

# NC: BIG GOP MOVEMENT IN SENATE SLUGFEST; BUSH UP 7; EASLEY EASILY



## CAN EDWARDS DO ANYTHING TONIGHT AGAINST CHENEY TO GAIN GROUND IN HOME STATE?

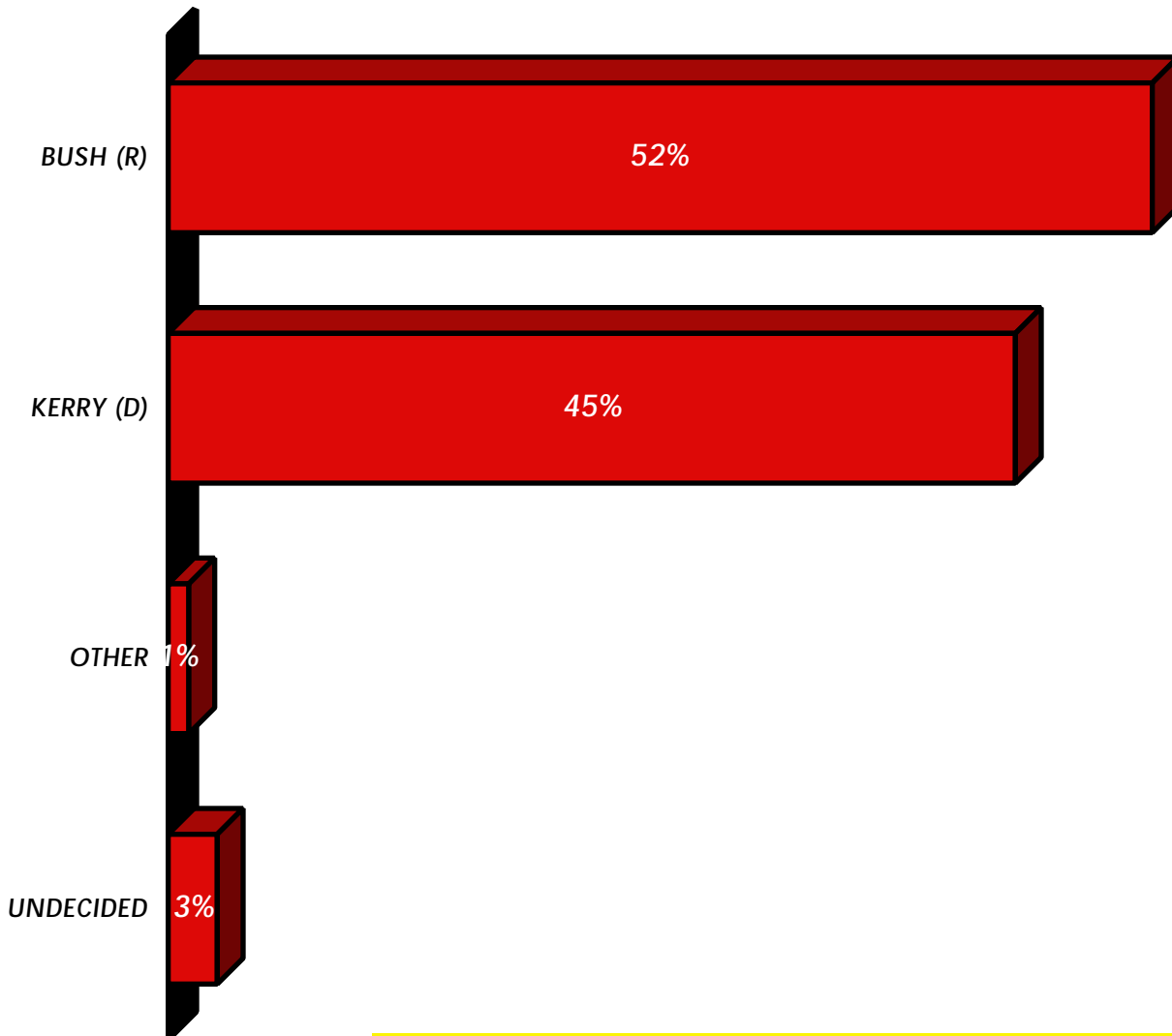
- ☛ IN AN ELECTION IN NC TODAY, ON DAY THAT NC'S OWN JOHN EDWARDS DEBATES VP DICK CHENEY, GEORGE W BUSH DEFEATS JOHN KERRY 52% TO 45%, DEMOCRAT ERSKINE BOWLES & GOP RICHARD BURR TIE FOR U. S. SENATE, & DEMOCRAT MIKE EASLEY DEFEATS GOP PATRICK BALLANTINE 56% TO 38%, ACCORDING TO SURVEYUSA POLL OF 628 LIKELY VOTERS CONDUCTED 10/2 - 10/4.
- ☛ COMPARED TO IDENTICAL POLL 9/9, BUSH IS UP 2 PTS, KERRY IS DOWN 1 PT.
- ☛ COMPARED TO IDENTICAL POLL 9/9, EASLEY IS UP 2, BALLANTINE IS DOWN 1.
- ☛ COMPARED TO IDENTICAL POLL 9/9, BURR IS UP 6, BOWLES IS DOWN 3, A 9-PT SWING. BOWLES HAD LED BY 8 AMONG MEN, NOW TRAILS BY 6, A 14-PT SWING. BURR HAD LED BY 8 AMONG WHITES, NOW LEADS BY 20, A 12-PT SWING. INDYS HAD BACKED BOWLES BY 13, NOW BY 3.

RESEARCH CONDUCTED E.T.	041002 12:02-20:49 041003 14:01-19:27 041004 15:31-20:46 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-TV 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 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?



