

PRESIDENTIAL TRIAL HEAT
(Based on Likely Voters*)

	<u>Bush</u>	<u>Kerry</u>	<u>Nader</u>	Undecided/ <u>Other</u>	<u>(N)</u>
	%	%	%	%	
Total	48	45	1	6=100	(1925)
Sex					
Male	52	43	1	4	(889)
Female	44	48	1	7	(1036)
Race					
White	54	40	1	5	(1647)
Non-white	18	75	1	6	(243)
Black	7	86	0	7	(150)
Hispanic†	47	49	1	3	(81)
Race and Sex					
White Men	57	38	1	4	(763)
White Women	51	42	*	7	(884)
Age					
Under 30	51	45	2	2	(188)
30-49	50	45	1	4	(649)
50-64	50	45	0	5	(590)
65+	44	46	1	9	(464)
Age Detailed					
18-24	45	50	2	3	(100)
25-34	58	39	1	2	(220)
35-44	49	45	1	5	(324)
45-54	48	46	*	6	(430)
55-64	49	46	0	5	(353)
65-74	48	42	*	10	(266)
75+	39	51	1	9	(198)
Sex and Age					
Men under 50	53	42	2	3	(423)
Women under 50	47	48	1	4	(414)
Men 50+	52	44	0	4	(460)
Women 50+	43	47	*	10	(594)
Region					
East	38	56	*	6	(392)
Midwest	51	43	*	6	(452)
South	55	38	1	6	(697)
West	44	51	1	4	(384)

* Includes leaners. Likely voters are determined by a nine-question series that measures interest in the election, intention to vote and a respondent's past voting history. For this analysis, it is assumed that 57% of the voting age population will cast a vote in November.

† The designation Hispanic is unrelated to the white-black categorization. Note small sample size.

◇ Note small sample size.

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.....

Continued...

	<u>Bush</u>	<u>Kerry</u>	<u>Nader</u>	Undecided/ <u>Other</u>	<u>(N)</u>
	%	%	%	%	
Total	48	45	1	6=100	(1925)
Education					
Post Grad.	41	54	*	5	(299)
College Grad.	49	45	1	5	(525)
Some College	54	41	1	4	(514)
H.S. Grad	49	44	1	6	(492)
Less than H.S. ⇧	38	55	0	7	(84)
Family Income					
\$100,000+	55	39	0	6	(284)
\$75,000-\$100,000	56	41	1	2	(262)
\$50,000-\$74,999	52	44	1	3	(312)
\$30,000-\$49,999	51	45	0	4	(379)
\$20,000-\$29,999	38	56	2	4	(182)
<\$20,000	39	53	1	7	(192)
Religious Affiliation					
All Catholics	46	49	1	4	(427)
All Protestants	57	37	1	5	(1081)
Total White Protestant	65	30	*	5	(918)
White Protestant Evangelical	75	20	*	5	(459)
White Prot. Non-Evangelical	54	40	1	5	(459)
White Catholic	49	46	*	5	(355)
Secular	24	67	2	7	(208)
Church Attendance					
More than Once a Week	68	24	0	8	(291)
Once a Week	55	40	*	5	(573)
Once or Twice a Month	51	45	*	4	(289)
A Few Times a Year	43	53	1	3	(307)
Seldom/Never	31	62	1	6	(427)
Community Type					
Urban	34	59	1	6	(472)
Suburban	52	42	*	6	(1012)
Rural	56	37	1	6	(441)
Marital Status					
Married	56	39	*	5	(1208)
Men	61	35	*	4	(623)
Women	51	43	*	6	(585)
Unmarried	36	56	1	7	(717)
Men	35	58	2	5	(266)
Women	36	54	1	9	(451)
Parental Status					
Parent	56	40	*	4	(589)
Father	61	35	1	3	(298)
Mother	50	45	0	5	(291)
Non-Parent	44	48	1	7	(1336)
Men	48	47	1	4	(590)
Women	42	49	1	8	(738)

