National Election Pool













Edison/Mitofsky

United States General Exit Poll Page 1 of 12

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:

		Total	KERY	BUSH	NADR	Rep2000
Number of Interviews - 13,660	Vote Estimate Not for On-Air Use	100	48	51	0	-
Are you: (n=13,600)	Male	46	44	55	0	2
	Female	54	51	48	0	5
Sex by race (n=13,419)	White male	36	37	62	0	-
	White female	41	44	55	0	-
	Non-white male	10	67	30	1	-
	Non-white female	12	75	24	1	-
Are you: (n=13,471)	White	77	41	58	0	4
	Black	11	88	11	0	2
	Hispanic/Latino	8	53	44	2	9
	Asian	2	56	44	-	3
	Other	2	54	40	2	1
AGE (60 and over) (n=13,580)	18-29	17	54	45	0	-1
	30-44	29	46	53	1	4
	45-59	30	48	51	0	2
	60 or over	24	46	54	0	7
Age 65 & over (n=13,580)	18-64	84	48	51	0	3
	65 or over	16	47	52	0	5
2003 total family income: (n=12,271)	Under \$15,000	8	63	36	0	-
	\$15,000-\$29,999	15	57	42	0	-
	\$30,000-\$49,999	22	50	49	0	-
	\$50,000-\$74,999	23	43	56	0	-
	\$75,000-\$99,999	14	45	55	0	-
	\$100,000-\$149,999	11	42	57	1	-

National Election Pool











Conducted by United States General Exit Poll Page 2 of 12

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:

		Total	KERY	BUSH	NADR	Rep2000
2003 total family income: (n=12,271)	\$150,000-\$199,999	4	42	58	-	-
	\$200,000 or more	3	35	63	1	-
Total family income: (n=12,271)	Less than \$50,000	45	55	44	0	-
	\$50,000 or more	55	43	56	0	-
Total family income: (n=12,271)	Less than \$100,000	82	50	49	0	-
	\$100,000 or more	18	41	58	1	-
Do you or does someone in your household belong to a labor union?	Yes, I do	12	61	38	1	5
(n=9,950)	Yes, someone else does	10	57	42	1	1
	Yes, I do and someone else does	2	62	36	0	-6
	No one does	76	44	55	0	3
UNION HOUSEHOLD (n=9,950)	Yes (Vote is union member, union member in household, or	24	59	40	1	-
	No (No union voter in household	76	44	55	0	-
Voter is union member: (n=9,950)	Yes	14	61	38	1	-
	No	86	45	54	0	-
Do you work full-time for pay? (n=3,248)	Yes	60	45	53	1	5
(11-0,240)	No	40	49	51	0	3
Working women: (n=3,412)	Working women	29	51	48	0	-
	All others	71	46	53	0	-
What was the last grade of school you completed? (n=9,948)	Did not complete high school	4	50	49	0	10
3011p.0.003: (11 0,010)	High school graduate	22	47	52	0	3
	Some college or associate degree	32	46	54	0	3
	College graduate	26	46	52	1	1
	Postgraduate study	16	55	44	1	0
College Education (n=9,948)	No college degree	58	47	53	0	-

National Election Pool













United States General Exit Poll Page 3 of 12 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:

		Total	KERY	BUSH	NADR	Rep2000
College Education (n=9,948)	College graduate	42	49	49	1	-
No matter how you voted today, do you usually think of yourself as a:	Democrat	37	89	11	0	0
(n=13,067)	Republican	37	6	93	0	2
	Independent or something else	26	49	48	1	1
On most political matters, do you consider yourself: (n=12,886)	Liberal	21	85	13	1	0
	Moderate	45	54	45	0	1
	Conservative	34	15	84	0	3
ls this the first time you have ever voted? (n=6,676)	Yes	11	53	46	0	3
	No	89	48	51	0	3
Religion, combined Protestant and other Christian. (n=9,783)	Protestant/Other Christian	54	40	59	0	3
	Catholic	27	47	52	0	5
	Jewish	3	74	25	-	6
	Something else	7	74	23	1	-5
	None	10	67	31	1	1
Religion among whites (n=9,922)	White Protestant/Other Christian	41	32	67	0	-
	White Catholic	20	43	56	0	-
	White Jewish	2	75	24	-	-
	White something else	4	65	33	2	-
	White none	8	64	36	0	-
	Non-white	26	69	29	1	-
White Evangelical/Born-again Christians (n=10,218)	White Evangelical/Born-again Christians	23	21	78	0	-
	All others	77	56	43	0	-
White/Protestant/Conservative/Evangeli cal/Attend church at least weekly	White religious conservatives	8	4	96	0	-
(n=10,236)	All others	92	52	47	0	-

