



# 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 = SOUTH

		Total	KERY	BUSH	NADR
Number of Interviews - 2,787	Vote Estimate Not for On-Air Use	<b>100</b>	<b>44</b>	<b>54</b>	<b>0</b>
Are you: (n=2,770)	Male	<b>39</b>	<b>36</b>	<b>42</b>	-
	Female	<b>61</b>	<b>64</b>	<b>58</b>	-
Sex by race (n=2,727)	White male	<b>28</b>	<b>19</b>	<b>35</b>	-
	White female	<b>42</b>	<b>33</b>	<b>50</b>	-
	Non-white male	<b>12</b>	<b>17</b>	<b>7</b>	-
	Non-white female	<b>18</b>	<b>31</b>	<b>8</b>	-
Are you: (n=2,743)	White	<b>70</b>	<b>51</b>	<b>85</b>	-
	Black	<b>19</b>	<b>40</b>	<b>2</b>	-
	Hispanic/Latino	<b>9</b>	<b>7</b>	<b>11</b>	-
	Asian	<b>1</b>	<b>1</b>	<b>0</b>	-
	Other	<b>1</b>	<b>1</b>	<b>2</b>	-
AGE (60 and over) (n=2,760)	18-29	<b>15</b>	<b>17</b>	<b>14</b>	-
	30-44	<b>28</b>	<b>27</b>	<b>29</b>	-
	45-59	<b>31</b>	<b>30</b>	<b>32</b>	-
	60 or over	<b>26</b>	<b>26</b>	<b>25</b>	-
Age 65 & over (n=2,760)	18-64	<b>83</b>	<b>82</b>	<b>84</b>	-
	65 or over	<b>17</b>	<b>18</b>	<b>16</b>	-
2003 total family income: (n=2,418)	Under \$15,000	<b>10</b>	<b>14</b>	<b>7</b>	-
	\$15,000-\$29,999	<b>17</b>	<b>20</b>	<b>14</b>	-
	\$30,000-\$49,999	<b>22</b>	<b>23</b>	<b>21</b>	-
	\$50,000-\$74,999	<b>20</b>	<b>17</b>	<b>22</b>	-
	\$75,000-\$99,999	<b>13</b>	<b>12</b>	<b>14</b>	-
	\$100,000-\$149,999	<b>11</b>	<b>8</b>	<b>14</b>	-



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2003 total family income: (n=2,418)	\$150,000-\$199,999	4	3	4	-
	\$200,000 or more	3	2	4	-
Total family income: (n=2,418)	Less than \$50,000	49	58	41	-
	\$50,000 or more	51	42	59	-
Total family income: (n=2,418)	Less than \$100,000	82	87	78	-
	\$100,000 or more	18	13	22	-
Do you or does someone in your household belong to a labor union? (n=2,044)	Yes, I do	6	7	5	-
	Yes, someone else does	8	9	6	-
	Yes, I do and someone else does	1	1	0	-
	No one does	85	83	88	-
UNION HOUSEHOLD (n=2,044)	Yes (Vote is union member, union member in household, or	15	17	12	-
	No (No union voter in household	85	83	88	-
Voter is union member: (n=2,044)	Yes	7	8	6	-
	No	93	92	94	-
Do you work full-time for pay? (n=652)	Yes	57	54	58	-
	No	43	46	42	-
Working women: (n=691)	Working women	31	32	31	-
	All others	69	68	69	-
What was the last grade of school you completed? (n=2,047)	Did not complete high school	6	5	6	-
	High school graduate	24	26	22	-
	Some college or associate degree	29	27	31	-
	College graduate	27	25	28	-
	Postgraduate study	15	16	13	-
College Education (n=2,047)	No college degree	59	58	59	-



