



# 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 = SOUTH

		Total	KERY	BUSH	NADR
Number of Interviews - 4,456	Vote Estimate Not for On-Air Use	<b>100</b>	<b>42</b>	<b>58</b>	<b>0</b>
Are you: (n=4,430)	Male	<b>45</b>	<b>40</b>	<b>49</b>	-
	Female	<b>55</b>	<b>60</b>	<b>51</b>	-
Sex by race (n=4,370)	White male	<b>33</b>	<b>22</b>	<b>42</b>	-
	White female	<b>38</b>	<b>29</b>	<b>44</b>	-
	Non-white male	<b>12</b>	<b>19</b>	<b>7</b>	-
	Non-white female	<b>17</b>	<b>30</b>	<b>8</b>	-
Are you: (n=4,395)	White	<b>71</b>	<b>50</b>	<b>85</b>	-
	Black	<b>18</b>	<b>40</b>	<b>3</b>	-
	Hispanic/Latino	<b>9</b>	<b>7</b>	<b>10</b>	-
	Asian	<b>1</b>	<b>1</b>	<b>1</b>	-
	Other	<b>2</b>	<b>1</b>	<b>1</b>	-
AGE (60 and over) (n=4,422)	18-29	<b>16</b>	<b>19</b>	<b>15</b>	-
	30-44	<b>28</b>	<b>27</b>	<b>29</b>	-
	45-59	<b>30</b>	<b>29</b>	<b>31</b>	-
	60 or over	<b>25</b>	<b>26</b>	<b>25</b>	-
Age 65 & over (n=4,422)	18-64	<b>84</b>	<b>82</b>	<b>85</b>	-
	65 or over	<b>16</b>	<b>18</b>	<b>15</b>	-
2003 total family income: (n=3,986)	Under \$15,000	<b>9</b>	<b>13</b>	<b>7</b>	-
	\$15,000-\$29,999	<b>17</b>	<b>22</b>	<b>13</b>	-
	\$30,000-\$49,999	<b>23</b>	<b>24</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>	-



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		Total	KERY	BUSH	NADR
2003 total family income: (n=3,986)	\$150,000-\$199,999	4	4	4	-
	\$200,000 or more	3	2	3	-
Total family income: (n=3,986)	Less than \$50,000	49	59	41	-
	\$50,000 or more	51	41	59	-
Total family income: (n=3,986)	Less than \$100,000	83	87	79	-
	\$100,000 or more	17	13	21	-
Do you or does someone in your household belong to a labor union? (n=3,249)	Yes, I do	6	8	5	-
	Yes, someone else does	7	9	5	-
	Yes, I do and someone else does	1	1	0	-
	No one does	86	81	90	-
UNION HOUSEHOLD (n=3,249)	Yes (Vote is union member, union member in household, or	14	19	10	-
	No (No union voter in household	86	81	90	-
Voter is union member: (n=3,249)	Yes	7	9	5	-
	No	93	91	95	-
Do you work full-time for pay? (n=1,101)	Yes	60	57	62	-
	No	40	43	38	-
Working women: (n=1,160)	Working women	29	31	28	-
	All others	71	69	72	-
What was the last grade of school you completed? (n=3,242)	Did not complete high school	5	5	5	-
	High school graduate	23	25	23	-
	Some college or associate degree	31	30	32	-
	College graduate	27	24	28	-
	Postgraduate study	14	16	13	-
College Education (n=3,242)	No college degree	59	60	59	-



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		Total	KERY	BUSH	NADR
College Education (n=3,242)	College graduate	41	40	41	-
No matter how you voted today, do you usually think of yourself as a: (n=4,273)	Democrat	35	74	8	-
	Republican	42	4	70	-
	Independent or something else	22	22	22	-
On most political matters, do you consider yourself: (n=4,191)	Liberal	17	33	6	-
	Moderate	43	54	35	-
	Conservative	40	13	59	-
Is this the first time you have ever voted? (n=2,138)	Yes	11	12	10	-
	No	89	88	90	-
Religion, combined Protestant and other Christian. (n=3,147)	Protestant/Other Christian	66	58	72	-
	Catholic	18	15	20	-
	Jewish	3	5	1	-
	Something else	6	10	3	-
	None	7	12	4	-
Religion among whites (n=3,213)	White Protestant/Other Christian	47	26	62	-
	White Catholic	12	9	14	-
	White Jewish	2	4	1	-
	White something else	3	3	2	-
	White none	5	7	3	-
	Non-white	32	51	18	-
White Evangelical/Born-again Christians (n=3,288)	White Evangelical/Born-again Christians	33	16	45	-
	All others	67	84	55	-
White/Protestant/Conservative/Evangelical/Attend church at least weekly (n=3,294)	White religious conservatives	13	1	22	-
	All others	87	99	78	-



