



MEMORANDUM

To: Interested Parties
From: Harrison Hickman
Re: Recent South Carolina Poll Results
Date: September 13, 2004

Our recent poll shows Republican Jim DeMint leading Democrat Inez Tenenbaum by a margin of 44%-41% among likely voters in the South Carolina U. S. Senate race. The margin is 46%-40% among definite voters. In the Presidential contest, George Bush leads John Kerry by a margin of 54%-38%.

Current Vote Preference (including leaners)		
	<u>Likely Voters</u>	<u>Definite Voters</u>
Jim DeMint, the Republican	44%	46%
Inez Tenenbaum, the Democrat	41	40
Undecided	15	14

TECHNICAL INFORMATION: This memo summarizes the results of a poll of 600 randomly selected registered voters in the state of South Carolina who say they probably or definitely will vote in the November 2nd election. Telephone interviewing was conducted September 7-9, 2004. The sampling error associated with a sample of 600 is 4.0, which means that the results of this survey are within 4.0 percentage points, plus or minus of the results that would have been obtained from interviewing the entire population of likely voters. The sampling error for subgroups is greater.