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College Education (n=2,047)	College graduate	41	42	41	-
No matter how you voted today, do you usually think of yourself as a: (n=2,662)	Democrat	38	76	8	-
	Republican	41	4	71	-
	Independent or something else	21	20	21	-
On most political matters, do you consider yourself: (n=2,604)	Liberal	18	32	6	-
	Moderate	43	56	33	-
	Conservative	39	11	61	-
Is this the first time you have ever voted? (n=1,389)	Yes	10	11	9	-
	No	90	89	91	-
Religion, combined Protestant and other Christian. (n=1,991)	Protestant/Other Christian	66	59	73	-
	Catholic	18	14	20	-
	Jewish	3	5	1	-
	Something else	6	11	3	-
	None	7	11	3	-
Religion among whites (n=2,040)	White Protestant/Other Christian	45	26	61	-
	White Catholic	11	8	13	-
	White Jewish	2	4	1	-
	White something else	2	3	2	-
	White none	5	7	3	-
	Non-white	34	52	20	-
White Evangelical/Born-again Christians (n=2,089)	White Evangelical/Born-again Christians	32	15	46	-
	All others	68	85	54	-
White/Protestant/Conservative/Evangelical/Attend church at least weekly (n=2,095)	White religious conservatives	13	1	23	-
	All others	87	99	77	-



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How often do you attend religious services? (n=2,050)	More than once a week	25	19	30	-
	Once a week	28	26	30	-
	A few times a month	15	17	14	-
	A few times a year	20	22	19	-
	Never	10	13	7	-
How often do you attend religious services? (n=2,096)	Weekly	51	43	58	-
	Occasionally	34	37	32	-
	Never	9	13	7	-
Church attendance by Religion (n=2,096)	Protestant/Attend weekly	22	12	31	-
	Protestant/Do not attend weekly	15	14	16	-
	Catholic/Attend weekly	9	7	12	-
	Catholic/Do not attend weekly	7	6	8	-
	All Others	42	56	32	-
Have you ever served in the U.S. military? (n=1,397)	Yes	19	19	19	-
	No	81	81	81	-
Are you currently married? (n=2,694)	Yes	65	58	72	-
	No	35	42	28	-
Married women (n=2,785)	Married women	35	32	38	-
	Others	65	68	62	-
Married with children: (n=2,059)	Married with children	29	25	32	-
	All others	71	75	68	-
Do you have any children under 18 living in your household? (n=2,057)	Yes	38	38	39	-
	No	62	62	61	-
Women with children (n=2,132)	Women with children	23	24	23	-



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		Total	KERY	BUSH	NADR
Women with children (n=2,132)	All others	77	76	77	-
Are you gay, lesbian or bisexual? (n=1,278)	Yes	5	7	3	-
	No	95	93	97	-
Do you or does someone else in your household own a gun? (n=643)	Yes	46	34	57	-
	No	54	66	43	-
When did you finally decide for whom to vote in the presidential election? (n=2,133)	Just today	3	5	3	-
	In the last three days	3	3	2	-
	Sometime last week	2	2	2	-
	During the last month	7	10	4	-
	Before that	65	62	67	-
Time: Last three days/Earlier than that (n=2,133)	Today/Within the last three days	6	8	5	-
	Within the last week or earlier	73	74	73	-
Time: Last week/Earlier than that (n=2,133)	Today through within the last three days	8	9	7	-
	Within the last week or earlier	71	72	72	-
Which ONE issue mattered most in deciding how you voted for president? (Check only one) (n=1,442)	Taxes	4	3	5	-
	Education	4	5	3	-
	Iraq	12	19	7	-
	Terrorism	19	5	31	-
	Economy/Jobs	20	37	7	-
	Moral values	24	6	38	-
	Health care	10	18	4	-
Do you approve or disapprove of the way George W. Bush is handling his job as president? (n=1,442)	Strongly approve	41	2	72	-
	Somewhat approve	17	7	24	-
	Somewhat disapprove	9	19	2	-