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		Total	KERY	BUSH	NADR
How often do you attend religious services? (n=3,225)	More than once a week	24	20	27	-
	Once a week	27	23	29	-
	A few times a month	15	17	14	-
	A few times a year	21	23	20	-
	Never	11	14	9	-
How often do you attend religious services? (n=3,296)	Weekly	49	41	55	-
	Occasionally	35	38	33	-
	Never	10	13	8	-
Church attendance by Religion (n=3,296)	Protestant/Attend weekly	22	12	29	-
	Protestant/Do not attend weekly	15	13	17	-
	Catholic/Attend weekly	9	6	11	-
	Catholic/Do not attend weekly	8	7	9	-
	All Others	43	56	33	-
Have you ever served in the U.S. military? (n=2,158)	Yes	20	19	20	-
	No	80	81	80	-
Are you currently married? (n=4,320)	Yes	64	54	72	-
	No	36	46	28	-
Married women (n=4,453)	Married women	32	28	35	-
	Others	68	72	65	-
Married with children: (n=3,272)	Married with children	28	23	32	-
	All others	72	77	68	-
Do you have any children under 18 living in your household? (n=3,267)	Yes	38	37	38	-
	No	62	63	62	-
Women with children (n=3,375)	Women with children	21	22	20	-



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		Total	KERY	BUSH	NADR
Women with children (n=3,375)	All others	79	78	80	-
Are you gay, lesbian or bisexual? (n=2,134)	Yes	4	6	2	-
	No	96	94	98	-
Do you or does someone else in your household own a gun? (n=1,058)	Yes	48	32	59	-
	No	52	68	41	-
When did you finally decide for whom to vote in the presidential election? (n=2,835)	Just today	5	7	4	-
	In the last three days	3	3	2	-
	Sometime last week	2	2	2	-
	During the last month	10	13	7	-
	Before that	81	76	84	-
Time: Last three days/Earlier than that (n=2,835)	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=2,835)	Today through within the last three days	10	12	8	-
	Within the last week or earlier	90	88	92	-
Which ONE issue mattered most in deciding how you voted for president? (Check only one) (n=2,217)	Taxes	4	3	5	-
	Education	4	6	2	-
	Iraq	12	18	7	-
	Terrorism	21	5	31	-
	Economy/Jobs	20	38	7	-
	Moral values	24	6	36	-
	Health care	9	17	4	-
Do you approve or disapprove of the way George W. Bush is handling his job as president? (n=2,217)	Strongly approve	42	3	70	-
	Somewhat approve	17	6	25	-
	Somewhat disapprove	10	20	3	-



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		Total	KERY	BUSH	NADR
Do you approve or disapprove of the way George W. Bush is handling his job	Strongly disapprove	29	69	1	-
Do you approve or disapprove of the way George W. Bush is handling his job as president? (n=2,217)	Approve	59	9	95	-
	Disapprove	39	89	4	-
Which ONE candidate quality mattered most in deciding how you voted for president? (Check only one) (n=2,217)	He cares about people like me	9	17	4	-
	He has strong religious faith	10	2	15	-
	He is honest and trustworthy	12	6	16	-
	He is a strong leader	18	5	27	-
	He is intelligent	5	10	1	-
	He will bring about needed change	20	45	3	-
	He has clear stands on the issues	20	9	29	-
Compared to four years ago, is the country: (n=2,167)	Safer from terrorism	60	23	86	-
	Less safe from terrorism	36	71	11	-
How do you feel about the U.S. decision to go to war with Iraq? (n=2,167)	Strongly approve	37	3	61	-
	Somewhat approve	22	10	29	-
	Somewhat disapprove	13	23	6	-
	Strongly disapprove	27	61	3	-
How do you feel about the U.S. decision to go to war with Iraq? (n=2,217)	Approve	57	13	88	-
	Disapprove	39	82	9	-
How do you think things are going for the U.S. in Iraq now? (n=2,167)	Very well	13	2	22	-
	Somewhat well	39	7	62	-
	Somewhat badly	18	27	12	-
	Very badly	28	63	3	-
How do you think things are going for the U.S. in Iraq now? (n=2,217)	Very/Somewhat well	51	9	82	-
	Very/Somewhat badly	45	87	14	-



