

SC: GOP DEMINT SET TO TAKE-AWAY DEMOCRAT HOLLINGS SENATE SEAT



IN 2000, BUSH CARRIED SOUTH CAROLINA BY 16 PTS ... LEADS TODAY BY 18 PTS ... 8 ECV

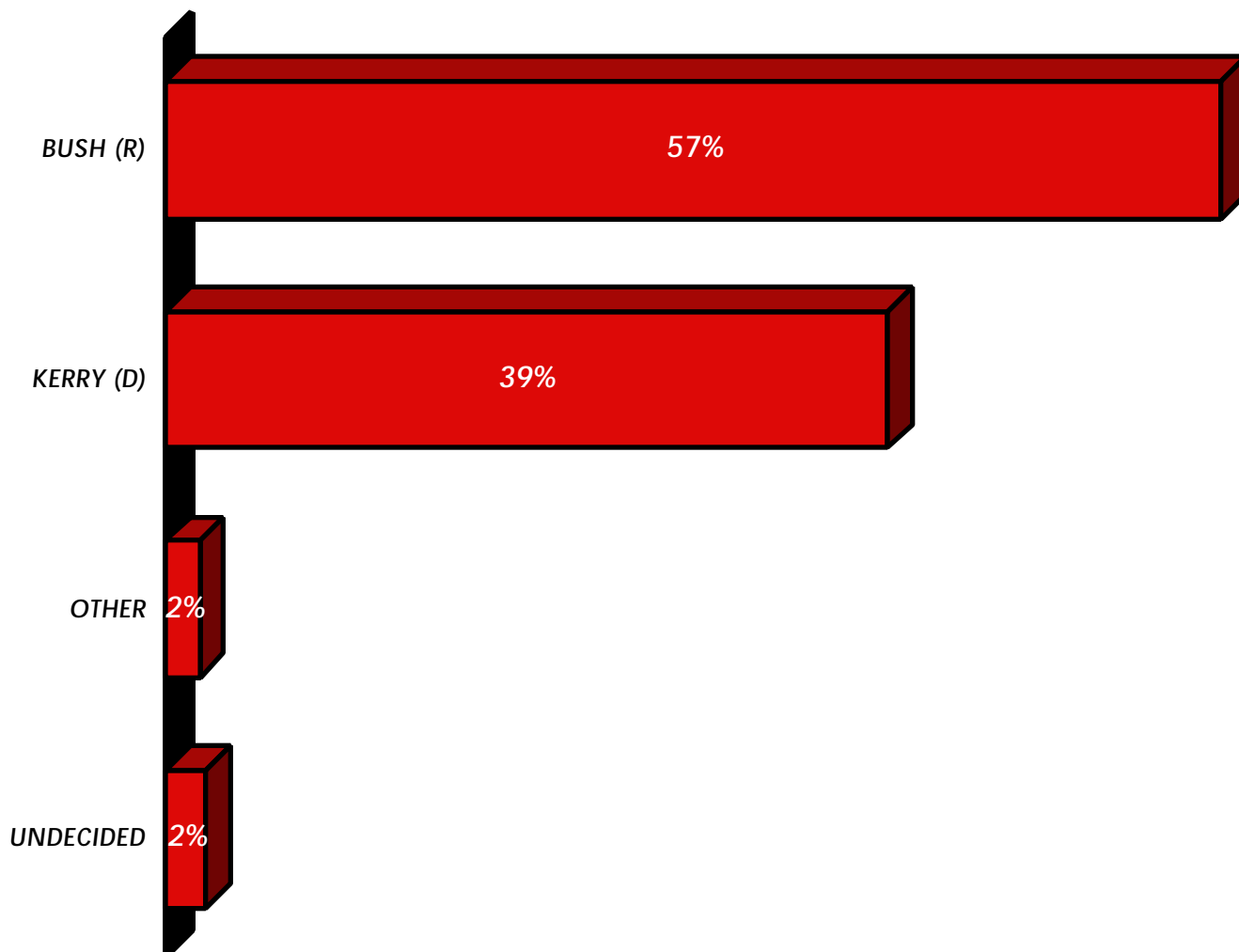
- ☛ IN AN ELECTION IN SOUTH CAROLINA TODAY, GEORGE W BUSH DEFEATS JOHN KERRY 57% TO 39%, CAPTURING STATE'S 8 ECV, & GOP JIM DEMINT RECOVERS FROM EARLIER DEBATE GAFFES TO DEFEAT DEM INEZ TENENBAUM FOR US SENATE, TAKING AWAY SEAT VACATED BY DEM ERNEST "FRITZ" HOLLINGS, ACCORDING TO SURVEYUSA POLL OF 564 LIKELY VOTERS CONDUCTED 10/22 - 10/24.
- ☛ 12 DAYS AGO, BUSH HAD LED BY 13, NOW LEADS BY 18, 8 DAYS TO THE ELECTION.
- ☛ 12 DAYS AGO, TENENBAUM HAD CLOSED TO WITHIN 3 OF DEMINT, AFTER 10/3 STATEMENTS BY DEMINT THAT SOME FOUND OFFENSIVE, BUT TODAY DEMINT IS BACK UP BY 13, 52% TO 39%. DEMINT HAD LED BY 12 AMONG MEN, NOW BY 22. TENENBAUM HAD LED BY 5 AMONG WOMEN, NOW TRAILS BY 4. TENENBAUM HAD LED BY 22 AMONG VOTERS EARNING < \$40K/YR, NOW LEADS BY 4.

