



United States General Exit Poll

Conducted by PRES04 - Horizontal Percentages

Time of Weighting: 11/3/2004 1:24:53 PM

Time Created: 11/3/2004 1:24:53 PM

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

Filter(s): REGION = MIDWEST

		Total	KERY	BUSH	NADR	Rep2000
Number of Interviews - 3,676	Vote Estimate Not for On-Air Use	100	48	51	0	-
Are you: (n=3,663)	Male	47	44	55	0	2
	Female	53	51	48	1	5
Sex by race (n=3,623)	White male	41	39	60	0	-
	White female	44	46	53	0	-
	Non-white male	7	72	27	0	-
	Non-white female	8	82	16	2	-
Are you: (n=3,633)	White	85	43	56	0	2
	Black	8	90	10	-	1
	Hispanic/Latino	5	64	32	4	-3
	Asian	1	-	-	-	-41
	Other	1	-	-	-	-39
AGE (60 and over) (n=3,665)	18-29	19	52	47	0	1
	30-44	30	45	54	1	5
	45-59	29	51	48	0	-1
	60 or over	23	45	55	0	8
Age 65 & over (n=3,665)	18-64	86	48	51	1	3
	65 or over	14	45	55	-	8
2003 total family income: (n=3,374)	Under \$15,000	8	68	32	-	-
	\$15,000-\$29,999	15	56	44	0	-
	\$30,000-\$49,999	24	51	48	0	-
	\$50,000-\$74,999	25	43	57	0	-
	\$75,000-\$99,999	14	44	55	0	-
	\$100,000-\$149,999	9	45	54	1	-



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2003 total family income: (n=3,374)	\$150,000-\$199,999	3	34	66	-	-
	\$200,000 or more	2	31	69	-	-
Total family income: (n=3,374)	Less than \$50,000	47	56	44	0	-
	\$50,000 or more	53	43	57	0	-
Total family income: (n=3,374)	Less than \$100,000	86	50	49	0	-
	\$100,000 or more	14	40	59	0	-
Do you or does someone in your household belong to a labor union? (n=2,708)	Yes, I do	16	66	33	0	0
	Yes, someone else does	14	59	39	1	-2
	Yes, I do and someone else does	2	48	51	-	9
	No one does	68	42	57	0	5
UNION HOUSEHOLD (n=2,708)	Yes (Vote is union member, union member in household, or	32	62	37	1	-
	No (No union voter in household	68	42	57	0	-
Voter is union member: (n=2,708)	Yes	18	64	35	0	-
	No	82	45	54	1	-
Do you work full-time for pay? (n=854)	Yes	61	47	52	0	4
	No	39	51	48	0	0
Working women: (n=890)	Working women	29	50	48	1	-
	All others	71	48	52	0	-
What was the last grade of school you completed? (n=2,710)	Did not complete high school	4	52	48	-	9
	High school graduate	26	51	48	0	-1
	Some college or associate degree	33	49	50	0	-1
	College graduate	22	44	55	0	4
	Postgraduate study	15	48	50	1	6
College Education (n=2,710)	No college degree	63	50	49	0	-



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College Education (n=2,710)	College graduate	37	46	53	1	-
No matter how you voted today, do you usually think of yourself as a: (n=3,549)	Democrat	37	91	9	0	-2
	Republican	38	6	94	0	3
	Independent or something else	25	51	47	2	0
On most political matters, do you consider yourself: (n=3,501)	Liberal	20	88	12	0	-1
	Moderate	47	55	44	0	0
	Conservative	33	16	83	1	2
Is this the first time you have ever voted? (n=1,857)	Yes	11	51	47	1	4
	No	89	48	52	0	4
Religion, combined Protestant and other Christian. (n=2,694)	Protestant/Other Christian	56	41	58	0	2
	Catholic	29	49	50	1	3
	Jewish	1	72	28	-	9
	Something else	5	69	31	1	3
	None	10	68	31	0	1
Religion among whites (n=2,711)	White Protestant/Other Christian	47	36	64	0	-
	White Catholic	23	46	54	0	-
	White Jewish	1	-	-	-	-
	White something else	3	56	43	1	-
	White none	8	65	33	0	-
	Non-white	17	74	24	1	-
White Evangelical/Born-again Christians (n=2,777)	White Evangelical/Born-again Christians	25	23	76	0	-
	All others	75	56	43	0	-
White/Protestant/Conservative/Evangelical/Attend church at least weekly (n=2,783)	White religious conservatives	8	2	97	0	-
	All others	92	52	47	0	-



