

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

	Sept. 17-21 2004		Sept. 22-26 2004		October 1-3 2004		October 15-19 2004		<i>Change in Bush Oct. 1-3 - Oct. 15-19</i>
	Bush	Kerry	Bush	Kerry	Bush	Kerry	Bush	Kerry	
	%	%	%	%	%	%	%	%	
Total	45	42	48	40	48	41	45	45	-3
Sex									
Male	47	40	52	37	53	37	50	39	-3
Female	42	44	45	42	43	45	41	51	-2
Race									
White	51	37	54	35	53	36	51	40	-2
Non-white	14	71	24	64	23	68	22	66	-1
Black	5	83	12	73	7	84	11	75	+4
Race and Sex									
White Men	54	34	56	32	57	33	54	37	-3
White Women	48	39	51	37	49	38	48	44	-1
Age									
Under 30	35	53	48	42	46	44	44	47	-2
30-49	48	39	51	39	51	40	49	44	-2
50-64	42	46	49	38	47	42	43	49	-4
65+	50	37	44	43	43	41	42	45	-1
Sex and Age									
Men under 50	46	39	53	37	55	37	51	39	-4
Women under 50	42	47	47	43	45	44	44	50	-1
Men 50+	49	42	50	38	50	37	49	41	-1
Women 50+	42	43	44	42	42	46	36	53	-6
Education									
College Grad.	48	43	47	44	48	45	47	47	-1
Some College	43	44	48	40	49	44	50	42	+1
High School Grad. or Less	43	42	50	37	47	37	41	46	-6
Family Income									
\$75,000+	53	42	50	43	54	41	48	43	-6
\$50,000-\$74,999	49	41	63	28	59	37	57	37	-2
\$30,000-\$49,999	42	44	50	42	44	43	46	47	+2
\$20,000-\$29,999	42	48	41	45	38	48	45	48	+7
<\$20,000	26	57	36	43	40	44	26	61	-14

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.....

Ralph Nader was asked about only in 32 states where he is on the ballot.

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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>	
	%	%	%	%	%	%	%	%	
Total	45	42	48	40	48	41	45	45	-3
Region									
East	40	46	43	45	39	49	35	56	-4
Midwest	45	38	53	37	53	38	48	42	-5
South	48	42	49	38	51	37	51	38	0
West	41	46	47	42	43	44	43	50	0
Religious Affiliation									
Total White Protestant	59	31	61	29	60	30	59	34	-1
- Evangelical	68	23	74	18	73	21	70	22	-3
- Non-Evangelical	49	39	45	43	47	40	49	45	+2
White Catholic	47	38	49	39	49	33	43	50	-6
Secular	22	56	30	54	31	55	32	59	+1
Party ID									
Republican	91	4	90	3	90	3	89	7	-1
Democrat	8	85	10	81	9	85	7	88	-2
Independent	40	41	46	38	42	39	43	43	+1
Party and Ideology									
Conservative Republican	95	3	94	1	95	1	93	4	-2
Moderate/Liberal Rep.	85	8	85	6	80	7	80	16	0
Conservative/Mod. Dem.	9	84	14	75	11	81	9	84	-2
Liberal Democrat	7	90	4	92	3	95	2	96	-1
Battleground States*									
Republican States							56	34	
Democratic States							36	53	
Battleground States							43	49	

* New definition of battleground states being applied in this survey.