RESEARCH CONDUCTED E.T.	041022 15:32-20:50 041023 12:02-18:59 041024 14:01-19:29 ET
RESPONDENTS DRAWN FROM	THE ENTIRE STATE OF SOUTH CAROLINA
RANDOM SAMPLE SELECTED BY	SURVEY SAMPLING INC.

RESEARCH CONDUCTED FOR WCSC-TV CHARLESTON

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?

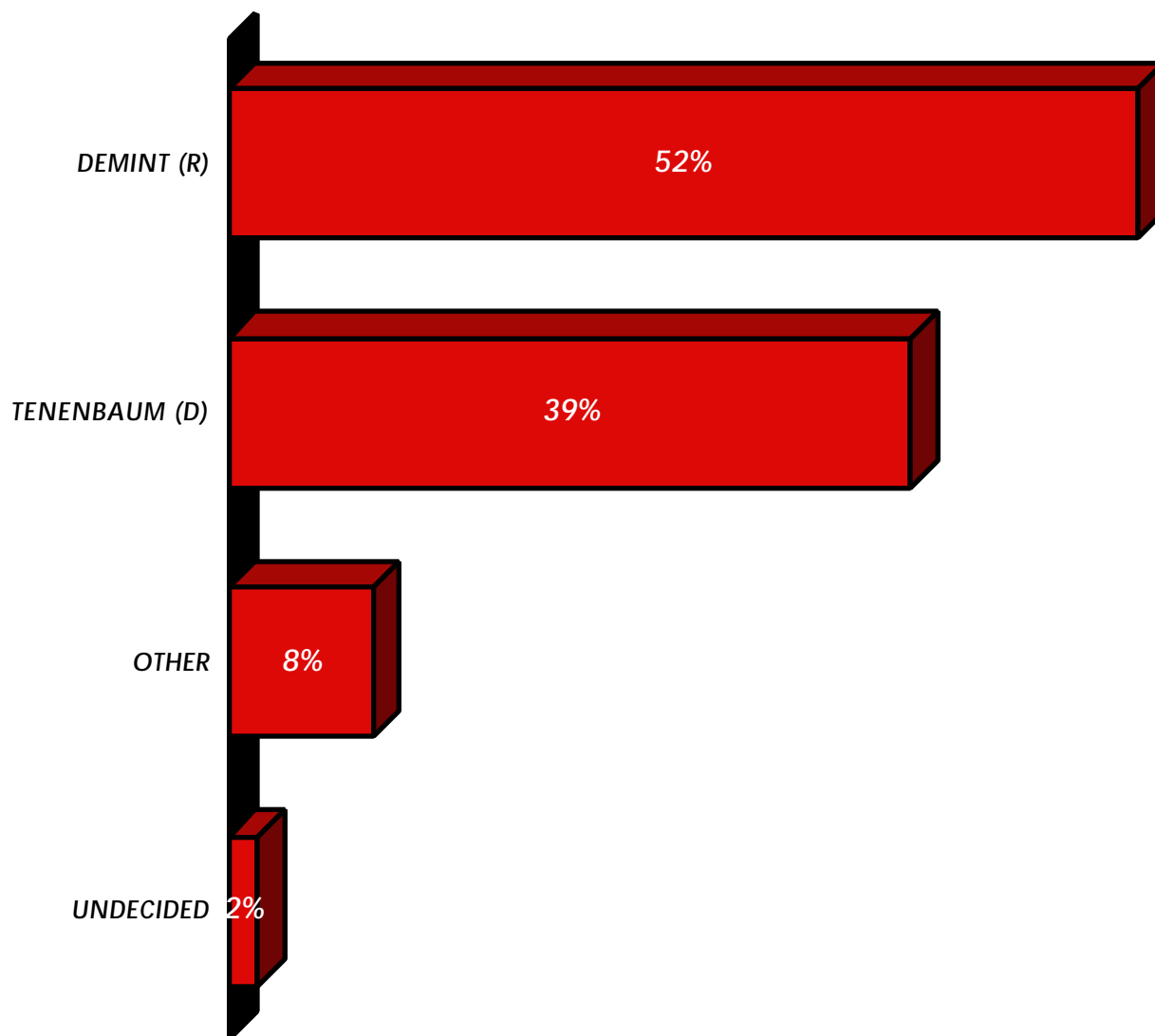


THIS IS A SURVEY OF	564	LIKELY VOTERS FROM THE ENTIRE STATE OF SOUTH CAROLINA
OVERALL RESULTS CONSIDERED SIGNIFICANT	±4.2%	A LARGER ± APPLIES TO SUBPOPULATIONS

