



# United States General Exit Poll

Conducted by PRES04 - Horizontal Percentages

Time of Weighting: 11/2/2004 7:33:46 PM

Time Created: 11/2/2004 7:33:46 PM

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

Filter(s): REGION = EAST

		Total	KERY	BUSH	NADR	Rep2000
Number of Interviews - 2,077	Vote Estimate Not for On-Air Use	100	58	40	1	-
Are you: (n=2,067)	Male	48	56	42	1	-11
	Female	52	59	39	2	-4
Sex by race (n=2,042)	White male	38	50	48	2	-
	White female	40	54	44	1	-
	Non-white male	11	79	21	-	-
	Non-white female	11	78	19	3	-
Are you: (n=2,051)	White	78	52	46	2	-8
	Black	11	89	11	-	2
	Hispanic/Latino	6	72	24	4	-11
	Asian	3	59	40	-	-1
	Other	2	78	17	4	-22
AGE (60 and over) (n=2,068)	18-29	16	69	30	0	-16
	30-44	28	59	40	1	-9
	45-59	32	58	41	2	-8
	60 or over	24	50	48	2	1
Age 65 & over (n=2,068)	18-64	84	59	39	1	-9
	65 or over	16	49	50	1	3
2003 total family income: (n=1,869)	Under \$15,000	7	69	31	-	-
	\$15,000-\$29,999	12	69	29	3	-
	\$30,000-\$49,999	22	59	38	3	-
	\$50,000-\$74,999	21	53	45	1	-
	\$75,000-\$99,999	15	58	42	-	-
	\$100,000-\$149,999	13	55	42	3	-



# United States General Exit Poll

Conducted by  
 PRES04 - Horizontal Percentages  
 Time of Weighting: 11/2/2004 7:33:46 PM  
 Time Created: 11/2/2004 7:33:46 PM

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

Filter(s): REGION = EAST

		Total	KERY	BUSH	NADR	Rep2000
2003 total family income: (n=1,869)	\$150,000-\$199,999	4	53	46	-	-
	\$200,000 or more	6	45	53	1	-
Total family income: (n=1,869)	Less than \$50,000	41	64	34	2	-
	\$50,000 or more	59	54	45	1	-
Total family income: (n=1,869)	Less than \$100,000	77	60	39	2	-
	\$100,000 or more	23	52	46	2	-
Do you or does someone in your household belong to a labor union? (n=1,495)	Yes, I do	17	67	30	3	-3
	Yes, someone else does	13	62	38	-	-3
	Yes, I do and someone else does	3	65	35	-	-7
	No one does	67	56	42	2	-10
UNION HOUSEHOLD (n=1,495)	Yes (Vote is union member, union member in household, or	33	64	34	1	-
	No (No union voter in household	67	56	42	2	-
Voter is union member: (n=1,495)	Yes	19	66	31	2	-
	No	81	57	41	1	-
Do you work full-time for pay? (n=466)	Yes	62	56	42	2	-6
	No	38	53	45	1	-3
Working women: (n=500)	Working women	29	63	33	4	-
	All others	71	53	46	1	-
What was the last grade of school you completed? (n=1,505)	Did not complete high school	4	81	19	-	-20
	High school graduate	19	56	42	1	-7
	Some college or associate degree	28	52	46	1	-5
	College graduate	26	58	41	1	-10
	Postgraduate study	23	64	32	3	-12
College Education (n=1,505)	No college degree	51	56	43	1	-



# United States General Exit Poll

Conducted by  
 PRES04 - Horizontal Percentages  
 Time of Weighting: 11/2/2004 7:33:46 PM  
 Time Created: 11/2/2004 7:33:46 PM

