



# United States General Exit Poll

Conducted by  
 PRES04 - Vertical Percentages  
 Time of Weighting: 11/2/2004 3:59:05 PM  
 Time Created: 11/2/2004 3:59:05 PM

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

Filter(s): REGION = WEST

		Total	KERY	BUSH	NADR
Number of Interviews - 1,747	Vote Estimate Not for On-Air Use	100	53	45	1
Are you: (n=1,743)	Male	40	35	44	-
	Female	60	65	56	-
Sex by race (n=1,709)	White male	29	22	37	-
	White female	47	48	47	-
	Non-white male	10	11	7	-
	Non-white female	14	19	8	-
Are you: (n=1,713)	White	76	70	83	-
	Black	6	10	2	-
	Hispanic/Latino	13	15	11	-
	Asian	3	4	3	-
	Other	2	2	2	-
AGE (60 and over) (n=1,729)	18-29	12	12	11	-
	30-44	26	25	28	-
	45-59	34	35	31	-
	60 or over	28	28	29	-
Age 65 & over (n=1,729)	18-64	79	78	80	-
	65 or over	21	22	20	-
2003 total family income: (n=1,486)	Under \$15,000	8	10	5	-
	\$15,000-\$29,999	14	16	10	-
	\$30,000-\$49,999	20	19	22	-
	\$50,000-\$74,999	24	23	25	-
	\$75,000-\$99,999	14	14	15	-
	\$100,000-\$149,999	13	11	15	-



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2003 total family income: (n=1,486)	\$150,000-\$199,999	5	5	5	-
	\$200,000 or more	2	2	3	-
Total family income: (n=1,486)	Less than \$50,000	41	45	37	-
	\$50,000 or more	59	55	63	-
Total family income: (n=1,486)	Less than \$100,000	80	82	77	-
	\$100,000 or more	20	18	23	-
Do you or does someone in your household belong to a labor union? (n=1,282)	Yes, I do	12	13	10	-
	Yes, someone else does	7	6	8	-
	Yes, I do and someone else does	1	2	1	-
	No one does	79	79	81	-
UNION HOUSEHOLD (n=1,282)	Yes (Vote is union member, union member in household, or	21	21	19	-
	No (No union voter in household	79	79	81	-
Voter is union member: (n=1,282)	Yes	13	15	11	-
	No	87	85	89	-
Do you work full-time for pay? (n=424)	Yes	55	56	54	-
	No	45	44	46	-
Working women: (n=431)	Working women	29	33	25	-
	All others	71	67	75	-
What was the last grade of school you completed? (n=1,284)	Did not complete high school	3	2	4	-
	High school graduate	17	15	21	-
	Some college or associate degree	32	31	34	-
	College graduate	28	29	27	-
	Postgraduate study	19	24	14	-
College Education (n=1,284)	No college degree	52	48	59	-



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College Education (n=1,284)	College graduate	48	52	41	-
No matter how you voted today, do you usually think of yourself as a: (n=1,698)	Democrat	38	65	6	-
	Republican	33	5	67	-
	Independent or something else	29	30	26	-
On most political matters, do you consider yourself: (n=1,689)	Liberal	25	41	5	-
	Moderate	44	48	41	-
	Conservative	31	11	54	-
Is this the first time you have ever voted? (n=863)	Yes	9	8	9	-
	No	91	92	91	-
Religion, combined Protestant and other Christian. (n=1,272)	Protestant/Other Christian	49	37	63	-
	Catholic	22	27	17	-
	Jewish	3	5	1	-
	Something else	8	12	3	-
	None	18	20	15	-
Religion among whites (n=1,278)	White Protestant/Other Christian	38	25	53	-
	White Catholic	13	16	11	-
	White Jewish	3	4	1	-
	White something else	5	7	2	-
	White none	14	15	14	-
	Non-white	26	33	19	-
White Evangelical/Born-again Christians (n=1,314)	White Evangelical/Born-again Christians	18	7	32	-
	All others	82	93	68	-
White/Protestant/Conservative/Evangelical/Attend church at least weekly (n=1,314)	White religious conservatives	6	2	12	-
	All others	94	98	88	-