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

VOTE FOR SENATOR / ALL LIKELY VOTERS

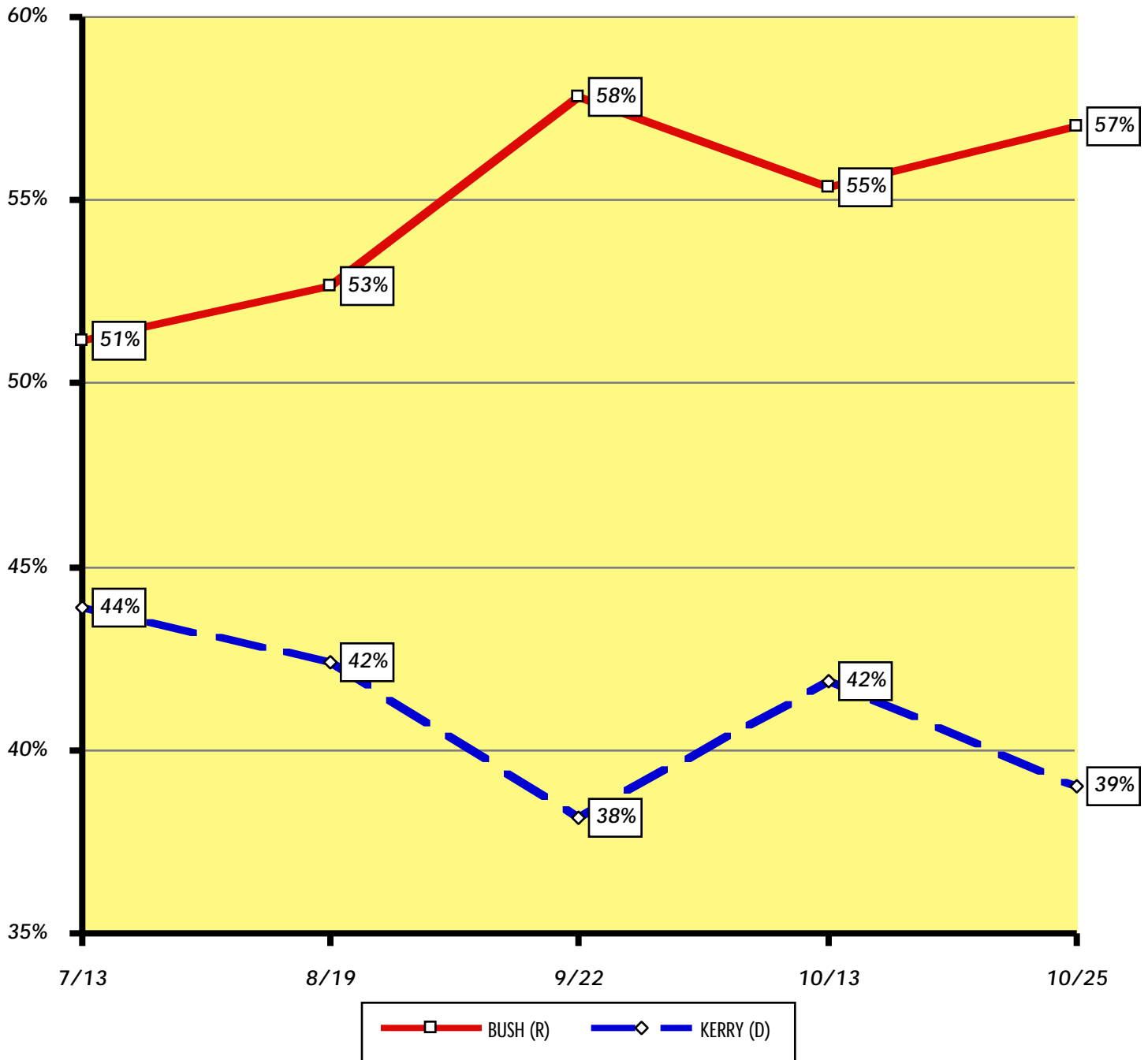
SOUTH CAROLINA VOTERS MAY ALSO VOTE IN AN ELECTION FOR UNITED STATES SENATOR. IF THE ELECTION FOR U. S. SENATOR FROM SOUTH CAROLINA WERE TODAY, AND YOU WERE STANDING IN THE VOTING BOOTH RIGHT NOW, WHO WOULD YOU VOTE FOR? REPUBLICAN JIM DEMINT? DEMOCRAT INEZ TENENBAUM? OR SOME OTHER CANDIDATE?