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

Filter(s): REGION = EAST

		Total	KERY	BUSH	NADR	Rep2000
College Education (n=1,505)	College graduate	49	61	37	2	-
No matter how you voted today, do you usually think of yourself as a: (n=1,943)	Democrat	42	90	9	1	-2
	Republican	28	12	88	-	-3
	Independent or something else	30	57	39	3	-8
On most political matters, do you consider yourself: (n=1,919)	Liberal	26	89	9	1	-4
	Moderate	47	63	35	2	-9
	Conservative	27	19	80	1	-1
Is this the first time you have ever voted? (n=1,016)	Yes	12	64	34	-	-9
	No	88	60	38	2	-10
Religion, combined Protestant and other Christian. (n=1,469)	Protestant/Other Christian	38	57	42	1	-14
	Catholic	40	50	49	1	2
	Jewish	5	75	25	-	6
	Something else	8	83	14	3	-14
	None	8	83	16	-	-14
Religion among whites (n=1,492)	White Protestant/Other Christian	28	49	49	2	-
	White Catholic	33	45	53	1	-
	White Jewish	4	78	22	-	-
	White something else	4	82	13	5	-
	White none	6	81	18	-	-
	Non-white	25	78	20	2	-
White Evangelical/Born-again Christians (n=1,569)	White Evangelical/Born-again Christians	11	27	71	2	-
	All others	89	62	36	1	-
White/Protestant/Conservative/Evangelical/Attend church at least weekly (n=1,573)	White religious conservatives	3	5	94	-	-
	All others	97	60	38	1	-



Conducted by  
Edison/Mitofsky

# United States General Exit Poll

PRES04 - Horizontal Percentages  
Time of Weighting: 11/2/2004 7:33:46 PM  
Time Created: 11/2/2004 7:33:46 PM

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

Filter(s): REGION = EAST

		Total	KERY	BUSH	NADR	Rep2000
How often do you attend religious services? (n=1,505)	More than once a week	10	54	44	2	25
	Once a week	26	49	49	1	16
	A few times a month	12	55	45	-	32
	A few times a year	34	63	36	2	12
	Never	15	72	24	3	15
How often do you attend religious services? (n=1,576)	Weekly	34	51	48	2	-
	Occasionally	44	61	38	1	-
	Never	14	72	24	3	-
Church attendance by Religion (n=1,576)	Protestant/Attend weekly	9	54	46	-	-
	Protestant/Do not attend weekly	14	57	41	1	-
	Catholic/Attend weekly	16	45	53	2	-
	Catholic/Do not attend weekly	22	53	46	1	-
	All Others	34	71	27	2	-
Have you ever served in the U.S. military? (n=1,043)	Yes	16	54	43	2	-
	No	84	62	37	1	-
Are you currently married? (n=1,959)	Yes	60	53	45	2	-8
	No	40	64	34	2	-4
Married women (n=2,076)	Married women	27	56	42	2	-
	Others	73	59	40	1	-
Married with children: (n=1,518)	Married with children	27	57	40	3	-
	All others	73	59	39	1	-
Do you have any children under 18 living in your household? (n=1,508)	Yes	36	60	37	3	-15
	No	64	58	41	1	-5
Women with children (n=1,603)	Women with children	18	62	34	4	-



Conducted by  
Edison/Mitofsky

# United States General Exit Poll

PRES04 - Horizontal Percentages  
Time of Weighting: 11/2/2004 7:33:46 PM  
Time Created: 11/2/2004 7:33:46 PM

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

Filter(s): REGION = EAST

		Total	KERY	BUSH	NADR	Rep2000
Women with children (n=1,603)	All others	82	58	41	1	-
Are you gay, lesbian or bisexual? (n=907)	Yes	2	-	-	-	-25
	No	98	54	44	1	-6
Do you or does someone else in your household own a gun? (n=470)	Yes	28	40	57	3	-4
	No	72	59	39	1	0
When did you finally decide for whom to vote in the presidential election? (n=1,593)	Just today	6	45	44	9	-
	In the last three days	4	43	49	5	-
	Sometime last week	2	53	45	-	-
	During the last month	10	70	30	-	-
	Before that	79	59	40	1	-
Time: Last three days/Earlier than that (n=1,593)	Today/Within the last three days	10	44	46	8	-
	Within the last week or earlier	90	60	39	1	-
Time: Last week/Earlier than that (n=1,593)	Today through within the last three days	11	46	45	7	-
	Within the last week or earlier	89	60	39	1	-
Which ONE issue mattered most in deciding how you voted for president? (Check only one) (n=1,103)	Taxes	6	59	41	-	-
	Education	4	89	9	-	-
	Iraq	19	85	13	1	-
	Terrorism	20	18	80	1	-
	Economy/Jobs	21	88	12	-	-
	Moral values	14	32	62	5	-
	Health care	8	82	18	-	-
Do you approve or disapprove of the way George W. Bush is handling his job as president? (n=1,103)	Strongly approve	23	13	87	-	-
	Somewhat approve	19	18	77	4	-
	Somewhat disapprove	13	80	17	2	-



