



Conducted by Edison/Mitofsky
 Arizona Dem Primary Exit Poll
 AZ04DPR - Horizontal Percentages
 Time of Weighting: 02/03/2004 23:34:41
 Time Created: 02/03/2004 23:34:49

Filter(s):

| | | Total | CLRK | DEAN | EDWR | KERY | KUCN | LBER | SHRP |
|-------------------------------------|---------------------|-------|------|------|------|------|------|------|------|
| Are you: (n=2,082) | Male | 41 | 28 | 13 | 6 | 44 | 1 | 6 | 1 |
| | Female | 59 | 26 | 15 | 7 | 41 | 2 | 8 | 0 |
| Sex by race (n=2,031) | White male | 28 | 27 | 11 | 8 | 44 | 2 | 7 | 0 |
| | White female | 44 | 27 | 15 | 8 | 42 | 2 | 7 | 0 |
| | Non-white male | 13 | 30 | 17 | 3 | 43 | 1 | 3 | 1 |
| | Non-white female | 15 | 21 | 18 | 5 | 38 | 2 | 11 | 1 |
| Age, four categories (n=2,057) | 18-29 | 7 | 26 | 26 | 4 | 34 | 4 | 4 | 1 |
| | 30-44 | 17 | 24 | 17 | 9 | 40 | 2 | 5 | 1 |
| | 45-64 | 44 | 28 | 13 | 7 | 39 | 1 | 9 | 1 |
| | 65+ | 33 | 27 | 12 | 6 | 48 | 1 | 6 | 0 |
| Age 65 & over (n=2,057) | 18-64 | 67 | 27 | 16 | 7 | 39 | 2 | 8 | 1 |
| | 65 or over | 33 | 27 | 12 | 6 | 48 | 1 | 6 | 0 |
| Are you (adjusted): (n=2,038) | White | 72 | 27 | 13 | 8 | 43 | 2 | 7 | 0 |
| | Black | 2 | - | - | - | - | - | - | - |
| | Hispanic/Latino | 17 | 25 | 19 | 3 | 42 | 1 | 6 | - |
| | Asian | 1 | - | - | - | - | - | - | - |
| | Other | 9 | 27 | 15 | 4 | 36 | 2 | 13 | 1 |
| 2003 total family income: (n=1,776) | Under \$15,000 | 14 | 24 | 17 | 7 | 37 | 2 | 11 | 0 |
| | \$15,000 - \$29,999 | 19 | 30 | 16 | 6 | 38 | 2 | 6 | 0 |
| | \$30,000 - \$49,999 | 24 | 31 | 13 | 6 | 41 | 3 | 4 | 0 |
| | \$50,000 - \$74,999 | 21 | 24 | 14 | 9 | 44 | 1 | 7 | 1 |
| | \$75,000 - \$99,999 | 12 | 30 | 13 | 5 | 42 | 0 | 7 | 0 |
| | \$100,000 or more | 11 | 27 | 15 | 7 | 39 | 1 | 10 | 0 |