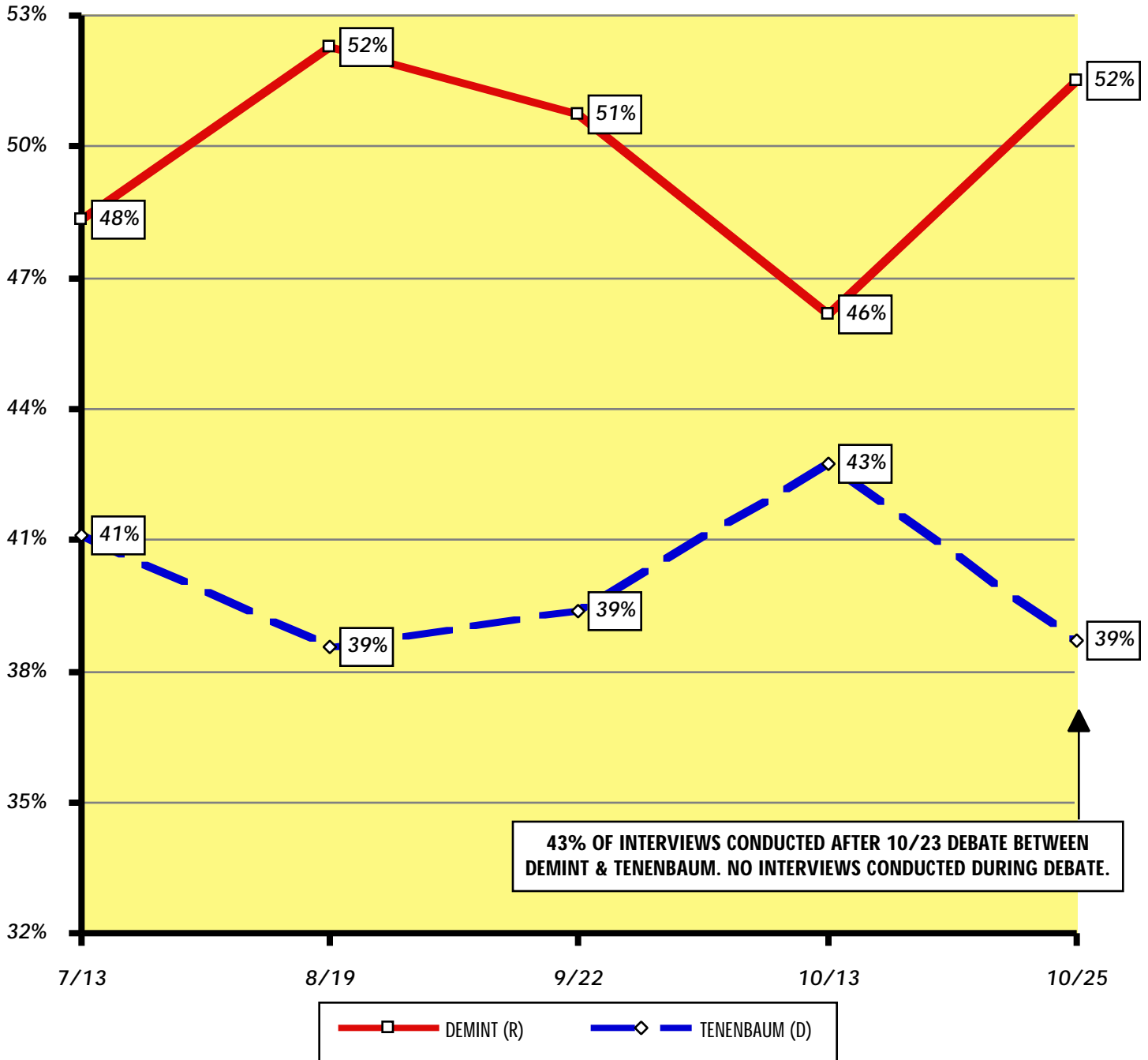
THIS IS A SURVEY OF	559	LIKELY VOTERS FROM THE ENTIRE STATE OF SOUTH CAROLINA
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VOTE FOR PRESIDENT / ALL LIKELY VOTERS