# United States General Exit Poll

Conducted by  
 PRES04 - Horizontal Percentages  
 Time of Weighting: 11/2/2004 7:33:46 PM  
 Time Created: 11/2/2004 7:33:46 PM

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

Filter(s): REGION = EAST

		Total	KERY	BUSH	NADR	Rep2000
Do you approve or disapprove of the way George W. Bush is handling his job	Strongly disapprove	43	98	1	1	-
Do you approve or disapprove of the way George W. Bush is handling his job as president? (n=1,103)	Approve	42	15	82	2	-
	Disapprove	56	94	5	1	-
Which ONE candidate quality mattered most in deciding how you voted for president? (Check only one) (n=1,103)	He cares about people like me	10	73	26	-	-
	He has strong religious faith	5	10	89	-	-
	He is honest and trustworthy	9	40	59	-	-
	He is a strong leader	13	17	81	2	-
	He is intelligent	9	92	4	3	-
	He will bring about needed change	31	96	3	1	-
	He has clear stands on the issues	16	28	68	3	-
Compared to four years ago, is the country: (n=1,053)	Safer from terrorism	44	28	69	2	-
	Less safe from terrorism	52	88	11	1	-
How do you feel about the U.S. decision to go to war with Iraq? (n=1,053)	Strongly approve	21	8	91	1	-
	Somewhat approve	22	34	63	2	-
	Somewhat disapprove	15	79	19	2	-
	Strongly disapprove	40	95	3	1	-
How do you feel about the U.S. decision to go to war with Iraq? (n=1,103)	Approve	41	21	76	2	-
	Disapprove	53	91	8	1	-
How do you think things are going for the U.S. in Iraq now? (n=1,053)	Very well	8	21	75	4	-
	Somewhat well	26	11	86	2	-
	Somewhat badly	21	68	30	1	-
	Very badly	43	95	4	1	-
How do you think things are going for the U.S. in Iraq now? (n=1,103)	Very/Somewhat well	33	14	84	2	-
	Very/Somewhat badly	61	86	13	1	-



# United States General Exit Poll

Conducted by PRES04 - Horizontal Percentages

Time of Weighting: 11/2/2004 7:33:46 PM

Time Created: 11/2/2004 7:33:46 PM

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

Filter(s): REGION = EAST

		Total	KERY	BUSH	NADR	Rep2000
Compared to four years ago, is your family's financial situation: (n=1,053)	Better today	28	33	65	1	29
	Worse today	31	85	12	2	-51
	About the same	40	60	38	1	-22
If these were the only two presidential candidates on the ballot today, for whom would you have voted? (n=1,974)	John Kerry (Dem)	57	98	1	1	-
	George W. Bush (Rep)	42	3	96	1	-
	Would not have voted for president	2	47	12	30	-
Was your vote for president mainly: (n=473)	For your candidate	70	48	50	2	-
	Against his opponent	25	72	28	-	-
Which comes closest to your feelings about the Bush administration: (n=473)	Angry	32	94	2	3	-
	Dissatisfied, but not angry	28	78	22	-	-
	Satisfied, but not enthusiastic	21	8	92	-	-
	Enthusiastic	18	1	95	3	-
Did either of these candidates for president attack the other unfairly? (n=473)	Only John Kerry did	18	7	93	-	-
	Only George W. Bush did	19	90	6	4	-
	Both did	48	59	40	1	-
	Neither did	12	58	42	-	-
Did either of these candidates for president attack the other unfairly? (n=473)	Only Kerry/Both did	66	44	55	0	-
	Only Bush/Neither did	31	78	20	2	-
Did either of these candidates for president attack the other unfairly? (n=473)	Only Bush/Both did	66	68	30	1	-
	Only Kerry/Neither did	30	27	73	-	-
Do you consider the war in Iraq: (n=473)	Part of the war on terrorism	48	18	81	-	-
	Separate from the war on terrorism	49	90	8	2	-
Did anyone call you or talk to you in person on behalf of either major presidential campaign about coming out to vote? (n=447)	Yes, for John Kerry	17	84	12	4	-
	Yes, for George W. Bush	7	25	65	10	-



