



# United States General Exit Poll

Conducted by  
 PRES04 - Vertical 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
Number of Interviews - 3,676	Vote Estimate Not for On-Air Use	<b>100</b>	<b>48</b>	<b>51</b>	<b>0</b>
Are you: (n=3,663)	Male	<b>47</b>	<b>43</b>	<b>51</b>	-
	Female	<b>53</b>	<b>57</b>	<b>49</b>	-
Sex by race (n=3,623)	White male	<b>41</b>	<b>33</b>	<b>48</b>	-
	White female	<b>44</b>	<b>43</b>	<b>46</b>	-
	Non-white male	<b>7</b>	<b>10</b>	<b>4</b>	-
	Non-white female	<b>8</b>	<b>14</b>	<b>3</b>	-
Are you: (n=3,633)	White	<b>85</b>	<b>76</b>	<b>94</b>	-
	Black	<b>8</b>	<b>16</b>	<b>2</b>	-
	Hispanic/Latino	<b>5</b>	<b>7</b>	<b>3</b>	-
	Asian	<b>1</b>	<b>1</b>	<b>1</b>	-
	Other	<b>1</b>	<b>1</b>	<b>0</b>	-
AGE (60 and over) (n=3,665)	18-29	<b>19</b>	<b>20</b>	<b>17</b>	-
	30-44	<b>30</b>	<b>28</b>	<b>31</b>	-
	45-59	<b>29</b>	<b>31</b>	<b>27</b>	-
	60 or over	<b>23</b>	<b>21</b>	<b>24</b>	-
Age 65 & over (n=3,665)	18-64	<b>86</b>	<b>87</b>	<b>85</b>	-
	65 or over	<b>14</b>	<b>13</b>	<b>15</b>	-
2003 total family income: (n=3,374)	Under \$15,000	<b>8</b>	<b>11</b>	<b>5</b>	-
	\$15,000-\$29,999	<b>15</b>	<b>18</b>	<b>13</b>	-
	\$30,000-\$49,999	<b>24</b>	<b>25</b>	<b>23</b>	-
	\$50,000-\$74,999	<b>25</b>	<b>22</b>	<b>28</b>	-
	\$75,000-\$99,999	<b>14</b>	<b>12</b>	<b>15</b>	-
	\$100,000-\$149,999	<b>9</b>	<b>8</b>	<b>9</b>	-



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		Total	KERY	BUSH	NADR
2003 total family income: (n=3,374)	\$150,000-\$199,999	3	2	4	-
	\$200,000 or more	2	1	3	-
Total family income: (n=3,374)	Less than \$50,000	47	54	41	-
	\$50,000 or more	53	46	59	-
Total family income: (n=3,374)	Less than \$100,000	86	88	84	-
	\$100,000 or more	14	12	16	-
Do you or does someone in your household belong to a labor union? (n=2,708)	Yes, I do	16	22	10	-
	Yes, someone else does	14	17	11	-
	Yes, I do and someone else does	2	2	2	-
	No one does	68	59	77	-
UNION HOUSEHOLD (n=2,708)	Yes (Vote is union member, union member in household, or	32	41	23	-
	No (No union voter in household	68	59	77	-
Voter is union member: (n=2,708)	Yes	18	24	12	-
	No	82	76	88	-
Do you work full-time for pay? (n=854)	Yes	61	59	63	-
	No	39	41	37	-
Working women: (n=890)	Working women	29	30	28	-
	All others	71	70	72	-
What was the last grade of school you completed? (n=2,710)	Did not complete high school	4	5	4	-
	High school graduate	26	27	24	-
	Some college or associate degree	33	33	33	-
	College graduate	22	21	24	-
	Postgraduate study	15	15	14	-
College Education (n=2,710)	No college degree	63	65	61	-