VOTE FOR SENATOR / ALL LIKELY VOTERS



VOTE FOR PRESIDENT / RESPONSES COMPARED BY PERCENTAGES AND BY INDEX

	OVERALL	MALE	FEMALE	AGE 18-34	AGE 35-49	AGE 50-64	AGE 65+	WHITE	BLACK						
	RESPONSES SORTED BY DEMOGRAPHIC CATEGORY														
BUSH (R)	57%	62%	53%	50%	60%	62%	58%	73%	10%						
KERRY (D)	39%	36%	42%	48%	34%	34%	39%	24%	82%						
OTHER	2%	2%	2%	1%	3%	2%	1%	2%	2%						
UNDECIDED	2%	1%	4%	1%	3%	2%	2%	1%	5%						
	100%	100%	100%	100%	100%	100%	100%	100%	100%						

	DEMOGRAPHIC SUBPOPULATIONS INDEXED TO OVERALL RESPONSES														
BUSH (R)	100	108	92	87	105	109	101	129	18						
KERRY (D)	100	92	108	123	88	86	99	61	210						
OTHER	100	112	89	64	158	103	59	98	119						
UNDECIDED	100	25	170	49	137	112	108	38	251						

OVERALL MALE FEMALE AGE 18-34 AGE 35-49 AGE 50-64 AGE 65+ WHITE BLACK

VOTE FOR PRESIDENT / RESPONSES COMPARED BY PERCENTAGES AND BY INDEX

OVERALL **REPUBLICAN** **DEMOCRAT** **INDEPENDENT/OTHER** **GRAD SCHOOL** **COLLEGE GRAD** **SOME COLLEGE** **NO COLLEGE** **MILITARY/VET** **NON-MILITARY/VET**

