# 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.

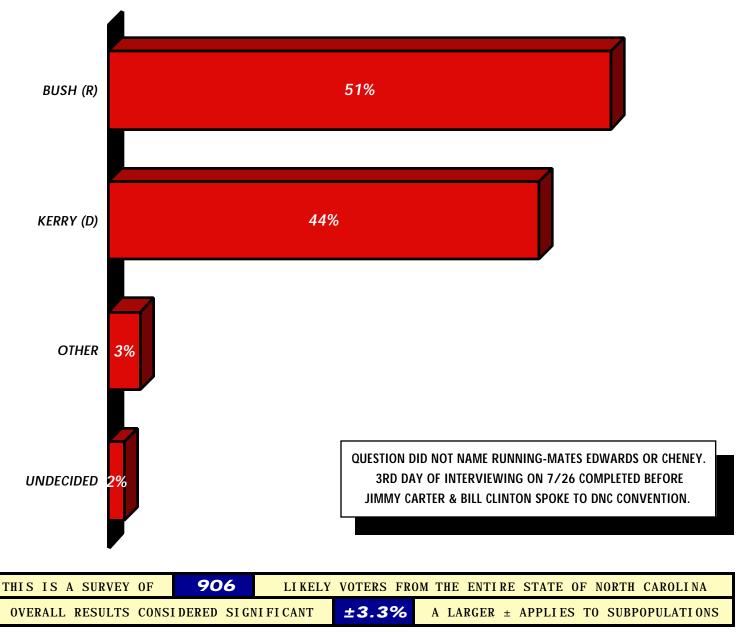
RESEARCH CONDUCTED E.T.	040724 12: 01-20: 50 040725 14: 00-19: 29 040726 15: 30-20: 46 ET
RESPONDENTS DRAWN FROM	THE ENTIRE STATE OF NORTH CAROLINA
RANDOM SAMPLE SELECTED BY	SURVEY SAMPLING INC.

RESEARCH CONDUCTED FOR WBTV-TV CHARLOTTE AND WTVD RALEIGH-DURHAM

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## **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?



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/OTH	BUSH (R)	KERRY (D)
			RF	SPOI	ISES	SORT	FD R	V DEA	//OGR	ДРНІ	C CAT	IEGO	RV		
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%		
	100/0	100/0	100/0	100/0	100/0	100%	100/0	100/0	100/0	100/0	100/0	100/0	100/0		
	D	ЕМО	GRAP	PHIC S	UBP	OPUL!	ATIO	VS IN	DEXE	D TO	OVE	RALL	RESP	ONSE	S
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**

BUSH (R) KERRY (D) OTHER Undecided

		RE	SPOI	VSES	SORT	ED B	Y DEN	/IOGR	APHI	C CA	TEGO	RY	
51%	93%	12%	44%	47%	59%	51%	49%	79%	36%	12%	51%	50%	
44%	6%	82%	45%	50%	40%	41%	45%	19%	58%	80%	45%	43%	
3%	0%	2%	10%	3%	1%	5%	4%	2%	4%	6%	3%	4%	
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%	

BUSH (R) KERRY (D) OTHER Undecided

D	ЕМО	GRAF	PHIC S	SUBP	OPUL	ATIOI	VS IN	DEXE	D TO	OVE	RALL	RESP	ONSE	S
100	183	24	85	91	114	100	95	155	71	23	100	98		
100	13	188	102	113	91	95	102	43	132	182	102	99		
100	14	72	292	77	37	141	130	47	122	175	82	132		
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

MODERATE

MODERATE

MILITARY/VET

# OVERALL OVERALL OVERALL NO RELIGIOUS SERVICES OCCASIONAL RELIGIES SERVICES

REGULAR RELIGIOUS COMBANDES
PRO-LIFE
RO-CHOICE
O-S80,000
PS80,000
A-\$80,000
A-\$80,000
PS80,000
PS80,00

KERRY (D) OTHER UNDECIDED

		RE	SPOI	VSES	SORT	ED B	Y DEI	/IOGR	APH	C CA	TEGO	RY	
51%	40%	51%	54%	72%	33%	44%	53%	58%					
44%	55%	45%	41%	25%	62%	49%	44%	39%					
3%	4%	3%	3%	3%	3%	4%	2%	2%					
2%	1%	1%	2%	1%	2%	3%	1%	1%					
100%	100%	100%	100%	100%	100%	100%	100%	100%					

BUSH (R) KERRY (D) OTHER UNDECIDED

E	PEMO	GRAF	PHIC S	SUBP	OPUL	ATIOI	VS IN	DEXE	D TO	OVE	RALL	RESP	ONSE	S
100	79	100	105	140	65	86	104	113						
100	125	102	94	57	141	111	100	89						
100	111	88	90	80	102	131	54	67						
100	68	76	123	37	104	166	59	52						