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Do you approve or disapprove of the way George W. Bush is handling his job	Strongly disapprove	30	68	1	-
Do you approve or disapprove of the way George W. Bush is handling his job as president? (n=1,442)	Approve	58	9	96	-
	Disapprove	39	87	2	-
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	16	4	-
	He has strong religious faith	9	2	15	-
	He is honest and trustworthy	12	4	17	-
	He is a strong leader	18	5	28	-
	He is intelligent	6	12	1	-
	He will bring about needed change	22	47	2	-
	He has clear stands on the issues	19	8	28	-
Compared to four years ago, is the country: (n=1,404)	Safer from terrorism	58	23	86	-
	Less safe from terrorism	37	70	11	-
How do you feel about the U.S. decision to go to war with Iraq? (n=1,404)	Strongly approve	37	2	64	-
	Somewhat approve	20	11	26	-
	Somewhat disapprove	14	24	6	-
	Strongly disapprove	28	61	3	-
How do you feel about the U.S. decision to go to war with Iraq? (n=1,442)	Approve	55	13	88	-
	Disapprove	41	82	9	-
How do you think things are going for the U.S. in Iraq now? (n=1,404)	Very well	15	2	25	-
	Somewhat well	37	7	61	-
	Somewhat badly	17	26	11	-
	Very badly	29	64	2	-
How do you think things are going for the U.S. in Iraq now? (n=1,442)	Very/Somewhat well	50	8	83	-
	Very/Somewhat badly	45	86	12	-



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Compared to four years ago, is your family's financial situation: (n=1,404)	Better today	36	10	57	-
	Worse today	26	47	11	-
	About the same	35	40	31	-
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	98	2	-
	George W. Bush (Rep)	55	2	98	-
	Would not have voted for president	1	1	1	-
Was your vote for president mainly: (n=654)	For your candidate	71	57	83	-
	Against his opponent	23	34	13	-
Which comes closest to your feelings about the Bush administration: (n=654)	Angry	20	40	2	-
	Dissatisfied, but not angry	24	47	4	-
	Satisfied, but not enthusiastic	26	7	43	-
	Enthusiastic	27	1	49	-
Did either of these candidates for president attack the other unfairly? (n=654)	Only John Kerry did	25	6	43	-
	Only George W. Bush did	14	28	2	-
	Both did	39	46	32	-
	Neither did	14	14	14	-
Did either of these candidates for president attack the other unfairly? (n=654)	Only Kerry/Both did	64	52	75	-
	Only Bush/Neither did	28	43	16	-
Did either of these candidates for president attack the other unfairly? (n=654)	Only Bush/Both did	53	75	34	-
	Only Kerry/Neither did	39	20	57	-
Do you consider the war in Iraq: (n=654)	Part of the war on terrorism	56	22	86	-
	Separate from the war on terrorism	39	71	10	-
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	26	4	-
	Yes, for George W. Bush	11	6	16	-



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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=632)	Yes, for both Kerry and Bush	11	12	11	-
	No, I was not contacted	64	57	69	-
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	38	15	-
	For Bush/Neither	75	62	85	-
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	18	27	-
	For Kerry/Neither	78	82	73	-
In general, does John Kerry mostly: (n=646)	Say what he believes	38	81	3	-
	Say what he thinks people want to hear	55	12	92	-
Does George W. Bush pay more attention to the interests of: (n=646)	Ordinary Americans	46	4	83	-
	Large corporations	48	90	11	-
How concerned are you about the availability and cost of health care? (n=646)	Very concerned	71	84	59	-
	Somewhat concerned	22	12	30	-
	Not very concerned	5	1	8	-
	Not at all concerned	1	0	2	-
Which comes closest to your position? Abortion should be: (n=646)	Legal in all cases	14	21	8	-
	Legal in most cases	33	47	20	-
	Illegal in most cases	29	12	43	-
	Illegal in all cases	20	11	28	-
How confident are you that votes in your state will be counted accurately? (n=636)	Very confident	52	36	65	-
	Somewhat confident	35	42	29	-
	Not very confident	11	18	5	-
	Not at all confident	2	4	1	-
How confident are you that votes in your state will be counted accurately? (n=654)	Very/Somewhat confident	83	74	91	-
	Not very/Not at all confident	12	20	5	-