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How often do you attend religious services? (n=1,300)	More than once a week	13	8	19	-
	Once a week	21	16	27	-
	A few times a month	11	11	11	-
	A few times a year	29	33	24	-
	Never	25	29	18	-
How often do you attend religious services? (n=1,316)	Weekly	33	23	45	-
	Occasionally	39	43	35	-
	Never	24	29	17	-
Church attendance by Religion (n=1,316)	Protestant/Attend weekly	13	7	21	-
	Protestant/Do not attend weekly	15	12	19	-
	Catholic/Attend weekly	8	9	8	-
	Catholic/Do not attend weekly	13	17	9	-
	All Others	47	51	40	-
Have you ever served in the U.S. military? (n=867)	Yes	19	13	24	-
	No	81	87	76	-
Are you currently married? (n=1,722)	Yes	60	53	70	-
	No	40	47	30	-
Married women (n=1,747)	Married women	33	31	36	-
	Others	67	69	64	-
Married with children: (n=1,293)	Married with children	26	20	33	-
	All others	74	80	67	-
Do you have any children under 18 living in your household? (n=1,287)	Yes	33	29	38	-
	No	67	71	62	-
Women with children (n=1,310)	Women with children	19	17	21	-



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		Total	KERY	BUSH	NADR
Women with children (n=1,310)	All others	81	83	79	-
Are you gay, lesbian or bisexual? (n=836)	Yes	4	6	2	-
	No	96	94	98	-
Do you or does someone else in your household own a gun? (n=429)	Yes	42	31	54	-
	No	58	69	46	-
When did you finally decide for whom to vote in the presidential election? (n=1,310)	Just today	2	2	2	-
	In the last three days	1	2	1	-
	Sometime last week	1	1	1	-
	During the last month	8	8	8	-
	Before that	46	45	49	-
Time: Last three days/Earlier than that (n=1,310)	Today/Within the last three days	4	4	3	-
	Within the last week or earlier	55	53	58	-
Time: Last week/Earlier than that (n=1,310)	Today through within the last three days	5	5	5	-
	Within the last week or earlier	54	53	57	-
Which ONE issue mattered most in deciding how you voted for president? (Check only one) (n=879)	Taxes	4	4	5	-
	Education	5	7	2	-
	Iraq	19	28	8	-
	Terrorism	18	7	31	-
	Economy/Jobs	16	24	8	-
	Moral values	23	11	36	-
	Health care	9	13	4	-
Do you approve or disapprove of the way George W. Bush is handling his job as president? (n=879)	Strongly approve	30	4	61	-
	Somewhat approve	19	6	34	-
	Somewhat disapprove	12	18	4	-



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Do you approve or disapprove of the way George W. Bush is handling his job	Strongly disapprove	39	71	1	-
Do you approve or disapprove of the way George W. Bush is handling his job as president? (n=879)	Approve	49	10	94	-
	Disapprove	51	89	6	-
Which ONE candidate quality mattered most in deciding how you voted for president? (Check only one) (n=879)	He cares about people like me	7	10	2	-
	He has strong religious faith	7	2	12	-
	He is honest and trustworthy	15	10	20	-
	He is a strong leader	18	3	34	-
	He is intelligent	10	17	2	-
	He will bring about needed change	26	46	3	-
	He has clear stands on the issues	12	4	21	-
Compared to four years ago, is the country: (n=867)	Safer from terrorism	52	20	88	-
	Less safe from terrorism	42	72	8	-
How do you feel about the U.S. decision to go to war with Iraq? (n=867)	Strongly approve	28	3	57	-
	Somewhat approve	21	10	34	-
	Somewhat disapprove	16	23	6	-
	Strongly disapprove	35	64	2	-
How do you feel about the U.S. decision to go to war with Iraq? (n=879)	Approve	47	12	88	-
	Disapprove	49	84	8	-
How do you think things are going for the U.S. in Iraq now? (n=867)	Very well	13	2	25	-
	Somewhat well	30	8	55	-
	Somewhat badly	21	25	16	-
	Very badly	35	64	2	-
How do you think things are going for the U.S. in Iraq now? (n=879)	Very/Somewhat well	41	9	78	-
	Very/Somewhat badly	54	86	17	-