OVERALL NO RELIGIOUS SERVICES OCCASIONAL RELIGIOUS SERVICES REGULAR RELIGIOUS SERVICES

<\$40,000 **\$80,000**+ PRO-LIFE PRO-CHOICE \$40,000-\$80,000

OVERALL

CHARLOTTE & WESTASAL

CHARLOTTE & WESTASAL

CHARLOTTE & WESTASAL

SOUTH & COAST

ORBAN

SUBURBAN

RURAL

RURAL

BUSH (R) KERRY (D) OTHER UNDECIDED

			RE	SPOI	VSES	SORT	ED B	Y DEN	/IOGR	RAPHI	C CA	TEGO	RY	
51	1%	55%	48%	51%	45%	58%	50%							
4	1%	41%	46%	43%	50%	37%	46%							
3	%	2%	4%	3%	3%	3%	3%							
2	%	1%	1%	3%	2%	2%	1%							
10	0%	100%	100%	100%	100%	100%	100%							

BUSH (R) KERRY (D) OTHER UNDECIDED

C	PEMO	GRAF	PHIC S	SUBP	OPUL	ATIOI	VS IN	DEXE	D TO	OVE	RALL	RESP	ONSE	S
100	108	95	99	88	112	97								
100	94	105	99	114	85	104								
100	75	122	89	107	88	107								
100	68	91	195	93	137	65								

CHARLOTTE & WEST RALEIGH & GREENSBORO SOUTH & COAST

SUBURBAN

RURAL

URBAN

# **RAW COUNTS FOR ALL RESPONSE CHOICES**

I	THE RESPONSES OF A SUBPOPULATION OF 100 WOULD TYPICALLY BE CONSIDERED ACCURA	<b>£</b> E ± 10%	
	PLEASE EXERCISE EXTREME CAUTION IN DRAWING CONCLUSIONS FROM SUBPOPULATIONS SMAL	SER THAN	100

PLEASE EXERCISE	EXTREM	E CAU	TION	IN DR	AWI NG	CONC	LUSI 0	NS FR	OM SU	BPOPU	LATI 0			THAN	100
	OVERALL	MALE	FEMALE	AGE 18-34	AGE 35-49	AGE 50-64	AGE 65+	WHITE	BLACK	HISPANIC	ASIAN/OTHER	FOR CANDIDATE	AGAINST OTHER	NOT SURE	
REGISTERED	1008	487	520	302	308	223	175	756	189	034	028	604	238	020	
CERTAIN	815	400	415	228	258	187	142	619	145	032	019	553	208	018	
PROBABLE	090	048	043	033	029	017	010	067	017	000	006	051	030	001	
LIKELY	906	448	458	262	287	205	152	686	162	033	025	604	238	020	
BUSH (R)	464	246	217	138	156	102	067	421	012	021	010	382	075	007	
KERRY (D)	397	179	219	110	117	095	075	237	137	011	012	221	163	013	
OTHER	029	015	014	012	009	004	004	020	009	000	001	000	000	000	
UNDECIDED	015	007	008	001	005	003	005	009	004	000	002	000	000	000	
TOTAL	1200	579	621	398	358	252	191	871	238	051	039	604	238	020	
COMPOSITION OF ADULTS	100%	48%	52%	33%	30%	21%	16%	73%	20%	4%	3%	50%	20%	2%	
COMP. OF REG. VOTERS	100%	48%	52%	30%	31%	22%	17%	75%	19%	3%	3%	60%	24%	2%	
COMP. OF LIKELY VOTERS	100%	49%	51%	29%	32%	23%	17%	76%	18%	4%	3%	67%	26%	2%	
	1200	BT	CARO	TNIA	ABTIT	TC 110		NEEDE	X / X X X X X X X X X X X X X X X X X X	- D	7 mm	EDIIO	NITT ~	101 5	//00

1200 N. CAROLINA ADULTS WERE INTERVIEWED BY TELEPHONE 7/24-7/26. OF THEM, 1008 WERE REGISTERED TO VOTE.

OF THEM, 906 WERE JUDGED TO BE 'LIKELY' TO VOTE. GRAPHS REFLECT 'LIKELY' VOTERS.

# **RAW COUNTS FOR ALL RESPONSE CHOICES**

THE RESPONSES PLEASE EXERCISE E															
	OVERALL	REPUBLICAN	DEMOCRAT	INDEPENDENT/0	NOT SURE	GRADUATE SCH	COLLEGE GRAD	SOME COLLEGE	NO COLLEGE	CONSERVATIVE	MODERATE	LIBERAL	NOT SURE	MILITARY/VET	NON-MILITARY A
REGISTERED	1008	380	384	234	010	192	217	241	343	413	388	136	047	591	386
CERTAIN	815	321	309	181	005	172	199	195	245	346	325	104	031	486	312
PROBABLE	090	031	032	025	003	010	013	029	034	028	034	017	004	053	031
LIKELY	906	351	341	206	007	182	211	224	279	374	359	121	035	539	343
BUSH (R)	464	328	043	090	003	085	124	115	136	296	131	014	014	276	173
KERRY (D)	397	021	281	093	003	090	084	093	124	071	208	096	015	241	148
OTHER	029	002	008	020	000	005	003	010	012	006	014	007	002	014	015
UNDECIDED	015	001	009	004	001	002	001	006	006	002	006	003	004	008	007
TOTAL	1200	380	384	234	010	203	228	284	465	471	466	157	069	681	475
COMPOSITION OF ADULTS	100%	32%	32%	19%	1%	17%	19%	24%	39%	39%	39%	13%	6%	57%	40%
COMP. OF REG. VOTERS	100%	38%	38%	23%	1%	19%	22%	24%	34%	41%	39%	13%	5%	59%	38%
COMP. OF LIKELY VOTERS	100%	39%	38%	23%	1%	20%	23%	25%	31%	41%	40%	13%	4%	59%	38%
	1200	N.	CAROI	J NA	ADUL	TS W	ERE I	NTER	VIEW	ED BY	7 TEI	ЕРНО	NE 7	/24-7	7/26