# United States General Exit Poll

Conducted by  
 PRES04 - Horizontal Percentages  
 Time of Weighting: 11/2/2004 7:33:46 PM  
 Time Created: 11/2/2004 7:33:46 PM

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

Filter(s): REGION = EAST

		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=447)	Yes, for both Kerry and Bush	10	41	59	-	-
	No, I was not contacted	66	53	46	0	-
Did anyone call you or talk to you in person on behalf of either major presidential campaign about coming out to vote? (n=447)	For Kerry/Both	27	68	30	3	-
	For Bush/Neither	73	50	48	1	-
Did anyone call you or talk to you in person on behalf of either major presidential campaign about coming out to vote? (n=447)	For Bush/Both	17	35	61	4	-
	For Kerry/Neither	83	59	39	1	-
In general, does John Kerry mostly: (n=452)	Say what he believes	47	96	3	2	-
	Say what he thinks people want to hear	49	15	84	1	-
Does George W. Bush pay more attention to the interests of: (n=452)	Ordinary Americans	33	9	91	-	-
	Large corporations	61	83	15	2	-
How concerned are you about the availability and cost of health care? (n=452)	Very concerned	72	62	37	1	-
	Somewhat concerned	22	35	64	-	-
	Not very concerned	3	-	-	-	-
	Not at all concerned	1	-	-	-	-
Which comes closest to your position? Abortion should be: (n=452)	Legal in all cases	31	74	24	2	-1
	Legal in most cases	36	62	35	3	-3
	Illegal in most cases	20	29	71	-	2
	Illegal in all cases	10	24	75	-	1
How confident are you that votes in your state will be counted accurately? (n=450)	Very confident	54	48	50	1	-
	Somewhat confident	41	62	36	2	-
	Not very confident	4	-	-	-	-
	Not at all confident	1	-	-	-	-
How confident are you that votes in your state will be counted accurately? (n=473)	Very/Somewhat confident	90	54	44	2	-
	Not very/Not at all confident	5	68	30	-	-



# United States General Exit Poll

PRES04 - Horizontal Percentages

Time of Weighting: 11/2/2004 7:33:46 PM

Time Created: 11/2/2004 7:33:46 PM

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

Filter(s): REGION = EAST

		Total	KERY	BUSH	NADR	Rep2000
Which comes closest to your view of gay and lesbian couples: (n=452)	They should be allowed to legally marry	38	76	21	3	-
	They should be allowed to legally form civil unions, but	38	44	54	2	-
	There should be no legal recognition of their	21	38	62	-	-
Did you vote in the presidential election in 2000? (n=444)	No, I did not vote	15	69	31	-	-
	Yes, for Al Gore	45	87	11	2	-
	Yes, for George W. Bush	36	8	92	-	-
	Yes, for another candidate	5	-	-	-	-
Do you think the condition of the nation's economy is: (n=501)	Excellent	4	-	-	-	-26
	Good	38	15	82	3	30
	Not so good	41	82	16	1	-46
	Poor	16	99	1	-	-57
State of the national economy: 2 way (n=501)	Excellent/Good	42	14	83	2	-
	Not so good/Poor	57	87	12	1	-
Who would you trust to handle the economy? (n=501)	Only John Kerry	46	99	1	-	-
	Only George W. Bush	34	-	100	-	-
	Both of them	4	-	-	-	-
	Neither of them	15	52	35	11	-
Who would you trust to handle the economy? (n=501)	Only Kerry/Both	50	95	5	-	-
	Only Bush/Neither	49	16	80	3	-
Who would you trust to handle the economy? (n=496)	Only Bush/Both	38	4	96	-	-
	Only Kerry/Neither	62	87	9	3	-
Who would you trust to handle terrorism? (n=501)	Only John Kerry	36	100	-	-	-
	Only George W. Bush	40	3	94	3	-
	Both of them	10	68	26	6	-



# United States General Exit Poll

Conducted by  
 PRES04 - Horizontal Percentages  
 Time of Weighting: 11/2/2004 7:33:46 PM  
 Time Created: 11/2/2004 7:33:46 PM