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Compared to four years ago, is your family's financial situation: (n=2,167)	Better today	36	10	54	-
	Worse today	26	50	10	-
	About the same	36	37	35	-
If these were the only two presidential candidates on the ballot today, for whom would you have voted? (n=4,309)	John Kerry (Dem)	41	97	1	-
	George W. Bush (Rep)	58	2	98	-
	Would not have voted for president	1	1	1	-
Was your vote for president mainly: (n=1,079)	For your candidate	72	60	82	-
	Against his opponent	22	33	14	-
Which comes closest to your feelings about the Bush administration: (n=1,079)	Angry	17	38	1	-
	Dissatisfied, but not angry	24	48	5	-
	Satisfied, but not enthusiastic	29	8	45	-
	Enthusiastic	27	1	47	-
Did either of these candidates for president attack the other unfairly? (n=1,079)	Only John Kerry did	25	5	40	-
	Only George W. Bush did	13	28	2	-
	Both did	41	44	38	-
	Neither did	15	18	13	-
Did either of these candidates for president attack the other unfairly? (n=1,079)	Only Kerry/Both did	66	49	78	-
	Only Bush/Neither did	28	46	16	-
Did either of these candidates for president attack the other unfairly? (n=1,079)	Only Bush/Both did	54	72	40	-
	Only Kerry/Neither did	41	23	54	-
Do you consider the war in Iraq: (n=1,079)	Part of the war on terrorism	60	23	89	-
	Separate from the war on terrorism	36	71	9	-
Did anyone call you or talk to you in person on behalf of either major presidential campaign about coming out to vote? (n=1,035)	Yes, for John Kerry	11	22	4	-
	Yes, for George W. Bush	12	3	18	-



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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=1,035)	Yes, for both Kerry and Bush	10	12	9	-
	No, I was not contacted	67	63	69	-
Did anyone call you or talk to you in person on behalf of either major presidential campaign about coming out to vote? (n=1,035)	For Kerry/Both	22	34	13	-
	For Bush/Neither	78	66	87	-
Did anyone call you or talk to you in person on behalf of either major presidential campaign about coming out to vote? (n=1,035)	For Bush/Both	22	16	27	-
	For Kerry/Neither	78	84	73	-
In general, does John Kerry mostly: (n=1,058)	Say what he believes	35	78	4	-
	Say what he thinks people want to hear	59	15	92	-
Does George W. Bush pay more attention to the interests of: (n=1,058)	Ordinary Americans	48	5	81	-
	Large corporations	46	89	13	-
How concerned are you about the availability and cost of health care? (n=1,058)	Very concerned	70	84	60	-
	Somewhat concerned	22	12	29	-
	Not very concerned	5	1	9	-
	Not at all concerned	2	0	3	-
Which comes closest to your position? Abortion should be: (n=1,058)	Legal in all cases	16	26	7	-
	Legal in most cases	30	43	19	-
	Illegal in most cases	30	14	43	-
	Illegal in all cases	20	10	28	-
How confident are you that votes in your state will be counted accurately? (n=1,045)	Very confident	50	35	61	-
	Somewhat confident	37	43	34	-
	Not very confident	10	17	5	-
	Not at all confident	3	5	1	-
How confident are you that votes in your state will be counted accurately? (n=1,079)	Very/Somewhat confident	84	73	92	-
	Not very/Not at all confident	12	21	6	-