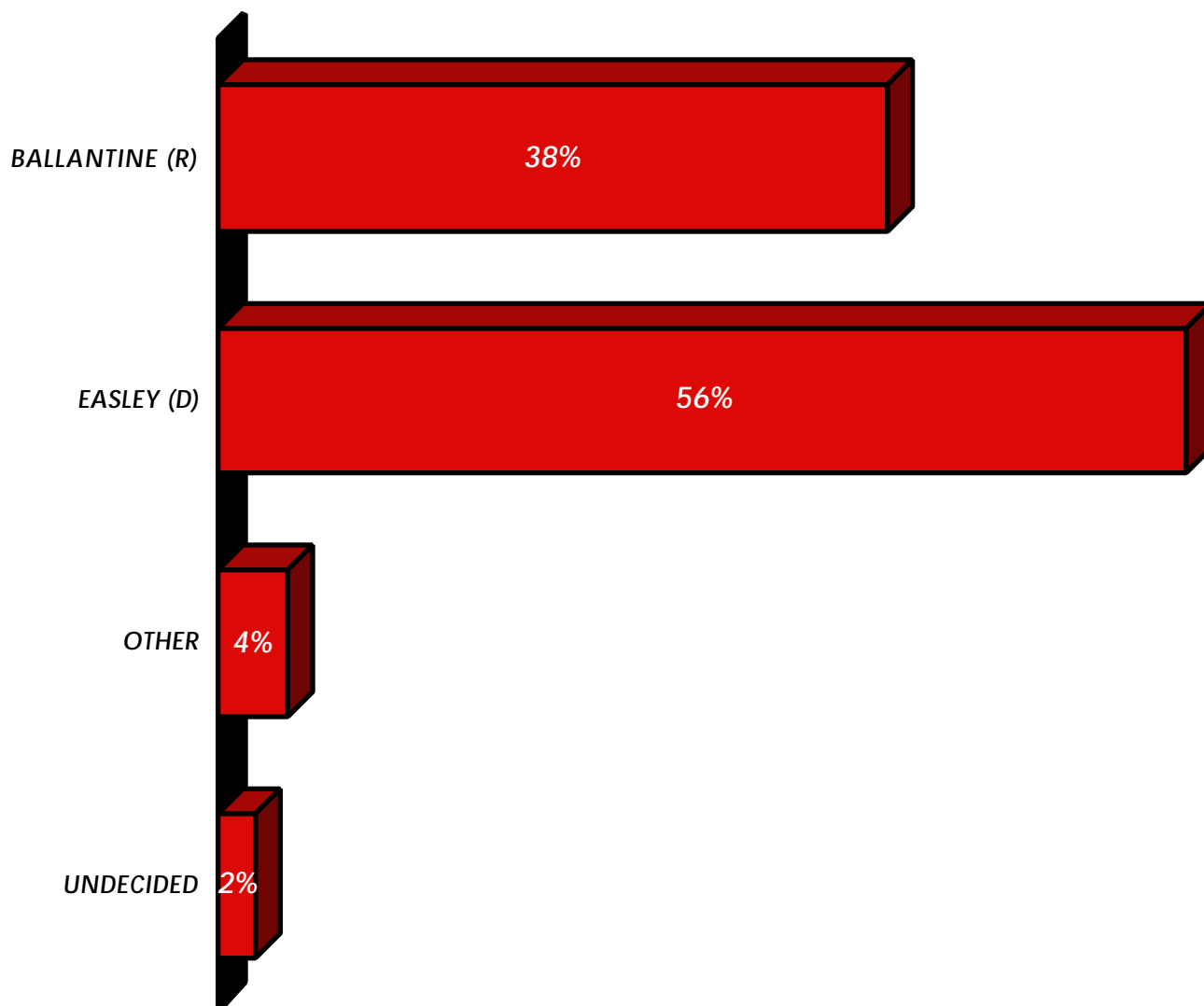
IN 2000, BUSH CARRIED NC BY 13 PTS. 15 ELECTORAL VOTES AT STAKE.

THIS IS A SURVEY OF	628	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?