National Election Pool













United States General Exit Poll Page 4 of 12

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:

		Total	KERY	BUSH	NADR	Rep2000
How often do you attend religious services? (n=9,992)	More than once a week	16	35	64	1	45
	Once a week	26	41	58	0	25
	A few times a month	14	49	50	-	37
	A few times a year	28	54	45	0	21
	Never	15	62	36	1	27
How often do you attend religious services? (n=10,245)	Weekly	41	39	61	0	-
Services? (11–10,245)	Occasionally	40	53	47	0	-
	Never	14	62	36	1	-
Church attendance by Religion (n=10,245)	Protestant/Attend weekly	16	29	70	0	-
(11=10,245)	Protestant/Do not attend weekly	15	43	56	0	-
	Catholic/Attend weekly	11	43	56	0	-
	Catholic/Do not attend weekly	14	50	49	1	-
	All Others	39	59	40	1	-
Have you ever served in the U.S. military? (n=6,748)	Yes	18	41	57	0	-
minuary: (11–0,740)	No	82	50	49	0	-
Are you currently married? (n=13,215)	Yes	63	42	57	0	4
	No	37	58	40	0	2
Married women (n=13,651)	Married women	31	44	55	0	-
	Others	69	50	49	0	-
Married with children: (n=10,034)	Married with children	28	40	59	1	-
	All others	72	51	48	0	-
Do you have any children under 18 iving in your household? (n=9,996)	Yes	37	45	53	1	1
g jour noudenoid: (11 0,000)	No	63	49	50	0	4
Women with children (n=10,370)	Women with children	20	49	50	1	-

National Election Pool













Edison/Mitofsky

United States General Exit Poll Page 5 of 12

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:

		Total	KERY	BUSH	NADR	Rep2000
Women with children (n=10,370)	All others	80	48	51	0	-
Are you gay, lesbian or bisexual? (n=6,365)	Yes	4	77	23	0	-2
, ,	No	96	46	53	0	3
Do you or does someone else in your household own a gun? (n=3,237)	Yes	41	36	63	1	2
• • • • • • • • • • • • • • • • • • • •	No	59	57	43	0	4
When did you finally decide for whom to vote in the presidential election? (n=8,836)	Just today	5	52	45	1	-
	In the last three days	4	55	42	1	-
	Sometime last week	2	48	51	0	-
	During the last month	10	54	44	1	-
	Before that	78	46	53	0	-
Time: Last three days/Earlier than that (n=8,836)	Today/Within the last three days	9	53	44	1	-
	Within the last week or earlier	91	47	52	0	-
Time: Last week/Earlier than that (n=8,836)	Today through within the last three days	11	52	46	1	-
, ,	Within the last week or earlier	89	47	52	0	-
Which ONE issue mattered most in deciding how you voted for president?	Taxes	5	43	57	0	-
(Check only one) (n=6,961)	Education	4	73	26	-	-
	Iraq	15	73	26	0	-
	Terrorism	19	14	86	0	-
	Economy/Jobs	20	80	18	0	-
	Moral values	22	18	80	1	-
	Health care	8	77	23	-	-
Do you approve or disapprove of the way George W. Bush is handling his job	Strongly approve	33	5	94	0	-
as president? (n=6,961)	Somewhat approve	20	15	83	1	-
	Somewhat disapprove	12	80	18	1	-