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Which comes closest to your view of gay and lesbian couples: (n=1,058)	They should be allowed to legally marry	17	29	8	-
	They should be allowed to legally form civil unions, but	32	33	31	-
	There should be no legal recognition of their	48	32	60	-
Did you vote in the presidential election in 2000? (n=1,041)	No, I did not vote	17	19	15	-
	Yes, for Al Gore	32	68	6	-
	Yes, for George W. Bush	49	7	79	-
	Yes, for another candidate	3	6	1	-
Do you think the condition of the nation's economy is: (n=1,160)	Excellent	5	2	8	-
	Good	46	14	70	-
	Not so good	32	51	17	-
	Poor	15	32	2	-
State of the national economy: 2 way (n=1,160)	Excellent/Good	51	15	79	-
	Not so good/Poor	47	83	19	-
Who would you trust to handle the economy? (n=1,160)	Only John Kerry	35	81	2	-
	Only George W. Bush	46	1	79	-
	Both of them	8	6	10	-
	Neither of them	9	9	8	-
Who would you trust to handle the economy? (n=1,160)	Only Kerry/Both	43	87	12	-
	Only Bush/Neither	55	10	87	-
Who would you trust to handle the economy? (n=1,138)	Only Bush/Both	55	8	90	-
	Only Kerry/Neither	45	92	10	-
Who would you trust to handle terrorism? (n=1,160)	Only John Kerry	29	68	1	-
	Only George W. Bush	54	3	92	-
	Both of them	9	15	4	-



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Who would you trust to handle terrorism? (n=1,160)	Neither of them	7	11	3	-
Who would you trust to handle terrorism? (n=1,160)	Only Kerry/Both	38	83	5	-
	Only Bush/Neither	60	13	95	-
Who would you trust to handle terrorism? (n=1,160)	Only Bush/Both	62	18	96	-
	Only Kerry/Neither	36	78	4	-
Do you think things in this country today are: (n=1,160)	Generally going in the right direction	53	11	85	-
	Seriously off on the wrong track	43	83	13	-
In your vote for president today, how would you rate the importance of _____? (n=933)	Very important	37	46	31	-
	Somewhat important	23	20	25	-
	Not too important	18	16	19	-
	Not at all important	22	18	24	-
In your vote for president today, how would you rate the importance of _____? (n=933)	Very/Somewhat important	60	66	56	-
	Not too/Not at all important	40	34	44	-
Is your opinion of George W. Bush: (n=1,115)	Favorable	58	7	96	-
	Unfavorable	39	89	3	-
Is your opinion of John Kerry: (n=1,115)	Favorable	42	89	9	-
	Unfavorable	56	9	89	-
Which comes closer to your view: (n=1,115)	Government should do more to solve problems	44	64	31	-
	Government is doing too many things better left to	51	32	65	-
How worried are you that there will be another major terrorist attack in the U.S.? (n=1,115)	Very worried	25	31	21	-
	Somewhat worried	50	44	55	-
	Not too worried	18	18	18	-
	Not at all worried	5	6	5	-
How worried are you that there will be another major terrorist attack in the	Very/Somewhat worried	72	70	74	-



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How worried are you that there will be another major terrorist attack in the	Not too/Not at all worried	23	22	23	-
Compared to four years ago, is the job situation in your area: (n=1,095)	Better today	25	6	39	-
	Worse today	40	74	17	-
	About the same	34	20	44	-
Do you think the Bush administration's tax cuts have been: (n=1,115)	Good for the nation's economy	45	9	70	-
	Bad for the nation's economy	28	61	5	-
	Made no difference	24	27	21	-
Do you think the war with Iraq has improved the long-term security of the United States? (n=1,115)	Yes	53	12	82	-
	No	45	84	16	-
Have you or has someone in your household lost a job in the last four years? (n=1,097)	Yes, I have	13	18	9	-
	Yes, someone else has	14	22	8	-
	Yes, I have and someone else has	4	7	2	-
	No one has	68	52	80	-
Have you or has someone in your household lost a job in the last four years? (n=1,097)	Someone in household lost a job	32	48	20	-
	No one in household lost a job	68	52	80	-
Have you or has someone in your household lost a job in the last four years? (n=1,097)	Voter has lost a job	18	26	11	-
	Voter has NOT lost a job	82	74	89	-
National Region (n=4,456)	East	-	-	-	-
	Midwest	-	-	-	-
	South	100	100	100	-
	West	-	-	-	-
Population of area, five categories (n=4,456)	Over 500 thousand	9	8	9	-
	50 to 500 thousand	30	30	29	-
	Suburbs	32	32	32	-



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Population of area, five categories (n=4,456)	10 to 50 thousand	12	14	9	-
	Rural	18	15	20	-
Population of area, three categories (n=3,748)	City over 50 thousand	37	38	36	-
	Suburbs	32	32	32	-
	Small city and Rural	31	31	32	-
In today's election for U.S. House of Representatives, did you just vote for: (n=4,157)	The Democratic candidate	43	91	10	-
	The Republican candidate	56	8	89	-