



United States General Exit Poll

Conducted by PRES04 - Horizontal 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 = SOUTH

| | | Total | KERY | BUSH | NADR | Rep2000 |
|-------------------------------------|----------------------------------|-------|------|------|------|---------|
| Number of Interviews - 2,787 | Vote Estimate Not for On-Air Use | 100 | 44 | 54 | 0 | - |
| Are you: (n=2,770) | Male | 39 | 41 | 57 | 0 | 4 |
| | Female | 61 | 48 | 52 | 0 | 9 |
| Sex by race (n=2,727) | White male | 28 | 30 | 68 | 0 | - |
| | White female | 42 | 35 | 65 | 0 | - |
| | Non-white male | 12 | 66 | 31 | 1 | - |
| | Non-white female | 18 | 75 | 24 | - | - |
| Are you: (n=2,743) | White | 70 | 33 | 66 | 0 | 12 |
| | Black | 19 | 92 | 6 | 0 | -3 |
| | Hispanic/Latino | 9 | 33 | 64 | 2 | 29 |
| | Asian | 1 | - | - | - | -41 |
| | Other | 1 | 24 | 66 | - | 27 |
| AGE (60 and over) (n=2,760) | 18-29 | 15 | 49 | 49 | 1 | 3 |
| | 30-44 | 28 | 41 | 57 | 0 | 8 |
| | 45-59 | 31 | 42 | 56 | 0 | 7 |
| | 60 or over | 26 | 45 | 54 | 0 | 7 |
| Age 65 & over (n=2,760) | 18-64 | 83 | 43 | 55 | 0 | 7 |
| | 65 or over | 17 | 46 | 53 | 1 | 6 |
| 2003 total family income: (n=2,418) | Under \$15,000 | 10 | 63 | 37 | - | - |
| | \$15,000-\$29,999 | 17 | 53 | 44 | 1 | - |
| | \$30,000-\$49,999 | 22 | 49 | 51 | - | - |
| | \$50,000-\$74,999 | 20 | 39 | 60 | 0 | - |
| | \$75,000-\$99,999 | 13 | 40 | 58 | - | - |
| | \$100,000-\$149,999 | 11 | 31 | 69 | - | - |



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|---|--|-------|------|------|------|---------|
| 2003 total family income: (n=2,418) | \$150,000-\$199,999 | 4 | 38 | 61 | - | - |
| | \$200,000 or more | 3 | 33 | 63 | 4 | - |
| Total family income: (n=2,418) | Less than \$50,000 | 49 | 53 | 45 | 0 | - |
| | \$50,000 or more | 51 | 37 | 62 | 0 | - |
| Total family income: (n=2,418) | Less than \$100,000 | 82 | 48 | 51 | 0 | - |
| | \$100,000 or more | 18 | 33 | 66 | 1 | - |
| Do you or does someone in your household belong to a labor union? (n=2,044) | Yes, I do | 6 | 49 | 49 | 1 | 16 |
| | Yes, someone else does | 8 | 54 | 46 | - | 5 |
| | Yes, I do and someone else does | 1 | - | - | - | -42 |
| | No one does | 85 | 42 | 57 | 0 | 5 |
| UNION HOUSEHOLD (n=2,044) | Yes (Vote is union member, union member in household, or | 15 | 52 | 46 | 1 | - |
| | No (No union voter in household | 85 | 42 | 57 | 0 | - |
| Voter is union member: (n=2,044) | Yes | 7 | 51 | 46 | 3 | - |
| | No | 93 | 43 | 56 | 0 | - |
| Do you work full-time for pay? (n=652) | Yes | 57 | 43 | 55 | 1 | 7 |
| | No | 43 | 48 | 52 | - | 4 |
| Working women: (n=691) | Working women | 31 | 46 | 53 | - | - |
| | All others | 69 | 45 | 52 | 1 | - |
| What was the last grade of school you completed? (n=2,047) | Did not complete high school | 6 | 39 | 60 | 1 | 21 |
| | High school graduate | 24 | 48 | 51 | - | 2 |
| | Some college or associate degree | 29 | 40 | 58 | 0 | 7 |
| | College graduate | 27 | 41 | 57 | - | 6 |
| | Postgraduate study | 15 | 49 | 49 | 1 | 5 |
| College Education (n=2,047) | No college degree | 59 | 44 | 56 | 0 | - |



