



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): (All respondents)

		Total	KERY	BUSH	NADR
Number of Interviews - 13,660	Vote Estimate Not for On-Air Use	100	48	51	0
Are you: (n=13,600)	Male	46	42	49	53
	Female	54	58	51	47
Sex by race (n=13,419)	White male	36	28	43	25
	White female	41	38	45	28
	Non-white male	10	14	6	30
	Non-white female	12	20	6	18
Are you: (n=13,471)	White	77	66	88	52
	Black	11	21	2	5
	Hispanic/Latino	8	9	7	36
	Asian	2	2	1	-
	Other	2	2	1	7
AGE (60 and over) (n=13,580)	18-29	17	19	15	14
	30-44	29	27	29	62
	45-59	30	30	30	20
	60 or over	24	23	26	4
Age 65 & over (n=13,580)	18-64	84	84	84	98
	65 or over	16	16	16	2
2003 total family income: (n=12,271)	Under \$15,000	8	11	6	4
	\$15,000-\$29,999	15	18	12	11
	\$30,000-\$49,999	22	23	21	20
	\$50,000-\$74,999	23	20	25	21
	\$75,000-\$99,999	14	13	15	2
	\$100,000-\$149,999	11	10	12	32



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): (All respondents)

		Total	KERY	BUSH	NADR
2003 total family income: (n=12,271)	\$150,000-\$199,999	4	3	4	-
	\$200,000 or more	3	3	4	11
Total family income: (n=12,271)	Less than \$50,000	45	52	39	35
	\$50,000 or more	55	48	61	65
Total family income: (n=12,271)	Less than \$100,000	82	85	79	58
	\$100,000 or more	18	15	21	42
Do you or does someone in your household belong to a labor union? (n=9,950)	Yes, I do	12	15	9	16
	Yes, someone else does	10	12	8	15
	Yes, I do and someone else does	2	2	1	2
	No one does	76	70	82	67
UNION HOUSEHOLD (n=9,950)	Yes (Vote is union member, union member in household, or	24	30	18	33
	No (No union voter in household	76	70	82	67
Voter is union member: (n=9,950)	Yes	14	18	10	18
	No	86	82	90	82
Do you work full-time for pay? (n=3,248)	Yes	60	59	62	-
	No	40	41	38	-
Working women: (n=3,412)	Working women	29	31	27	-
	All others	71	69	73	-
What was the last grade of school you completed? (n=9,948)	Did not complete high school	4	4	4	2
	High school graduate	22	22	22	13
	Some college or associate degree	32	30	33	14
	College graduate	26	25	26	49
	Postgraduate study	16	19	14	22
College Education (n=9,948)	No college degree	58	56	60	29



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): (All respondents)

		Total	KERY	BUSH	NADR
College Education (n=9,948)	College graduate	42	44	40	71
No matter how you voted today, do you usually think of yourself as a: (n=13,067)	Democrat	37	68	8	17
	Republican	37	5	68	15
	Independent or something else	26	27	25	68
On most political matters, do you consider yourself: (n=12,886)	Liberal	21	38	5	41
	Moderate	45	52	40	20
	Conservative	34	11	55	39
Is this the first time you have ever voted? (n=6,676)	Yes	11	12	10	-
	No	89	88	90	-
Religion, combined Protestant and other Christian. (n=9,783)	Protestant/Other Christian	54	46	62	28
	Catholic	27	26	27	31
	Jewish	3	4	1	-
	Something else	7	10	3	23
	None	10	14	6	18
Religion among whites (n=9,922)	White Protestant/Other Christian	41	27	54	24
	White Catholic	20	18	22	8
	White Jewish	2	4	1	-
	White something else	4	5	2	13
	White none	8	10	5	3
	Non-white	26	37	15	50
White Evangelical/Born-again Christians (n=10,218)	White Evangelical/Born-again Christians	23	10	35	17
	All others	77	90	65	83
White/Protestant/Conservative/Evangelical/Attend church at least weekly (n=10,236)	White religious conservatives	8	1	15	10
	All others	92	99	85	90



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): (All respondents)

