



# 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 = SOUTH

		Total	KERY	BUSH	NADR	Rep2000
Number of Interviews - 3,943	Vote Estimate Not for On-Air Use	100	45	54	1	-
Are you: (n=3,919)	Male	45	40	58	1	5
	Female	55	48	51	0	8
Sex by race (n=3,867)	White male	32	30	69	1	-
	White female	38	36	64	0	-
	Non-white male	13	67	30	1	-
	Non-white female	17	75	24	-	-
Are you: (n=3,890)	White	70	33	66	0	12
	Black	18	91	8	1	-1
	Hispanic/Latino	10	40	58	1	23
	Asian	1	-	-	-	-41
	Other	2	36	54	-	15
AGE (60 and over) (n=3,910)	18-29	20	49	49	1	3
	30-44	27	41	57	0	8
	45-59	30	41	58	0	9
	60 or over	23	45	54	0	7
Age 65 & over (n=3,910)	18-64	85	43	56	1	8
	65 or over	15	48	52	0	5
2003 total family income: (n=3,501)	Under \$15,000	10	61	39	1	-
	\$15,000-\$29,999	17	56	42	1	-
	\$30,000-\$49,999	22	48	51	1	-
	\$50,000-\$74,999	21	39	60	0	-
	\$75,000-\$99,999	13	38	60	-	-
	\$100,000-\$149,999	10	29	70	1	-



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2003 total family income: (n=3,501)	\$150,000-\$199,999	4	39	61	-	-
	\$200,000 or more	3	33	64	2	-
Total family income: (n=3,501)	Less than \$50,000	49	53	45	1	-
	\$50,000 or more	51	36	63	0	-
Total family income: (n=3,501)	Less than \$100,000	83	47	52	0	-
	\$100,000 or more	17	32	67	1	-
Do you or does someone in your household belong to a labor union? (n=2,871)	Yes, I do	6	52	46	1	13
	Yes, someone else does	7	56	43	1	2
	Yes, I do and someone else does	1	-	-	-	-42
	No one does	86	42	57	0	5
UNION HOUSEHOLD (n=2,871)	Yes (Vote is union member, union member in household, or	14	54	44	2	-
	No (No union voter in household	86	42	57	0	-
Voter is union member: (n=2,871)	Yes	7	52	46	2	-
	No	93	43	56	0	-
Do you work full-time for pay? (n=957)	Yes	59	40	58	1	10
	No	41	47	53	-	5
Working women: (n=1,011)	Working women	29	44	55	1	-
	All others	71	43	56	1	-
What was the last grade of school you completed? (n=2,870)	Did not complete high school	5	41	57	2	18
	High school graduate	23	48	52	-	3
	Some college or associate degree	30	41	58	1	7
	College graduate	27	40	59	0	8
	Postgraduate study	14	50	50	0	6
College Education (n=2,870)	No college degree	59	44	55	0	-



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College Education (n=2,870)	College graduate	41	43	55	0	-
No matter how you voted today, do you usually think of yourself as a: (n=3,773)	Democrat	37	88	11	1	0
	Republican	41	5	95	0	4
	Independent or something else	22	42	54	1	7
On most political matters, do you consider yourself: (n=3,704)	Liberal	19	80	19	1	6
	Moderate	42	54	44	1	0
	Conservative	39	14	85	0	4
Is this the first time you have ever voted? (n=1,907)	Yes	12	51	48	-	5
	No	88	43	56	0	8
Religion, combined Protestant and other Christian. (n=2,789)	Protestant/Other Christian	65	39	61	0	5
	Catholic	18	37	61	1	14
	Jewish	3	75	25	-	6
	Something else	6	73	25	1	-3
	None	8	70	27	2	-3
Religion among whites (n=2,853)	White Protestant/Other Christian	45	26	73	0	-
	White Catholic	12	35	64	1	-
	White Jewish	2	74	26	-	-
	White something else	3	52	45	3	-
	White none	5	64	36	-	-
	Non-white	33	69	30	1	-
White Evangelical/Born-again Christians (n=2,924)	White Evangelical/Born-again Christians	31	22	77	-	-
	All others	69	55	43	1	-
White/Protestant/Conservative/Evangelical/Attend church at least weekly (n=2,930)	White religious conservatives	12	3	97	-	-
	All others	88	51	48	1	-