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|---|---|-------|------|------|------|---------|
| College Education (n=2,047) | College graduate | 41 | 44 | 55 | 0 | - |
| No matter how you voted today, do you usually think of yourself as a: (n=2,662) | Democrat | 38 | 88 | 12 | 0 | 1 |
| | Republican | 41 | 4 | 95 | 0 | 4 |
| | Independent or something else | 21 | 40 | 55 | 1 | 8 |
| On most political matters, do you consider yourself: (n=2,604) | Liberal | 18 | 78 | 19 | 2 | 6 |
| | Moderate | 43 | 57 | 42 | - | -2 |
| | Conservative | 39 | 13 | 86 | 0 | 5 |
| Is this the first time you have ever voted? (n=1,389) | Yes | 10 | 48 | 52 | - | 9 |
| | No | 90 | 43 | 56 | 0 | 8 |
| Religion, combined Protestant and other Christian. (n=1,991) | Protestant/Other Christian | 66 | 38 | 61 | - | 5 |
| | Catholic | 18 | 35 | 64 | 0 | 17 |
| | Jewish | 3 | 80 | 20 | - | 1 |
| | Something else | 6 | 73 | 26 | 1 | -2 |
| | None | 7 | 70 | 24 | 4 | -6 |
| Religion among whites (n=2,040) | White Protestant/Other Christian | 45 | 25 | 74 | - | - |
| | White Catholic | 11 | 33 | 67 | - | - |
| | White Jewish | 2 | 77 | 23 | - | - |
| | White something else | 2 | 50 | 47 | 3 | - |
| | White none | 5 | 68 | 32 | - | - |
| | Non-white | 34 | 66 | 32 | 1 | - |
| White Evangelical/Born-again Christians (n=2,089) | White Evangelical/Born-again Christians | 32 | 21 | 79 | - | - |
| | All others | 68 | 55 | 44 | 1 | - |
| White/Protestant/Conservative/Evangelical/Attend church at least weekly (n=2,095) | White religious conservatives | 13 | 3 | 97 | - | - |
| | All others | 87 | 50 | 49 | 0 | - |



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|---|---------------------------------|-------|------|------|------|---------|
| How often do you attend religious services? (n=2,050) | More than once a week | 25 | 33 | 66 | 0 | 47 |
| | Once a week | 28 | 40 | 59 | - | 26 |
| | A few times a month | 15 | 48 | 50 | - | 37 |
| | A few times a year | 20 | 47 | 52 | 1 | 28 |
| | Never | 10 | 60 | 38 | 2 | 29 |
| How often do you attend religious services? (n=2,096) | Weekly | 51 | 37 | 62 | 0 | - |
| | Occasionally | 34 | 48 | 51 | 1 | - |
| | Never | 9 | 60 | 38 | 2 | - |
| Church attendance by Religion (n=2,096) | Protestant/Attend weekly | 22 | 24 | 75 | - | - |
| | Protestant/Do not attend weekly | 15 | 40 | 58 | - | - |
| | Catholic/Attend weekly | 9 | 31 | 68 | 1 | - |
| | Catholic/Do not attend weekly | 7 | 39 | 60 | - | - |
| | All Others | 42 | 58 | 41 | 1 | - |
| Have you ever served in the U.S. military? (n=1,397) | Yes | 19 | 42 | 56 | - | - |
| | No | 81 | 43 | 56 | 0 | - |
| Are you currently married? (n=2,694) | Yes | 65 | 39 | 60 | 0 | 7 |
| | No | 35 | 53 | 45 | 0 | 7 |
| Married women (n=2,785) | Married women | 35 | 41 | 59 | 0 | - |
| | Others | 65 | 47 | 52 | 1 | - |
| Married with children: (n=2,059) | Married with children | 29 | 38 | 61 | 0 | - |
| | All others | 71 | 46 | 53 | 0 | - |
| Do you have any children under 18 living in your household? (n=2,057) | Yes | 38 | 43 | 55 | 1 | 3 |
| | No | 62 | 44 | 55 | 0 | 9 |
| Women with children (n=2,132) | Women with children | 23 | 46 | 54 | - | - |