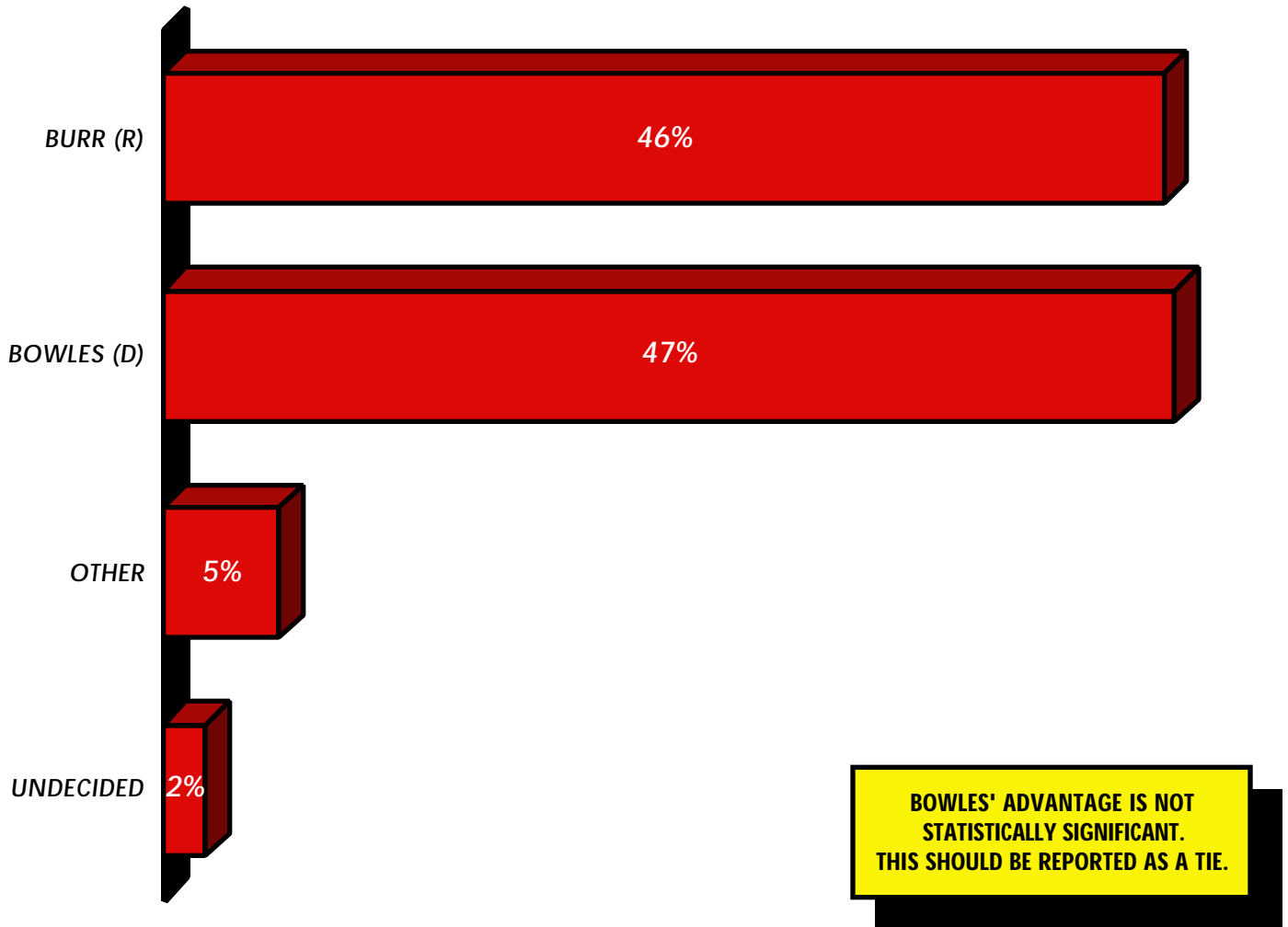


THIS IS A SURVEY OF	619	LIKELY VOTERS FROM THE ENTIRE STATE OF NORTH CAROLINA
OVERALL RESULTS CONSIDERED SIGNIFICANT	±4%	A LARGER ± APPLIES TO SUBPOPULATIONS

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

VOTE FOR SENATE / ALL LIKELY VOTERS

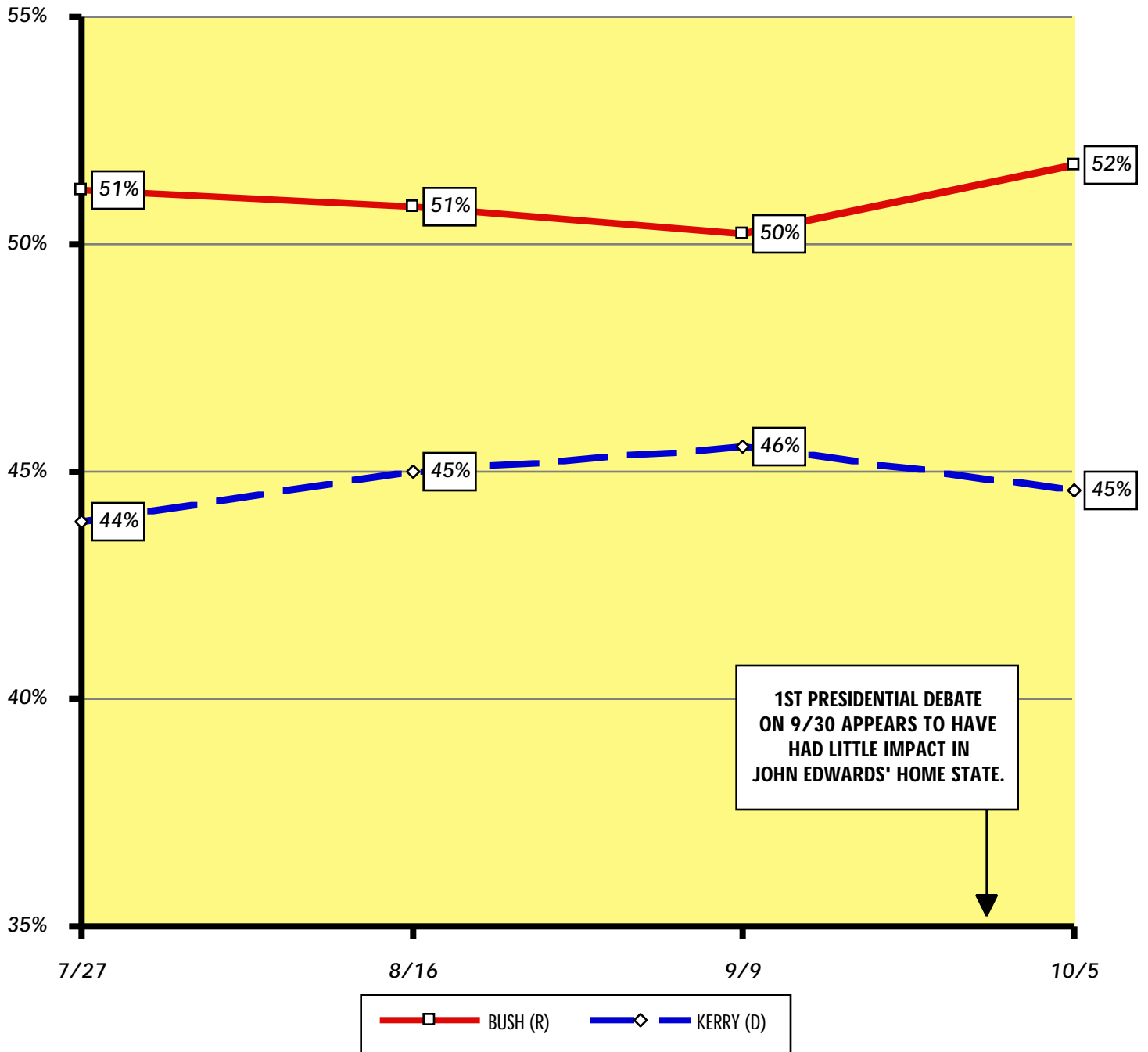
NORTH CAROLINA VOTERS MAY ALSO VOTE IN AN ELECTION FOR UNITED STATES SENATOR. IF THE ELECTION FOR U. S. SENATOR FROM NORTH CAROLINA WERE TODAY, AND YOU WERE STANDING IN THE VOTING BOOTH RIGHT NOW, WHO WOULD YOU VOTE FOR? REPUBLICAN RICHARD BURR? DEMOCRAT ERSKINE BOWLES? OR SOME OTHER CANDIDATE?



