



# United States General Exit Poll

Conducted by PRES04 - Vertical Percentages

Time of Weighting: 11/2/2004 3:59:05 PM

Time Created: 11/2/2004 3:59:05 PM

PRES04 - In today's election for president, did you just vote for:

Filter(s): REGION = EAST

		Total	KERY	BUSH	NADR
Number of Interviews - 1,746	Vote Estimate Not for On-Air Use	<b>100</b>	<b>58</b>	<b>41</b>	<b>1</b>
Are you: (n=1,739)	Male	<b>45</b>	<b>45</b>	<b>46</b>	-
	Female	<b>55</b>	<b>55</b>	<b>54</b>	-
Sex by race (n=1,718)	White male	<b>35</b>	<b>30</b>	<b>41</b>	-
	White female	<b>43</b>	<b>40</b>	<b>47</b>	-
	Non-white male	<b>11</b>	<b>15</b>	<b>5</b>	-
	Non-white female	<b>11</b>	<b>15</b>	<b>6</b>	-
Are you: (n=1,725)	White	<b>78</b>	<b>69</b>	<b>89</b>	-
	Black	<b>11</b>	<b>17</b>	<b>3</b>	-
	Hispanic/Latino	<b>6</b>	<b>8</b>	<b>4</b>	-
	Asian	<b>4</b>	<b>4</b>	<b>4</b>	-
	Other	<b>1</b>	<b>2</b>	<b>1</b>	-
AGE (60 and over) (n=1,739)	18-29	<b>15</b>	<b>18</b>	<b>11</b>	-
	30-44	<b>27</b>	<b>27</b>	<b>27</b>	-
	45-59	<b>32</b>	<b>33</b>	<b>31</b>	-
	60 or over	<b>26</b>	<b>23</b>	<b>31</b>	-
Age 65 & over (n=1,739)	18-64	<b>82</b>	<b>85</b>	<b>78</b>	-
	65 or over	<b>18</b>	<b>15</b>	<b>22</b>	-
2003 total family income: (n=1,567)	Under \$15,000	<b>7</b>	<b>9</b>	<b>5</b>	-
	\$15,000-\$29,999	<b>12</b>	<b>14</b>	<b>9</b>	-
	\$30,000-\$49,999	<b>22</b>	<b>22</b>	<b>21</b>	-
	\$50,000-\$74,999	<b>21</b>	<b>20</b>	<b>23</b>	-
	\$75,000-\$99,999	<b>15</b>	<b>15</b>	<b>15</b>	-
	\$100,000-\$149,999	<b>13</b>	<b>12</b>	<b>13</b>	-



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		Total	KERY	BUSH	NADR
2003 total family income: (n=1,567)	\$150,000-\$199,999	4	4	5	-
	\$200,000 or more	6	5	8	-
Total family income: (n=1,567)	Less than \$50,000	41	45	35	-
	\$50,000 or more	59	55	65	-
Total family income: (n=1,567)	Less than \$100,000	77	79	74	-
	\$100,000 or more	23	21	26	-
Do you or does someone in your household belong to a labor union? (n=1,238)	Yes, I do	17	19	13	-
	Yes, someone else does	14	14	14	-
	Yes, I do and someone else does	3	3	3	-
	No one does	66	63	70	-
UNION HOUSEHOLD (n=1,238)	Yes (Vote is union member, union member in household, or	34	37	30	-
	No (No union voter in household	66	63	70	-
Voter is union member: (n=1,238)	Yes	20	23	16	-
	No	80	77	84	-
Do you work full-time for pay? (n=389)	Yes	59	61	56	-
	No	41	39	44	-
Working women: (n=420)	Working women	29	33	25	-
	All others	71	67	75	-
What was the last grade of school you completed? (n=1,248)	Did not complete high school	4	5	3	-
	High school graduate	20	18	22	-
	Some college or associate degree	27	25	32	-
	College graduate	26	26	27	-
	Postgraduate study	23	25	17	-
College Education (n=1,248)	No college degree	51	49	56	-



