



# United States General Exit Poll

Conducted by PRES04 - Vertical 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
Number of Interviews - 3,943	Vote Estimate Not for On-Air Use	<b>100</b>	<b>45</b>	<b>54</b>	<b>1</b>
Are you: (n=3,919)	Male	<b>45</b>	<b>40</b>	<b>48</b>	-
	Female	<b>55</b>	<b>60</b>	<b>52</b>	-
Sex by race (n=3,867)	White male	<b>32</b>	<b>21</b>	<b>41</b>	-
	White female	<b>38</b>	<b>31</b>	<b>45</b>	-
	Non-white male	<b>13</b>	<b>20</b>	<b>7</b>	-
	Non-white female	<b>17</b>	<b>29</b>	<b>8</b>	-
Are you: (n=3,890)	White	<b>70</b>	<b>52</b>	<b>85</b>	-
	Black	<b>18</b>	<b>38</b>	<b>3</b>	-
	Hispanic/Latino	<b>10</b>	<b>9</b>	<b>10</b>	-
	Asian	<b>1</b>	<b>1</b>	<b>1</b>	-
	Other	<b>2</b>	<b>1</b>	<b>2</b>	-
AGE (60 and over) (n=3,910)	18-29	<b>20</b>	<b>22</b>	<b>17</b>	-
	30-44	<b>27</b>	<b>26</b>	<b>29</b>	-
	45-59	<b>30</b>	<b>28</b>	<b>31</b>	-
	60 or over	<b>23</b>	<b>24</b>	<b>23</b>	-
Age 65 & over (n=3,910)	18-64	<b>85</b>	<b>83</b>	<b>86</b>	-
	65 or over	<b>15</b>	<b>17</b>	<b>14</b>	-
2003 total family income: (n=3,501)	Under \$15,000	<b>10</b>	<b>14</b>	<b>7</b>	-
	\$15,000-\$29,999	<b>17</b>	<b>22</b>	<b>13</b>	-
	\$30,000-\$49,999	<b>22</b>	<b>23</b>	<b>21</b>	-
	\$50,000-\$74,999	<b>21</b>	<b>18</b>	<b>24</b>	-
	\$75,000-\$99,999	<b>13</b>	<b>11</b>	<b>14</b>	-
	\$100,000-\$149,999	<b>10</b>	<b>7</b>	<b>13</b>	-



# United States General Exit Poll

Conducted by PRES04 - Vertical 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
2003 total family income: (n=3,501)	\$150,000-\$199,999	4	3	4	-
	\$200,000 or more	3	2	4	-
Total family income: (n=3,501)	Less than \$50,000	49	59	41	-
	\$50,000 or more	51	41	59	-
Total family income: (n=3,501)	Less than \$100,000	83	88	79	-
	\$100,000 or more	17	12	21	-
Do you or does someone in your household belong to a labor union? (n=2,871)	Yes, I do	6	7	5	-
	Yes, someone else does	7	9	6	-
	Yes, I do and someone else does	1	1	1	-
	No one does	86	82	89	-
UNION HOUSEHOLD (n=2,871)	Yes (Vote is union member, union member in household, or	14	18	11	-
	No (No union voter in household	86	82	89	-
Voter is union member: (n=2,871)	Yes	7	8	6	-
	No	93	92	94	-
Do you work full-time for pay? (n=957)	Yes	59	55	61	-
	No	41	45	39	-
Working women: (n=1,011)	Working women	29	30	29	-
	All others	71	70	71	-
What was the last grade of school you completed? (n=2,870)	Did not complete high school	5	5	5	-
	High school graduate	23	25	22	-
	Some college or associate degree	30	29	32	-
	College graduate	27	25	29	-
	Postgraduate study	14	16	13	-
College Education (n=2,870)	No college degree	59	59	59	-