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Edison/Mitofsky

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College Education (n=2,710)	College graduate	37	35	39	-
No matter how you voted today, do you usually think of yourself as a: (n=3,549)	Democrat	37	69	6	-
	Republican	38	4	71	-
	Independent or something else	25	26	23	-
On most political matters, do you consider yourself: (n=3,501)	Liberal	20	36	5	-
	Moderate	47	53	41	-
	Conservative	33	11	54	-
Is this the first time you have ever voted? (n=1,857)	Yes	11	12	11	-
	No	89	88	89	-
Religion, combined Protestant and other Christian. (n=2,694)	Protestant/Other Christian	56	49	63	-
	Catholic	29	29	28	-
	Jewish	1	2	1	-
	Something else	5	7	3	-
	None	10	13	6	-
Religion among whites (n=2,711)	White Protestant/Other Christian	47	35	58	-
	White Catholic	23	22	25	-
	White Jewish	1	1	0	-
	White something else	3	4	3	-
	White none	8	11	5	-
	Non-white	17	26	8	-
White Evangelical/Born-again Christians (n=2,777)	White Evangelical/Born-again Christians	25	12	37	-
	All others	75	88	63	-
White/Protestant/Conservative/Evangelical/Attend church at least weekly (n=2,783)	White religious conservatives	8	0	16	-
	All others	92	100	84	-



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How often do you attend religious services? (n=2,736)	More than once a week	13	9	17	-
	Once a week	29	26	33	-
	A few times a month	14	15	14	-
	A few times a year	29	33	25	-
	Never	13	16	9	-
How often do you attend religious services? (n=2,784)	Weekly	41	34	49	-
	Occasionally	42	47	38	-
	Never	12	16	9	-
Church attendance by Religion (n=2,784)	Protestant/Attend weekly	17	12	22	-
	Protestant/Do not attend weekly	16	15	18	-
	Catholic/Attend weekly	13	13	13	-
	Catholic/Do not attend weekly	14	16	13	-
	All Others	36	42	31	-
Have you ever served in the U.S. military? (n=1,871)	Yes	16	13	19	-
	No	84	87	81	-
Are you currently married? (n=3,573)	Yes	65	57	72	-
	No	35	43	28	-
Married women (n=3,673)	Married women	32	31	34	-
	Others	68	69	66	-
Married with children: (n=2,733)	Married with children	30	25	35	-
	All others	70	75	65	-
Do you have any children under 18 living in your household? (n=2,722)	Yes	39	36	42	-
	No	61	64	58	-
Women with children (n=2,807)	Women with children	21	20	21	-



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		Total	KERY	BUSH	NADR
Women with children (n=2,807)	All others	79	80	79	-
Are you gay, lesbian or bisexual? (n=1,683)	Yes	3	5	1	-
	No	97	95	99	-
Do you or does someone else in your household own a gun? (n=861)	Yes	47	40	53	-
	No	53	60	47	-
When did you finally decide for whom to vote in the presidential election? (n=2,684)	Just today	6	6	5	-
	In the last three days	4	5	3	-
	Sometime last week	3	2	3	-
	During the last month	10	10	9	-
	Before that	78	77	80	-
Time: Last three days/Earlier than that (n=2,684)	Today/Within the last three days	10	11	8	-
	Within the last week or earlier	90	89	92	-
Time: Last week/Earlier than that (n=2,684)	Today through within the last three days	12	13	10	-
	Within the last week or earlier	88	87	90	-
Which ONE issue mattered most in deciding how you voted for president? (Check only one) (n=1,917)	Taxes	6	6	6	-
	Education	5	7	3	-
	Iraq	13	19	7	-
	Terrorism	16	4	27	-
	Economy/Jobs	21	37	7	-
	Moral values	24	7	40	-
	Health care	8	11	4	-
Do you approve or disapprove of the way George W. Bush is handling his job as president? (n=1,917)	Strongly approve	32	5	58	-
	Somewhat approve	22	7	36	-
	Somewhat disapprove	12	20	3	-