		Total	KERY	BUSH	NADR
How often do you attend religious services? (n=9,992)	More than once a week	16	11	20	22
	Once a week	26	22	30	15
	A few times a month	14	14	14	-
	A few times a year	28	31	25	27
	Never	15	19	10	37
How often do you attend religious services? (n=10,245)	Weekly	41	32	48	36
	Occasionally	40	44	37	26
	Never	14	18	10	36
Church attendance by Religion (n=10,245)	Protestant/Attend weekly	16	10	22	6
	Protestant/Do not attend weekly	15	14	17	9
	Catholic/Attend weekly	11	10	13	12
	Catholic/Do not attend weekly	14	14	13	18
	All Others	39	48	31	54
Have you ever served in the U.S. military? (n=6,748)	Yes	18	15	20	-
	No	82	85	80	-
Are you currently married? (n=13,215)	Yes	63	55	70	68
	No	37	45	30	32
Married women (n=13,651)	Married women	31	28	34	30
	Others	69	72	66	70
Married with children: (n=10,034)	Married with children	28	24	32	55
	All others	72	76	68	45
Do you have any children under 18 living in your household? (n=9,996)	Yes	37	35	38	68
	No	63	65	62	32
Women with children (n=10,370)	Women with children	20	20	19	35



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): (All respondents)

		Total	KERY	BUSH	NADR
Women with children (n=10,370)	All others	80	80	81	65
Are you gay, lesbian or bisexual? (n=6,365)	Yes	4	6	2	2
	No	96	94	98	98
Do you or does someone else in your household own a gun? (n=3,237)	Yes	41	31	51	-
	No	59	69	49	-
When did you finally decide for whom to vote in the presidential election? (n=8,836)	Just today	5	6	5	25
	In the last three days	4	4	3	9
	Sometime last week	2	2	2	4
	During the last month	10	12	9	23
	Before that	78	76	81	40
Time: Last three days/Earlier than that (n=8,836)	Today/Within the last three days	9	10	8	33
	Within the last week or earlier	91	90	92	67
Time: Last week/Earlier than that (n=8,836)	Today through within the last three days	11	12	10	37
	Within the last week or earlier	89	88	90	63
Which ONE issue mattered most in deciding how you voted for president? (Check only one) (n=6,961)	Taxes	5	5	6	3
	Education	4	7	2	-
	Iraq	15	22	8	3
	Terrorism	19	5	32	3
	Economy/Jobs	20	33	7	26
	Moral values	22	8	35	57
	Health care	8	13	4	-
Do you approve or disapprove of the way George W. Bush is handling his job as president? (n=6,961)	Strongly approve	33	4	61	14
	Somewhat approve	20	6	33	33
	Somewhat disapprove	12	19	4	26



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): (All respondents)

		Total	KERY	BUSH	NADR
Do you approve or disapprove of the way George W. Bush is handling his job	Strongly disapprove	34	69	1	24
Do you approve or disapprove of the way George W. Bush is handling his job as president? (n=6,961)	Approve	53	10	94	47
	Disapprove	46	88	5	49
Which ONE candidate quality mattered most in deciding how you voted for president? (Check only one) (n=6,961)	He cares about people like me	9	14	4	14
	He has strong religious faith	8	1	14	-
	He is honest and trustworthy	11	7	16	15
	He is a strong leader	17	4	29	17
	He is intelligent	7	13	1	4
	He will bring about needed change	24	47	2	24
	He has clear stands on the issues	17	7	27	23
Compared to four years ago, is the country: (n=6,788)	Safer from terrorism	54	22	85	50
	Less safe from terrorism	41	72	12	36
How do you feel about the U.S. decision to go to war with Iraq? (n=6,788)	Strongly approve	29	4	54	14
	Somewhat approve	23	11	35	35
	Somewhat disapprove	15	23	7	25
	Strongly disapprove	31	61	3	26
How do you feel about the U.S. decision to go to war with Iraq? (n=6,961)	Approve	51	15	86	48
	Disapprove	45	81	10	50
How do you think things are going for the U.S. in Iraq now? (n=6,788)	Very well	11	2	20	16
	Somewhat well	34	6	60	50
	Somewhat badly	20	27	14	13
	Very badly	33	64	4	22
How do you think things are going for the U.S. in Iraq now? (n=6,961)	Very/Somewhat well	44	8	78	64
	Very/Somewhat badly	52	88	17	34



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): (All respondents)