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		Total	KERY	BUSH	NADR
College Education (n=1,248)	College graduate	49	51	44	-
No matter how you voted today, do you usually think of yourself as a: (n=1,629)	Democrat	43	66	10	-
	Republican	28	6	61	-
	Independent or something else	29	28	29	-
On most political matters, do you consider yourself: (n=1,608)	Liberal	26	40	7	-
	Moderate	48	52	42	-
	Conservative	26	8	51	-
Is this the first time you have ever voted? (n=838)	Yes	10	11	9	-
	No	90	89	91	-
Religion, combined Protestant and other Christian. (n=1,232)	Protestant/Other Christian	38	37	40	-
	Catholic	40	34	50	-
	Jewish	6	7	4	-
	Something else	8	11	2	-
	None	8	12	3	-
Religion among whites (n=1,250)	White Protestant/Other Christian	28	23	36	-
	White Catholic	33	25	44	-
	White Jewish	5	6	3	-
	White something else	4	6	1	-
	White none	6	8	3	-
	Non-white	24	32	13	-
White Evangelical/Born-again Christians (n=1,320)	White Evangelical/Born-again Christians	11	5	18	-
	All others	89	95	82	-
White/Protestant/Conservative/Evangelical/Attend church at least weekly (n=1,322)	White religious conservatives	3	0	7	-
	All others	97	100	93	-



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How often do you attend religious services? (n=1,261)	More than once a week	10	9	11	-
	Once a week	27	22	34	-
	A few times a month	12	11	15	-
	A few times a year	34	36	30	-
	Never	14	18	8	-
How often do you attend religious services? (n=1,325)	Weekly	35	30	42	-
	Occasionally	44	46	41	-
	Never	13	17	8	-
Church attendance by Religion (n=1,325)	Protestant/Attend weekly	8	8	9	-
	Protestant/Do not attend weekly	14	14	15	-
	Catholic/Attend weekly	17	13	23	-
	Catholic/Do not attend weekly	20	19	22	-
	All Others	34	41	24	-
Have you ever served in the U.S. military? (n=861)	Yes	16	15	18	-
	No	84	85	82	-
Are you currently married? (n=1,642)	Yes	60	56	66	-
	No	40	44	34	-
Married women (n=1,745)	Married women	29	28	30	-
	Others	71	72	70	-
Married with children: (n=1,259)	Married with children	27	25	29	-
	All others	73	75	71	-
Do you have any children under 18 living in your household? (n=1,250)	Yes	35	35	34	-
	No	65	65	66	-
Women with children (n=1,334)	Women with children	17	18	16	-



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		Total	KERY	BUSH	NADR
Women with children (n=1,334)	All others	83	82	84	-
Are you gay, lesbian or bisexual? (n=771)	Yes	2	4	0	-
	No	98	96	100	-
Do you or does someone else in your household own a gun? (n=409)	Yes	26	20	33	-
	No	74	80	67	-
When did you finally decide for whom to vote in the presidential election? (n=1,335)	Just today	6	5	7	-
	In the last three days	4	2	5	-
	Sometime last week	2	2	2	-
	During the last month	9	11	8	-
	Before that	78	79	78	-
Time: Last three days/Earlier than that (n=1,335)	Today/Within the last three days	10	7	12	-
	Within the last week or earlier	89	91	88	-
Time: Last week/Earlier than that (n=1,335)	Today through within the last three days	11	9	14	-
	Within the last week or earlier	88	90	86	-
Which ONE issue mattered most in deciding how you voted for president? (Check only one) (n=914)	Taxes	6	7	5	-
	Education	5	7	1	-
	Iraq	19	27	6	-
	Terrorism	20	5	43	-
	Economy/Jobs	20	29	7	-
	Moral values	14	7	23	-
	Health care	9	12	4	-
Do you approve or disapprove of the way George W. Bush is handling his job as president? (n=914)	Strongly approve	23	6	53	-
	Somewhat approve	18	6	37	-
	Somewhat disapprove	12	16	6	-



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Do you approve or disapprove of the way George W. Bush is handling his job	Strongly disapprove	44	70	2	-
Do you approve or disapprove of the way George W. Bush is handling his job as president? (n=914)	Approve	42	11	90	-
	Disapprove	56	86	8	-
Which ONE candidate quality mattered most in deciding how you voted for president? (Check only one) (n=914)	He cares about people like me	11	13	8	-
	He has strong religious faith	5	1	11	-
	He is honest and trustworthy	10	7	15	-
	He is a strong leader	12	4	27	-
	He is intelligent	9	14	1	-
	He will bring about needed change	30	48	3	-
	He has clear stands on the issues	16	8	28	-
Compared to four years ago, is the country: (n=870)	Safer from terrorism	42	19	81	-
	Less safe from terrorism	53	77	15	-
How do you feel about the U.S. decision to go to war with Iraq? (n=870)	Strongly approve	20	3	49	-
	Somewhat approve	22	12	38	-
	Somewhat disapprove	14	17	8	-
	Strongly disapprove	43	66	4	-
How do you feel about the U.S. decision to go to war with Iraq? (n=914)	Approve	40	14	82	-
	Disapprove	54	80	12	-
How do you think things are going for the U.S. in Iraq now? (n=870)	Very well	8	3	16	-
	Somewhat well	25	4	60	-
	Somewhat badly	21	23	17	-
	Very badly	44	68	5	-
How do you think things are going for the U.S. in Iraq now? (n=914)	Very/Somewhat well	32	7	71	-
	Very/Somewhat badly	61	87	20	-