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| | | Total | KERY | BUSH | NADR | Rep2000 |
|--|--|-------|------|------|------|---------|
| Women with children (n=2,132) | All others | 77 | 44 | 55 | 1 | - |
| Are you gay, lesbian or bisexual? (n=1,278) | Yes | 5 | 65 | 31 | 5 | 6 |
| | No | 95 | 44 | 54 | 0 | 4 |
| Do you or does someone else in your household own a gun? (n=643) | Yes | 46 | 33 | 66 | - | 5 |
| | No | 54 | 55 | 42 | 1 | 3 |
| When did you finally decide for whom to vote in the presidential election? (n=2,133) | Just today | 3 | 59 | 41 | - | - |
| | In the last three days | 3 | 48 | 47 | 5 | - |
| | Sometime last week | 2 | 40 | 50 | 10 | - |
| | During the last month | 7 | 64 | 33 | 2 | - |
| | Before that | 65 | 42 | 57 | 0 | - |
| Time: Last three days/Earlier than that (n=2,133) | Today/Within the last three days | 6 | 54 | 44 | 2 | - |
| | Within the last week or earlier | 73 | 44 | 55 | 0 | - |
| Time: Last week/Earlier than that (n=2,133) | Today through within the last three days | 8 | 51 | 45 | 4 | - |
| | Within the last week or earlier | 71 | 44 | 55 | 0 | - |
| Which ONE issue mattered most in deciding how you voted for president? (Check only one) (n=1,442) | Taxes | 4 | 27 | 73 | - | - |
| | Education | 4 | 56 | 44 | - | - |
| | Iraq | 12 | 69 | 30 | - | - |
| | Terrorism | 19 | 10 | 90 | - | - |
| | Economy/Jobs | 20 | 79 | 18 | 1 | - |
| | Moral values | 24 | 10 | 89 | 1 | - |
| | Health care | 10 | 79 | 21 | - | - |
| Do you approve or disapprove of the way George W. Bush is handling his job as president? (n=1,442) | Strongly approve | 41 | 2 | 98 | - | - |
| | Somewhat approve | 17 | 19 | 79 | - | - |
| | Somewhat disapprove | 9 | 89 | 10 | - | - |



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|---|-----------------------------------|-------|------|------|------|---------|
| Do you approve or disapprove of the way George W. Bush is handling his job | Strongly disapprove | 30 | 98 | 1 | 1 | - |
| Do you approve or disapprove of the way George W. Bush is handling his job as president? (n=1,442) | Approve | 58 | 7 | 92 | - | - |
| | Disapprove | 39 | 96 | 3 | 1 | - |
| Which ONE candidate quality mattered most in deciding how you voted for president? (Check only one) (n=1,442) | He cares about people like me | 9 | 74 | 25 | - | - |
| | He has strong religious faith | 9 | 9 | 91 | - | - |
| | He is honest and trustworthy | 12 | 13 | 83 | 2 | - |
| | He is a strong leader | 18 | 13 | 86 | - | - |
| | He is intelligent | 6 | 89 | 11 | - | - |
| | He will bring about needed change | 22 | 95 | 5 | - | - |
| | He has clear stands on the issues | 19 | 19 | 81 | - | - |
| Compared to four years ago, is the country: (n=1,404) | Safer from terrorism | 58 | 17 | 82 | 0 | - |
| | Less safe from terrorism | 37 | 83 | 16 | - | - |
| How do you feel about the U.S. decision to go to war with Iraq? (n=1,404) | Strongly approve | 37 | 2 | 98 | - | - |
| | Somewhat approve | 20 | 25 | 74 | - | - |
| | Somewhat disapprove | 14 | 73 | 26 | - | - |
| | Strongly disapprove | 28 | 93 | 5 | 1 | - |
| How do you feel about the U.S. decision to go to war with Iraq? (n=1,442) | Approve | 55 | 10 | 90 | - | - |
| | Disapprove | 41 | 86 | 12 | 1 | - |
| How do you think things are going for the U.S. in Iraq now? (n=1,404) | Very well | 15 | 5 | 94 | 1 | - |
| | Somewhat well | 37 | 8 | 92 | - | - |
| | Somewhat badly | 17 | 65 | 35 | - | - |
| | Very badly | 29 | 94 | 4 | 1 | - |
| How do you think things are going for the U.S. in Iraq now? (n=1,442) | Very/Somewhat well | 50 | 7 | 92 | 0 | - |
| | Very/Somewhat badly | 45 | 83 | 16 | 1 | - |



