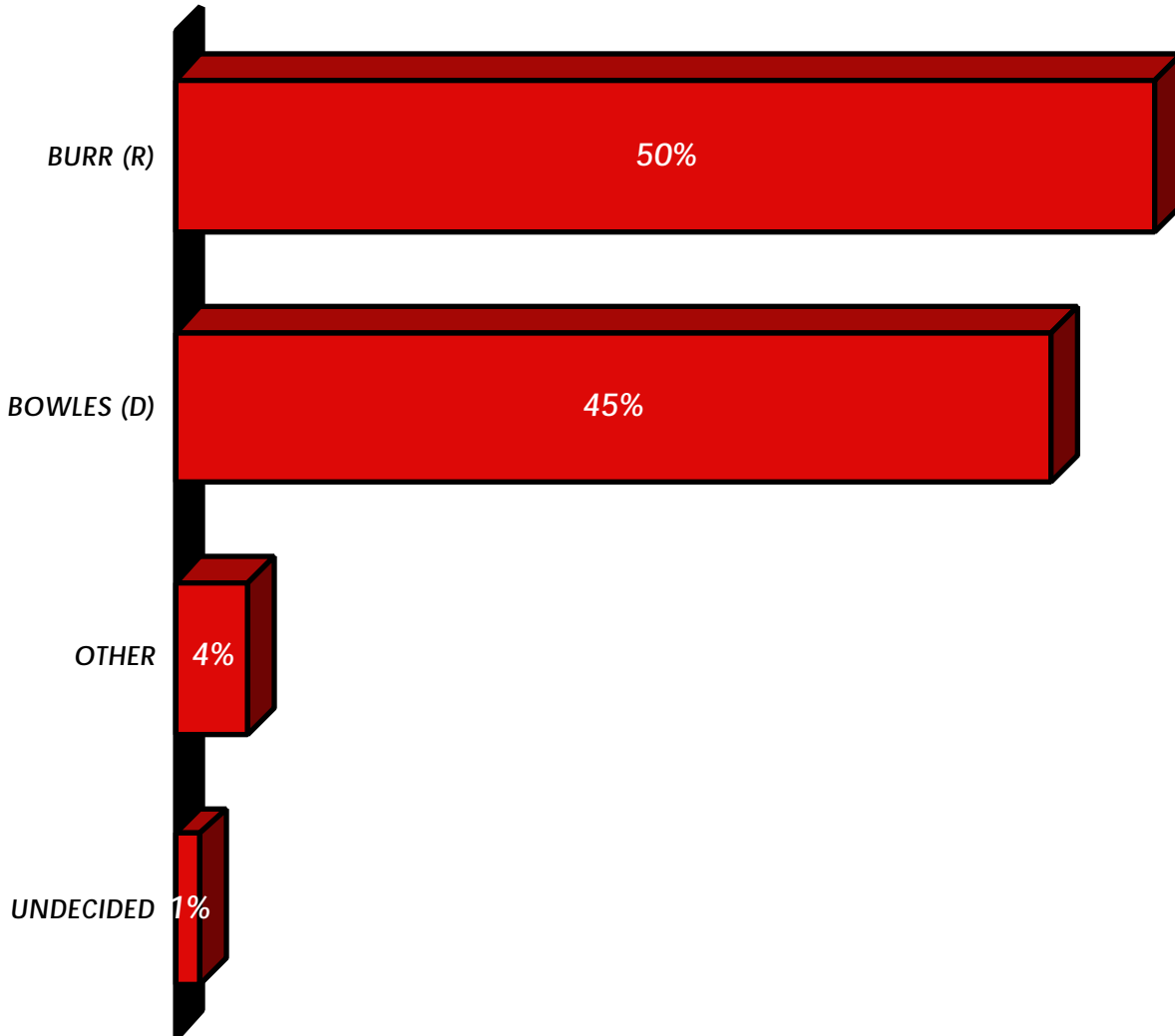


THIS IS A SURVEY OF	617	LIKELY VOTERS FROM THE ENTIRE STATE OF NORTH CAROLINA
OVERALL RESULTS CONSIDERED SIGNIFICANT	±4%	A LARGER ± APPLIES TO SUBPOPULATIONS