National Election Pool













United States General Exit Poll Page 6 of 12

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:

		Total	KERY	BUSH	NADR	Rep2000
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	Approve	53	9	90	0	-
as president? (n=6,961)	Disapprove	46	93	6	0	-
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	75	24	1	-
	He has strong religious faith	8	8	91	-	-
	He is honest and trustworthy	11	29	70	1	-
	He is a strong leader	17	12	87	0	-
	He is intelligent	7	91	9	0	-
	He will bring about needed change	24	95	5	0	-
	He has clear stands on the issues	17	20	79	0	-
Compared to four years ago, is the country: (n=6,788)	Safer from terrorism	54	20	79	0	-
	Less safe from terrorism	41	85	14	0	-
How do you feel about the U.S. decision to go to war with Iraq? (n=6,788)	Strongly approve	29	6	94	0	-
to go to na	Somewhat approve	23	24	75	1	-
	Somewhat disapprove	15	73	25	1	-
	Strongly disapprove	31	94	5	0	-
How do you feel about the U.S. decision to go to war with Iraq? (n=6,961)	Approve	51	14	85	0	-
to go to war war maq. (ii o,oo i)	Disapprove	45	87	12	0	-
How do you think things are going for the U.S. in Iraq now? (n=6,788)	Very well	11	8	91	1	-
are 6.6. in may now: (if 6,766)	Somewhat well	34	9	90	1	-
	Somewhat badly	20	63	36	0	-
	Very badly	33	93	6	0	-
How do you think things are going for the U.S. in Iraq now? (n=6,961)	Very/Somewhat well	44	9	90	1	-
and 0.0. at may now: (11-0,001)	Very/Somewhat badly	52	82	17	0	-

National Election Pool













United States General Exit Poll Page 7 of 12

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:

		Total	KERY	BUSH	NADR	Rep2000
Compared to four years ago, is your family's financial situation: (n=6,788)	Better today	32	19	80	0	44
	Worse today	28	79	20	0	-43
	About the same	39	50	49	1	-11
If these were the only two presidential candidates on the ballot today, for	John Kerry (Dem)	47	98	1	0	-
whom would you have voted? (n=13,216)	George W. Bush (Rep)	51	2	98	0	-
,	Would not have voted for president	1	38	29	11	-
Was your vote for president mainly: (n=3,284)	For your candidate	69	40	59	0	-
	Against his opponent	25	70	30	0	-
Which comes closest to your feelings about the Bush administration: (n=3,284)	Angry	23	96	3	1	-
	Dissatisfied, but not angry	26	82	16	1	-
	Satisfied, but not enthusiastic	26	11	89	0	-
	Enthusiastic	22	2	98	0	-
Did either of these candidates for president attack the other unfairly?	Only John Kerry did	22	5	94	0	-
(n=3,284)	Only George W. Bush did	15	93	7	0	-
	Both did	45	53	46	0	-
	Neither did	13	56	42	2	-
Did either of these candidates for president attack the other unfairly?	Only Kerry/Both did	67	37	62	0	-
(n=3,284)	Only Bush/Neither did	28	75	23	1	-
Did either of these candidates for president attack the other unfairly?	Only Bush/Both did	60	63	36	0	-
(n=3,284)	Only Kerry/Neither did	35	24	75	1	-
Do you consider the war in Iraq: (n=3,284)	Part of the war on terrorism	55	18	81	0	-
` '	Separate from the war on terrorism	42	88	11	1	-
Did anyone call you or talk to you in person on behalf of either major	Yes, for John Kerry	12	80	18	1	-
presidential campaign about coming out to vote? (n=3,128)	Yes, for George W. Bush	10	16	83	0	-

National Election Pool











Conducted by

United States General Exit Poll Page 8 of 12

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:

		Total	KERY	BUSH	NADR	Rep2000
Did anyone call you or talk to you in person on behalf of either major	Yes, for both Kerry and Bush	14	54	45	0	-
presidential campaign about coming out to vote? (n=3,128)	No, I was not contacted	64	47	52	0	-
Did anyone call you or talk to you in person on behalf of either major	For Kerry/Both	26	66	33	1	-
presidential campaign about coming out to vote? (n=3,128)	For Bush/Neither	74	42	57	0	-
Did anyone call you or talk to you in person on behalf of either major	For Bush/Both	24	38	62	0	-
presidential campaign about coming out to vote? (n=3,128)	For Kerry/Neither	76	52	47	1	-
In general, does John Kerry mostly: (n=3,204)	Say what he believes	40	94	5	0	-
	Say what he thinks people want to hear	56	15	84	1	-
Does George W. Bush pay more attention to the interests of: (n=3,204)	Ordinary Americans	41	6	94	0	-
	Large corporations	54	82	16	1	-
How concerned are you about the availability and cost of health care? (n=3,204)	Very concerned	70	58	41	0	-
	Somewhat concerned	23	28	71	0	-
	Not very concerned	5	15	84	1	-
	Not at all concerned	2	15	83	2	-
Which comes closest to your position? Abortion should be: (n=3,204)	Legal in all cases	21	73	25	1	0
,	Legal in most cases	34	61	38	0	0
	Illegal in most cases	26	26	73	0	4
	Illegal in all cases	16	22	77	0	3
How confident are you that votes in your state will be counted accurately?	Very confident	50	38	61	0	-
(n=3,177)	Somewhat confident	40	56	43	1	-
	Not very confident	7	67	30	2	-
	Not at all confident	2	71	29	-	-
How confident are you that votes in your state will be counted accurately?	Very/Somewhat confident	87	46	53	0	-
(n=3,284)	Not very/Not at all confident	9	68	29	2	-

National Election Pool













United States General Exit Poll Page 9 of 12 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:

		Total	KERY	BUSH	NADR	Rep2000
Which comes closest to your view of gay and lesbian couples: (n=3,204)	They should be allowed to legally marry	25	77	22	1	-
	They should be allowed to legally form civil unions, but	35	47	52	0	-
	There should be no legal recognition of their	37	29	70	0	-
Did you vote in the presidential election in 2000? (n=3,168)	No, I did not vote	17	54	45	1	-
	Yes, for Al Gore	37	90	10	0	-
	Yes, for George W. Bush	43	9	91	0	-
	Yes, for another candidate	3	71	21	3	-
Do you think the condition of the nation's economy is: (n=3,415)	Excellent	4	11	89	-	63
	Good	43	13	87	0	35
	Not so good	35	72	26	1	-36
	Poor	17	92	6	0	-52
State of the national economy: 2 way (n=3,415)	Excellent/Good	47	13	87	0	-
_	Not so good/Poor	52	79	20	1	-
Who would you trust to handle the economy? (n=3,415)	Only John Kerry	37	98	2	0	-
	Only George W. Bush	40	1	99	0	-
	Both of them	8	38	61	0	-
	Neither of them	13	49	44	2	-
Who would you trust to handle the economy? (n=3,415)	Only Kerry/Both	45	88	12	0	-
	Only Bush/Neither	53	12	86	1	-
Who would you trust to handle the economy? (n=3,351)	Only Bush/Both	49	7	93	0	-
	Only Kerry/Neither	51	86	12	1	-
Who would you trust to handle terrorism? (n=3,415)	Only John Kerry	31	99	1	0	-
	Only George W. Bush	49	3	97	0	-
	Both of them	9	75	24	0	-

- National Election Pool













Conducted by United States General Exit Poll Page 10 of 12

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:

		Total	KERY	BUSH	NADR	Rep2000
Who would you trust to handle terrorism? (n=3,415)	Neither of them	9	77	16	1	-
Who would you trust to handle terrorism? (n=3,415)	Only Kerry/Both	40	93	6	0	-
	Only Bush/Neither	58	15	84	1	-
Who would you trust to handle terrorism? (n=3,415)	Only Bush/Both	58	14	85	0	-
	Only Kerry/Neither	40	94	4	0	-
Do you think things in this country today are: (n=3,415)	Generally going in the right direction	49	10	89	0	53
	Seriously off on the wrong track	46	86	12	0	-62
In your vote for president today, how would you rate the importance of	Very important	32	53	47	0	27
? (n=2,779)	Somewhat important	24	45	54	0	33
	Not too important	20	41	57	1	17
	Not at all important	24	44	55	0	-12
In your vote for president today, how would you rate the importance of	Very/Somewhat important	56	50	50	0	-
? (n=2,779)	Not too/Not at all important	44	43	56	1	-
Is your opinion of George W. Bush: (n=3,281)	Favorable	53	6	94	0	-
(,,	Unfavorable	46	94	4	1	-
Is your opinion of John Kerry: (n=3,281)	Favorable	47	90	9	0	-
	Unfavorable	51	7	92	0	-
Which comes closer to your view: (n=3,281)	Government should do more to solve problems	46	66	33	1	10
(-, - ,	Government is doing too many things better left to	49	29	70	0	-1
How worried are you that there will be another major terrorist attack in the	Very worried	22	56	44	0	-
U.S.? (n=3,281)	Somewhat worried	53	43	56	0	-
	Not too worried	19	47	51	1	-
	Not at all worried	5	48	50	1	-
How worried are you that there will be another major terrorist attack in the	Very/Somewhat worried	71	46	53	0	-

National Election Pool













United States General Exit Poll Page 11 of 12 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:

		Total	KERY	BUSH	NADR	Rep2000
How worried are you that there will be another major terrorist attack in the	Not too/Not at all worried	23	48	50	1	-
Compared to four years ago, is the job situation in your area: (n=3,226)	Better today	23	10	90	0	-
	Worse today	43	81	18	0	-
	About the same	34	29	70	1	-
Do you think the Bush administration's tax cuts have been: (n=3,281)	Good for the nation's economy	41	7	92	0	-
(i. c,2c.)	Bad for the nation's economy	32	92	7	0	-
	Made no difference	25	54	44	1	-
Do you think the war with Iraq has improved the long-term security of the United States? (n=3,281)	Yes	46	10	90	0	-
	No	52	80	19	1	-
Have you or has someone in your household lost a job in the last four years? (n=3,238)	Yes, I have	14	62	36	1	-
	Yes, someone else has	16	66	33	0	-
	Yes, I have and someone else	3	65	31	0	-
	No one has	67	38	61	0	-
Have you or has someone in your household lost a job in the last four	Someone in household lost a job	33	64	34	1	-
years? (n=3,238)	No one in household lost a job	67	38	61	0	-
Have you or has someone in your household lost a job in the last four	Voter has lost a job	17	63	35	1	-
years? (n=3,238)	Voter has NOT lost a job	83	44	56	0	-
National Region (n=13,660)	East	22	56	43	1	4
	Midwest	26	48	51	0	2
	South	32	42	58	0	3
	West	20	50	49	1	3
Population of area, five categories (n=13,652)	Over 500 thousand	13	60	39	-	13
(· · · · · · · · · · · · · · · · · · ·	50 to 500 thousand	19	49	49	0	9
	Suburbs	45	47	52	0	3

National Election Pool













United States General Exit Poll Page 12 of 12 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:

		Total	KERY	BUSH	NADR	Rep2000
Population of area, five categories (n=13,652)	10 to 50 thousand	8	48	50	1	-9
	Rural	16	40	59	1	0
Population of area, three categories (n=11,660)	City over 50 thousand	30	54	45	0	10
	Suburbs	46	47	52	0	3
	Small city and Rural	25	42	57	0	-2
In today's election for U.S. House of Representatives, did you just vote for: (n=12,605)	The Democratic candidate	49	88	11	0	0
	The Republican candidate	50	9	91	0	5