# United States General Exit Poll

Conducted by  
 PRES04 - Vertical 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
College Education (n=2,870)	College graduate	41	41	41	-
No matter how you voted today, do you usually think of yourself as a: (n=3,773)	Democrat	37	74	8	-
	Republican	41	4	70	-
	Independent or something else	22	21	22	-
On most political matters, do you consider yourself: (n=3,704)	Liberal	19	35	7	-
	Moderate	42	53	34	-
	Conservative	39	13	59	-
Is this the first time you have ever voted? (n=1,907)	Yes	12	14	10	-
	No	88	86	90	-
Religion, combined Protestant and other Christian. (n=2,789)	Protestant/Other Christian	65	57	71	-
	Catholic	18	16	21	-
	Jewish	3	4	1	-
	Something else	6	10	3	-
	None	8	13	4	-
Religion among whites (n=2,853)	White Protestant/Other Christian	45	26	61	-
	White Catholic	12	9	14	-
	White Jewish	2	4	1	-
	White something else	3	3	2	-
	White none	5	7	4	-
	Non-white	33	50	18	-
White Evangelical/Born-again Christians (n=2,924)	White Evangelical/Born-again Christians	31	16	45	-
	All others	69	84	55	-
White/Protestant/Conservative/Evangelical/Attend church at least weekly (n=2,930)	White religious conservatives	12	1	22	-
	All others	88	99	78	-



Conducted by  
Edison/Mitofsky

# United States General Exit Poll

PRES04 - Vertical 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
How often do you attend religious services? (n=2,864)	More than once a week	23	19	27	-
	Once a week	26	23	30	-
	A few times a month	15	17	14	-
	A few times a year	21	23	20	-
	Never	11	14	8	-
How often do you attend religious services? (n=2,932)	Weekly	49	40	56	-
	Occasionally	36	39	33	-
	Never	11	14	8	-
Church attendance by Religion (n=2,932)	Protestant/Attend weekly	21	12	29	-
	Protestant/Do not attend weekly	15	13	16	-
	Catholic/Attend weekly	9	7	11	-
	Catholic/Do not attend weekly	8	8	9	-
	All Others	43	55	32	-
Have you ever served in the U.S. military? (n=1,924)	Yes	19	19	19	-
	No	81	81	81	-
Are you currently married? (n=3,817)	Yes	63	54	70	-
	No	37	46	30	-
Married women (n=3,940)	Married women	31	27	35	-
	Others	69	73	65	-
Married with children: (n=2,893)	Married with children	28	23	32	-
	All others	72	77	68	-
Do you have any children under 18 living in your household? (n=2,890)	Yes	38	36	39	-
	No	62	64	61	-
Women with children (n=2,991)	Women with children	22	22	22	-



# United States General Exit Poll

Conducted by  
 PRES04 - Vertical 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
Women with children (n=2,991)	All others	78	78	78	-
Are you gay, lesbian or bisexual? (n=1,865)	Yes	4	7	3	-
	No	96	93	97	-
Do you or does someone else in your household own a gun? (n=930)	Yes	45	31	58	-
	No	55	69	42	-
When did you finally decide for whom to vote in the presidential election? (n=2,452)	Just today	5	6	4	-
	In the last three days	3	4	2	-
	Sometime last week	2	2	2	-
	During the last month	10	12	7	-
	Before that	80	76	85	-
Time: Last three days/Earlier than that (n=2,452)	Today/Within the last three days	8	10	6	-
	Within the last week or earlier	92	90	94	-
Time: Last week/Earlier than that (n=2,452)	Today through within the last three days	10	11	8	-
	Within the last week or earlier	90	89	92	-
Which ONE issue mattered most in deciding how you voted for president? (Check only one) (n=1,982)	Taxes	4	3	5	-
	Education	4	5	3	-
	Iraq	12	18	7	-
	Terrorism	20	5	31	-
	Economy/Jobs	21	38	7	-
	Moral values	23	6	37	-
	Health care	9	16	4	-
Do you approve or disapprove of the way George W. Bush is handling his job as president? (n=1,982)	Strongly approve	40	3	70	-
	Somewhat approve	17	6	25	-
	Somewhat disapprove	10	20	3	-



# United States General Exit Poll

Conducted by  
 PRES04 - Vertical 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
Do you approve or disapprove of the way George W. Bush is handling his job	Strongly disapprove	31	68	1	-
Do you approve or disapprove of the way George W. Bush is handling his job as president? (n=1,982)	Approve	56	9	95	-
	Disapprove	41	88	4	-
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	18	4	-
	He has strong religious faith	9	2	15	-
	He is honest and trustworthy	11	5	16	-
	He is a strong leader	17	5	27	-
	He is intelligent	6	11	1	-
	He will bring about needed change	21	44	3	-
	He has clear stands on the issues	20	8	29	-
Compared to four years ago, is the country: (n=1,933)	Safer from terrorism	58	23	86	-
	Less safe from terrorism	37	70	10	-
How do you feel about the U.S. decision to go to war with Iraq? (n=1,933)	Strongly approve	34	2	61	-
	Somewhat approve	21	11	29	-
	Somewhat disapprove	14	24	6	-
	Strongly disapprove	29	60	3	-
How do you feel about the U.S. decision to go to war with Iraq? (n=1,982)	Approve	54	13	87	-
	Disapprove	42	82	9	-
How do you think things are going for the U.S. in Iraq now? (n=1,933)	Very well	13	2	22	-
	Somewhat well	38	7	62	-
	Somewhat badly	18	27	12	-
	Very badly	30	62	3	-
How do you think things are going for the U.S. in Iraq now? (n=1,982)	Very/Somewhat well	49	9	82	-
	Very/Somewhat badly	46	86	14	-