OF THEM, 1008 WERE REGISTERED TO VOTE.

OF THEM, 906 WERE JUDGED TO BE 'LIKELY' TO VOTE.

GRAPHS REFLECT 'LIKELY' VOTERS.

# RAW COUNTS FOR ALL RESPONSE HOISES

THE RESPONSES	OF A	SUBP0	PUEAT	10% 0	F 100	WOUL	D TYP	I CALL	Y BE	CONSI	DERED	ACCUI	RATE	± 10%	
PLEASE EXERCISE E	EXTREM	E <b>≅</b> AU	TI 🙀	I N∰DR	AWI NG	CONC	LUSI 0	NS FR	OM_SU	BPOPU	LATI 0	NS SM	ALLER	THAN	100
`	OVERALL	NO RELIGIOUS SE	OCCASIONAL RE	REGULAR RELIGI	PRO-LIFE	PRO-CHOICE	NOT SURE	<\$40,000	\$40,000-\$80,000	+000'08\$	DECLINE				
REGISTERED	1008	145	286	536	444	452	068	332	334	172	078				
CERTAIN	815	110	218	461	363	377	048	248	284	159	059				
PROBABLE	090	019	029	036	039	034	009	028	028	011	011				
LIKELY	906	129	246	497	402	411	057	276	312	170	070				
BUSH (R)	464	052	126	267	289	136	019	122	167	099	040				
KERRY (D)	397	071	111	205	101	254	031	135	137	066	025				
OTHER	029	005	007	015	010	014	002	012	006	004	004				
UNDECIDED	015	001	003	010	002	007	005	008	003	001	001				
TOTAL	1200	198	358	587	524	527	088	427	369	181	085				
COMPOSITION OF ADULTS	100%	16%	30%	49%	44%	44%	7%	36%	31%	15%	7%				
COMP. OF REG. VOTERS	100%	14%	28%	53%	44%	45%	7%	33%	33%	17%	8%				
COMP. OF LIKELY VOTERS	100%	14%	27%	55%	44%	45%	6%	31%	34%	19%	8%				
	1200											ЕВИО			

1200 N. CAROLINA ADULTS WERE INTERVIEWED BY TELEPHONE 7/24-7/26. OF THEM, 1008 WERE REGISTERED TO VOTE.

OF THEM, 906 WERE JUDGED TO BE 'LIKELY' TO VOTE. GRAPHS REFLECT 'LIKELY' VOTERS.

PAGE 9 OF 11

RAW COUNTS FOR ALL RESPONSE CHOICES															
THE PROPERTY OF		aup no	200		7 100	****						100		100	
THE RESPONSES															
PLEASE EXERCISE	EXTREM	E KAU	TIEN	I N DR	AWI NG	CONC	LUSI 0	NS FE	ROM S	JBPOPU	JLATI 0	NS S	MALLER	THAN	100
	OVERALL	CHARLOTTE & V	RALEIGH & GREE	SOUTH & COASI	URBAN	SUBURBAN	RURAL								
REGISTERED	1008	347	494	167	290	371	346								
CERTAIN		282	394	140	245	299	271								
PROBABLE		034	046	010	021	039	030								
LIKELY		316	440	150	266	338	302								
BUSH (R)	464	175	213	076	119	194	150								
KERRY (D)		130	203	065	134	126	138								
OTHER		008	017	004	009	010	011								
UNDECIDED	015	004	007	005	004	008	003								
TOTAL	1200	408	587	205	336	443	420								
<b>COMPOSITION OF ADULTS</b>	100%	34%	49%	17%	28%	37%	35%								
COMP. OF REG. VOTERS	100%	34%	49%	17%	29%	37%	34%								
COMP. OF LIKELY VOTERS	100%	35%	49%	17%	29%	37%	33%								
	1200	N.	CARO	LINA	ADUL	TS W	ERE I	NTE	RVIEV	VED B	Y TEL	EPH(	ONE 7	/24-7	/26
	OF T	HEM,	100	8 WER	RE RE	GI ST	ERED	TO Y	OTE.						

OF THEM, 906 WERE JUDGED TO BE 'LIKELY' TO VOTE.

GRAPHS REFLECT 'LIKELY' VOTERS.

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.