

NORTH CAROLINA SURVEY RESULTS

The Research 2000 North Carolina Poll was conducted for the Raleigh News and Observer from August 8 through August 11, 2004. A total of 600 likely voters who vote regularly in state elections were interviewed statewide by telephone.

Those interviewed were selected by the random variation of the last four digits of telephone numbers. A cross-section of exchanges was utilized in order to ensure an accurate reflection of the state. Quotas were assigned to reflect the voter registration of distribution by county.

The margin for error, according to standards customarily used by statisticians, is no more than plus or minus 4% percentage points. This means that there is a 95 percent probability that the "true" figure would fall within that range if the entire population were sampled. The margin for error is higher for any subgroup, such as a gender or region.

SAMPLE FIGURES:

Men 280 (48%) Women 320 (52%)

Democrats 290 (48%)

Republicans 211 (35%)

Independents 99 (17%)

White 499 (83%)

Black 101 (17%)

Greensboro/Winston Salem 101 interviews

Charlotte 136 interviews

Raleigh/Durham 149 interviews

Northeastern 70 interviews

Southeastern 71 interviews

West 73 interviews

PRESIDENTIAL RACE:

I am going to list the names of a few individuals who are active in public life. After I mention each one, I would simply like for you to tell me if you recognize that individual. If you do recognize the individual, I will then ask you if you have a favorable or unfavorable opinion of that individual.

A. The first name is _____. Do you recognize that name?

B. (IF YES) Do you have a favorable or unfavorable opinion of _____?

| | FAVORABLE | UNFAVORABLE | NO OPINION |
|---------------|-----------|-------------|------------|
| George W Bush | 53% | 38% | 9% |
| John Kerry | 48% | 41% | 11% |
| John Edwards | 54% | 39% | 7% |

QUESTION: How would you rate the performance of George W. Bush as President; excellent, pretty good, only fair, or poor?

| | EXCELLENT | GOOD | FAIR | POOR |
|----------------|-----------|------|------|------|
| ALL | 5% | 44% | 39% | 12% |
| MEN | 7% | 47% | 37% | 9% |
| WOMEN | 3% | 41% | 41% | 15% |
| WHITE | 6% | 51% | 35% | 8% |
| BLACK | 1% | 2% | 70% | 27% |
| DEMOCRATS | 2% | 20% | 61% | 17% |
| REPUBLICANS | 12% | 69% | 14% | 5% |
| INDEPENDENTS | 4% | 44% | 41% | 11% |
| GREENSBORO/WS | 10% | 54% | 32% | 4% |
| CHARLOTTE | 5% | 50% | 35% | 10% |
| RALEIGH/DURHAM | 4% | 35% | 48% | 13% |
| NORTHEASTERN | 5% | 35% | 42% | 18% |
| SOUTHEASTERN | 5% | 36% | 42% | 17% |
| WEST | 8% | 50% | 30% | 12% |

QUESTION: How would you rate the performance of John Edwards as U.S. Senator; excellent, pretty good, only fair, or poor?

| | EXCELLENT | GOOD | FAIR | POOR | NOT SURE |
|-------|-----------|------|------|------|----------|
| ALL | 7% | 50% | 31% | 4% | 8% |
| MEN | 5% | 47% | 35% | 6% | 7% |
| WOMEN | 9% | 53% | 27% | 2% | 9% |
| WHITE | 4% | 45% | 38% | 7% | 6% |

| | | | | | |
|----------------|-----|-----|-----|----|-----|
| BLACK | 26% | 64% | - | - | 10% |
| DEMOCRATS | 14% | 77% | 7% | 1% | 1% |
| REPUBLICANS | 1% | 13% | 64% | 9% | 13% |
| INDEPENDENTS | 7% | 53% | 30% | 2% | 8% |
| GREENSBORO/WS | 4% | 40% | 37% | 6% | 13% |
| CHARLOTTE | 4% | 46% | 35% | 5% | 10% |
| RALEIGH/DURHAM | 11% | 56% | 26% | 3% | 4% |
| NORTHEASTERN | 10% | 56% | 27% | 2% | 5% |
| SOUTHEASTERN | 11% | 55% | 27% | 2% | 5% |
| WEST | 4% | 41% | 39% | 5% | 11% |