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

Filter(s): REGION = EAST

		Total	KERY	BUSH	NADR	Rep2000
Who would you trust to handle terrorism? (n=501)	Neither of them	12	87	11	-	-
Who would you trust to handle terrorism? (n=501)	Only Kerry/Both	46	93	5	1	-
	Only Bush/Neither	52	22	76	2	-
Who would you trust to handle terrorism? (n=501)	Only Bush/Both	50	16	81	3	-
	Only Kerry/Neither	48	97	3	-	-
Do you think things in this country today are: (n=501)	Generally going in the right direction	41	9	90	1	54
	Seriously off on the wrong track	55	90	8	2	-66
In your vote for president today, how would you rate the importance of _____? (n=469)	Very important	32	59	41	-	21
	Somewhat important	21	67	33	-	12
	Not too important	23	45	50	5	10
	Not at all important	24	50	47	3	-20
In your vote for president today, how would you rate the importance of _____? (n=469)	Very/Somewhat important	52	62	38	-	-
	Not too/Not at all important	48	48	49	4	-
Is your opinion of George W. Bush: (n=472)	Favorable	43	4	94	1	-
	Unfavorable	56	94	4	2	-
Is your opinion of John Kerry: (n=472)	Favorable	53	94	6	-	-
	Unfavorable	44	10	86	4	-
Which comes closer to your view: (n=472)	Government should do more to solve problems	55	72	26	2	3
	Government is doing too many things better left to	41	34	64	1	-7
How worried are you that there will be another major terrorist attack in the U.S.? (n=472)	Very worried	24	62	38	-	-
	Somewhat worried	56	51	46	2	-
	Not too worried	16	54	42	3	-
	Not at all worried	3	-	-	-	-
How worried are you that there will be another major terrorist attack in the	Very/Somewhat worried	76	55	44	2	-



# United States General Exit Poll

Conducted by  
 PRES04 - Horizontal Percentages  
 Time of Weighting: 11/2/2004 7:33:46 PM  
 Time Created: 11/2/2004 7:33:46 PM

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

Filter(s): REGION = EAST

		Total	KERY	BUSH	NADR	Rep2000
How worried are you that there will be another major terrorist attack in the	Not too/Not at all worried	17	56	40	3	-
Compared to four years ago, is the job situation in your area: (n=466)	Better today	20	7	93	-	-
	Worse today	49	87	11	3	-
	About the same	31	36	62	2	-
Do you think the Bush administration's tax cuts have been: (n=472)	Good for the nation's economy	33	5	95	-	-
	Bad for the nation's economy	37	96	4	-	-
	Made no difference	27	60	33	6	-
Do you think the war with Iraq has improved the long-term security of the United States? (n=472)	Yes	38	10	87	3	-
	No	61	83	16	1	-
Have you or has someone in your household lost a job in the last four years? (n=466)	Yes, I have	15	71	29	-	-
	Yes, someone else has	17	67	29	4	-
	Yes, I have and someone else has	3	-	-	-	-
	No one has	65	47	51	2	-
Have you or has someone in your household lost a job in the last four years? (n=466)	Someone in household lost a job	35	68	30	2	-
	No one in household lost a job	65	47	51	2	-
Have you or has someone in your household lost a job in the last four years? (n=466)	Voter has lost a job	18	68	31	-	-
	Voter has NOT lost a job	82	51	46	2	-
National Region (n=2,077)	East	100	58	40	1	1
	Midwest	-	-	-	-	-49
	South	-	-	-	-	-55
	West	-	-	-	-	-46
Population of area, five categories (n=2,077)	Over 500 thousand	20	68	32	-	6
	50 to 500 thousand	2	55	35	10	-5
	Suburbs	65	54	45	1	-4



# United States General Exit Poll

Conducted by  
 PRES04 - Horizontal Percentages  
 Time of Weighting: 11/2/2004 7:33:46 PM  
 Time Created: 11/2/2004 7:33:46 PM

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

Filter(s): REGION = EAST

		Total	KERY	BUSH	NADR	Rep2000
Population of area, five categories (n=2,077)	10 to 50 thousand	5	67	26	8	-33
	Rural	9	62	35	3	-24
Population of area, three categories (n=2,077)	City over 50 thousand	22	67	32	1	-3
	Suburbs	65	54	45	1	-4
	Small city and Rural	14	63	31	5	-28
In today's election for U.S. House of Representatives, did you just vote for: (n=1,914)	The Democratic candidate	60	89	10	1	-1
	The Republican candidate	38	11	86	2	0