

DAY BEFORE EDWARDS ACCEPTS VP NOMINATION, BUSH UP 7 PTS IN NC



IN 2000, WITH SENATORS FROM TN & CT ON DEM TICKET, BUSH CARRIED NC BY 13 PTS

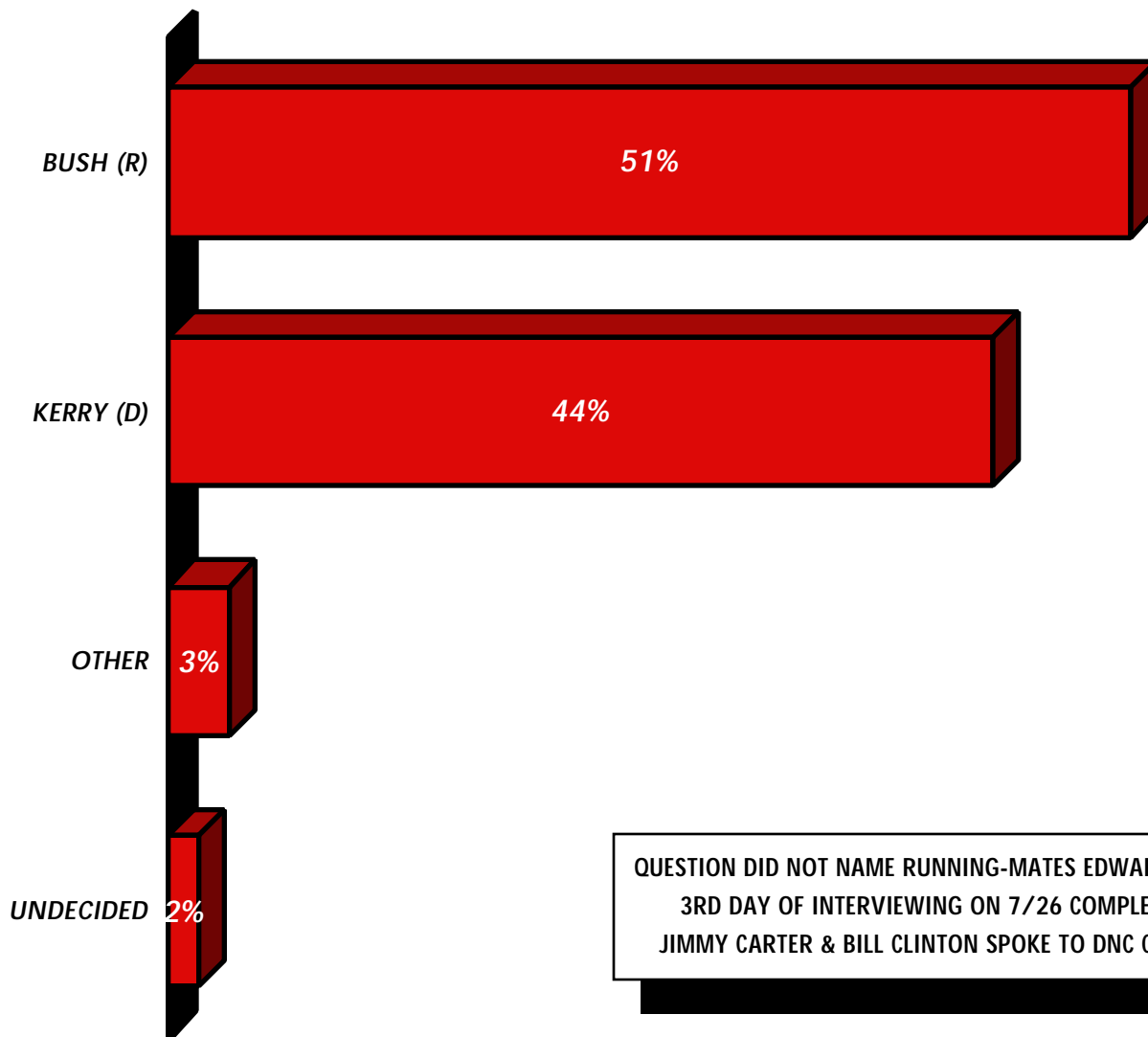
- * IN AN ELECTION FOR PRESIDENT IN NORTH CAROLINA TODAY, 14 WKS TO THE VOTE & 24 HRS BEFORE CAROLINIAN JOHN EDWARDS MAKES PRIME-TIME ACCEPTANCE SPEECH AT THE DNC, GEORGE W BUSH LEADS JOHN KERRY BY 7 PTS, ACCORDING TO SURVEYUSA POLL OF 906 LIKELY VOTERS.
- * TODAY, BASED ON INTERVIEWS CONDUCTED 7/24 + 7/25 + 7/26, IT'S BUSH 51%, KERRY 44%.
- * 56% OF KERRY VOTERS SAY THEY ARE VOTING 'FOR' KERRY, NOT 'AGAINST' BUSH. NC & SC ARE ONLY STATES SURVEYUSA HAS POLLED WHERE KERRY VOTERS 'FOR' KERRY, NOT 'AGAINST' BUSH.
- * BUSH UP 5:3 AMONG WHITES, KERRY UP 12:1 AMONG BLACKS. BUSH UP 21 PTS IN SUBURBS, 4 PTS IN RURAL NC. KERRY UP 5 IN URBAN NC. TRIANGLE TIED. BUSH UP IN CHARLOTTE & COAST.