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|--|------------------------------------|-------|------|------|------|---------|
| Compared to four years ago, is your family's financial situation: (n=1,404) | Better today | 36 | 11 | 87 | 0 | 51 |
| | Worse today | 26 | 76 | 23 | - | -40 |
| | About the same | 35 | 49 | 50 | 1 | -10 |
| If these were the only two presidential candidates on the ballot today, for whom would you have voted? (n=2,690) | John Kerry (Dem) | 44 | 97 | 2 | 1 | - |
| | George W. Bush (Rep) | 55 | 1 | 98 | 0 | - |
| | Would not have voted for president | 1 | - | - | - | - |
| Was your vote for president mainly: (n=654) | For your candidate | 71 | 37 | 61 | 0 | - |
| | Against his opponent | 23 | 68 | 31 | 1 | - |
| Which comes closest to your feelings about the Bush administration: (n=654) | Angry | 20 | 90 | 6 | 3 | - |
| | Dissatisfied, but not angry | 24 | 89 | 8 | - | - |
| | Satisfied, but not enthusiastic | 26 | 12 | 88 | - | - |
| | Enthusiastic | 27 | 2 | 97 | - | - |
| Did either of these candidates for president attack the other unfairly? (n=654) | Only John Kerry did | 25 | 10 | 89 | - | - |
| | Only George W. Bush did | 14 | 91 | 9 | - | - |
| | Both did | 39 | 54 | 42 | 1 | - |
| | Neither did | 14 | 46 | 51 | 1 | - |
| Did either of these candidates for president attack the other unfairly? (n=654) | Only Kerry/Both did | 64 | 37 | 61 | 0 | - |
| | Only Bush/Neither did | 28 | 69 | 30 | 1 | - |
| Did either of these candidates for president attack the other unfairly? (n=654) | Only Bush/Both did | 53 | 64 | 34 | 1 | - |
| | Only Kerry/Neither did | 39 | 23 | 75 | 1 | - |
| Do you consider the war in Iraq: (n=654) | Part of the war on terrorism | 56 | 18 | 81 | - | - |
| | Separate from the war on terrorism | 39 | 84 | 13 | 1 | - |
| Did anyone call you or talk to you in person on behalf of either major presidential campaign about coming out to vote? (n=632) | Yes, for John Kerry | 14 | 83 | 16 | 2 | - |
| | Yes, for George W. Bush | 11 | 23 | 77 | - | - |



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| | | Total | KERY | BUSH | NADR | Rep2000 |
|--|--|-------|------|------|------|---------|
| Did anyone call you or talk to you in person on behalf of either major presidential campaign about coming out to vote? (n=632) | Yes, for both Kerry and Bush | 11 | 50 | 50 | - | - |
| | No, I was not contacted | 64 | 41 | 56 | 1 | - |
| Did anyone call you or talk to you in person on behalf of either major presidential campaign about coming out to vote? (n=632) | For Kerry/Both | 25 | 68 | 31 | 1 | - |
| | For Bush/Neither | 75 | 38 | 60 | 0 | - |
| Did anyone call you or talk to you in person on behalf of either major presidential campaign about coming out to vote? (n=632) | For Bush/Both | 22 | 36 | 64 | - | - |
| | For Kerry/Neither | 78 | 48 | 49 | 1 | - |
| In general, does John Kerry mostly: (n=646) | Say what he believes | 38 | 96 | 4 | - | - |
| | Say what he thinks people want to hear | 55 | 10 | 87 | 1 | - |
| Does George W. Bush pay more attention to the interests of: (n=646) | Ordinary Americans | 46 | 4 | 95 | - | - |
| | Large corporations | 48 | 85 | 12 | 1 | - |
| How concerned are you about the availability and cost of health care? (n=646) | Very concerned | 71 | 54 | 44 | 1 | - |
| | Somewhat concerned | 22 | 26 | 72 | - | - |
| | Not very concerned | 5 | 5 | 95 | - | - |
| | Not at all concerned | 1 | - | - | - | - |
| Which comes closest to your position? Abortion should be: (n=646) | Legal in all cases | 14 | 67 | 30 | 1 | 5 |
| | Legal in most cases | 33 | 65 | 32 | 1 | -6 |
| | Illegal in most cases | 29 | 19 | 79 | - | 10 |
| | Illegal in all cases | 20 | 26 | 74 | - | 0 |
| How confident are you that votes in your state will be counted accurately? (n=636) | Very confident | 52 | 31 | 67 | - | - |
| | Somewhat confident | 35 | 54 | 43 | 2 | - |
| | Not very confident | 11 | 74 | 24 | - | - |
| | Not at all confident | 2 | - | - | - | - |
| How confident are you that votes in your state will be counted accurately? (n=654) | Very/Somewhat confident | 83 | 41 | 57 | 1 | - |
| | Not very/Not at all confident | 12 | 75 | 24 | - | - |



