

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

	Sept. 8-10 2004 (1st)		Sept. 11-14 2004 (2nd)		Sept. 17-21 2004		Sept. 22-26 2004		October 1-3 2004	
	Bush	Kerry	Bush	Kerry	Bush	Kerry	Bush	Kerry	Bush	Kerry
	%	%	%	%	%	%	%	%	%	%
Total	52	40	46	46	45	42	48	40	48	41
Sex										
Male	56	37	49	43	47	40	52	37	53	37
Female	48	42	43	48	42	44	45	42	43	45
Race										
White	58	34	52	40	51	37	54	35	53	36
Non-white	23	69	18	70	14	71	24	64	23	68
Black	13	78	13	76	5	83	12	73	7	84
Race and Sex										
White Men	62	32	56	37	54	34	56	32	57	33
White Women	54	36	49	43	48	39	51	37	49	38
Age										
Under 30	55	35	41	55	35	53	48	42	46	44
30-49	54	39	49	41	48	39	51	39	51	40
50-64	47	44	50	45	42	46	49	38	47	42
65+	53	37	37	50	50	37	44	43	43	41
Sex and Age										
Men under 50	59	34	50	40	46	39	53	37	55	37
Women under 50	50	41	43	49	42	47	47	43	45	44
Men 50+	53	40	47	46	49	42	50	38	50	37
Women 50+	47	43	42	48	42	43	44	42	42	46
Education										
College Grad.	49	44	48	44	48	43	47	44	48	45
Some College	53	35	52	38	43	44	48	40	49	44
High School Grad. or Less	54	39	40	52	43	42	50	37	47	37
Family Income										
\$75,000+	58	36	57	37	53	42	50	43	54	41
\$50,000-\$74,999	57	37	56	38	49	41	63	28	59	37
\$30,000-\$49,999	54	36	40	54	42	44	50	42	44	43
\$20,000-\$29,999	39	57	37	52	42	48	41	45	38	48
<\$20,000	52	42	39	52	26	57	36	43	40	44

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	52	40	46	46	45	42	48	40	48	41
Region										
East	46	45	35	52	40	46	43	45	39	49
Midwest	49	40	48	43	45	38	53	37	53	38
South	57	36	52	40	48	42	49	38	51	37
West	52	40	43	51	41	46	47	42	43	44
Religious Affiliation										
Total White Protestant	64	30	63	31	59	31	61	29	60	30
- Evangelical	70	25	74	21	68	23	74	18	73	21
- Non-Evangelical	57	36	52	40	49	39	45	43	47	40
White Catholic	56	35	49	42	47	38	49	39	49	33
Secular	36	50	23	67	22	56	30	54	31	55
Party ID										
Republican	94	5	92	4	91	4	90	3	90	3
Democrat	10	82	10	86	8	85	10	81	9	85
Independent	50	39	41	44	40	41	46	38	42	39
Party and Ideology										
Conservative Republican	96	3	97	2	95	3	94	1	95	1
Moderate/Liberal Rep.	90	9	83	9	85	8	85	6	80	7
Conservative/Mod. Dem.	13	79	12	82	9	84	14	75	11	81
Liberal Democrat	4	89	3	97	7	90	4	92	3	95
Battleground States										
Republican States	59	32	50	41	50	38	55	35	53	34
Democratic States	45	44	36	53	36	48	39	50	34	51
Battleground States	52	42	49	44	46	42	50	37	54	39