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Do you approve or disapprove of the way George W. Bush is handling his job	Strongly disapprove	34	67	1	-
Do you approve or disapprove of the way George W. Bush is handling his job as president? (n=1,917)	Approve	54	12	95	-
	Disapprove	45	87	5	-
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	15	5	-
	He has strong religious faith	9	1	16	-
	He is honest and trustworthy	11	6	15	-
	He is a strong leader	17	5	29	-
	He is intelligent	7	14	1	-
	He will bring about needed change	24	48	2	-
	He has clear stands on the issues	17	6	27	-
Compared to four years ago, is the country: (n=1,885)	Safer from terrorism	54	22	85	-
	Less safe from terrorism	42	74	12	-
How do you feel about the U.S. decision to go to war with Iraq? (n=1,885)	Strongly approve	27	5	49	-
	Somewhat approve	26	13	37	-
	Somewhat disapprove	17	25	10	-
	Strongly disapprove	29	56	3	-
How do you feel about the U.S. decision to go to war with Iraq? (n=1,917)	Approve	52	18	84	-
	Disapprove	45	79	13	-
How do you think things are going for the U.S. in Iraq now? (n=1,885)	Very well	10	2	19	-
	Somewhat well	35	7	61	-
	Somewhat badly	22	30	15	-
	Very badly	31	61	3	-
How do you think things are going for the U.S. in Iraq now? (n=1,917)	Very/Somewhat well	44	8	79	-
	Very/Somewhat badly	52	89	17	-



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Compared to four years ago, is your family's financial situation: (n=1,885)	Better today	28	11	44	-
	Worse today	32	52	13	-
	About the same	39	36	41	-
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	97	1	-
	George W. Bush (Rep)	51	3	98	-
	Would not have voted for president	1	1	1	-
Was your vote for president mainly: (n=867)	For your candidate	69	58	79	-
	Against his opponent	27	39	16	-
Which comes closest to your feelings about the Bush administration: (n=867)	Angry	23	48	1	-
	Dissatisfied, but not angry	26	44	10	-
	Satisfied, but not enthusiastic	23	5	40	-
	Enthusiastic	24	1	45	-
Did either of these candidates for president attack the other unfairly? (n=867)	Only John Kerry did	22	1	42	-
	Only George W. Bush did	16	30	3	-
	Both did	45	51	39	-
	Neither did	12	14	10	-
Did either of these candidates for president attack the other unfairly? (n=867)	Only Kerry/Both did	67	52	81	-
	Only Bush/Neither did	28	45	13	-
Did either of these candidates for president attack the other unfairly? (n=867)	Only Bush/Both did	61	81	42	-
	Only Kerry/Neither did	35	15	52	-
Do you consider the war in Iraq: (n=867)	Part of the war on terrorism	54	22	84	-
	Separate from the war on terrorism	42	75	12	-
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	15	5	-
	Yes, for George W. Bush	16	5	27	-



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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	27	16	-
	No, I was not contacted	52	52	53	-
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	43	20	-
	For Bush/Neither	69	57	80	-
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	33	42	-
	For Kerry/Neither	62	67	58	-
In general, does John Kerry mostly: (n=851)	Say what he believes	42	83	4	-
	Say what he thinks people want to hear	56	15	95	-
Does George W. Bush pay more attention to the interests of: (n=851)	Ordinary Americans	41	7	74	-
	Large corporations	55	91	21	-
How concerned are you about the availability and cost of health care? (n=851)	Very concerned	72	86	58	-
	Somewhat concerned	22	12	32	-
	Not very concerned	4	1	8	-
	Not at all concerned	2	0	3	-
Which comes closest to your position? Abortion should be: (n=851)	Legal in all cases	17	26	8	-
	Legal in most cases	32	43	22	-
	Illegal in most cases	29	19	39	-
	Illegal in all cases	19	8	29	-
How confident are you that votes in your state will be counted accurately? (n=846)	Very confident	53	43	62	-
	Somewhat confident	40	47	34	-
	Not very confident	5	7	4	-
	Not at all confident	1	2	0	-
How confident are you that votes in your state will be counted accurately? (n=867)	Very/Somewhat confident	91	89	92	-
	Not very/Not at all confident	6	9	4	-