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Compared to four years ago, is your family's financial situation: (n=870)	Better today	27	15	46	-
	Worse today	30	41	10	-
	About the same	42	41	43	-
If these were the only two presidential candidates on the ballot today, for whom would you have voted? (n=1,654)	John Kerry (Dem)	57	96	2	-
	George W. Bush (Rep)	41	2	98	-
	Would not have voted for president	2	2	1	-
Was your vote for president mainly: (n=411)	For your candidate	68	59	78	-
	Against his opponent	27	35	17	-
Which comes closest to your feelings about the Bush administration: (n=411)	Angry	32	56	2	-
	Dissatisfied, but not angry	28	39	16	-
	Satisfied, but not enthusiastic	21	3	43	-
	Enthusiastic	17	1	37	-
Did either of these candidates for president attack the other unfairly? (n=411)	Only John Kerry did	18	2	39	-
	Only George W. Bush did	19	31	3	-
	Both did	46	49	41	-
	Neither did	14	15	12	-
Did either of these candidates for president attack the other unfairly? (n=411)	Only Kerry/Both did	64	52	80	-
	Only Bush/Neither did	32	46	16	-
Did either of these candidates for president attack the other unfairly? (n=411)	Only Bush/Both did	65	81	44	-
	Only Kerry/Neither did	32	17	51	-
Do you consider the war in Iraq: (n=411)	Part of the war on terrorism	48	15	88	-
	Separate from the war on terrorism	50	82	10	-
Did anyone call you or talk to you in person on behalf of either major presidential campaign about coming out to vote? (n=386)	Yes, for John Kerry	16	24	6	-
	Yes, for George W. Bush	6	4	10	-



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Did anyone call you or talk to you in person on behalf of either major presidential campaign about coming out to vote? (n=386)	Yes, for both Kerry and Bush	9	7	11	-
	No, I was not contacted	69	65	74	-
Did anyone call you or talk to you in person on behalf of either major presidential campaign about coming out to vote? (n=386)	For Kerry/Both	25	31	16	-
	For Bush/Neither	75	69	84	-
Did anyone call you or talk to you in person on behalf of either major presidential campaign about coming out to vote? (n=386)	For Bush/Both	15	11	21	-
	For Kerry/Neither	85	89	79	-
In general, does John Kerry mostly: (n=391)	Say what he believes	47	82	3	-
	Say what he thinks people want to hear	49	13	95	-
Does George W. Bush pay more attention to the interests of: (n=391)	Ordinary Americans	32	6	67	-
	Large corporations	63	93	24	-
How concerned are you about the availability and cost of health care? (n=391)	Very concerned	75	82	65	-
	Somewhat concerned	20	14	29	-
	Not very concerned	3	1	4	-
	Not at all concerned	1	-	2	-
Which comes closest to your position? Abortion should be: (n=391)	Legal in all cases	31	42	17	-
	Legal in most cases	35	41	27	-
	Illegal in most cases	19	9	33	-
	Illegal in all cases	10	4	17	-
How confident are you that votes in your state will be counted accurately? (n=389)	Very confident	54	47	63	-
	Somewhat confident	41	46	34	-
	Not very confident	4	5	2	-
	Not at all confident	1	2	1	-
How confident are you that votes in your state will be counted accurately? (n=411)	Very/Somewhat confident	89	90	90	-
	Not very/Not at all confident	5	6	3	-