RESEARCH CONDUCTED E.T.	040724 12:01-20:50 040725 14:00-19:29 040726 15:30-20:46 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 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 HELD 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?



QUESTION DID NOT NAME RUNNING-MATES EDWARDS OR CHENEY.
3RD DAY OF INTERVIEWING ON 7/26 COMPLETED BEFORE
JIMMY CARTER & BILL CLINTON SPOKE TO DNC CONVENTION.

THIS IS A SURVEY OF	906	LIKELY VOTERS FROM THE ENTIRE STATE OF NORTH CAROLINA
OVERALL RESULTS CONSIDERED SIGNIFICANT	±3.3%	A LARGER ± APPLIES TO SUBPOPULATIONS

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

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)	51%	52%	47%	55%	47%	53%	54%	50%	44%	61%	7%	66%	39%		
KERRY (D)	44%	44%	44%	40%	48%	42%	41%	46%	50%	35%	85%	34%	50%		
OTHER	3%	3%	7%	3%	3%	5%	3%	2%	3%	3%	5%	0%	3%		
UNDECIDED	2%	2%	2%	2%	2%	1%	2%	2%	4%	1%	3%	0%	7%		
FOR CANDIDATE														82%	56%
AGAINST OTHER CAND.														16%	41%
	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	BUSH (R)	KERRY (D)
DEMOGRAPHIC SUBPOPULATIONS INDEXED TO OVERALL RESPONSES															
BUSH (R)	100	101	91	107	93	103	106	98	86	120	14	128	77		
KERRY (D)	100	100	100	91	109	96	93	106	113	79	193	77	114		
OTHER	100	86	226	105	95	141	98	64	81	88	168	0	104		
UNDECIDED	100	98	119	98	102	30	106	96	214	75	166	25	441		

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	REPUBLICAN	DEMOCRAT	INDEPENDENT/OTHER	GRADUATE SCHOOL	COLLEGE GRAD	SOME COLLEGE	NO COLLEGE	CONSERVATIVE	MODERATE	LIBERAL	MILITARY/VET	NON-MILITARY/VET		
RESPONSES SORTED BY DEMOGRAPHIC CATEGORY															
BUSH (R)	51%	93%	12%	44%	47%	59%	51%	49%	79%	36%	12%	51%	50%		
KERRY (D)	44%	6%	82%	45%	50%	40%	41%	45%	19%	58%	80%	45%	43%		
OTHER	3%	0%	2%	10%	3%	1%	5%	4%	2%	4%	6%	3%	4%		
UNDECIDED	2%	0%	3%	2%	1%	1%	3%	2%	0%	2%	3%	2%	2%		
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%		