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How often do you attend religious services? (n=2,864)	More than once a week	23	36	63	0	44
	Once a week	26	39	60	0	27
	A few times a month	15	50	49	-	36
	A few times a year	21	49	51	1	27
	Never	11	58	39	3	30
How often do you attend religious services? (n=2,932)	Weekly	49	37	62	0	-
	Occasionally	36	49	50	0	-
	Never	11	58	39	3	-
Church attendance by Religion (n=2,932)	Protestant/Attend weekly	21	25	74	0	-
	Protestant/Do not attend weekly	15	40	58	0	-
	Catholic/Attend weekly	9	33	66	1	-
	Catholic/Do not attend weekly	8	42	56	1	-
	All Others	43	58	41	1	-
Have you ever served in the U.S. military? (n=1,924)	Yes	19	43	55	-	-
	No	81	44	55	0	-
Are you currently married? (n=3,817)	Yes	63	38	61	1	8
	No	37	55	43	1	5
Married women (n=3,940)	Married women	31	39	61	0	-
	Others	69	47	51	1	-
Married with children: (n=2,893)	Married with children	28	36	63	1	-
	All others	72	47	52	0	-
Do you have any children under 18 living in your household? (n=2,890)	Yes	38	42	57	1	5
	No	62	45	55	0	9
Women with children (n=2,991)	Women with children	22	45	55	0	-



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		Total	KERY	BUSH	NADR	Rep2000
Women with children (n=2,991)	All others	78	44	55	0	-
Are you gay, lesbian or bisexual? (n=1,865)	Yes	4	67	31	2	6
	No	96	43	55	1	5
Do you or does someone else in your household own a gun? (n=930)	Yes	45	32	67	1	6
	No	55	58	41	1	2
When did you finally decide for whom to vote in the presidential election? (n=2,452)	Just today	5	59	41	-	-
	In the last three days	3	52	40	5	-
	Sometime last week	2	34	61	4	-
	During the last month	10	57	40	1	-
	Before that	80	43	57	0	-
Time: Last three days/Earlier than that (n=2,452)	Today/Within the last three days	8	56	41	2	-
	Within the last week or earlier	92	44	55	0	-
Time: Last week/Earlier than that (n=2,452)	Today through within the last three days	10	52	45	3	-
	Within the last week or earlier	90	44	55	0	-
Which ONE issue mattered most in deciding how you voted for president? (Check only one) (n=1,982)	Taxes	4	33	67	-	-
	Education	4	62	38	-	-
	Iraq	12	67	33	-	-
	Terrorism	20	12	87	0	-
	Economy/Jobs	21	80	18	1	-
	Moral values	23	12	87	1	-
	Health care	9	79	21	-	-
Do you approve or disapprove of the way George W. Bush is handling his job as president? (n=1,982)	Strongly approve	40	3	97	-	-
	Somewhat approve	17	16	82	0	-
	Somewhat disapprove	10	83	15	-	-



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Do you approve or disapprove of the way George W. Bush is handling his job	Strongly disapprove	31	98	1	1	-
Do you approve or disapprove of the way George W. Bush is handling his job as president? (n=1,982)	Approve	56	7	92	0	-
	Disapprove	41	94	5	0	-
Which ONE candidate quality mattered most in deciding how you voted for president? (Check only one) (n=1,982)	He cares about people like me	10	78	22	-	-
	He has strong religious faith	9	8	92	-	-
	He is honest and trustworthy	11	20	78	1	-
	He is a strong leader	17	13	86	-	-
	He is intelligent	6	87	13	-	-
	He will bring about needed change	21	92	8	0	-
	He has clear stands on the issues	20	19	80	0	-
Compared to four years ago, is the country: (n=1,933)	Safer from terrorism	58	18	82	0	-
	Less safe from terrorism	37	84	15	0	-
How do you feel about the U.S. decision to go to war with Iraq? (n=1,933)	Strongly approve	34	3	97	-	-
	Somewhat approve	21	23	76	0	-
	Somewhat disapprove	14	75	24	-	-
	Strongly disapprove	29	92	6	1	-
How do you feel about the U.S. decision to go to war with Iraq? (n=1,982)	Approve	54	11	89	0	-
	Disapprove	42	86	12	1	-
How do you think things are going for the U.S. in Iraq now? (n=1,933)	Very well	13	7	92	1	-
	Somewhat well	38	9	91	0	-
	Somewhat badly	18	65	35	-	-
	Very badly	30	93	6	1	-
How do you think things are going for the U.S. in Iraq now? (n=1,982)	Very/Somewhat well	49	8	91	0	-
	Very/Somewhat badly	46	82	17	0	-