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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	26	9	-
	They should be allowed to legally form civil unions, but	31	33	29	-
	There should be no legal recognition of their	48	34	61	-
Did you vote in the presidential election in 2000? (n=632)	No, I did not vote	16	19	13	-
	Yes, for Al Gore	35	69	6	-
	Yes, for George W. Bush	47	6	81	-
	Yes, for another candidate	3	5	0	-
Do you think the condition of the nation's economy is: (n=691)	Excellent	5	1	8	-
	Good	43	12	71	-
	Not so good	32	50	15	-
	Poor	17	35	2	-
State of the national economy: 2 way (n=691)	Excellent/Good	48	12	80	-
	Not so good/Poor	49	85	17	-
Who would you trust to handle the economy? (n=691)	Only John Kerry	38	81	3	-
	Only George W. Bush	42	2	77	-
	Both of them	8	5	10	-
	Neither of them	10	9	8	-
Who would you trust to handle the economy? (n=691)	Only Kerry/Both	46	86	13	-
	Only Bush/Neither	51	11	86	-
Who would you trust to handle the economy? (n=677)	Only Bush/Both	51	7	88	-
	Only Kerry/Neither	49	93	12	-
Who would you trust to handle terrorism? (n=691)	Only John Kerry	33	70	2	-
	Only George W. Bush	49	1	91	-
	Both of them	10	16	4	-



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Who would you trust to handle terrorism? (n=691)	Neither of them	6	9	3	-
Who would you trust to handle terrorism? (n=691)	Only Kerry/Both	43	86	6	-
	Only Bush/Neither	55	10	94	-
Who would you trust to handle terrorism? (n=691)	Only Bush/Both	59	17	95	-
	Only Kerry/Neither	39	79	5	-
Do you think things in this country today are: (n=691)	Generally going in the right direction	50	10	86	-
	Seriously off on the wrong track	46	84	12	-
In your vote for president today, how would you rate the importance of _____? (n=691)	Very important	28	32	25	-
	Somewhat important	18	15	20	-
	Not too important	12	11	14	-
	Not at all important	16	16	15	-
In your vote for president today, how would you rate the importance of _____? (n=691)	Very/Somewhat important	46	47	45	-
	Not too/Not at all important	28	27	29	-
Is your opinion of George W. Bush: (n=661)	Favorable	55	8	95	-
	Unfavorable	43	89	3	-
Is your opinion of John Kerry: (n=661)	Favorable	44	88	7	-
	Unfavorable	53	9	89	-
Which comes closer to your view: (n=661)	Government should do more to solve problems	45	61	32	-
	Government is doing too many things better left to	51	36	62	-
How worried are you that there will be another major terrorist attack in the U.S.? (n=661)	Very worried	28	31	25	-
	Somewhat worried	51	48	53	-
	Not too worried	15	14	15	-
	Not at all worried	7	6	7	-
How worried are you that there will be another major terrorist attack in the	Very/Somewhat worried	74	73	75	-



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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	19	22	-
Compared to four years ago, is the job situation in your area: (n=647)	Better today	24	7	38	-
	Worse today	45	77	18	-
	About the same	32	16	44	-
Do you think the Bush administration's tax cuts have been: (n=661)	Good for the nation's economy	43	8	72	-
	Bad for the nation's economy	31	63	5	-
	Made no difference	22	25	18	-
Do you think the war with Iraq has improved the long-term security of the United States? (n=661)	Yes	48	11	81	-
	No	49	86	17	-
Have you or has someone in your household lost a job in the last four years? (n=650)	Yes, I have	14	17	10	-
	Yes, someone else has	13	22	6	-
	Yes, I have and someone else has	4	6	2	-
	No one has	70	56	82	-
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	44	18	-
	No one in household lost a job	70	56	82	-
Have you or has someone in your household lost a job in the last four years? (n=650)	Voter has lost a job	17	23	12	-
	Voter has NOT lost a job	83	77	88	-
National Region (n=2,787)	East	-	-	-	-
	Midwest	-	-	-	-
	South	100	100	100	-
	West	-	-	-	-
Population of area, five categories (n=2,787)	Over 500 thousand	8	5	10	-
	50 to 500 thousand	29	30	28	-
	Suburbs	33	33	33	-



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Population of area, five categories (n=2,787)	10 to 50 thousand	12	16	9	-
	Rural	19	16	21	-
Population of area, three categories (n=2,079)	City over 50 thousand	34	33	35	-
	Suburbs	32	32	33	-
	Small city and Rural	33	35	33	-
In today's election for U.S. House of Representatives, did you just vote for: (n=2,607)	The Democratic candidate	46	91	10	-
	The Republican candidate	53	7	90	-