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Which comes closest to your view of gay and lesbian couples: (n=391)	They should be allowed to legally marry	38	52	19	-
	They should be allowed to legally form civil unions, but	37	31	45	-
	There should be no legal recognition of their	22	14	32	-
Did you vote in the presidential election in 2000? (n=383)	No, I did not vote	16	19	11	-
	Yes, for Al Gore	45	70	13	-
	Yes, for George W. Bush	36	6	74	-
	Yes, for another candidate	4	5	2	-
Do you think the condition of the nation's economy is: (n=421)	Excellent	4	1	8	-
	Good	37	9	71	-
	Not so good	42	59	19	-
	Poor	17	30	0	-
State of the national economy: 2 way (n=421)	Excellent/Good	41	10	79	-
	Not so good/Poor	58	89	20	-
Who would you trust to handle the economy? (n=421)	Only John Kerry	46	82	1	-
	Only George W. Bush	33	-	77	-
	Both of them	4	3	6	-
	Neither of them	15	14	15	-
Who would you trust to handle the economy? (n=421)	Only Kerry/Both	50	84	7	-
	Only Bush/Neither	48	14	92	-
Who would you trust to handle the economy? (n=416)	Only Bush/Both	37	3	83	-
	Only Kerry/Neither	63	97	17	-
Who would you trust to handle terrorism? (n=421)	Only John Kerry	36	64	-	-
	Only George W. Bush	40	2	88	-
	Both of them	9	12	6	-



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Who would you trust to handle terrorism? (n=421)	Neither of them	12	18	4	-
Who would you trust to handle terrorism? (n=421)	Only Kerry/Both	45	76	6	-
	Only Bush/Neither	52	20	92	-
Who would you trust to handle terrorism? (n=421)	Only Bush/Both	49	14	95	-
	Only Kerry/Neither	48	83	4	-
Do you think things in this country today are: (n=421)	Generally going in the right direction	41	5	86	-
	Seriously off on the wrong track	54	88	10	-
In your vote for president today, how would you rate the importance of _____? (n=421)	Very important	30	31	30	-
	Somewhat important	20	23	16	-
	Not too important	20	15	24	-
	Not at all important	23	21	25	-
In your vote for president today, how would you rate the importance of _____? (n=421)	Very/Somewhat important	50	55	46	-
	Not too/Not at all important	42	37	49	-
Is your opinion of George W. Bush: (n=395)	Favorable	42	4	93	-
	Unfavorable	57	95	6	-
Is your opinion of John Kerry: (n=395)	Favorable	54	91	8	-
	Unfavorable	44	7	90	-
Which comes closer to your view: (n=395)	Government should do more to solve problems	55	74	32	-
	Government is doing too many things better left to	40	23	61	-
How worried are you that there will be another major terrorist attack in the U.S.? (n=395)	Very worried	26	28	25	-
	Somewhat worried	52	51	56	-
	Not too worried	18	17	16	-
	Not at all worried	3	3	3	-
How worried are you that there will be another major terrorist attack in the	Very/Somewhat worried	74	73	76	-



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How worried are you that there will be another major terrorist attack in the	Not too/Not at all worried	19	19	18	-
Compared to four years ago, is the job situation in your area: (n=390)	Better today	17	2	37	-
	Worse today	51	80	15	-
	About the same	32	19	48	-
Do you think the Bush administration's tax cuts have been: (n=395)	Good for the nation's economy	32	2	70	-
	Bad for the nation's economy	37	64	2	-
	Made no difference	28	30	23	-
Do you think the war with Iraq has improved the long-term security of the United States? (n=395)	Yes	36	5	75	-
	No	63	93	24	-
Have you or has someone in your household lost a job in the last four years? (n=389)	Yes, I have	16	19	11	-
	Yes, someone else has	19	23	13	-
	Yes, I have and someone else has	3	3	3	-
	No one has	63	54	72	-
Have you or has someone in your household lost a job in the last four years? (n=389)	Someone in household lost a job	37	46	28	-
	No one in household lost a job	63	54	72	-
Have you or has someone in your household lost a job in the last four years? (n=389)	Voter has lost a job	19	22	15	-
	Voter has NOT lost a job	81	78	85	-
National Region (n=1,746)	East	100	100	100	-
	Midwest	-	-	-	-
	South	-	-	-	-
	West	-	-	-	-
Population of area, five categories (n=1,746)	Over 500 thousand	22	24	19	-
	50 to 500 thousand	0	0	-	-
	Suburbs	65	61	72	-



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Population of area, five categories (n=1,746)	10 to 50 thousand	4	6	3	-
	Rural	8	9	6	-
Population of area, three categories (n=1,746)	City over 50 thousand	22	25	19	-
	Suburbs	65	61	72	-
	Small city and Rural	13	15	9	-
In today's election for U.S. House of Representatives, did you just vote for: (n=1,605)	The Democratic candidate	60	89	17	-
	The Republican candidate	38	8	82	-