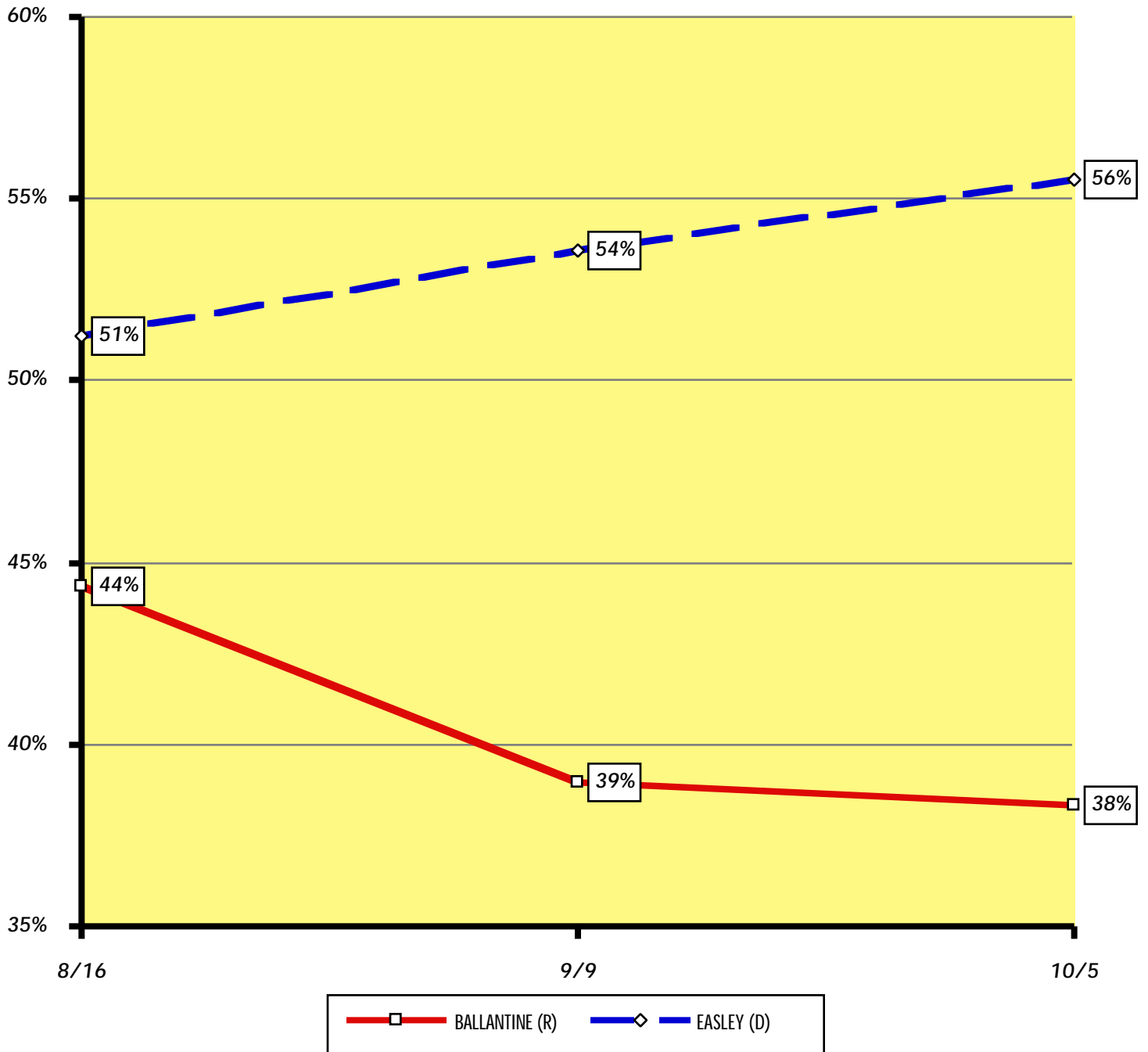
THIS IS A SURVEY OF	<b>617</b>	LIKELY VOTERS FROM THE ENTIRE STATE OF NORTH CAROLINA
OVERALL RESULTS CONSIDERED SIGNIFICANT	<b>±4%</b>	A LARGER ± APPLIES TO SUBPOPULATIONS