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How often do you attend religious services? (n=2,736)	More than once a week	13	33	66	-	47
	Once a week	29	42	58	0	25
	A few times a month	14	49	51	-	38
	A few times a year	29	55	44	1	20
	Never	13	61	37	1	28
How often do you attend religious services? (n=2,784)	Weekly	41	39	60	0	-
	Occasionally	42	53	46	1	-
	Never	12	61	37	1	-
Church attendance by Religion (n=2,784)	Protestant/Attend weekly	17	34	65	0	-
	Protestant/Do not attend weekly	16	44	56	0	-
	Catholic/Attend weekly	13	47	53	-	-
	Catholic/Do not attend weekly	14	52	47	2	-
	All Others	36	56	43	0	-
Have you ever served in the U.S. military? (n=1,871)	Yes	16	39	61	-	-
	No	84	50	49	1	-
Are you currently married? (n=3,573)	Yes	65	42	57	0	4
	No	35	59	40	0	2
Married women (n=3,673)	Married women	32	46	53	1	-
	Others	68	49	50	0	-
Married with children: (n=2,733)	Married with children	30	39	59	1	-
	All others	70	52	47	0	-
Do you have any children under 18 living in your household? (n=2,722)	Yes	39	44	54	1	2
	No	61	51	49	0	3
Women with children (n=2,807)	Women with children	21	48	51	1	-



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		Total	KERY	BUSH	NADR	Rep2000
Women with children (n=2,807)	All others	79	48	51	0	-
Are you gay, lesbian or bisexual? (n=1,683)	Yes	3	81	19	-	-6
	No	97	47	52	0	2
Do you or does someone else in your household own a gun? (n=861)	Yes	47	41	58	1	-3
	No	53	54	46	-	7
When did you finally decide for whom to vote in the presidential election? (n=2,684)	Just today	6	50	45	3	-
	In the last three days	4	64	33	1	-
	Sometime last week	3	44	56	-	-
	During the last month	10	50	48	0	-
	Before that	78	48	52	0	-
Time: Last three days/Earlier than that (n=2,684)	Today/Within the last three days	10	56	40	2	-
	Within the last week or earlier	90	48	52	0	-
Time: Last week/Earlier than that (n=2,684)	Today through within the last three days	12	53	43	2	-
	Within the last week or earlier	88	48	52	0	-
Which ONE issue mattered most in deciding how you voted for president? (Check only one) (n=1,917)	Taxes	6	46	53	1	-
	Education	5	67	32	-	-
	Iraq	13	72	28	-	-
	Terrorism	16	13	87	-	-
	Economy/Jobs	21	82	17	1	-
	Moral values	24	15	84	0	-
	Health care	8	72	27	-	-
Do you approve or disapprove of the way George W. Bush is handling his job as president? (n=1,917)	Strongly approve	32	7	93	-	-
	Somewhat approve	22	15	84	1	-
	Somewhat disapprove	12	83	15	2	-



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Do you approve or disapprove of the way George W. Bush is handling his job	Strongly disapprove	34	97	2	0	-
Do you approve or disapprove of the way George W. Bush is handling his job as president? (n=1,917)	Approve	54	10	89	0	-
	Disapprove	45	93	5	1	-
Which ONE candidate quality mattered most in deciding how you voted for president? (Check only one) (n=1,917)	He cares about people like me	10	74	25	1	-
	He has strong religious faith	9	7	92	-	-
	He is honest and trustworthy	11	27	72	1	-
	He is a strong leader	17	13	86	-	-
	He is intelligent	7	95	5	-	-
	He will bring about needed change	24	96	4	0	-
	He has clear stands on the issues	17	17	81	1	-
Compared to four years ago, is the country: (n=1,885)	Safer from terrorism	54	20	80	0	-
	Less safe from terrorism	42	85	14	1	-
How do you feel about the U.S. decision to go to war with Iraq? (n=1,885)	Strongly approve	27	9	91	-	-
	Somewhat approve	26	25	74	1	-
	Somewhat disapprove	17	70	28	1	-
	Strongly disapprove	29	93	6	0	-
How do you feel about the U.S. decision to go to war with Iraq? (n=1,917)	Approve	52	17	83	0	-
	Disapprove	45	85	14	1	-
How do you think things are going for the U.S. in Iraq now? (n=1,885)	Very well	10	8	92	-	-
	Somewhat well	35	9	90	1	-
	Somewhat badly	22	65	34	1	-
	Very badly	31	94	5	0	-
How do you think things are going for the U.S. in Iraq now? (n=1,917)	Very/Somewhat well	44	9	91	0	-
	Very/Somewhat badly	52	82	17	0	-