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Compared to four years ago, is your family's financial situation: (n=867)	Better today	33	15	54	-
	Worse today	22	34	8	-
	About the same	44	49	38	-
If these were the only two presidential candidates on the ballot today, for whom would you have voted? (n=1,725)	John Kerry (Dem)	53	98	0	-
	George W. Bush (Rep)	46	1	100	-
	Would not have voted for president	1	1	-	-
Was your vote for president mainly: (n=437)	For your candidate	69	56	85	-
	Against his opponent	24	35	11	-
Which comes closest to your feelings about the Bush administration: (n=437)	Angry	29	46	2	-
	Dissatisfied, but not angry	27	44	4	-
	Satisfied, but not enthusiastic	23	4	51	-
	Enthusiastic	17	0	40	-
Did either of these candidates for president attack the other unfairly? (n=437)	Only John Kerry did	19	0	46	-
	Only George W. Bush did	16	27	1	-
	Both did	51	55	43	-
	Neither did	8	11	5	-
Did either of these candidates for president attack the other unfairly? (n=437)	Only Kerry/Both did	70	56	89	-
	Only Bush/Neither did	24	38	7	-
Did either of these candidates for president attack the other unfairly? (n=437)	Only Bush/Both did	66	82	44	-
	Only Kerry/Neither did	28	11	51	-
Do you consider the war in Iraq: (n=437)	Part of the war on terrorism	48	16	91	-
	Separate from the war on terrorism	49	79	7	-
Did anyone call you or talk to you in person on behalf of either major presidential campaign about coming out to vote? (n=416)	Yes, for John Kerry	17	28	2	-
	Yes, for George W. Bush	8	3	16	-



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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=416)	Yes, for both Kerry and Bush	12	11	15	-
	No, I was not contacted	62	59	66	-
Did anyone call you or talk to you in person on behalf of either major presidential campaign about coming out to vote? (n=416)	For Kerry/Both	29	38	18	-
	For Bush/Neither	71	62	82	-
Did anyone call you or talk to you in person on behalf of either major presidential campaign about coming out to vote? (n=416)	For Bush/Both	21	13	32	-
	For Kerry/Neither	79	87	68	-
In general, does John Kerry mostly: (n=433)	Say what he believes	46	81	5	-
	Say what he thinks people want to hear	50	16	91	-
Does George W. Bush pay more attention to the interests of: (n=433)	Ordinary Americans	34	2	79	-
	Large corporations	59	92	13	-
How concerned are you about the availability and cost of health care? (n=433)	Very concerned	70	86	47	-
	Somewhat concerned	21	9	38	-
	Not very concerned	7	4	11	-
	Not at all concerned	2	1	4	-
Which comes closest to your position? Abortion should be: (n=433)	Legal in all cases	23	32	10	-
	Legal in most cases	42	46	38	-
	Illegal in most cases	23	11	37	-
	Illegal in all cases	7	4	13	-
How confident are you that votes in your state will be counted accurately? (n=430)	Very confident	47	35	64	-
	Somewhat confident	45	55	31	-
	Not very confident	6	7	5	-
	Not at all confident	2	3	0	-
How confident are you that votes in your state will be counted accurately? (n=437)	Very/Somewhat confident	89	86	94	-
	Not very/Not at all confident	8	9	5	-





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Which comes closest to your view of gay and lesbian couples: (n=433)	They should be allowed to legally marry	31	44	13	-
	They should be allowed to legally form civil unions, but	38	37	39	-
	There should be no legal recognition of their	27	14	45	-
Did you vote in the presidential election in 2000? (n=428)	No, I did not vote	15	20	8	-
	Yes, for Al Gore	40	70	4	-
	Yes, for George W. Bush	40	6	87	-
	Yes, for another candidate	6	5	1	-
Do you think the condition of the nation's economy is: (n=431)	Excellent	4	0	9	-
	Good	39	15	67	-
	Not so good	37	52	20	-
	Poor	19	32	3	-
State of the national economy: 2 way (n=431)	Excellent/Good	43	16	76	-
	Not so good/Poor	57	84	24	-
Who would you trust to handle the economy? (n=431)	Only John Kerry	39	74	0	-
	Only George W. Bush	36	2	76	-
	Both of them	8	9	6	-
	Neither of them	15	13	17	-
Who would you trust to handle the economy? (n=431)	Only Kerry/Both	47	83	7	-
	Only Bush/Neither	52	15	93	-
Who would you trust to handle the economy? (n=421)	Only Bush/Both	44	12	83	-
	Only Kerry/Neither	56	88	17	-
Who would you trust to handle terrorism? (n=431)	Only John Kerry	35	65	-	-
	Only George W. Bush	45	2	94	-
	Both of them	9	14	3	-