	OVERALL	REPUBLICAN	DEMOCRAT	INDEPENDENT/OTHER	GRADUATE SCHOOL	COLLEGE GRAD	SOME COLLEGE	NO COLLEGE	CONSERVATIVE	MODERATE	LIBERAL	MILITARY/VET	NON-MILITARY/VET		
DEMOGRAPHIC SUBPOPULATIONS INDEXED TO OVERALL RESPONSES															
BUSH (R)	100	183	24	85	91	114	100	95	155	71	23	100	98		
KERRY (D)	100	13	188	102	113	91	95	102	43	132	182	102	99		
OTHER	100	14	72	292	77	37	141	130	47	122	175	82	132		
UNDECIDED	100	11	168	119	64	33	152	136	25	103	168	91	121		

OVERALL
 REPUBLICAN
 DEMOCRAT
 INDEPENDENT/OTHER
 GRADUATE SCHOOL
 COLLEGE GRAD
 SOME COLLEGE
 NO COLLEGE
 CONSERVATIVE
 MODERATE
 LIBERAL
 MILITARY/VET
 NON-MILITARY/VET

VOTE FOR PRESIDENT / RESPONSES COMPARED BY PERCENTAGES AND BY INDEX

OVERALL
 NO RELIGIOUS SERVICES
 OCCASIONAL RELIGIOUS SERVICES
 REGULAR RELIGIOUS SERVICES
 PRO-LIFE
 PRO-CHOICE
 <\$40,000
 \$40,000-\$80,000
 \$80,000+

RESPONSES SORTED BY DEMOGRAPHIC CATEGORY																			
BUSH (R)	51%	40%	51%	54%	72%	33%	44%	53%	58%										
KERRY (D)	44%	55%	45%	41%	25%	62%	49%	44%	39%										
OTHER	3%	4%	3%	3%	3%	3%	4%	2%	2%										
UNDECIDED	2%	1%	1%	2%	1%	2%	3%	1%	1%										
	100%	100%	100%	100%	100%	100%	100%	100%	100%										

DEMOGRAPHIC SUBPOPULATIONS INDEXED TO OVERALL RESPONSES																			
BUSH (R)	100	79	100	105	140	65	86	104	113										
KERRY (D)	100	125	102	94	57	141	111	100	89										
OTHER	100	111	88	90	80	102	131	54	67										
UNDECIDED	100	68	76	123	37	104	166	59	52										

OVERALL
 NO RELIGIOUS SERVICES
 OCCASIONAL RELIGIOUS SERVICES
 REGULAR RELIGIOUS SERVICES
 PRO-LIFE
 PRO-CHOICE
 <\$40,000
 \$40,000-\$80,000
 \$80,000+

VOTE FOR PRESIDENT / RESPONSES COMPARED BY PERCENTAGES AND BY INDEX

OVERALL
 CHARLOTTE & WEST
 RALEIGH & GREENSBORO
 SOUTH & COAST
 URBAN
 SUBURBAN
 RURAL

RESPONSES SORTED BY DEMOGRAPHIC CATEGORY													
BUSH (R)	51%	55%	48%	51%	45%	58%	50%						
KERRY (D)	44%	41%	46%	43%	50%	37%	46%						
OTHER	3%	2%	4%	3%	3%	3%	3%						
UNDECIDED	2%	1%	1%	3%	2%	2%	1%						
	100%	100%	100%	100%	100%	100%	100%						

DEMOGRAPHIC SUBPOPULATIONS INDEXED TO OVERALL RESPONSES													
BUSH (R)	100	108	95	99	88	112	97						
KERRY (D)	100	94	105	99	114	85	104						
OTHER	100	75	122	89	107	88	107						
UNDECIDED	100	68	91	195	93	137	65						

OVERALL
 CHARLOTTE & WEST
 RALEIGH & GREENSBORO
 SOUTH & COAST
 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.