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Compared to four years ago, is your family's financial situation: (n=1,885)	Better today	28	19	81	-	45
	Worse today	32	78	21	1	-42
	About the same	39	45	54	1	-6
If these were the only two presidential candidates on the ballot today, for whom would you have voted? (n=3,580)	John Kerry (Dem)	47	98	1	0	-
	George W. Bush (Rep)	51	2	97	0	-
	Would not have voted for president	1	32	43	11	-
Was your vote for president mainly: (n=867)	For your candidate	69	40	60	0	-
	Against his opponent	27	69	31	-	-
Which comes closest to your feelings about the Bush administration: (n=867)	Angry	23	98	2	0	-
	Dissatisfied, but not angry	26	80	19	-	-
	Satisfied, but not enthusiastic	23	10	89	1	-
	Enthusiastic	24	3	97	-	-
Did either of these candidates for president attack the other unfairly? (n=867)	Only John Kerry did	22	2	98	-	-
	Only George W. Bush did	16	91	9	-	-
	Both did	45	54	45	1	-
	Neither did	12	56	43	1	-
Did either of these candidates for president attack the other unfairly? (n=867)	Only Kerry/Both did	67	37	63	0	-
	Only Bush/Neither did	28	76	24	0	-
Did either of these candidates for president attack the other unfairly? (n=867)	Only Bush/Both did	61	63	36	0	-
	Only Kerry/Neither did	35	21	79	0	-
Do you consider the war in Iraq: (n=867)	Part of the war on terrorism	54	20	80	0	-
	Separate from the war on terrorism	42	84	15	1	-
Did anyone call you or talk to you in person on behalf of either major presidential campaign about coming out to vote? (n=827)	Yes, for John Kerry	10	75	25	-	-
	Yes, for George W. Bush	16	16	83	-	-



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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=827)	Yes, for both Kerry and Bush	21	61	38	1	-
	No, I was not contacted	52	47	52	0	-
Did anyone call you or talk to you in person on behalf of either major presidential campaign about coming out to vote? (n=827)	For Kerry/Both	31	66	34	1	-
	For Bush/Neither	69	40	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=827)	For Bush/Both	38	42	57	1	-
	For Kerry/Neither	62	52	48	0	-
In general, does John Kerry mostly: (n=851)	Say what he believes	42	95	5	-	-
	Say what he thinks people want to hear	56	13	86	1	-
Does George W. Bush pay more attention to the interests of: (n=851)	Ordinary Americans	41	8	92	-	-
	Large corporations	55	79	20	1	-
How concerned are you about the availability and cost of health care? (n=851)	Very concerned	72	58	42	0	-
	Somewhat concerned	22	26	73	0	-
	Not very concerned	4	10	90	-	-
	Not at all concerned	2	-	-	-	-
Which comes closest to your position? Abortion should be: (n=851)	Legal in all cases	17	74	24	2	-1
	Legal in most cases	32	65	35	-	-3
	Illegal in most cases	29	31	69	-	0
	Illegal in all cases	19	21	79	0	5
How confident are you that votes in your state will be counted accurately? (n=846)	Very confident	53	39	60	0	-
	Somewhat confident	40	56	43	1	-
	Not very confident	5	65	34	-	-
	Not at all confident	1	-	-	-	-
How confident are you that votes in your state will be counted accurately? (n=867)	Very/Somewhat confident	91	47	53	0	-
	Not very/Not at all confident	6	70	30	-	-



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Which comes closest to your view of gay and lesbian couples: (n=851)	They should be allowed to legally marry	23	77	23	-	-
	They should be allowed to legally form civil unions, but	35	49	51	-	-
	There should be no legal recognition of their	40	31	68	1	-
Did you vote in the presidential election in 2000? (n=849)	No, I did not vote	18	48	52	-	-
	Yes, for Al Gore	36	89	10	-	-
	Yes, for George W. Bush	43	11	88	1	-
	Yes, for another candidate	2	-	-	-	-
Do you think the condition of the nation's economy is: (n=892)	Excellent	3	14	86	-	60
	Good	40	9	91	-	39
	Not so good	36	72	27	1	-35
	Poor	19	93	6	-	-52
State of the national economy: 2 way (n=892)	Excellent/Good	43	9	90	-	-
	Not so good/Poor	55	79	20	1	-
Who would you trust to handle the economy? (n=892)	Only John Kerry	39	98	2	-	-
	Only George W. Bush	37	0	99	0	-
	Both of them	8	29	70	-	-
	Neither of them	13	50	46	1	-
Who would you trust to handle the economy? (n=892)	Only Kerry/Both	47	87	13	-	-
	Only Bush/Neither	50	14	85	1	-
Who would you trust to handle the economy? (n=872)	Only Bush/Both	46	6	94	0	-
	Only Kerry/Neither	54	86	13	0	-
Who would you trust to handle terrorism? (n=892)	Only John Kerry	31	99	1	-	-
	Only George W. Bush	47	3	96	1	-
	Both of them	10	74	26	-	-