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

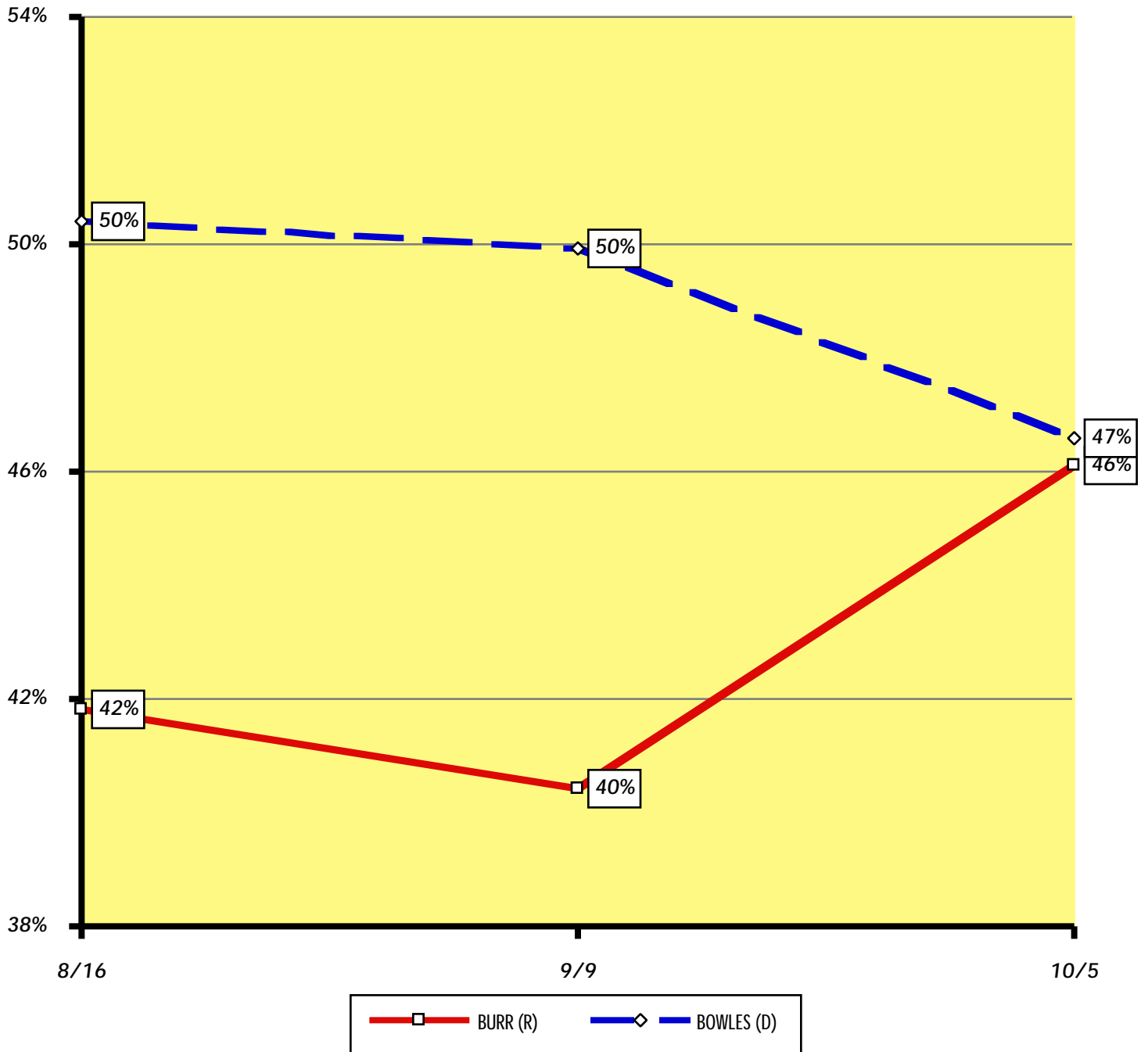
VOTE FOR PRESIDENT / ALL LIKELY VOTERS



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)	52%	52%	46%	57%	47%	47%	53%	57%	50%	65%	8%	34%	35%			
KERRY (D)	45%	45%	42%	40%	48%	50%	42%	42%	44%	32%	87%	66%	54%			
OTHER	1%	1%	6%	1%	1%	1%	2%	1%	1%	1%	1%	0%	3%			
UNDECIDED	3%	2%	5%	2%	3%	2%	3%	1%	4%	2%	4%	0%	8%			
VOTED 'FOR' CANDIDATE															82%	48%
'AGAINST' OTHER CAND.															17%	50%
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%			

DEMOGRAPHIC SUBPOPULATIONS INDEXED TO OVERALL RESPONSES

BUSH (R)	100	101	90	110	91	92	102	109	97	126	15	65	67		
KERRY (D)	100	100	95	90	109	112	94	93	99	72	195	149	121		
OTHER	100	59	591	81	117	79	146	53	112	95	99	0	264		
UNDECIDED	100	92	194	79	119	66	130	48	173	73	167	0	319		

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					
<b>RESPONSES SORTED BY DEMOGRAPHIC CATEGORY</b>															
BUSH (R)	52%	89%	26%	48%	92%	15%	38%	92%	15%	54%					
KERRY (D)	45%	10%	71%	38%	6%	83%	47%	6%	82%	40%					
OTHER	1%	0%	1%	14%	0%	0%	14%	1%	0%	3%					
UNDECIDED	3%	1%	3%	0%	2%	1%	1%	2%	3%	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					
<b>DEMOGRAPHIC SUBPOPULATIONS INDEXED TO OVERALL RESPONSES</b>															
BUSH (R)	100	172	50	92	178	29	73	178	28	104					
KERRY (D)	100	22	158	85	13	187	105	13	185	90					
OTHER	100	46	57	1319	39	31	1296	63	30	295					
UNDECIDED	100	29	113	0	62	56	56	69	111	117					

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		
<b>RESPONSES SORTED BY DEMOGRAPHIC CATEGORY</b>															
BUSH (R)	52%	50%	55%	51%	52%	77%	35%	21%	41%	46%	59%	72%	37%		
KERRY (D)	45%	44%	43%	45%	45%	21%	61%	77%	56%	51%	37%	24%	60%		
OTHER	1%	2%	0%	1%	1%	1%	1%	0%	0%	1%	1%	1%	1%		
UNDECIDED	3%	4%	2%	3%	2%	1%	4%	2%	2%	1%	4%	3%	1%		
	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		
<b>DEMOGRAPHIC SUBPOPULATIONS INDEXED TO OVERALL RESPONSES</b>															
BUSH (R)	100	97	106	98	100	148	67	40	80	89	113	139	72		
KERRY (D)	100	100	97	100	102	47	136	172	127	115	82	53	136		
OTHER	100	145	29	130	108	97	99	46	30	100	112	85	78		
UNDECIDED	100	147	69	128	75	58	141	94	74	58	136	125	56		

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			
<b>RESPONSES SORTED BY DEMOGRAPHIC CATEGORY</b>															
<b>BUSH (R)</b>	52%	43%	57%	62%	58%	46%	56%	44%	58%	50%	54%	50%			
<b>KERRY (D)</b>	45%	54%	38%	35%	40%	48%	43%	52%	40%	45%	42%	47%			
<b>OTHER</b>	1%	0%	1%	1%	1%	1%	1%	2%	0%	2%	1%	1%			
<b>UNDECIDED</b>	3%	2%	3%	2%	1%	4%	1%	3%	2%	3%	3%	2%			
	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			
<b>DEMOGRAPHIC SUBPOPULATIONS INDEXED TO OVERALL RESPONSES</b>															
<b>BUSH (R)</b>	100	84	111	121	112	89	107	85	112	96	104	97			
<b>KERRY (D)</b>	100	121	86	78	90	108	96	116	89	102	94	104			
<b>OTHER</b>	100	42	131	120	76	127	70	139	30	154	101	93			
<b>UNDECIDED</b>	100	83	116	62	48	158	36	115	77	117	124	80			