QUESTION: If the 2004 election for President were held today, would you vote for the Democratic ticket of John Kerry and John Edwards, or the Republican ticket of George W. Bush and Dick Cheney?

| | BUSH/CHENEY | KERRY/EDWARDS | UNDECIDED |
|----------------|-------------|---------------|-----------|
| ALL | 48% | 45% | 7% |
| MEN | 52% | 42% | 6% |
| WOMEN | 44% | 48% | 8% |
| WHITE | 56% | 38% | 6% |
| BLACK | 2% | 83% | 15% |
| DEMOCRATS | 17% | 78% | 5% |
| REPUBLICANS | 89% | 3% | 8% |
| INDEPENDENTS | 43% | 47% | 10% |
| GREENSBORO/WS | 53% | 35% | 12% |
| CHARLOTTE | 49% | 42% | 9% |
| RALEIGH/DURHAM | 41% | 53% | 6% |
| NORTHEASTERN | 41% | 50% | 9% |
| SOUTHEASTERN | 42% | 49% | 9% |
| WEST | 52% | 36% | 12% |

QUESTION: With John Edwards as the Democratic vice presidential candidate, are you more likely to vote for John Kerry for president, less likely, or will it have no effect on your vote?

MORE LESS NO EFFECT NOT SURE

| | | | | |
|--------------|-----|-----|-----|-----|
| ALL | 27% | 12% | 53% | 8% |
| DEMOCRATS | 42% | 4% | 47% | 7% |
| REPUBLICANS | 4% | 26% | 61% | 9% |
| INDEPENDENTS | 29% | 8% | 54% | 9% |
| KERRY | 59% | 4% | 36% | 1% |
| BUSH | 2% | 41% | 51% | 6% |
| UNDECIDED | 24% | 7% | 54% | 15% |

QUESTION: How certain are you of your choice for President; very certain, certain, or I still might change my mind?

| | VERY | CERTAIN | CHANGE | NOT SURE |
|-------|------|---------|--------|----------|
| BUSH | 61% | 29% | 3% | 7% |
| KERRY | 56% | 23% | 6% | 15% |

QUESTION: Generally speaking, would you say that your choice for President is more because you support the candidate or because you oppose his opponent?

| | SUPPORT | OPPOSE | NOT SURE |
|-------|---------|--------|----------|
| BUSH | 88% | 4% | 8% |
| KERRY | 73% | 9% | 18% |

QUESTION: How would you rate current economic conditions; excellent, pretty good, only fair, or poor?

| EXCELLENT | GOOD | FAIR | POOR | NOT SURE |
|-----------|------|------|------|----------|
| 9% | 38% | 41% | 11% | 1% |

QUESTION: How would you rate the future prospects of the economy; will it get better, will it get worse, or will it remain about the same as it is now?

| BETTER | WORSE | SAME | NOT SURE |
|--------|-------|------|----------|
| 25% | 14% | 58% | 3% |

QUESTION: Has President Bush done enough to protect furniture, textiles and other manufacturing industries from foreign trade?

| YES | NO | NOT SURE |
|-----|-----|----------|
| 34% | 59% | 7% |

QUESTION: Do you approve or disapprove of the way President Bush is handling the situation in Iraq?

| APPROVE | DISAPPROVE | NOT SURE |
|---------|------------|----------|
| 44% | 41% | 15% |

QUESTION: Do you believe President Bush intentionally misled the American people about the reasons to go to war in Iraq?

| | YES | NO | NOT SURE |
|--------------|-----|-----|----------|
| ALL | 24% | 71% | 5% |
| DEMOCRATS | 35% | 61% | 4% |
| REPUBLICANS | 6% | 86% | 8% |
| INDEPENDENTS | 28% | 64% | 8% |