	<u>Bush</u>	<u>Kerry</u>	<u>Nader</u>	Undecided/ <u>Other</u>	<u>(N)</u>
	%	%	%	%	%
Total	48	45	1	6=100	(1925)
Party ID					
Republican	93	4	*	3	(718)
Democrat	6	90	*	4	(647)
Independent	44	48	2	6	(464)
Party and Ideology					
Conservative Republican	96	2	0	2	(512)
Moderate/Liberal Republican	86	10	*	4	(186)
Cons./Moderate Democrat	8	88	0	4	(405)
Liberal Democrat	2	96	*	2	(214)
Military Force in Iraq					
Right Decision	83	12	1	4	(972)
Wrong Decision	7	89	*	4	(789)
War on Terrorism					
Winning	79	18	*	3	(928)
Losing	9	85	1	5	(581)
Neither/DK	35	51	1	13	(416)
Election Outcome					
Especially Important	49	46	*	5	(1700)
No More Important	46	37	4	13	(211)
Country's Economy					
Excellent/Good	85	11	*	4	(774)
Only Fair/Poor	24	69	1	6	(1129)
Labor Union					
Union Household	34	62	0	4	(264)
Non-Union Household	51	42	1	6	(1638)
Male Veteran					
Male Veteran	56	40	*	4	(275)
Male Non-Veteran	51	44	1	4	(609)
Battleground States					
Republican State	63	31	*	6	(608)
Democratic State	38	56	*	6	(534)
Battleground*	45	48	1	6	(783)
Early Voting					
NET Plan to Vote Early	48	45	1	6	(475)
Already Voted	46	48	1	5	(335)
Plan to	50	46	0	4	(140)
Voting on Election Day	48	45	1	6	(1446)

PROFILE OF REGISTERED AND LIKELY VOTERS
(1996, 2000 and 2004)

	- Nov 1996 -		- Nov 2000 -		- Nov 2004 -	
	<u>RV</u>	<u>LV</u>	<u>RV</u>	<u>LV</u>	<u>RV</u>	<u>LV</u>
<i>Sex</i>	%	%	%	%	%	%
Male	47	48	47	49	47	47
Female	<u>53</u>	<u>52</u>	<u>53</u>	<u>51</u>	<u>53</u>	<u>53</u>
	100	100	100	100	100	100
<i>Race</i>						
White	86	88	85	88	81	83
Black	10	9	10	8	10	9
Hispanic†	4	3	8	6	9	7
<i>Age</i>						
Under 30	18	11	17	13	19	14
30-49	41	42	42	41	38	38
50-64	21	24	22	26	24	26
65+	19	22	18	21	18	20
<i>Education</i>						
College Grad.	26	28	28	32	30	34
Some College	24	26	25	26	26	26
High School Grad	37	37	35	33	35	32
<H.S. Grad.	12	8	11	8	9	7
<i>Family Income</i>						
\$75,000+	10	12	19	21	23	26
\$50,000-\$74,999	14	15	15	16	15	16
\$30,000-\$49,999	26	28	21	22	21	20
\$20,000-\$29,999	16	16	12	11	11	10
<\$20,000	20	16	14	11	14	12
<i>Religious Affiliation</i>						
Total White Protestant	48	49	46	48	43	45
White Evangelical Protest.	24	25	23	24	22	23
White mainline Protest.	24	24	23	24	21	22
White Catholic	23	25	19	21	17	18
Secular	7	6	9	8	13	11
<i>Party ID</i>						
Republican	28	31	29	33	33	37
Democrat	37	37	36	35	35	35
Independent	29	27	28	25	26	23
<i>Marital Status</i>						
Married	57	60	58	63	57	61
Divorced/Separated/Widowed	24	24	21	21	22	22
Never Married	19	16	18	15	20	16
<i>Parental Status</i>						
Parent	32	31	36	34	35	34
Non-Parent	68	69	63	65	65	65

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