

PRESIDENTIAL VOTE CHOICE
(Based on Registered Voters, with leaners)

	August 2004		Sept. 8-10 2004 (1st)		Sept. 11-14 2004 (2nd)		Sept. 17-21 2004		Sept. 22-26 2004	
	<u>Bush</u>	<u>Kerry</u>	<u>Bush</u>	<u>Kerry</u>	<u>Bush</u>	<u>Kerry</u>	<u>Bush</u>	<u>Kerry</u>	<u>Bush</u>	<u>Kerry</u>
	%	%	%	%	%	%	%	%	%	%
Total	45	47	52	40	46	46	45	42	48	40
Sex										
Male	50	42	56	37	49	43	47	40	52	37
Female	42	52	48	42	43	48	42	44	45	42
Race										
White	52	42	58	34	52	40	51	37	54	35
Non-white	15	75	23	69	18	70	14	71	24	64
Black	6	83	13	78	13	76	5	83	12	73
Race and Sex										
White Men	56	38	62	32	56	37	54	34	56	32
White Women	49	45	54	36	49	43	48	39	51	37
Age										
Under 30	35	53	55	35	41	55	35	53	48	42
30-49	50	44	54	39	49	41	48	39	51	39
50-64	45	50	47	44	50	45	42	46	49	38
65+	43	48	53	37	37	50	50	37	44	43
Sex and Age										
Men under 50	52	38	59	34	50	40	46	39	53	37
Women under 50	41	53	50	41	43	49	42	47	47	43
Men 50+	47	47	53	40	47	46	49	42	50	38
Women 50+	43	51	47	43	42	48	42	43	44	42
Education										
College Grad.	46	50	49	44	48	44	48	43	47	44
Some College	49	43	53	35	52	38	43	44	48	40
High School Grad. or Less	43	48	54	39	40	52	43	42	50	37
Family Income										
\$75,000+	54	43	58	36	57	37	53	42	50	43
\$50,000-\$74,999	52	42	57	37	56	38	49	41	63	28
\$30,000-\$49,999	50	45	54	36	40	54	42	44	50	42
\$20,000-\$29,999	37	56	39	57	37	52	42	48	41	45
<\$20,000	26	60	52	42	39	52	26	57	36	43

Question: If the presidential election were being held TODAY, would you vote for the Republican ticket of George W. Bush and Dick Cheney, for the Democratic ticket of John Kerry and John Edwards, or for the ticket of Ralph Nader and Peter Camejo? As of TODAY, do you LEAN more to.....

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	<u>Bush</u> %	<u>Kerry</u> %	<u>Bush</u> %	<u>Kerry</u> %	<u>Bush</u> %	<u>Kerry</u> %	<u>Bush</u> %	<u>Kerry</u> %	<u>Bush</u> %	<u>Kerry</u> %
Total	45	47	52	40	46	46	45	42	48	40
Region										
East	44	50	46	45	35	52	40	46	43	45
Midwest	42	52	49	40	48	43	45	38	53	37
South	45	47	57	36	52	40	48	42	49	38
West	52	41	52	40	43	51	41	46	47	42
Religious Affiliation										
Total White Protestant	61	32	64	30	63	31	59	31	61	29
- Evangelical	71	23	70	25	74	21	68	23	74	18
- Non-Evangelical	49	43	57	36	52	40	49	39	45	43
White Catholic	47	50	56	35	49	42	47	38	49	39
Secular	23	67	36	50	23	67	22	56	30	54
Party ID										
Republican	93	4	94	5	92	4	91	4	90	3
Democrat	5	91	10	82	10	86	8	85	10	81
Independent	40	48	50	39	41	44	40	41	46	38
Party and Ideology										
Conservative Republican	98	1	96	3	97	2	95	3	94	1
Moderate/Liberal Rep.	85	11	90	9	83	9	85	8	85	6
Conservative/Mod. Dem.	6	91	13	79	12	82	9	84	14	75
Liberal Democrat	2	93	4	89	3	97	7	90	4	92
Battleground States										
Republican States	51	42	59	32	50	41	50	38	55	35
Democratic States	44	48	45	44	36	53	36	48	39	50
Battleground States	41	52	52	42	49	44	46	42	50	37