BUSH (R) **KERRY (D)**

RESPONSES SORTED BY DEMOGRAPHIC CATEGORY

BUSH (R)	57%	97%	7%	53%	54%	64%	62%	51%	58%	55%						
KERRY (D)	39%	2%	89%	40%	40%	33%	36%	44%	38%	39%						
OTHER	2%	0%	2%	5%	2%	1%	2%	2%	1%	3%						
UNDECIDED	2%	0%	2%	2%	4%	2%	1%	2%	2%	2%						
VOTED 'FOR' CANDIDATE																87%
'AGAINST' OTHER CAND.																12%
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%						

DEMOGRAPHIC SUBPOPULATIONS INDEXED TO OVERALL RESPONSES

BUSH (R)	100	170	12	93	94	112	108	90	102	97						
KERRY (D)	100	6	229	101	102	86	91	113	98	101						
OTHER	100	8	100	261	114	63	82	130	63	158						
UNDECIDED	100	18	110	116	204	73	65	91	98	107						

OVERALL **REPUBLICAN** **DEMOCRAT** **INDEPENDENT/OTHER** **GRAD SCHOOL** **COLLEGE GRAD** **SOME COLLEGE** **NO COLLEGE** **MILITARY/VET** **NON-MILITARY/VET**

VOTE FOR PRESIDENT / RESPONSES COMPARED BY PERCENTAGES AND BY INDEX

	OVERALL	WESTERN SC	CENTRAL SC	EASTERN SC	URBAN	SUBURBAN	RURAL								
	RESPONSES SORTED BY DEMOGRAPHIC CATEGORY														
BUSH (R)	57%	67%	50%	56%	47%	64%	49%								
KERRY (D)	39%	31%	44%	40%	48%	32%	47%								
OTHER	2%	0%	3%	2%	3%	2%	1%								
UNDECIDED	2%	2%	3%	1%	2%	2%	3%								
	100%	100%	100%	100%	100%	100%	100%								

	OVERALL	WESTERN SC	CENTRAL SC	EASTERN SC	URBAN	SUBURBAN	RURAL								
	DEMOGRAPHIC SUBPOPULATIONS INDEXED TO OVERALL RESPONSES														
BUSH (R)	100	117	87	99	83	113	86								
KERRY (D)	100	80	113	103	122	82	121								
OTHER	100	7	172	105	169	98	71								
UNDECIDED	100	97	139	61	81	93	122								

OVERALL
WESTERN SC
CENTRAL SC
EASTERN SC
URBAN
SUBURBAN
RURAL

VOTE FOR SENATOR / RESPONSES COMPARED BY PERCENTAGES AND BY INDEX

OVERALL **MALE** **FEMALE** **AGE 18-34** **AGE 35-49** **AGE 50-64** **AGE 65+** **WHITE** **BLACK**

RESPONSES SORTED BY DEMOGRAPHIC CATEGORY

DEMINT (R)	52%	57%	46%	45%	52%	56%	55%	64%	14%						
TENENBAUM (D)	39%	35%	42%	45%	35%	36%	39%	27%	73%						
OTHER	8%	7%	10%	8%	10%	7%	5%	8%	10%						
UNDECIDED	2%	1%	2%	1%	3%	0%	1%	1%	3%						
	100%	100%	100%	100%	100%	100%	100%	100%	100%						

DEMOGRAPHIC SUBPOPULATIONS INDEXED TO OVERALL RESPONSES

DEMINT (R)	100	111	90	88	100	110	107	125	28						
TENENBAUM (D)	100	92	108	116	90	93	100	70	188						
OTHER	100	80	119	104	128	90	61	92	116						
UNDECIDED	100	61	136	86	207	23	54	65	207						

OVERALL **MALE** **FEMALE** **AGE 18-34** **AGE 35-49** **AGE 50-64** **AGE 65+** **WHITE** **BLACK**

VOTE FOR SENATOR / RESPONSES COMPARED BY PERCENTAGES AND BY INDEX

	OVERALL	REPUBLICAN	DEMOCRAT	INDEPENDENT/OTHER	GRAD SCHOOL	COLLEGE GRAD	SOME COLLEGE	NO COLLEGE	MILITARY/VET	NON-MILITARY/VET	BUSH (R)	KERRY (D)			
RESPONSES SORTED BY DEMOGRAPHIC CATEGORY															
DEMINT (R)	52%	87%	8%	47%	50%	59%	53%	47%	53%	49%	84%	7%			
TENENBAUM (D)	39%	7%	81%	40%	40%	34%	36%	43%	36%	42%	10%	82%			
OTHER	8%	4%	10%	13%	8%	5%	10%	9%	9%	7%	5%	10%			
UNDECIDED	2%	1%	1%	1%	2%	2%	1%	1%	2%	1%	1%	0%			
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%			