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

VOTE FOR SENATE / ALL LIKELY VOTERS

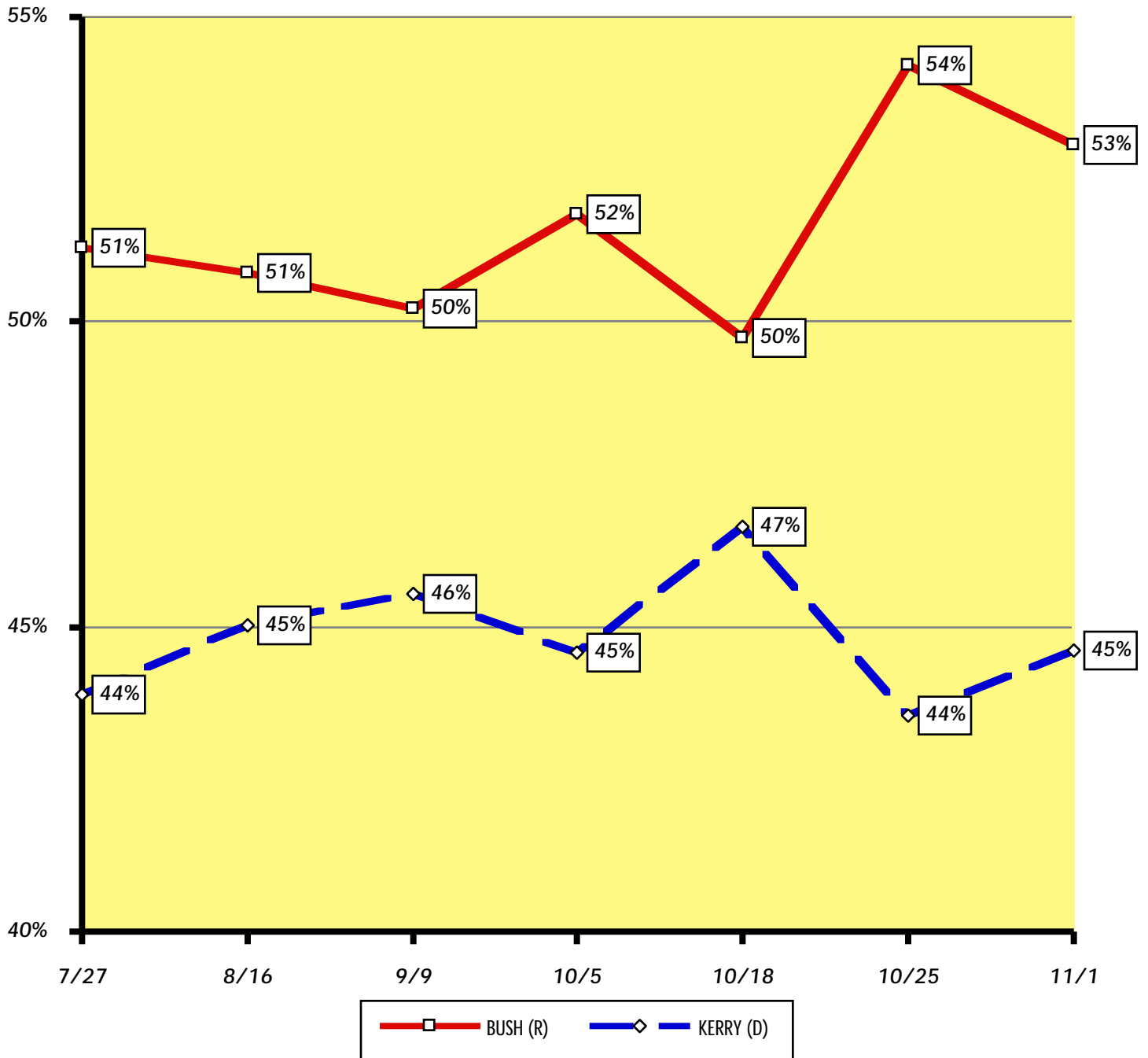
NORTH CAROLINA VOTERS MAY ALSO VOTE IN AN ELECTION FOR UNITED STATES SENATOR. IF THE ELECTION FOR U. S. SENATOR FROM NORTH CAROLINA WERE TODAY, AND YOU WERE STANDING IN THE VOTING BOOTH RIGHT NOW, WHO WOULD YOU VOTE FOR? REPUBLICAN RICHARD BURR? DEMOCRAT ERSKINE BOWLES? OR SOME OTHER CANDIDATE?