Conducted by PRES04 - Vertical 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
Compared to four years ago, is your family's financial situation: (n=1,933)	Better today	35	10	55	-
	Worse today	28	49	10	-
	About the same	36	38	34	-
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	97	1	-
	George W. Bush (Rep)	55	2	98	-
	Would not have voted for president	1	1	1	-
Was your vote for president mainly: (n=950)	For your candidate	70	58	82	-
	Against his opponent	24	34	14	-
Which comes closest to your feelings about the Bush administration: (n=950)	Angry	20	39	1	-
	Dissatisfied, but not angry	25	47	5	-
	Satisfied, but not enthusiastic	27	7	44	-
	Enthusiastic	25	1	47	-
Did either of these candidates for president attack the other unfairly? (n=950)	Only John Kerry did	24	5	41	-
	Only George W. Bush did	14	27	2	-
	Both did	41	44	36	-
	Neither did	16	19	14	-
Did either of these candidates for president attack the other unfairly? (n=950)	Only Kerry/Both did	64	49	77	-
	Only Bush/Neither did	30	46	16	-
Did either of these candidates for president attack the other unfairly? (n=950)	Only Bush/Both did	54	72	39	-
	Only Kerry/Neither did	40	23	54	-
Do you consider the war in Iraq: (n=950)	Part of the war on terrorism	56	21	88	-
	Separate from the war on terrorism	40	73	9	-
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	21	4	-
	Yes, for George W. Bush	11	4	18	-



Conducted by PRES04 - Vertical 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
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	12	9	-
	No, I was not contacted	66	63	68	-
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	33	13	-
	For Bush/Neither	77	67	87	-
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	16	28	-
	For Kerry/Neither	78	84	72	-
In general, does John Kerry mostly: (n=931)	Say what he believes	39	79	4	-
	Say what he thinks people want to hear	55	14	91	-
Does George W. Bush pay more attention to the interests of: (n=931)	Ordinary Americans	45	4	82	-
	Large corporations	49	90	12	-
How concerned are you about the availability and cost of health care? (n=931)	Very concerned	70	83	58	-
	Somewhat concerned	22	12	30	-
	Not very concerned	5	1	10	-
	Not at all concerned	2	0	3	-
Which comes closest to your position? Abortion should be: (n=931)	Legal in all cases	18	27	8	-
	Legal in most cases	31	45	19	-
	Illegal in most cases	28	12	43	-
	Illegal in all cases	19	10	28	-
How confident are you that votes in your state will be counted accurately? (n=919)	Very confident	50	36	62	-
	Somewhat confident	36	42	32	-
	Not very confident	11	17	5	-
	Not at all confident	3	5	1	-
How confident are you that votes in your state will be counted accurately? (n=950)	Very/Somewhat confident	83	74	91	-
	Not very/Not at all confident	13	21	6	-



# United States General Exit Poll

PRES04 - Vertical 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
Which comes closest to your view of gay and lesbian couples: (n=931)	They should be allowed to legally marry	19	31	8	-
	They should be allowed to legally form civil unions, but	32	33	31	-
	There should be no legal recognition of their	45	31	59	-
Did you vote in the presidential election in 2000? (n=914)	No, I did not vote	19	22	15	-
	Yes, for Al Gore	33	66	5	-
	Yes, for George W. Bush	46	7	80	-
	Yes, for another candidate	3	5	0	-
Do you think the condition of the nation's economy is: (n=1,011)	Excellent	5	1	8	-
	Good	45	14	70	-
	Not so good	32	50	16	-
	Poor	16	33	2	-
State of the national economy: 2 way (n=1,011)	Excellent/Good	50	15	79	-
	Not so good/Poor	47	83	19	-
Who would you trust to handle the economy? (n=1,011)	Only John Kerry	36	80	2	-
	Only George W. Bush	44	2	78	-
	Both of them	8	6	10	-
	Neither of them	10	10	8	-
Who would you trust to handle the economy? (n=1,011)	Only Kerry/Both	44	86	12	-
	Only Bush/Neither	54	12	86	-
Who would you trust to handle the economy? (n=993)	Only Bush/Both	53	8	89	-
	Only Kerry/Neither	47	92	11	-
Who would you trust to handle terrorism? (n=1,011)	Only John Kerry	30	67	1	-
	Only George W. Bush	52	3	92	-
	Both of them	9	16	4	-