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		
<b>RESPONSES SORTED BY DEMOGRAPHIC CATEGORY</b>															
<b>BALLANTINE (R)</b>	38%	39%	30%	44%	33%	37%	41%	37%	38%	47%	9%	5%	29%		
<b>EASLEY (D)</b>	56%	55%	56%	52%	59%	58%	51%	58%	57%	46%	85%	95%	65%		
<b>OTHER</b>	4%	3%	10%	3%	5%	4%	5%	2%	4%	4%	3%	0%	3%		
<b>UNDECIDED</b>	2%	2%	4%	1%	3%	2%	3%	2%	2%	2%	2%	0%	2%		
	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		
<b>DEMOGRAPHIC SUBPOPULATIONS INDEXED TO OVERALL RESPONSES</b>															
<b>BALLANTINE (R)</b>	100	102	77	116	86	95	107	97	98	123	24	13	77		
<b>EASLEY (D)</b>	100	100	102	93	106	105	91	104	103	83	154	171	117		
<b>OTHER</b>	100	87	259	64	132	93	136	60	96	107	81	0	86		
<b>UNDECIDED</b>	100	94	166	53	143	70	133	112	71	102	99	0	106		

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					
<b>RESPONSES SORTED BY DEMOGRAPHIC CATEGORY</b>															
<b>BALLANTINE (R)</b>	38%	66%	8%	17%	73%	9%	11%	73%	10%	35%					
<b>EASLEY (D)</b>	56%	28%	87%	31%	22%	88%	59%	20%	86%	56%					
<b>OTHER</b>	4%	4%	3%	52%	3%	2%	30%	4%	3%	6%					
<b>UNDECIDED</b>	2%	3%	1%	0%	2%	1%	0%	2%	1%	3%					
	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					
<b>DEMOGRAPHIC SUBPOPULATIONS INDEXED TO OVERALL RESPONSES</b>															
<b>BALLANTINE (R)</b>	100	172	22	45	189	24	28	190	26	92					
<b>EASLEY (D)</b>	100	50	157	56	40	159	106	37	156	101					
<b>OTHER</b>	100	92	85	1300	80	49	764	113	66	148					
<b>UNDECIDED</b>	100	127	52	0	107	33	0	115	57	120					

OVERALL  
 BUSH (R)  
 KERRY (D)  
 OTHER  
 BURR (R)  
 BOWLES (D)  
 OTHER  
 REPUBLICAN  
 DEMOCRAT  
 INDEPENDENT/OTHER

VOTE FOR GOVERNOR / 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

BALLANTINE (R)	38%	39%	41%	37%	37%	59%	24%	13%	28%	35%	44%	55%	26%		
EASLEY (D)	56%	55%	53%	57%	57%	35%	70%	82%	66%	61%	49%	38%	69%		
OTHER	4%	3%	4%	5%	4%	5%	4%	2%	5%	3%	4%	4%	4%		
UNDECIDED	2%	3%	2%	1%	2%	2%	2%	3%	1%	1%	3%	3%	1%		
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%		

DEMOGRAPHIC SUBPOPULATIONS INDEXED TO OVERALL RESPONSES

BALLANTINE (R)	100	101	107	97	96	154	63	35	72	91	114	144	69		
EASLEY (D)	100	99	95	102	103	62	126	147	118	110	89	69	124		
OTHER	100	86	89	127	90	118	89	42	132	69	101	93	96		
UNDECIDED	100	140	113	63	100	76	101	138	66	61	129	140	51		

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			
	<b>RESPONSES SORTED BY DEMOGRAPHIC CATEGORY</b>														
<b>BALLANTINE (R)</b>	38%	39%	38%	27%	44%	51%	43%	36%	36%	34%	44%	34%			
<b>EASLEY (D)</b>	56%	55%	55%	67%	50%	44%	50%	59%	57%	64%	49%	57%			
<b>OTHER</b>	4%	3%	4%	3%	4%	3%	4%	3%	6%	1%	4%	6%			
<b>UNDECIDED</b>	2%	2%	2%	2%	2%	2%	3%	2%	2%	2%	2%	2%			
	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			
	<b>DEMOGRAPHIC SUBPOPULATIONS INDEXED TO OVERALL RESPONSES</b>														
<b>BALLANTINE (R)</b>	100	102	100	71	114	132	113	93	94	89	115	90			
<b>EASLEY (D)</b>	100	99	99	121	91	80	90	106	102	114	89	103			
<b>OTHER</b>	100	87	107	85	98	88	99	85	147	15	104	153			
<b>UNDECIDED</b>	100	99	104	108	95	71	133	84	78	77	103	112			

VOTE FOR SENATE / 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		
	<b>RESPONSES SORTED BY DEMOGRAPHIC CATEGORY</b>														
<b>BURR (R)</b>	46%	46%	42%	51%	42%	41%	49%	49%	46%	57%	10%	11%	30%		
<b>BOWLES (D)</b>	47%	48%	34%	45%	48%	49%	43%	45%	51%	37%	80%	63%	48%		
<b>OTHER</b>	5%	4%	21%	3%	7%	7%	6%	4%	3%	4%	7%	0%	16%		
<b>UNDECIDED</b>	2%	2%	4%	0%	3%	3%	2%	2%	1%	1%	2%	26%	7%		
	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		
	<b>DEMOGRAPHIC SUBPOPULATIONS INDEXED TO OVERALL RESPONSES</b>														
<b>BURR (R)</b>	100	101	90	111	90	88	106	107	99	124	23	23	64		
<b>BOWLES (D)</b>	100	102	73	97	103	106	93	96	109	80	172	136	104		
<b>OTHER</b>	100	76	383	63	133	138	110	78	48	81	140	0	290		
<b>UNDECIDED</b>	100	91	203	17	176	135	101	82	64	68	106	1328	338		

OVERALL CERTAIN PROBABLE MALE FEMALE AGE 18-34 AGE 35-49 AGE 50-64 AGE 65+ WHITE BLACK HISPANIC ASIAN/OTHER



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)	46%	82%	6%	17%	87%	18%	37%	84%	13%	44%					
BOWLES (D)	47%	13%	86%	14%	11%	74%	23%	11%	78%	47%					
OTHER	5%	4%	6%	68%	1%	6%	40%	4%	6%	8%					
UNDECIDED	2%	1%	2%	0%	0%	2%	0%	1%	3%	2%					
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%					

DEMOGRAPHIC SUBPOPULATIONS INDEXED TO OVERALL RESPONSES															
BURR (R)	100	177	13	38	189	40	80	183	29	95					
BOWLES (D)	100	29	185	31	24	159	49	25	167	101					
OTHER	100	73	103	1273	27	105	750	65	108	142					
UNDECIDED	100	45	118	0	13	104	0	42	152	78					