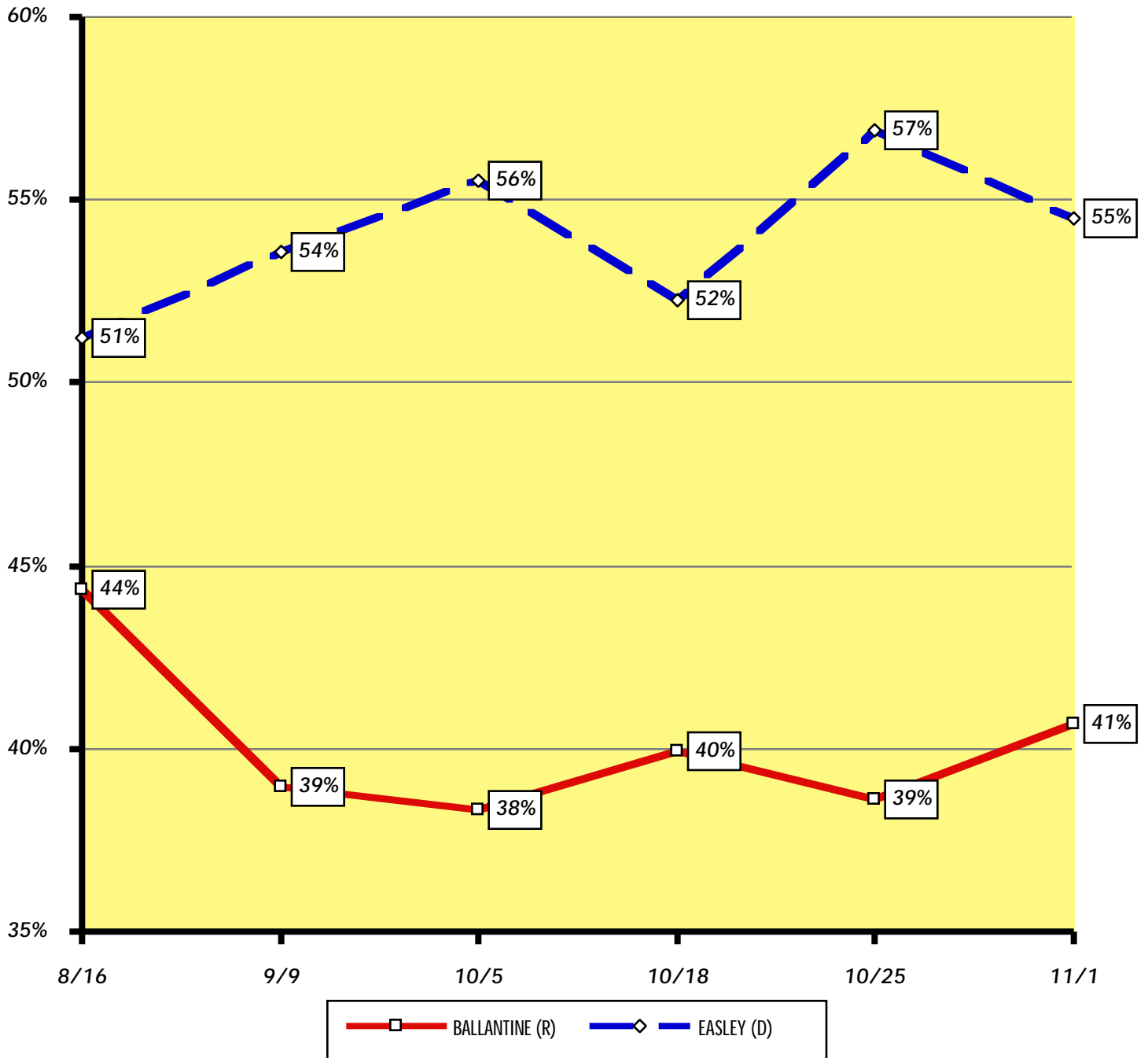
THIS IS A SURVEY OF	616	LIKELY VOTERS FROM THE ENTIRE STATE OF NORTH CAROLINA
OVERALL RESULTS CONSIDERED SIGNIFICANT	±4%	A LARGER ± APPLIES TO SUBPOPULATIONS