	OVERALL	REPUBLICAN	DEMOCRAT	INDEPENDENT/OTHER	GRAD SCHOOL	COLLEGE GRAD	SOME COLLEGE	NO COLLEGE	MILITARY/VET	NON-MILITARY/VET	BUSH (R)	KERRY (D)			
DEMOGRAPHIC SUBPOPULATIONS INDEXED TO OVERALL RESPONSES															
DEMINT (R)	100	169	15	91	96	115	103	91	103	96	163	14			
TENENBAUM (D)	100	19	210	102	103	87	94	111	94	108	25	212			
OTHER	100	52	119	154	102	60	118	108	106	90	65	125			
UNDECIDED	100	88	59	64	151	135	68	80	106	93	59	21			

VOTE FOR SENATOR / RESPONSES COMPARED BY PERCENTAGES AND BY INDEX

OVERALL
CONSERVATIVE
MODERATE
LIBERAL
NO RELIGIOUS SERVICES
OCCASIONAL RELIGIOUS SERVICES
REGULAR RELIGIOUS SERVICES
PRO-LIFE
PRO-CHOICE
< \$40K/YR
\$40K - \$80K/YR
> \$80K/YR

RESPONSES SORTED BY DEMOGRAPHIC CATEGORY

DEMINT (R)	52%	73%	33%	12%	44%	53%	53%	68%	35%	42%	57%	56%			
TENENBAUM (D)	39%	21%	53%	76%	44%	40%	37%	22%	56%	46%	33%	37%			
OTHER	8%	6%	11%	11%	8%	7%	9%	8%	8%	9%	8%	6%			
UNDECIDED	2%	1%	3%	1%	4%	0%	2%	2%	1%	2%	1%	2%			
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%			

DEMOGRAPHIC SUBPOPULATIONS INDEXED TO OVERALL RESPONSES

DEMINT (R)	100	142	64	23	86	103	103	132	69	82	111	108			
TENENBAUM (D)	100	53	138	197	113	103	94	56	145	120	86	95			
OTHER	100	70	131	132	98	87	108	102	94	115	104	69			
UNDECIDED	100	45	166	79	249	17	99	103	59	120	49	109			

OVERALL
CONSERVATIVE
MODERATE
LIBERAL
NO RELIGIOUS SERVICES
OCCASIONAL RELIGIOUS SERVICES
REGULAR RELIGIOUS SERVICES
PRO-LIFE
PRO-CHOICE
< \$40K/YR
\$40K - \$80K/YR
> \$80K/YR

VOTE FOR SENATOR / RESPONSES COMPARED BY PERCENTAGES AND BY INDEX

OVERALL **WESTERN SC** **CENTRAL SC** **EASTERN SC** **URBAN** **SUBURBAN** **RURAL**

RESPONSES SORTED BY DEMOGRAPHIC CATEGORY													
DEMINT (R)	52%	61%	45%	51%	44%	57%	46%						
TENENBAUM (D)	39%	30%	44%	41%	47%	32%	46%						
OTHER	8%	9%	9%	7%	7%	9%	7%						
UNDECIDED	2%	1%	3%	1%	2%	1%	2%						
	100%	100%	100%	100%	100%	100%	100%						

DEMOGRAPHIC SUBPOPULATIONS INDEXED TO OVERALL RESPONSES													
DEMINT (R)	100	118	86	99	86	110	88						
TENENBAUM (D)	100	76	113	107	121	84	119						
OTHER	100	110	106	84	90	113	81						
UNDECIDED	100	43	190	53	98	88	123						

OVERALL **WESTERN SC** **CENTRAL SC** **EASTERN SC** **URBAN** **SUBURBAN** **RURAL**

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.