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|--|--|-------|------|------|------|---------|
| Which comes closest to your view of gay and lesbian couples: (n=646) | They should be allowed to legally marry | 17 | 71 | 26 | 3 | - |
| | They should be allowed to legally form civil unions, but | 31 | 49 | 50 | - | - |
| | There should be no legal recognition of their | 48 | 32 | 67 | - | - |
| Did you vote in the presidential election in 2000? (n=632) | No, I did not vote | 16 | 54 | 43 | 2 | - |
| | Yes, for Al Gore | 35 | 90 | 9 | - | - |
| | Yes, for George W. Bush | 47 | 6 | 92 | - | - |
| | Yes, for another candidate | 3 | - | - | - | - |
| Do you think the condition of the nation's economy is: (n=691) | Excellent | 5 | 7 | 93 | - | 67 |
| | Good | 43 | 12 | 87 | 1 | 35 |
| | Not so good | 32 | 71 | 25 | 1 | -37 |
| | Poor | 17 | 92 | 6 | - | -52 |
| State of the national economy: 2 way (n=691) | Excellent/Good | 48 | 12 | 87 | 1 | - |
| | Not so good/Poor | 49 | 78 | 18 | 1 | - |
| Who would you trust to handle the economy? (n=691) | Only John Kerry | 38 | 96 | 4 | - | - |
| | Only George W. Bush | 42 | 2 | 97 | - | - |
| | Both of them | 8 | 28 | 63 | 9 | - |
| | Neither of them | 10 | 41 | 46 | - | - |
| Who would you trust to handle the economy? (n=691) | Only Kerry/Both | 46 | 84 | 14 | 2 | - |
| | Only Bush/Neither | 51 | 10 | 87 | - | - |
| Who would you trust to handle the economy? (n=677) | Only Bush/Both | 51 | 7 | 92 | 1 | - |
| | Only Kerry/Neither | 49 | 85 | 12 | - | - |
| Who would you trust to handle terrorism? (n=691) | Only John Kerry | 33 | 97 | 3 | - | - |
| | Only George W. Bush | 49 | 1 | 97 | 1 | - |
| | Both of them | 10 | 75 | 22 | 3 | - |