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

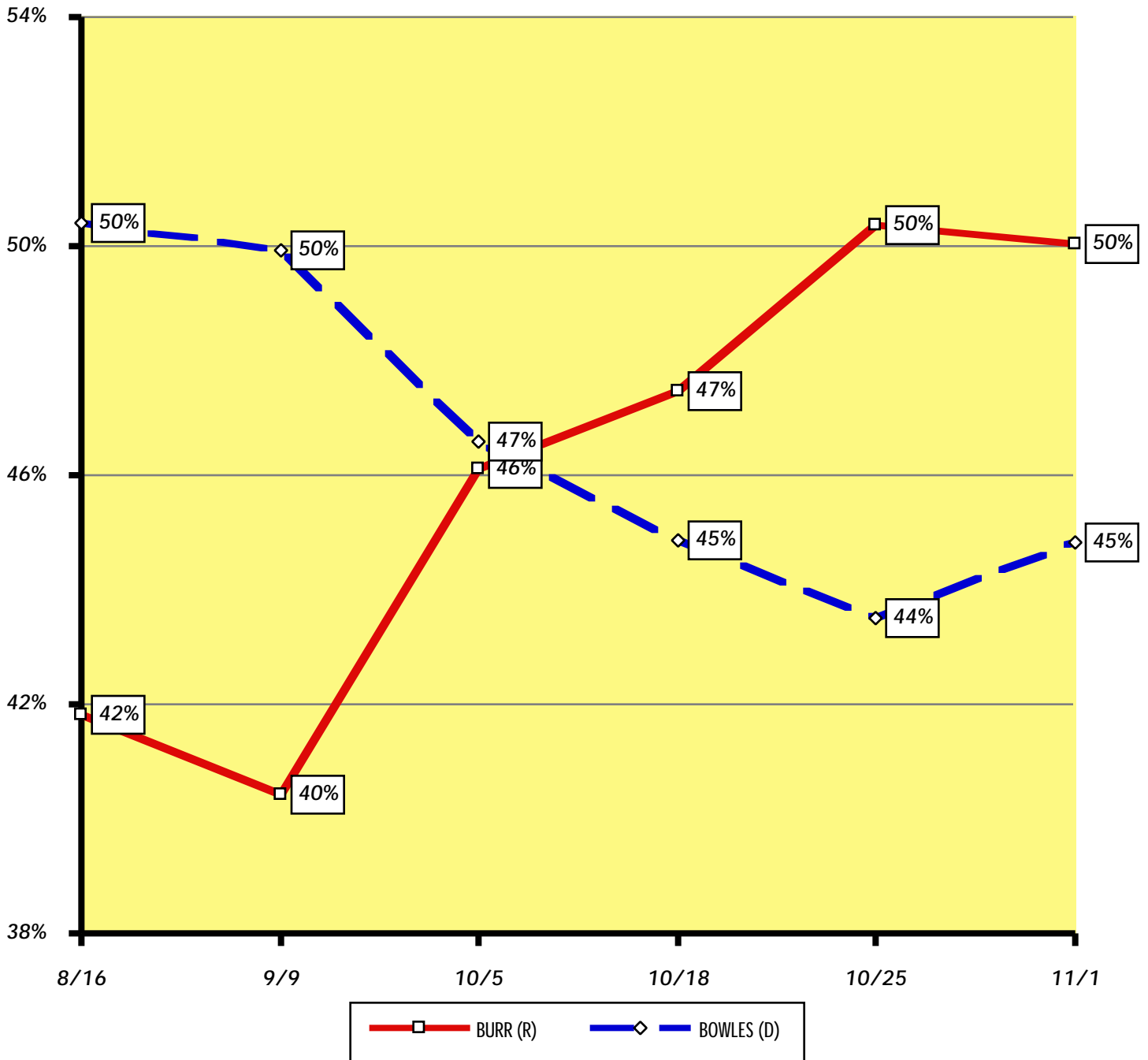
VOTE FOR PRESIDENT / ALL LIKELY VOTERS



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)	53%	53%	50%	54%	52%	53%	53%	56%	49%	66%	6%	68%	24%		
KERRY (D)	45%	45%	39%	43%	46%	44%	45%	42%	49%	32%	93%	24%	67%		
OTHER	1%	1%	3%	2%	1%	2%	1%	1%	1%	1%	0%	8%	9%		
UNDECIDED	1%	1%	8%	2%	1%	2%	1%	1%	1%	1%	1%	0%	0%		
VOTED 'FOR' CANDIDATE															86%
'AGAINST' OTHER CAND.															13%
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%		