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Compared to four years ago, is your family's financial situation: (n=1,933)	Better today	35	13	86	0	50
	Worse today	28	79	21	-	-42
	About the same	36	46	52	1	-8
If these were the only two presidential candidates on the ballot today, for whom would you have voted? (n=3,807)	John Kerry (Dem)	44	98	1	1	-
	George W. Bush (Rep)	55	2	98	0	-
	Would not have voted for president	1	32	34	11	-
Was your vote for president mainly: (n=950)	For your candidate	70	39	61	0	-
	Against his opponent	24	67	31	3	-
Which comes closest to your feelings about the Bush administration: (n=950)	Angry	20	94	4	2	-
	Dissatisfied, but not angry	25	87	10	1	-
	Satisfied, but not enthusiastic	27	13	87	0	-
	Enthusiastic	25	2	98	-	-
Did either of these candidates for president attack the other unfairly? (n=950)	Only John Kerry did	24	10	90	1	-
	Only George W. Bush did	14	92	8	-	-
	Both did	41	51	47	1	-
	Neither did	16	54	45	1	-
Did either of these candidates for president attack the other unfairly? (n=950)	Only Kerry/Both did	64	36	62	1	-
	Only Bush/Neither did	30	71	28	1	-
Did either of these candidates for president attack the other unfairly? (n=950)	Only Bush/Both did	54	61	37	1	-
	Only Kerry/Neither did	40	28	71	1	-
Do you consider the war in Iraq: (n=950)	Part of the war on terrorism	56	18	81	1	-
	Separate from the war on terrorism	40	86	12	2	-
Did anyone call you or talk to you in person on behalf of either major presidential campaign about coming out to vote? (n=908)	Yes, for John Kerry	12	82	17	2	-
	Yes, for George W. Bush	11	16	84	-	-



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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=908)	Yes, for both Kerry and Bush	11	54	46	-	-
	No, I was not contacted	66	45	54	1	-
Did anyone call you or talk to you in person on behalf of either major presidential campaign about coming out to vote? (n=908)	For Kerry/Both	23	69	30	1	-
	For Bush/Neither	77	41	58	1	-
Did anyone call you or talk to you in person on behalf of either major presidential campaign about coming out to vote? (n=908)	For Bush/Both	22	34	66	-	-
	For Kerry/Neither	78	50	48	1	-
In general, does John Kerry mostly: (n=931)	Say what he believes	39	94	6	-	-
	Say what he thinks people want to hear	55	12	86	2	-
Does George W. Bush pay more attention to the interests of: (n=931)	Ordinary Americans	45	4	95	-	-
	Large corporations	49	85	13	1	-
How concerned are you about the availability and cost of health care? (n=931)	Very concerned	70	56	43	1	-
	Somewhat concerned	22	26	71	2	-
	Not very concerned	5	9	91	-	-
	Not at all concerned	2	-	-	-	-
Which comes closest to your position? Abortion should be: (n=931)	Legal in all cases	18	73	24	3	-1
	Legal in most cases	31	67	31	1	-7
	Illegal in most cases	28	20	80	-	11
	Illegal in all cases	19	23	77	-	3
How confident are you that votes in your state will be counted accurately? (n=919)	Very confident	50	33	65	1	-
	Somewhat confident	36	53	46	1	-
	Not very confident	11	73	25	1	-
	Not at all confident	3	-	-	-	-
How confident are you that votes in your state will be counted accurately? (n=950)	Very/Somewhat confident	83	42	57	1	-
	Not very/Not at all confident	13	74	24	1	-



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Which comes closest to your view of gay and lesbian couples: (n=931)	They should be allowed to legally marry	19	75	21	4	-
	They should be allowed to legally form civil unions, but	32	48	51	0	-
	There should be no legal recognition of their	45	32	68	-	-
Did you vote in the presidential election in 2000? (n=914)	No, I did not vote	19	55	42	2	-
	Yes, for Al Gore	33	91	8	0	-
	Yes, for George W. Bush	46	7	92	0	-
	Yes, for another candidate	3	-	-	-	-
Do you think the condition of the nation's economy is: (n=1,011)	Excellent	5	11	89	-	63
	Good	45	13	86	1	34
	Not so good	32	69	29	1	-33
	Poor	16	90	8	-	-50
State of the national economy: 2 way (n=1,011)	Excellent/Good	50	13	86	1	-
	Not so good/Poor	47	76	22	0	-
Who would you trust to handle the economy? (n=1,011)	Only John Kerry	36	96	4	1	-
	Only George W. Bush	44	2	98	-	-
	Both of them	8	31	65	4	-
	Neither of them	10	44	47	-	-
Who would you trust to handle the economy? (n=1,011)	Only Kerry/Both	44	84	15	1	-
	Only Bush/Neither	54	9	89	-	-
Who would you trust to handle the economy? (n=993)	Only Bush/Both	53	6	93	1	-
	Only Kerry/Neither	47	85	13	0	-
Who would you trust to handle terrorism? (n=1,011)	Only John Kerry	30	98	2	-	-
	Only George W. Bush	52	2	97	0	-
	Both of them	9	74	22	2	-