# United States General Exit Poll

Conducted by  
 PRES04 - Vertical 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
Who would you trust to handle terrorism? (n=1,011)	Neither of them	7	10	3	-
Who would you trust to handle terrorism? (n=1,011)	Only Kerry/Both	39	83	5	-
	Only Bush/Neither	59	13	94	-
Who would you trust to handle terrorism? (n=1,011)	Only Bush/Both	62	19	95	-
	Only Kerry/Neither	37	78	4	-
Do you think things in this country today are: (n=1,011)	Generally going in the right direction	53	12	85	-
	Seriously off on the wrong track	44	83	13	-
In your vote for president today, how would you rate the importance of _____? (n=786)	Very important	37	43	33	-
	Somewhat important	23	19	25	-
	Not too important	18	18	19	-
	Not at all important	22	20	23	-
In your vote for president today, how would you rate the importance of _____? (n=786)	Very/Somewhat important	60	62	58	-
	Not too/Not at all important	40	38	42	-
Is your opinion of George W. Bush: (n=970)	Favorable	57	9	95	-
	Unfavorable	41	89	3	-
Is your opinion of John Kerry: (n=970)	Favorable	43	88	8	-
	Unfavorable	55	9	89	-
Which comes closer to your view: (n=970)	Government should do more to solve problems	45	63	31	-
	Government is doing too many things better left to	51	33	65	-
How worried are you that there will be another major terrorist attack in the U.S.? (n=970)	Very worried	25	30	22	-
	Somewhat worried	51	47	55	-
	Not too worried	17	16	17	-
	Not at all worried	6	6	5	-
How worried are you that there will be another major terrorist attack in the	Very/Somewhat worried	73	73	75	-



# United States General Exit Poll

Conducted by  
 PRES04 - Vertical 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
How worried are you that there will be another major terrorist attack in the	Not too/Not at all worried	22	21	22	-
Compared to four years ago, is the job situation in your area: (n=951)	Better today	24	7	38	-
	Worse today	43	76	18	-
	About the same	33	17	44	-
Do you think the Bush administration's tax cuts have been: (n=970)	Good for the nation's economy	44	9	70	-
	Bad for the nation's economy	29	61	4	-
	Made no difference	24	26	21	-
Do you think the war with Iraq has improved the long-term security of the United States? (n=970)	Yes	51	12	82	-
	No	46	85	16	-
Have you or has someone in your household lost a job in the last four years? (n=954)	Yes, I have	14	18	11	-
	Yes, someone else has	14	22	8	-
	Yes, I have and someone else has	5	8	2	-
	No one has	67	52	79	-
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	48	21	-
	No one in household lost a job	67	52	79	-
Have you or has someone in your household lost a job in the last four years? (n=954)	Voter has lost a job	19	25	13	-
	Voter has NOT lost a job	81	75	87	-
National Region (n=3,943)	East	-	-	-	-
	Midwest	-	-	-	-
	South	100	100	100	-
	West	-	-	-	-
Population of area, five categories (n=3,943)	Over 500 thousand	9	9	9	-
	50 to 500 thousand	30	31	28	-
	Suburbs	32	32	33	-



# United States General Exit Poll

Conducted by PRES04 - Vertical 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
Population of area, five categories (n=3,943)	10 to 50 thousand	11	14	9	-
	Rural	18	15	20	-
Population of area, three categories (n=3,235)	City over 50 thousand	38	40	36	-
	Suburbs	32	31	33	-
	Small city and Rural	31	30	32	-
In today's election for U.S. House of Representatives, did you just vote for: (n=3,687)	The Democratic candidate	46	91	10	-
	The Republican candidate	53	8	90	-