

SIZE OF THE SWING VOTE*
1992-2004

	-----May 1992-----			----July 1996----			-----June 2000---			----June 2004---			<i>Change in Swing '00-'04</i>
	Cert. Bush %	Cert. Clinton %	Swing %	Cert. Dole %	Cert. Clinton %	Swing %	Cert. Bush %	Cert. Gore %	Swing %	Cert. Bush %	Cert. Kerry %	Swing %	
Total	35	34	31	34	39	27	35	33	32	40	39	21	-11
Sex													
Male	36	36	28	38	34	28	40	29	31	41	40	19	-12
Female	34	33	33	32	43	25	30	37	33	39	38	23	-10
Race													
White	38	31	31	39	34	27	39	28	33	47	33	20	-13
Non-white	14	60	26	6	71	23	13	58	29	10	67	23	-6
Black	8	67	25	2	77	21	4	70	26	4	79	17	-9
Hispanic**	44	32	24	23	56	21	29	43	28	33	39	28	0
Race and Sex													
White Men	40	33	27	42	30	28	44	25	31	47	35	18	-13
White Women	37	28	35	37	37	26	34	31	35	46	32	22	-13
Age													
Under 30	40	24	36	27	40	33	37	29	34	36	42	22	-12
30-49	34	36	30	36	38	26	33	32	35	42	36	22	-13
50-64	32	42	26	34	40	26	36	34	30	43	38	19	-11
65+	35	37	28	38	43	19	35	37	28	36	44	20	-8
Sex and Age													
Men under 50	38	33	29	37	34	29	39	27	34	42	38	20	-14
Women under 50	34	30	36	29	43	28	30	35	35	38	38	24	-11
Men 50+	32	42	26	39	35	26	41	31	28	39	43	18	-10
Women 50+	35	36	29	34	46	20	30	40	30	41	38	21	-9
Education													
College Grad.	39	32	29	37	35	28	35	35	30	41	40	19	-11
Some College	34	30	36	29	40	31	39	28	33	43	36	21	-12
High School Grad.	35	35	30	34	40	26	36	31	33	40	37	23	-10
< H.S. Grad.	28	43	29	39	43	18	22	48	30	27	53	20	-10
Family Income													
\$75,000+	--	--	--	33	33	34	44	31	25	45	33	22	-3
\$50,000-\$74,999	--	--	--	40	35	25	39	27	34	45	34	21	-13
\$30,000-\$49,999	--	--	--	38	35	27	36	32	32	45	40	15	-17
\$20,000-\$29,999	--	--	--	36	45	19	28	44	28	24	52	24	-4
<\$20,000	--	--	--	24	51	25	24	40	36	32	49	19	-17

* "Certain" voters are those who support a candidate and say they "definitely decided" NOT to vote for the opponent. "Swing" voters are those who are undecided or those who support a candidate but say "there is a chance" they might change their minds.

** The designation Hispanic is unrelated to the white-black categorization.

Question: Suppose there were only two major candidates for President and you had to choose between ____ (the Democrat) and ____ (the Republican), who would you vote for?
Do you think there is a chance that you might vote for ____ in November, or have you definitely decided not to vote for him?

Continued on next page...

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Total	35	34	31	34	39	27	35	33	32	40	39	21	-11
Region													
East	37	36	27	30	39	31	31	33	36	30	46	24	-12
Midwest	30	38	32	31	41	28	35	33	32	39	38	23	-9
South	38	32	30	38	37	25	37	34	29	47	34	19	-10
West	36	30	34	37	40	23	36	30	34	39	41	20	-14
Religious Affiliation													
Total White Protestant	45	26	29	46	30	24	46	24	30	53	27	20	-10
- Evangelical	--	--	--	54	26	20	57	19	24	61	22	17	-7
- Non-Evangelical	--	--	--	37	35	28	35	30	35	44	33	23	-12
White Catholic	28	35	37	30	38	32	32	30	38	41	37	22	-16
Secular	18	44	38	20	49	31	30	36	34	25	60	15	-19
Community Size													
Large City	--	--	--	20	58	22	25	43	32	32	49	19	-13
Suburb	--	--	--	38	36	26	35	36	29	40	38	22	-7
Small City/Town	--	--	--	36	36	28	37	28	35	40	37	23	-12
Rural Area	--	--	--	40	31	29	40	28	32	48	34	18	-14
Party ID													
Republican	73	3	24	72	7	21	74	6	20	83	5	12	-8
Democrat	11	67	22	4	80	16	8	64	28	6	73	21	-7
Independent	32	26	42	27	32	41	30	25	45	35	37	28	-17
Party and Ideology													
Conservative Republican	--	--	--	--	--	--	83	3	14	92	2	6	-8
Moderate/Liberal Rep.	--	--	--	--	--	--	59	11	30	61	13	26	-4
Conservative/Mod. Dem.	--	--	--	--	--	--	10	60	30	8	69	23	-7
Liberal Democrat	--	--	--	--	--	--	4	73	23	2	81	17	-6
Marital Status													
Married	37	34	29	40	33	27	41	27	32	47	33	20	-12
Not Married	33	35	32	25	49	26	27	41	32	31	46	23	-9
Labor Union													
Union Household	24	48	28	27	42	31	27	40	33	24	53	23	-10
Non-Union Household	37	31	32	36	38	26	36	32	32	44	36	20	-12