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Who would you trust to handle terrorism? (n=431)	Neither of them	10	16	2	-
Who would you trust to handle terrorism? (n=431)	Only Kerry/Both	43	79	3	-
	Only Bush/Neither	55	18	96	-
Who would you trust to handle terrorism? (n=431)	Only Bush/Both	53	16	97	-
	Only Kerry/Neither	45	81	2	-
Do you think things in this country today are: (n=431)	Generally going in the right direction	47	15	85	-
	Seriously off on the wrong track	50	84	10	-
In your vote for president today, how would you rate the importance of _____? (n=431)	Very important	15	17	13	-
	Somewhat important	16	13	17	-
	Not too important	13	12	12	-
	Not at all important	14	13	17	-
In your vote for president today, how would you rate the importance of _____? (n=431)	Very/Somewhat important	30	30	30	-
	Not too/Not at all important	27	25	30	-
Is your opinion of George W. Bush: (n=426)	Favorable	48	7	94	-
	Unfavorable	50	92	3	-
Is your opinion of John Kerry: (n=426)	Favorable	53	92	9	-
	Unfavorable	44	5	88	-
Which comes closer to your view: (n=426)	Government should do more to solve problems	43	63	20	-
	Government is doing too many things better left to	50	26	76	-
How worried are you that there will be another major terrorist attack in the U.S.? (n=426)	Very worried	19	20	18	-
	Somewhat worried	51	49	53	-
	Not too worried	23	23	23	-
	Not at all worried	6	6	5	-
How worried are you that there will be another major terrorist attack in the	Very/Somewhat worried	69	68	71	-



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How worried are you that there will be another major terrorist attack in the	Not too/Not at all worried	29	29	28	-
Compared to four years ago, is the job situation in your area: (n=412)	Better today	23	2	47	-
	Worse today	40	66	8	-
	About the same	37	31	45	-
Do you think the Bush administration's tax cuts have been: (n=426)	Good for the nation's economy	36	1	76	-
	Bad for the nation's economy	37	67	3	-
	Made no difference	24	29	18	-
Do you think the war with Iraq has improved the long-term security of the United States? (n=426)	Yes	41	4	83	-
	No	56	93	14	-
Have you or has someone in your household lost a job in the last four years? (n=425)	Yes, I have	14	20	9	-
	Yes, someone else has	15	17	13	-
	Yes, I have and someone else has	2	3	1	-
	No one has	69	60	77	-
Have you or has someone in your household lost a job in the last four years? (n=425)	Someone in household lost a job	31	40	23	-
	No one in household lost a job	69	60	77	-
Have you or has someone in your household lost a job in the last four years? (n=425)	Voter has lost a job	16	23	9	-
	Voter has NOT lost a job	84	77	91	-
National Region (n=1,747)	East	-	-	-	-
	Midwest	-	-	-	-
	South	-	-	-	-
	West	100	100	100	-
Population of area, five categories (n=1,739)	Over 500 thousand	21	27	14	-
	50 to 500 thousand	20	19	20	-
	Suburbs	41	41	40	-



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Population of area, five categories (n=1,739)	10 to 50 thousand	<b>6</b>	<b>3</b>	<b>10</b>	-
	Rural	<b>12</b>	<b>9</b>	<b>15</b>	-
Population of area, three categories (n=611)	City over 50 thousand	<b>40</b>	<b>47</b>	<b>33</b>	-
	Suburbs	<b>43</b>	<b>43</b>	<b>41</b>	-
	Small city and Rural	<b>17</b>	<b>10</b>	<b>26</b>	-
In today's election for U.S. House of Representatives, did you just vote for: (n=1,556)	The Democratic candidate	<b>51</b>	<b>88</b>	<b>8</b>	-
	The Republican candidate	<b>46</b>	<b>10</b>	<b>90</b>	-