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| Who would you trust to handle terrorism? (n=691) | Neither of them | 6 | 60 | 22 | - | - |
| Who would you trust to handle terrorism? (n=691) | Only Kerry/Both | 43 | 92 | 7 | 1 | - |
| | Only Bush/Neither | 55 | 8 | 89 | 1 | - |
| Who would you trust to handle terrorism? (n=691) | Only Bush/Both | 59 | 13 | 85 | 1 | - |
| | Only Kerry/Neither | 39 | 91 | 6 | - | - |
| Do you think things in this country today are: (n=691) | Generally going in the right direction | 50 | 9 | 90 | 1 | 54 |
| | Seriously off on the wrong track | 46 | 83 | 14 | - | -60 |
| In your vote for president today, how would you rate the importance of _____? (n=691) | Very important | 28 | 52 | 48 | - | 28 |
| | Somewhat important | 18 | 38 | 57 | 2 | 36 |
| | Not too important | 12 | 42 | 58 | - | 18 |
| | Not at all important | 16 | 46 | 50 | - | -17 |
| In your vote for president today, how would you rate the importance of _____? (n=691) | Very/Somewhat important | 46 | 47 | 51 | 1 | - |
| | Not too/Not at all important | 28 | 44 | 54 | - | - |
| Is your opinion of George W. Bush: (n=661) | Favorable | 55 | 7 | 92 | 1 | - |
| | Unfavorable | 43 | 93 | 4 | 1 | - |
| Is your opinion of John Kerry: (n=661) | Favorable | 44 | 90 | 9 | 1 | - |
| | Unfavorable | 53 | 8 | 90 | 1 | - |
| Which comes closer to your view: (n=661) | Government should do more to solve problems | 45 | 61 | 39 | - | 16 |
| | Government is doing too many things better left to | 51 | 32 | 65 | 2 | -6 |
| How worried are you that there will be another major terrorist attack in the U.S.? (n=661) | Very worried | 28 | 50 | 47 | 2 | - |
| | Somewhat worried | 51 | 43 | 56 | 1 | - |
| | Not too worried | 15 | 43 | 55 | - | - |
| | Not at all worried | 7 | 43 | 57 | - | - |
| How worried are you that there will be another major terrorist attack in the | Very/Somewhat worried | 74 | 45 | 53 | 1 | - |



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| How worried are you that there will be another major terrorist attack in the | Not too/Not at all worried | 20 | 43 | 56 | - | - |
| Compared to four years ago, is the job situation in your area: (n=647) | Better today | 24 | 13 | 85 | 2 | - |
| | Worse today | 45 | 78 | 22 | - | - |
| | About the same | 32 | 23 | 74 | - | - |
| Do you think the Bush administration's tax cuts have been: (n=661) | Good for the nation's economy | 43 | 8 | 90 | 1 | - |
| | Bad for the nation's economy | 31 | 92 | 8 | - | - |
| | Made no difference | 22 | 52 | 45 | - | - |
| Do you think the war with Iraq has improved the long-term security of the United States? (n=661) | Yes | 48 | 10 | 89 | 1 | - |
| | No | 49 | 79 | 19 | - | - |
| Have you or has someone in your household lost a job in the last four years? (n=650) | Yes, I have | 14 | 55 | 39 | 3 | - |
| | Yes, someone else has | 13 | 73 | 27 | - | - |
| | Yes, I have and someone else has | 4 | - | - | - | - |
| | No one has | 70 | 36 | 63 | - | - |
| Have you or has someone in your household lost a job in the last four years? (n=650) | Someone in household lost a job | 30 | 65 | 33 | 1 | - |
| | No one in household lost a job | 70 | 36 | 63 | - | - |
| Have you or has someone in your household lost a job in the last four years? (n=650) | Voter has lost a job | 17 | 58 | 37 | 2 | - |
| | Voter has NOT lost a job | 83 | 42 | 58 | - | - |
| National Region (n=2,787) | East | - | - | - | - | -39 |
| | Midwest | - | - | - | - | -49 |
| | South | 100 | 44 | 54 | 0 | -1 |
| | West | - | - | - | - | -46 |
| Population of area, five categories (n=2,787) | Over 500 thousand | 8 | 31 | 69 | - | 43 |
| | 50 to 500 thousand | 29 | 46 | 52 | 0 | 12 |
| | Suburbs | 33 | 45 | 54 | 1 | 5 |



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| Population of area, five categories (n=2,787) | 10 to 50 thousand | 12 | 58 | 42 | - | -17 |
| | Rural | 19 | 39 | 60 | 1 | 1 |
| Population of area, three categories (n=2,079) | City over 50 thousand | 34 | 44 | 54 | 0 | 19 |
| | Suburbs | 32 | 45 | 53 | 1 | 4 |
| | Small city and Rural | 33 | 47 | 52 | 1 | -7 |
| In today's election for U.S. House of Representatives, did you just vote for: (n=2,607) | The Democratic candidate | 46 | 88 | 12 | 1 | 1 |
| | The Republican candidate | 53 | 6 | 93 | 0 | 7 |