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Who would you trust to handle terrorism? (n=892)	Neither of them	10	78	17	-	-
Who would you trust to handle terrorism? (n=892)	Only Kerry/Both	41	93	7	-	-
	Only Bush/Neither	57	16	82	1	-
Who would you trust to handle terrorism? (n=892)	Only Bush/Both	57	15	85	1	-
	Only Kerry/Neither	41	94	5	-	-
Do you think things in this country today are: (n=892)	Generally going in the right direction	49	12	88	0	52
	Seriously off on the wrong track	47	87	12	0	-62
In your vote for president today, how would you rate the importance of _____? (n=818)	Very important	31	57	43	-	23
	Somewhat important	25	48	51	-	30
	Not too important	20	41	59	1	19
	Not at all important	23	44	55	0	-12
In your vote for president today, how would you rate the importance of _____? (n=818)	Very/Somewhat important	57	53	47	-	-
	Not too/Not at all important	43	43	57	0	-
Is your opinion of George W. Bush: (n=861)	Favorable	51	6	94	0	-
	Unfavorable	48	94	5	1	-
Is your opinion of John Kerry: (n=861)	Favorable	49	90	10	0	-
	Unfavorable	49	8	91	1	-
Which comes closer to your view: (n=861)	Government should do more to solve problems	46	70	29	0	6
	Government is doing too many things better left to	51	30	69	0	-2
How worried are you that there will be another major terrorist attack in the U.S.? (n=861)	Very worried	17	62	37	-	-
	Somewhat worried	57	43	57	0	-
	Not too worried	20	52	46	1	-
	Not at all worried	6	52	48	-	-
How worried are you that there will be another major terrorist attack in the	Very/Somewhat worried	71	47	52	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	25	52	47	1	-
Compared to four years ago, is the job situation in your area: (n=854)	Better today	20	11	89	-	-
	Worse today	48	80	18	1	-
	About the same	31	24	76	0	-
Do you think the Bush administration's tax cuts have been: (n=861)	Good for the nation's economy	41	6	93	1	-
	Bad for the nation's economy	34	93	7	-	-
	Made no difference	23	56	43	0	-
Do you think the war with Iraq has improved the long-term security of the United States? (n=861)	Yes	43	12	88	-	-
	No	54	79	20	1	-
Have you or has someone in your household lost a job in the last four years? (n=848)	Yes, I have	14	63	37	-	-
	Yes, someone else has	19	71	27	1	-
	Yes, I have and someone else has	3	-	-	-	-
	No one has	64	38	61	0	-
Have you or has someone in your household lost a job in the last four years? (n=848)	Someone in household lost a job	36	67	32	1	-
	No one in household lost a job	64	38	61	0	-
Have you or has someone in your household lost a job in the last four years? (n=848)	Voter has lost a job	17	62	37	-	-
	Voter has NOT lost a job	83	46	53	0	-
National Region (n=3,676)	East	-	-	-	-	-39
	Midwest	100	48	51	0	2
	South	-	-	-	-	-55
	West	-	-	-	-	-46
Population of area, five categories (n=3,676)	Over 500 thousand	6	73	27	-	1
	50 to 500 thousand	19	62	37	1	-3
	Suburbs	44	44	55	0	6



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Population of area, five categories (n=3,676)	10 to 50 thousand	7	44	56	-	-3
	Rural	24	39	60	0	1
Population of area, three categories (n=3,520)	City over 50 thousand	26	64	35	1	0
	Suburbs	43	45	55	0	6
	Small city and Rural	31	39	60	0	1
In today's election for U.S. House of Representatives, did you just vote for: (n=3,407)	The Democratic candidate	49	90	10	0	-1
	The Republican candidate	50	9	90	0	4