DEMOGRAPHIC SUBPOPULATIONS INDEXED TO OVERALL RESPONSES

BUSH (R)	100	100	94	102	98	99	101	106	92	125	11	128	46		
KERRY (D)	100	101	87	95	104	99	100	94	110	71	208	54	150		
OTHER	100	90	248	128	76	141	94	81	67	70	34	669	705		
UNDECIDED	100	64	662	139	66	139	69	98	93	107	106	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)	53%	91%	25%	41%	94%	8%	48%	95%	12%	52%					
KERRY (D)	45%	7%	73%	39%	4%	90%	35%	4%	85%	43%					
OTHER	1%	1%	1%	15%	1%	0%	10%	1%	2%	2%					
UNDECIDED	1%	0%	1%	6%	0%	1%	7%	0%	1%	3%					
	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	173	48	77	178	16	90	179	23	98					
KERRY (D)	100	17	164	87	10	203	79	10	191	97					
OTHER	100	49	73	1189	108	36	807	57	123	142					
UNDECIDED	100	35	42	446	29	58	582	13	80	244					

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	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)	53%	44%	64%	56%	49%	83%	34%	12%	48%	48%	57%	79%	31%		
KERRY (D)	45%	53%	34%	42%	49%	16%	63%	88%	51%	50%	40%	19%	66%		
OTHER	1%	3%	2%	0%	1%	0%	2%	0%	0%	1%	2%	1%	1%		
UNDECIDED	1%	1%	0%	2%	1%	1%	0%	0%	1%	1%	1%	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	82	120	105	92	157	64	23	90	90	108	148	58		
KERRY (D)	100	118	77	94	110	36	142	197	114	112	90	43	149		
OTHER	100	235	150	0	64	31	192	24	27	71	138	93	119		
UNDECIDED	100	84	8	182	114	71	32	0	89	98	108	74	126		
	100	84	8	182	114	71	32	0	89	98	108	74	126		

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)	53%	45%	57%	63%	62%	48%	50%	43%	58%	57%	54%	54%			
KERRY (D)	45%	51%	42%	34%	36%	49%	48%	54%	39%	42%	43%	44%			
OTHER	1%	1%	1%	2%	1%	2%	1%	2%	1%	0%	1%	1%			
UNDECIDED	1%	3%	0%	0%	1%	2%	2%	1%	2%	1%	2%	1%			
	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	84	109	119	118	91	94	81	109	107	101	101			
KERRY (D)	100	115	94	77	82	110	108	120	88	95	97	100			
OTHER	100	65	52	196	71	131	63	198	72	39	70	121			
UNDECIDED	100	270	0	26	46	128	122	74	159	52	164	41			

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)	41%	41%	28%	44%	38%	43%	41%	41%	34%	50%	9%	58%	13%		
EASLEY (D)	55%	54%	58%	51%	57%	50%	53%	56%	63%	46%	87%	34%	81%		
OTHER	3%	3%	10%	3%	3%	4%	3%	2%	3%	3%	4%	8%	6%		
UNDECIDED	2%	1%	4%	2%	2%	2%	3%	1%	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															
BALLANTINE (R)	100	102	69	108	93	107	102	101	84	122	22	143	31		
EASLEY (D)	100	100	106	94	105	92	97	103	115	84	159	62	149		
OTHER	100	87	311	103	97	141	90	70	88	86	115	259	193		
UNDECIDED	100	90	264	95	105	128	158	34	34	124	41	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)	41%	70%	7%	20%	73%	7%	20%	76%	8%	38%				
EASLEY (D)	55%	26%	89%	41%	24%	91%	42%	20%	89%	54%				
OTHER	3%	2%	3%	39%	2%	2%	38%	2%	2%	7%				
UNDECIDED	2%	1%	1%	0%	1%	0%	0%	2%	1%	2%				
	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	173	17	50	180	18	50	186	19	94				
EASLEY (D)	100	48	163	75	44	166	76	38	164	98				
OTHER	100	77	87	1222	62	56	1196	68	72	210				
UNDECIDED	100	55	89	0	34	26	0	92	50	97				