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Who would you trust to handle terrorism? (n=1,011)	Neither of them	7	66	22	3	-
Who would you trust to handle terrorism? (n=1,011)	Only Kerry/Both	39	92	7	0	-
	Only Bush/Neither	59	10	88	1	-
Who would you trust to handle terrorism? (n=1,011)	Only Bush/Both	62	13	86	1	-
	Only Kerry/Neither	37	92	6	1	-
Do you think things in this country today are: (n=1,011)	Generally going in the right direction	53	10	90	0	54
	Seriously off on the wrong track	44	82	16	-	-58
In your vote for president today, how would you rate the importance of _____? (n=786)	Very important	37	50	50	-	30
	Somewhat important	23	36	61	2	40
	Not too important	18	42	57	-	17
	Not at all important	22	38	58	-	-9
In your vote for president today, how would you rate the importance of _____? (n=786)	Very/Somewhat important	60	45	54	1	-
	Not too/Not at all important	40	40	58	-	-
Is your opinion of George W. Bush: (n=970)	Favorable	57	7	93	0	-
	Unfavorable	41	93	4	1	-
Is your opinion of John Kerry: (n=970)	Favorable	43	88	11	0	-
	Unfavorable	55	7	91	0	-
Which comes closer to your view: (n=970)	Government should do more to solve problems	45	61	39	-	16
	Government is doing too many things better left to	51	27	71	1	0
How worried are you that there will be another major terrorist attack in the U.S.? (n=970)	Very worried	25	50	48	1	-
	Somewhat worried	51	39	60	0	-
	Not too worried	17	41	56	1	-
	Not at all worried	6	47	51	-	-
How worried are you that there will be another major terrorist attack in the	Very/Somewhat worried	73	43	56	0	-



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How worried are you that there will be another major terrorist attack in the	Not too/Not at all worried	22	42	55	1	-
Compared to four years ago, is the job situation in your area: (n=951)	Better today	24	12	87	1	-
	Worse today	43	76	23	-	-
	About the same	33	23	75	1	-
Do you think the Bush administration's tax cuts have been: (n=970)	Good for the nation's economy	44	9	90	0	-
	Bad for the nation's economy	29	91	8	-	-
	Made no difference	24	47	50	1	-
Do you think the war with Iraq has improved the long-term security of the United States? (n=970)	Yes	51	10	89	0	-
	No	46	78	20	0	-
Have you or has someone in your household lost a job in the last four years? (n=954)	Yes, I have	14	54	43	2	-
	Yes, someone else has	14	66	32	1	-
	Yes, I have and someone else has	5	70	26	-	-
	No one has	67	33	66	-	-
Have you or has someone in your household lost a job in the last four years? (n=954)	Someone in household lost a job	33	62	36	1	-
	No one in household lost a job	67	33	66	-	-
Have you or has someone in your household lost a job in the last four years? (n=954)	Voter has lost a job	19	58	38	1	-
	Voter has NOT lost a job	81	39	60	0	-
National Region (n=3,943)	East	-	-	-	-	-39
	Midwest	-	-	-	-	-49
	South	100	45	54	1	-1
	West	-	-	-	-	-46
Population of area, five categories (n=3,943)	Over 500 thousand	9	43	56	-	30
	50 to 500 thousand	30	47	52	0	12
	Suburbs	32	44	55	1	6



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Population of area, five categories (n=3,943)	10 to 50 thousand	11	54	45	0	-14
	Rural	18	37	61	1	2
Population of area, three categories (n=3,235)	City over 50 thousand	38	48	51	0	16
	Suburbs	32	44	55	1	6
	Small city and Rural	31	44	55	1	-4
In today's election for U.S. House of Representatives, did you just vote for: (n=3,687)	The Democratic candidate	46	88	12	1	1
	The Republican candidate	53	7	93	0	7