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)	46%	48%	47%	42%	48%	71%	28%	15%	35%	40%	53%	66%	32%		
BOWLES (D)	47%	46%	48%	47%	45%	22%	66%	77%	58%	50%	41%	26%	62%		
OTHER	5%	5%	3%	7%	6%	5%	5%	5%	5%	8%	4%	5%	5%		
UNDECIDED	2%	1%	2%	4%	1%	1%	2%	3%	1%	2%	2%	2%	1%		
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%		

DEMOGRAPHIC SUBPOPULATIONS INDEXED TO OVERALL RESPONSES

BURR (R)	100	103	103	91	104	155	61	33	76	87	116	143	69		
BOWLES (D)	100	99	104	101	97	48	141	165	125	108	88	57	133		
OTHER	100	96	50	129	113	93	90	95	100	144	69	97	90		
UNDECIDED	100	62	79	198	57	58	77	153	72	111	99	111	70		

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			
	<b>RESPONSES SORTED BY DEMOGRAPHIC CATEGORY</b>														
<b>BURR (R)</b>	46%	46%	47%	37%	52%	56%	50%	43%	46%	37%	52%	46%			
<b>BOWLES (D)</b>	47%	45%	48%	55%	41%	39%	44%	48%	48%	58%	41%	46%			
<b>OTHER</b>	5%	7%	3%	5%	5%	4%	4%	6%	5%	4%	5%	7%			
<b>UNDECIDED</b>	2%	2%	2%	3%	2%	1%	2%	2%	1%	1%	2%	2%			
	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			
	<b>DEMOGRAPHIC SUBPOPULATIONS INDEXED TO OVERALL RESPONSES</b>														
<b>BURR (R)</b>	100	101	101	80	112	121	108	94	99	80	112	99			
<b>BOWLES (D)</b>	100	97	104	119	89	85	95	103	102	124	87	98			
<b>OTHER</b>	100	124	56	95	100	78	79	115	102	67	98	125			
<b>UNDECIDED</b>	100	103	99	138	85	31	83	127	55	75	115	99			

OVERALL  
MILITARY/VET  
NON-MILITARY/VET  
< \$40K/YR  
\$40K - \$80K/YR  
> \$80K/YR  
CHARLOTTE & WEST  
RALEIGH & GREENSBORO  
SOUTH & COAST  
URBAN  
SUBURBAN  
RURAL

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	692	580	048	325	367	203	216	153	120	513	144	011	023		
CERTAIN	580	580	000	280	300	165	189	133	093	430	119	010	022		
PROBABLE	048	000	048	017	031	014	015	011	008	039	009	000	001		
LIKELY	628	580	048	297	331	179	204	144	102	468	128	010	022		
BUSH (R)	325	303	022	169	157	085	108	081	051	304	010	003	008	267	054
KERRY (D)	280	260	020	120	160	090	086	060	045	150	111	007	012	134	140
OTHER	007	004	003	003	004	002	003	001	001	005	001	000	001	000	000
UNDECIDED	016	014	002	006	010	003	007	002	005	009	006	000	002	000	000
BALLANTINE (R)	238	223	014	131	107	064	082	053	038	219	012	000	007		
EASLEY (D)	344	317	027	153	191	102	102	083	058	215	108	007	014		
OTHER	025	020	005	008	017	006	011	003	004	020	004	000	001		
WON'T VOTE	009	009	000	002	007	005	003	001	000	005	001	003	000		
UNDECIDED	013	012	002	003	010	003	006	003	002	010	003	000	001		
BURR (R)	284	223	014	150	134	071	097	071	046	264	013	001	007		
BOWLES (D)	287	317	027	133	155	086	086	064	051	171	101	004	011		
OTHER	033	020	005	010	023	013	012	006	003	020	009	000	003		
WON'T VOTE	011	009	000	004	008	005	005	001	000	007	002	003	000		
UNDECIDED	012	012	002	001	011	005	004	002	001	006	003	002	001		
TOTAL	800	580	048	386	414	266	242	165	127	581	159	034	026		
COMPOSITION OF ADULTS	100%	73%	6%	48%	52%	33%	30%	21%	16%	73%	20%	4%	3%		
COMP. OF REG. VOTERS	100%	84%	7%	47%	53%	29%	31%	22%	17%	74%	21%	2%	3%		
COMP. OF LIKELY VOTERS	100%	92%	8%	47%	53%	29%	32%	23%	16%	75%	20%	2%	4%		

800 NORTH CAROLINA ADULTS WERE INTERVIEWED BY TELEPHONE  
 10/2 - 10/4.  
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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	692	248	282	152	010	325	280	007	016	238	344	025	009	013
CERTAIN	580	217	240	118	005	303	260	004	014	223	317	020	009	012
PROBABLE	048	015	016	016	001	022	020	003	002	014	027	005	000	002
LIKELY	628	232	256	133	007	325	280	007	016	238	344	025	009	013
BUSH (R)	325	214	037	072	003	n/a	n/a	n/a	n/a	212	089	012	004	009
KERRY (D)	280	013	211	053	003	n/a	n/a	n/a	n/a	023	242	009	002	003
OTHER	007	002	001	004	000	n/a	n/a	n/a	n/a	001	002	004	000	000
UNDECIDED	016	004	007	004	001	n/a	n/a	n/a	n/a	002	010	000	003	001
BALLANTINE (R)	238	165	025	047	001	212	023	001	002	n/a	n/a	n/a	n/a	n/a
EASLEY (D)	344	046	219	074	004	089	242	002	010	n/a	n/a	n/a	n/a	n/a
OTHER	025	010	007	008	000	012	009	004	000	n/a	n/a	n/a	n/a	n/a
WON'T VOTE	009	005	002	001	000	004	002	000	003	n/a	n/a	n/a	n/a	n/a
UNDECIDED	013	006	003	003	001	009	003	000	001	n/a	n/a	n/a	n/a	n/a
BURR (R)	284	190	034	058	002	262	017	001	005	206	062	009	000	007
BOWLES (D)	287	026	196	062	003	043	239	001	004	026	253	006	000	002
OTHER	033	008	015	010	000	013	015	005	000	003	019	010	000	000
WON'T VOTE	011	006	004	001	000	005	002	000	004	001	002	000	008	000
UNDECIDED	012	002	008	002	001	003	006	000	003	001	007	000	000	005
TOTAL	800	248	282	152	010	325	280	007	016	238	344	025	009	013
COMPOSITION OF ADULTS	100%	31%	35%	19%	1%	41%	35%	1%	2%	30%	43%	3%	1%	2%
COMP. OF REG. VOTERS	100%	36%	41%	22%	1%	47%	40%	1%	2%	34%	50%	4%	1%	2%
COMP. OF LIKELY VOTERS	100%	37%	41%	21%	1%	52%	45%	1%	3%	38%	55%	4%	1%	2%