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)	41%	34%	50%	42%	37%	65%	25%	11%	40%	33%	45%	61%	24%		
EASLEY (D)	55%	62%	48%	53%	55%	30%	72%	87%	57%	61%	50%	35%	72%		
OTHER	3%	3%	1%	3%	4%	3%	3%	1%	2%	3%	4%	3%	3%		
UNDECIDED	2%	0%	0%	2%	3%	1%	0%	1%	1%	2%	1%	2%	1%		
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%		

DEMOGRAPHIC SUBPOPULATIONS INDEXED TO OVERALL RESPONSES

BALLANTINE (R)	100	85	123	102	91	161	60	27	98	82	111	149	58		
EASLEY (D)	100	114	89	98	102	55	132	159	105	112	92	64	132		
OTHER	100	104	39	100	138	104	98	43	50	101	111	91	104		
UNDECIDED	100	20	14	126	192	61	15	55	70	151	84	112	75		

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)	41%	41%	41%	34%	45%	47%	48%	37%	38%	36%	42%	43%			
EASLEY (D)	55%	55%	53%	59%	53%	49%	47%	57%	59%	59%	51%	53%			
OTHER	3%	3%	3%	4%	2%	4%	4%	3%	2%	3%	4%	2%			
UNDECIDED	2%	1%	2%	3%	0%	0%	1%	2%	0%	1%	2%	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															
BALLANTINE (R)	100	100	102	84	110	115	117	91	94	89	104	106			
EASLEY (D)	100	101	98	109	96	90	87	105	109	109	94	98			
OTHER	100	90	104	118	75	120	120	99	62	99	123	72			
UNDECIDED	100	87	112	182	25	0	61	150	23	74	142	73			

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%	89%	5%	54%	90%	22%	31%	91%	11%	46%									
BOWLES (D)	45%	7%	91%	16%	8%	74%	25%	6%	84%	44%									
OTHER	4%	3%	3%	30%	2%	3%	44%	2%	3%	8%									
UNDECIDED	1%	1%	1%	0%	0%	1%	0%	1%	1%	1%									
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%									

DEMOGRAPHIC SUBPOPULATIONS INDEXED TO OVERALL RESPONSES																			
BURR (R)	100	177	10	107	180	44	61	182	23	92									
BOWLES (D)	100	16	203	36	18	166	56	12	188	99									
OTHER	100	90	79	802	49	75	1167	52	82	221									
UNDECIDED	100	59	73	0	17	48	0	93	83	93									

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%	43%	59%	52%	47%	79%	32%	10%	44%	45%	54%	74%	29%		
BOWLES (D)	45%	54%	39%	41%	47%	16%	64%	87%	53%	50%	41%	22%	66%		
OTHER	4%	3%	2%	4%	5%	4%	3%	3%	2%	3%	4%	3%	4%		
UNDECIDED	1%	0%	0%	3%	2%	1%	0%	0%	1%	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	86	117	104	93	157	64	20	88	90	108	148	59		
BOWLES (D)	100	120	88	91	104	36	143	194	117	111	91	48	146		
OTHER	100	78	55	117	122	103	83	67	50	91	114	90	98		
UNDECIDED	100	18	0	206	141	84	35	22	104	129	87	75	106		

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%	50%	51%	43%	54%	58%	59%	45%	47%	42%	53%	54%			
BOWLES (D)	45%	45%	44%	51%	42%	38%	38%	48%	48%	53%	41%	41%			
OTHER	4%	3%	4%	4%	3%	4%	3%	4%	3%	4%	4%	4%			
UNDECIDED	1%	1%	1%	2%	1%	0%	0%	2%	2%	1%	2%	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	101	101	85	108	116	117	91	94	83	107	108			
BOWLES (D)	100	100	98	115	94	86	84	108	107	119	92	92			
OTHER	100	91	107	92	89	98	89	114	79	104	98	98			
UNDECIDED	100	100	92	175	53	0	30	136	130	75	119	101			