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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	36	10	-
	They should be allowed to legally form civil unions, but	35	36	35	-
	There should be no legal recognition of their	40	25	53	-
Did you vote in the presidential election in 2000? (n=849)	No, I did not vote	18	18	18	-
	Yes, for Al Gore	36	68	7	-
	Yes, for George W. Bush	43	10	74	-
	Yes, for another candidate	2	4	1	-
Do you think the condition of the nation's economy is: (n=892)	Excellent	3	1	6	-
	Good	40	7	71	-
	Not so good	36	54	19	-
	Poor	19	37	2	-
State of the national economy: 2 way (n=892)	Excellent/Good	43	8	77	-
	Not so good/Poor	55	91	21	-
Who would you trust to handle the economy? (n=892)	Only John Kerry	39	80	1	-
	Only George W. Bush	37	0	72	-
	Both of them	8	5	11	-
	Neither of them	13	14	12	-
Who would you trust to handle the economy? (n=892)	Only Kerry/Both	47	85	12	-
	Only Bush/Neither	50	14	84	-
Who would you trust to handle the economy? (n=872)	Only Bush/Both	46	5	86	-
	Only Kerry/Neither	54	95	14	-
Who would you trust to handle terrorism? (n=892)	Only John Kerry	31	64	0	-
	Only George W. Bush	47	3	89	-
	Both of them	10	15	5	-



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Who would you trust to handle terrorism? (n=892)	Neither of them	10	17	4	-
Who would you trust to handle terrorism? (n=892)	Only Kerry/Both	41	79	5	-
	Only Bush/Neither	57	19	93	-
Who would you trust to handle terrorism? (n=892)	Only Bush/Both	57	17	94	-
	Only Kerry/Neither	41	81	4	-
Do you think things in this country today are: (n=892)	Generally going in the right direction	49	12	85	-
	Seriously off on the wrong track	47	85	11	-
In your vote for president today, how would you rate the importance of _____? (n=818)	Very important	31	37	26	-
	Somewhat important	25	25	26	-
	Not too important	20	17	23	-
	Not at all important	23	21	25	-
In your vote for president today, how would you rate the importance of _____? (n=818)	Very/Somewhat important	57	62	52	-
	Not too/Not at all important	43	38	48	-
Is your opinion of George W. Bush: (n=861)	Favorable	51	6	95	-
	Unfavorable	48	93	4	-
Is your opinion of John Kerry: (n=861)	Favorable	49	92	10	-
	Unfavorable	49	8	88	-
Which comes closer to your view: (n=861)	Government should do more to solve problems	46	66	26	-
	Government is doing too many things better left to	51	31	69	-
How worried are you that there will be another major terrorist attack in the U.S.? (n=861)	Very worried	17	22	12	-
	Somewhat worried	57	50	63	-
	Not too worried	20	22	18	-
	Not at all worried	6	6	5	-
How worried are you that there will be another major terrorist attack in the	Very/Somewhat worried	71	69	73	-



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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	27	23	-
Compared to four years ago, is the job situation in your area: (n=854)	Better today	20	5	36	-
	Worse today	48	80	17	-
	About the same	31	15	47	-
Do you think the Bush administration's tax cuts have been: (n=861)	Good for the nation's economy	41	5	74	-
	Bad for the nation's economy	34	66	5	-
	Made no difference	23	27	20	-
Do you think the war with Iraq has improved the long-term security of the United States? (n=861)	Yes	43	11	75	-
	No	54	88	22	-
Have you or has someone in your household lost a job in the last four years? (n=848)	Yes, I have	14	18	10	-
	Yes, someone else has	19	28	10	-
	Yes, I have and someone else has	3	3	2	-
	No one has	64	51	78	-
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	49	22	-
	No one in household lost a job	64	51	78	-
Have you or has someone in your household lost a job in the last four years? (n=848)	Voter has lost a job	17	21	12	-
	Voter has NOT lost a job	83	79	88	-
National Region (n=3,676)	East	-	-	-	-
	Midwest	100	100	100	-
	South	-	-	-	-
	West	-	-	-	-
Population of area, five categories (n=3,676)	Over 500 thousand	6	9	3	-
	50 to 500 thousand	19	25	14	-
	Suburbs	44	41	48	-



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Population of area, five categories (n=3,676)	10 to 50 thousand	7	6	7	-
	Rural	24	19	28	-
Population of area, three categories (n=3,520)	City over 50 thousand	26	34	17	-
	Suburbs	43	41	46	-
	Small city and Rural	31	25	36	-
In today's election for U.S. House of Representatives, did you just vote for: (n=3,407)	The Democratic candidate	49	90	10	-
	The Republican candidate	50	9	90	-