		Total	KERY	BUSH	NADR
Compared to four years ago, is your family's financial situation: (n=6,788)	Better today	32	13	50	14
	Worse today	28	45	11	26
	About the same	39	40	38	60
If these were the only two presidential candidates on the ballot today, for whom would you have voted? (n=13,216)	John Kerry (Dem)	47	97	1	32
	George W. Bush (Rep)	51	2	98	31
	Would not have voted for president	1	1	1	36
Was your vote for president mainly: (n=3,284)	For your candidate	69	58	80	-
	Against his opponent	25	36	15	-
Which comes closest to your feelings about the Bush administration: (n=3,284)	Angry	23	46	1	-
	Dissatisfied, but not angry	26	44	8	-
	Satisfied, but not enthusiastic	26	6	45	-
	Enthusiastic	22	1	43	-
Did either of these candidates for president attack the other unfairly? (n=3,284)	Only John Kerry did	22	2	41	-
	Only George W. Bush did	15	29	2	-
	Both did	45	50	41	-
	Neither did	13	15	11	-
Did either of these candidates for president attack the other unfairly? (n=3,284)	Only Kerry/Both did	67	52	82	-
	Only Bush/Neither did	28	44	13	-
Did either of these candidates for president attack the other unfairly? (n=3,284)	Only Bush/Both did	60	79	43	-
	Only Kerry/Neither did	35	18	52	-
Do you consider the war in Iraq: (n=3,284)	Part of the war on terrorism	55	20	88	-
	Separate from the war on terrorism	42	76	9	-
Did anyone call you or talk to you in person on behalf of either major presidential campaign about coming out to vote? (n=3,128)	Yes, for John Kerry	12	20	4	-
	Yes, for George W. Bush	10	3	17	-



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): (All respondents)

		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=3,128)	Yes, for both Kerry and Bush	14	15	12	-
	No, I was not contacted	64	62	66	-
Did anyone call you or talk to you in person on behalf of either major presidential campaign about coming out to vote? (n=3,128)	For Kerry/Both	26	35	17	-
	For Bush/Neither	74	65	83	-
Did anyone call you or talk to you in person on behalf of either major presidential campaign about coming out to vote? (n=3,128)	For Bush/Both	24	19	29	-
	For Kerry/Neither	76	81	71	-
In general, does John Kerry mostly: (n=3,204)	Say what he believes	40	78	4	-
	Say what he thinks people want to hear	56	17	93	-
Does George W. Bush pay more attention to the interests of: (n=3,204)	Ordinary Americans	41	5	76	-
	Large corporations	54	92	17	-
How concerned are you about the availability and cost of health care? (n=3,204)	Very concerned	70	83	57	-
	Somewhat concerned	23	13	32	-
	Not very concerned	5	1	8	-
	Not at all concerned	2	1	3	-
Which comes closest to your position? Abortion should be: (n=3,204)	Legal in all cases	21	31	10	-
	Legal in most cases	34	43	25	-
	Illegal in most cases	26	14	38	-
	Illegal in all cases	16	7	24	-
How confident are you that votes in your state will be counted accurately? (n=3,177)	Very confident	50	40	60	-
	Somewhat confident	40	47	34	-
	Not very confident	7	10	4	-
	Not at all confident	2	3	1	-
How confident are you that votes in your state will be counted accurately? (n=3,284)	Very/Somewhat confident	87	84	91	-
	Not very/Not at all confident	9	12	5	-



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): (All respondents)

		Total	KERY	BUSH	NADR
Which comes closest to your view of gay and lesbian couples: (n=3,204)	They should be allowed to legally marry	25	40	11	-
	They should be allowed to legally form civil unions, but	35	34	36	-
	There should be no legal recognition of their	37	22	51	-
Did you vote in the presidential election in 2000? (n=3,168)	No, I did not vote	17	19	15	-
	Yes, for Al Gore	37	68	7	-
	Yes, for George W. Bush	43	8	77	-
	Yes, for another candidate	3	5	1	-
Do you think the condition of the nation's economy is: (n=3,415)	Excellent	4	1	7	-
	Good	43	12	72	-
	Not so good	35	53	18	-
	Poor	17	33	2	-
State of the national economy: 2 way (n=3,415)	Excellent/Good	47	13	79	-
	Not so good/Poor	52	86	19	-
Who would you trust to handle the economy? (n=3,415)	Only John Kerry	37	78	1	-
	Only George W. Bush	40	1	77	-
	Both of them	8	6	9	-
	Neither of them	13	13	11	-
Who would you trust to handle the economy? (n=3,415)	Only Kerry/Both	45	84	10	-
	Only Bush/Neither	53	14	88	-
Who would you trust to handle the economy? (n=3,351)	Only Bush/Both	49	7	88	-
	Only Kerry/Neither	51	93	12	-
Who would you trust to handle terrorism? (n=3,415)	Only John Kerry	31	64	1	-
	Only George W. Bush	49	3	91	-
	Both of them	9	15	4	-