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	683	582	038	316	367	204	211	150	118	500	141	022	020		
CERTAIN	582	582	000	267	315	162	185	132	103	432	115	019	017		
PROBABLE	038	000	038	021	017	017	008	008	004	027	008	000	002		
LIKELY	620	582	038	288	332	180	194	140	107	459	123	019	019		
BUSH (R)	328	309	019	156	172	094	103	078	052	303	007	013	005	283	041
KERRY (D)	276	262	015	123	154	079	087	058	053	145	114	005	012	159	110
OTHER	008	006	001	005	003	003	002	001	001	004	001	002	002	000	000
UNDECIDED	008	005	003	005	003	003	002	002	001	006	002	000	000	000	000
BALLANTINE (R)	251	241	010	126	125	078	080	057	036	227	011	011	002		
EASLEY (D)	336	315	021	147	190	090	103	078	066	208	107	006	015		
OTHER	020	016	004	009	010	008	006	003	003	012	004	002	001		
WON'T VOTE	003	002	001	001	002	000	000	001	001	003	000	000	000		
UNDECIDED	010	009	002	004	006	004	005	001	001	009	001	000	000		
BURR (R)	308	241	010	153	155	091	096	074	047	284	007	011	006		
BOWLES (D)	276	315	021	121	155	079	083	060	054	151	110	004	011		
OTHER	023	016	004	008	015	005	010	004	004	015	004	003	001		
WON'T VOTE	004	002	001	002	002	001	002	000	001	003	000	000	000		
UNDECIDED	008	009	002	003	005	004	003	001	000	006	001	000	001		
TOTAL	800	582	038	386	414	266	239	167	128	581	159	034	026		
COMPOSITION OF ADULTS	100%	73%	5%	48%	52%	33%	30%	21%	16%	73%	20%	4%	3%		
COMP. OF REG. VOTERS	100%	85%	5%	46%	54%	30%	31%	22%	17%	73%	21%	3%	3%		
COMP. OF LIKELY VOTERS	100%	94%	6%	46%	54%	29%	31%	23%	17%	74%	20%	3%	3%		