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	OVERALL	BURR (R)	BOWLES (D)	OTHER	WON'T VOTE	UNDECIDED										
<b>REGISTERED</b>	692	284	287	033	011	012										
<b>CERTAIN</b>	580	265	271	023	011	010										
<b>PROBABLE</b>	048	020	016	010	000	002										
<b>LIKELY</b>	628	284	287	033	011	012										
<b>BUSH (R)</b>	325	262	043	013	005	003										
<b>KERRY (D)</b>	280	017	239	015	002	006										
<b>OTHER</b>	007	001	001	005	000	000										
<b>UNDECIDED</b>	016	005	004	000	004	003										
<b>BALLANTINE (R)</b>	238	206	026	003	001	001										
<b>EASLEY (D)</b>	344	062	253	019	002	007										
<b>OTHER</b>	025	009	006	010	000	000										
<b>WON'T VOTE</b>	009	000	000	000	008	000										
<b>UNDECIDED</b>	013	007	002	000	000	005										
<b>TOTAL</b>	800	238	344	025	009	013										
<b>COMPOSITION OF ADULTS</b>	100%	30%	43%	3%	1%	2%										
<b>COMP. OF REG. VOTERS</b>	100%	41%	42%	5%	2%	2%										
<b>COMP. OF LIKELY VOTERS</b>	100%	45%	46%	5%	2%	2%										

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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	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	692	121	162	183	219	298	283	065	035	115	214	350	290	342	044
CERTAIN	580	107	145	155	169	261	231	057	024	096	164	310	248	294	027
PROBABLE	048	008	010	011	019	019	025	002	001	011	020	016	018	024	006
LIKELY	628	115	155	166	188	280	256	059	026	107	185	326	266	318	033
BUSH (R)	325	058	085	084	097	214	088	012	007	044	085	191	192	118	009
KERRY (D)	280	051	067	074	085	059	156	045	017	060	095	120	063	192	019
OTHER	007	002	000	002	002	003	003	000	000	000	002	004	002	003	001
UNDECIDED	016	004	003	005	004	004	009	001	001	002	003	011	009	005	003
BALLANTINE (R)	238	044	062	060	069	164	061	008	003	028	064	142	146	082	007
EASLEY (D)	344	063	079	092	107	097	175	047	020	067	111	160	101	214	023
OTHER	025	004	005	008	007	013	009	001	001	005	005	013	010	012	002
WON'T VOTE	009	000	005	003	001	001	006	002	000	005	002	001	002	007	000
UNDECIDED	013	003	004	002	004	005	005	002	002	001	002	009	008	003	001
BURR (R)	284	054	071	068	089	198	070	009	004	036	072	172	174	099	008
BOWLES (D)	287	052	072	077	084	062	164	044	015	060	091	132	070	192	020
OTHER	033	006	004	011	011	014	012	003	003	005	014	012	014	015	003
WON'T VOTE	011	001	005	003	002	003	006	002	000	005	004	003	003	008	000
UNDECIDED	012	001	002	006	002	003	004	002	003	001	004	006	006	004	002
TOTAL	800	131	169	210	277	338	319	081	042	147	244	386	328	379	068
COMPOSITION OF ADULTS	100%	16%	21%	26%	35%	42%	40%	10%	5%	18%	31%	48%	41%	47%	9%
COMP. OF REG. VOTERS	100%	18%	23%	26%	32%	43%	41%	9%	5%	17%	31%	51%	42%	50%	6%
COMP. OF LIKELY VOTERS	100%	18%	25%	26%	30%	45%	41%	9%	4%	17%	29%	52%	42%	51%	5%

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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	692	347	307	263	232	130	026	241	338	112	165	274	253		
CERTAIN	580	299	253	203	206	119	022	203	283	095	143	234	203		
PROBABLE	048	022	024	019	015	009	002	014	025	008	010	021	018		
LIKELY	628	322	277	223	221	128	024	217	308	103	153	255	221		
BUSH (R)	325	174	140	097	127	080	009	126	142	057	067	148	110		
KERRY (D)	280	134	129	120	084	045	012	087	149	044	079	101	100		
OTHER	007	004	003	001	003	002	000	002	004	001	002	001	004		
UNDECIDED	016	010	006	005	007	002	003	003	013	001	005	005	007		
BALLANTINE (R)	238	124	105	060	096	065	008	093	108	036	051	112	075		
EASLEY (D)	344	174	152	146	111	056	012	108	179	057	094	125	125		
OTHER	025	011	012	007	009	004	001	008	010	006	001	010	013		
WON'T VOTE	009	006	003	005	001	001	002	001	005	003	004	002	002		
UNDECIDED	013	007	006	005	005	002	001	006	006	002	002	006	005		
BURR (R)	284	145	128	081	113	070	009	108	131	045	055	130	100		
BOWLES (D)	287	141	133	120	090	050	012	095	145	047	086	102	099		
OTHER	033	021	008	011	012	005	001	009	019	005	005	013	015		
WON'T VOTE	011	008	003	005	003	002	002	002	006	004	004	004	003		
UNDECIDED	012	006	005	006	004	001	001	004	008	001	002	006	004		
TOTAL	800	405	343	319	253	138	034	276	397	127	184	306	310		
COMPOSITION OF ADULTS	100%	51%	43%	40%	32%	17%	4%	35%	50%	16%	23%	38%	39%		
COMP. OF REG. VOTERS	100%	50%	44%	38%	34%	19%	4%	35%	49%	16%	24%	40%	37%		
COMP. OF LIKELY VOTERS	100%	51%	44%	35%	35%	20%	4%	35%	49%	16%	24%	41%	35%		

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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.