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): (All respondents)

		Total	KERY	BUSH	NADR
Who would you trust to handle terrorism? (n=3,415)	Neither of them	9	15	3	-
Who would you trust to handle terrorism? (n=3,415)	Only Kerry/Both	40	79	5	-
	Only Bush/Neither	58	18	94	-
Who would you trust to handle terrorism? (n=3,415)	Only Bush/Both	58	17	95	-
	Only Kerry/Neither	40	79	3	-
Do you think things in this country today are: (n=3,415)	Generally going in the right direction	49	11	85	-
	Seriously off on the wrong track	46	85	11	-
In your vote for president today, how would you rate the importance of _____? (n=2,779)	Very important	32	37	29	-
	Somewhat important	24	23	25	-
	Not too important	20	18	22	-
	Not at all important	24	23	25	-
In your vote for president today, how would you rate the importance of _____? (n=2,779)	Very/Somewhat important	56	60	53	-
	Not too/Not at all important	44	40	47	-
Is your opinion of George W. Bush: (n=3,281)	Favorable	53	6	95	-
	Unfavorable	46	92	4	-
Is your opinion of John Kerry: (n=3,281)	Favorable	47	91	9	-
	Unfavorable	51	8	89	-
Which comes closer to your view: (n=3,281)	Government should do more to solve problems	46	65	29	-
	Government is doing too many things better left to	49	30	66	-
How worried are you that there will be another major terrorist attack in the U.S.? (n=3,281)	Very worried	22	26	18	-
	Somewhat worried	53	48	57	-
	Not too worried	19	20	19	-
	Not at all worried	5	5	5	-
How worried are you that there will be another major terrorist attack in the	Very/Somewhat worried	71	70	73	-



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): (All respondents)

		Total	KERY	BUSH	NADR
How worried are you that there will be another major terrorist attack in the	Not too/Not at all worried	23	24	23	-
Compared to four years ago, is the job situation in your area: (n=3,226)	Better today	23	5	40	-
	Worse today	43	74	15	-
	About the same	34	21	45	-
Do you think the Bush administration's tax cuts have been: (n=3,281)	Good for the nation's economy	41	6	72	-
	Bad for the nation's economy	32	63	4	-
	Made no difference	25	28	21	-
Do you think the war with Iraq has improved the long-term security of the United States? (n=3,281)	Yes	46	10	79	-
	No	52	88	19	-
Have you or has someone in your household lost a job in the last four years? (n=3,238)	Yes, I have	14	18	10	-
	Yes, someone else has	16	23	10	-
	Yes, I have and someone else has	3	4	2	-
	No one has	67	54	78	-
Have you or has someone in your household lost a job in the last four years? (n=3,238)	Someone in household lost a job	33	46	22	-
	No one in household lost a job	67	54	78	-
Have you or has someone in your household lost a job in the last four years? (n=3,238)	Voter has lost a job	17	23	12	-
	Voter has NOT lost a job	83	77	88	-
National Region (n=13,660)	East	22	26	19	29
	Midwest	26	26	26	28
	South	32	27	36	13
	West	20	21	20	30
Population of area, five categories (n=13,652)	Over 500 thousand	13	16	10	-
	50 to 500 thousand	19	19	18	21
	Suburbs	45	44	46	41



Conducted by
Edison/Mitofsky

United States General Exit Poll

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): (All respondents)

		Total	KERY	BUSH	NADR
Population of area, five categories (n=13,652)	10 to 50 thousand	8	8	8	11
	Rural	16	13	19	28
Population of area, three categories (n=11,660)	City over 50 thousand	30	33	26	19
	Suburbs	46	45	47	46
	Small city and Rural	25	22	27	35
In today's election for U.S. House of Representatives, did you just vote for: (n=12,605)	The Democratic candidate	49	89	11	39
	The Republican candidate	50	9	88	46