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 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	683	259	271	143	010	328	276	008	008	251	336	020	003	010
CERTAIN	582	229	228	116	009	309	262	006	005	241	315	016	002	009
PROBABLE	038	010	014	014	000	019	015	001	003	010	021	004	001	002
LIKELY	620	240	242	130	009	328	276	008	008	251	336	020	003	010
BUSH (R)	328	227	030	068	004					230	085	008	002	003
KERRY (D)	276	011	206	056	004					019	246	008	000	004
OTHER	008	002	004	002	000					001	003	003	000	000
UNDECIDED	008	000	002	004	001					001	002	001	001	003
BALLANTINE (R)	251	181	018	049	002	230	019	001	001					
EASLEY (D)	336	049	215	069	003	085	246	003	002					
OTHER	020	005	005	009	000	008	008	003	001					
WON'T VOTE	003	001	001	001	001	002	000	000	001					
UNDECIDED	010	004	002	002	002	003	004	000	003					
BURR (R)	308	218	028	059	004	289	014	004	001	225	074	006	001	002
BOWLES (D)	276	013	204	057	002	023	250	001	002	020	250	005	001	001
OTHER	023	005	007	011	000	011	008	002	002	005	010	009	001	000
WON'T VOTE	004	000	000	001	002	002	002	000	000	001	001	000	000	002
UNDECIDED	008	003	003	002	001	003	003	000	003	001	002	000	000	005
TOTAL	800	259	271	143	010	328	276	008	008	251	336	020	003	010
COMPOSITION OF ADULTS	100%	32%	34%	18%	1%	41%	35%	1%	1%	31%	42%	2%	0%	1%
COMP. OF REG. VOTERS	100%	38%	40%	21%	1%	48%	40%	1%	1%	37%	49%	3%	0%	1%
COMP. OF LIKELY VOTERS	100%	39%	39%	21%	1%	53%	45%	1%	1%	40%	54%	3%	0%	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	NOT SURE
REGISTERED	683	129	148	174	227	303	251	084	034	099	208	362	306	314	047
CERTAIN	582	115	138	141	183	271	211	067	025	082	166	324	264	270	037
PROBABLE	038	004	003	012	017	007	013	010	006	004	017	013	014	019	001
LIKELY	620	119	141	154	200	278	224	077	030	086	183	337	278	289	038
BUSH (R)	328	052	090	086	097	231	076	009	007	041	088	192	218	088	013
KERRY (D)	276	063	048	065	098	044	142	068	018	044	092	135	054	192	024
OTHER	008	003	003	000	002	001	005	000	001	000	002	006	003	004	000
UNDECIDED	008	001	000	004	003	002	001	000	004	001	002	005	003	005	001
BALLANTINE (R)	251	041	070	063	074	181	055	009	004	034	061	151	167	068	009
EASLEY (D)	336	074	068	081	110	084	161	067	018	049	112	167	096	207	025
OTHER	020	004	002	005	009	009	007	001	002	001	006	012	008	010	002
WON'T VOTE	003	001	001	001	000	002	001	000	000	000	001	002	002	001	000
UNDECIDED	010	000	000	003	006	003	001	001	006	001	005	005	005	004	002
BURR (R)	308	051	082	080	092	218	072	008	006	038	082	181	204	084	012
BOWLES (D)	276	064	055	063	092	045	144	067	016	045	090	136	060	189	023
OTHER	023	004	003	007	009	011	007	002	002	002	006	015	009	011	002
WON'T VOTE	004	000	001	000	003	001	000	000	002	000	002	001	003	001	000
UNDECIDED	008	000	000	004	004	003	001	000	004	001	003	004	003	004	001
TOTAL	800	147	156	198	289	354	286	098	046	126	260	393	356	355	065
COMPOSITION OF ADULTS	100%	18%	19%	25%	36%	44%	36%	12%	6%	16%	33%	49%	45%	44%	8%
COMP. OF REG. VOTERS	100%	19%	22%	25%	33%	44%	37%	12%	5%	15%	30%	53%	45%	46%	7%
COMP. OF LIKELY VOTERS	100%	19%	23%	25%	32%	45%	36%	12%	5%	14%	30%	54%	45%	47%	6%

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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	683	346	291	249	234	121	029	232	343	108	210	261	212		
CERTAIN	582	293	251	201	205	112	024	193	292	097	177	223	182		
PROBABLE	038	019	013	017	010	003	002	011	022	004	010	017	011		
LIKELY	620	312	264	218	215	115	026	204	315	101	188	239	193		
BUSH (R)	328	168	141	097	123	072	015	127	151	050	081	138	109		
KERRY (D)	276	136	117	112	090	039	009	074	154	048	101	094	081		
OTHER	008	003	004	002	001	003	001	002	005	001	005	002	001		
UNDECIDED	008	006	001	007	000	000	000	001	005	002	002	005	001		
BALLANTINE (R)	251	126	109	074	096	054	011	097	116	039	068	101	082		
EASLEY (D)	336	171	141	128	113	056	012	096	180	060	111	123	102		
OTHER	020	009	009	008	005	004	000	008	010	002	006	009	004		
WON'T VOTE	003	002	000	002	000	001	000	002	001	000	000	000	002		
UNDECIDED	010	004	005	006	001	000	002	002	008	000	002	006	002		
BURR (R)	308	156	134	093	115	066	014	119	142	047	078	128	103		
BOWLES (D)	276	139	116	112	090	044	007	076	151	048	099	098	079		
OTHER	023	011	011	008	007	004	002	007	013	003	007	009	007		
WON'T VOTE	004	002	000	001	001	000	001	001	002	001	002	001	001		
UNDECIDED	008	004	003	005	002	000	001	001	006	002	002	004	003		
TOTAL	800	383	346	287	266	136	037	273	394	132	242	307	251		
COMPOSITION OF ADULTS	100%	48%	43%	36%	33%	17%	5%	34%	49%	17%	30%	38%	31%		
COMP. OF REG. VOTERS	100%	51%	43%	36%	34%	18%	4%	34%	50%	16%	31%	38%	31%		
COMP. OF LIKELY VOTERS	100%	50%	43%	35%	35%	19%	4%	33%	51%	16%	30%	39%	31%		

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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.