| | | Total | CLRK | DEAN | EDWR | KERY | KUCN | LBER | SHRP |
|--|--|-------|------|------|------|------|------|------|------|
| Compared to four years ago, is your family's financial situation: (n=2,093) | Better today | 14 | 25 | 17 | 7 | 32 | 2 | 13 | 0 |
| | Worse today | 38 | 27 | 14 | 7 | 44 | 2 | 5 | 0 |
| | About the same | 42 | 28 | 14 | 6 | 43 | 2 | 6 | 1 |
| What was the last grade of school you completed? (n=1,968) | Did not complete high school | 7 | 24 | 16 | 3 | 39 | 1 | 17 | - |
| | High school graduate | 18 | 28 | 13 | 8 | 41 | 1 | 6 | 0 |
| | Some college or associate degree | 32 | 31 | 14 | 7 | 38 | 2 | 6 | 1 |
| | College graduate | 21 | 25 | 15 | 7 | 46 | 2 | 4 | 0 |
| | Postgraduate study | 22 | 23 | 17 | 6 | 42 | 2 | 8 | 1 |
| College Education (n=1,958) | No college degree | 57 | 29 | 14 | 7 | 39 | 1 | 7 | 0 |
| | College graduate | 43 | 24 | 16 | 7 | 44 | 2 | 6 | 0 |
| Do you or does someone in your household belong to a labor union? (n=1,978) | Yes, I do | 11 | 29 | 14 | 8 | 40 | 2 | 6 | 0 |
| | Yes, someone else does | 9 | 22 | 13 | 7 | 47 | 1 | 8 | - |
| | Yes, I do and someone else does | 1 | - | - | - | - | - | - | - |
| | No one does | 79 | 27 | 15 | 7 | 41 | 2 | 7 | 1 |
| UNION HOUSEHOLD (n=1,978) | Yes (Vote is union member, union member in household, or | 21 | 25 | 13 | 7 | 43 | 2 | 8 | 0 |
| | No (No union voter in household | 79 | 27 | 15 | 7 | 41 | 2 | 7 | 1 |
| Voter is union member: (n=1,978) | Yes | 12 | 27 | 13 | 7 | 41 | 2 | 8 | 0 |
| | No | 88 | 27 | 15 | 7 | 42 | 2 | 7 | 0 |
| Have you or has anyone in your household ever served in the U.S. military? (n=1,977) | Yes, I have | 19 | 33 | 9 | 5 | 44 | 1 | 7 | 0 |
| | Yes, someone else has | 35 | 29 | 16 | 7 | 39 | 1 | 7 | 0 |
| | Yes, I have and someone else has | 3 | 24 | 7 | 4 | 55 | - | 7 | 2 |
| | No one has | 43 | 23 | 16 | 7 | 43 | 2 | 7 | 0 |
| Have you or has anyone in your household ever served in the U.S. military? (n=1,977) | Yes | 57 | 30 | 13 | 6 | 41 | 1 | 7 | 0 |
| | No | 43 | 23 | 16 | 7 | 43 | 2 | 7 | 0 |
| Voter has served in the U.S. military: (n=1,977) | Yes | 22 | 32 | 8 | 5 | 45 | 1 | 7 | 0 |
| | No | 78 | 25 | 16 | 7 | 41 | 2 | 7 | 0 |
| How often have you visited any of the Democratic candidates' Web sites? (n=2,069) | Frequently | 9 | 30 | 17 | 7 | 38 | 5 | 3 | 1 |
| | Occasionally | 18 | 23 | 20 | 8 | 40 | 2 | 5 | 1 |

| | | Total | CLRK | DEAN | EDWR | KERY | KUCN | LBER | SHRP |
|---|--------------------------------------|-------|------|------|------|------|------|------|------|
| How often have you visited any of the Democratic candidates' Web sites? (n=2,069) | Rarely | 16 | 28 | 12 | 6 | 42 | 1 | 9 | 1 |
| | Never | 57 | 27 | 13 | 6 | 43 | 1 | 8 | 0 |
| How often have you visited any of the Democratic candidates' Web sites? (n=2,069) | Frequently/Occasionally | 27 | 25 | 19 | 8 | 39 | 3 | 4 | 1 |
| | Rarely/Never | 73 | 27 | 13 | 6 | 43 | 1 | 8 | 0 |
| No matter how you voted today, do you usually think of yourself as a: (n=1,975) | Democrat | 83 | 27 | 14 | 7 | 44 | 1 | 6 | 0 |
| | Republican | 2 | - | - | - | - | - | - | - |
| | Independent or something else | 15 | 27 | 16 | 6 | 33 | 5 | 11 | 1 |
| On most political matters, do you consider yourself: (n=1,938) | Very liberal | 15 | 23 | 24 | 5 | 38 | 6 | 4 | 1 |
| | Somewhat liberal | 34 | 26 | 12 | 7 | 49 | 1 | 4 | 0 |
| | Moderate | 37 | 30 | 12 | 8 | 40 | 1 | 8 | 1 |
| | Somewhat conservative | 10 | 28 | 15 | 4 | 36 | 1 | 13 | - |
| | Very conservative | 4 | 16 | 19 | 6 | 27 | 1 | 23 | - |
| On most political matters, do you consider yourself: (n=1,938) | Liberal | 49 | 25 | 16 | 6 | 45 | 3 | 4 | 0 |
| | Moderate | 37 | 30 | 12 | 8 | 40 | 1 | 8 | 1 |
| | Conservative | 14 | 25 | 16 | 5 | 34 | 1 | 16 | - |
| Which best describes you: (Check only one) (n=1,937) | Employed full-time | 46 | 28 | 15 | 7 | 40 | 2 | 7 | 0 |
| | Employed part-time | 11 | 26 | 15 | 9 | 37 | 2 | 9 | 1 |
| | Not working and looking for work | 6 | 26 | 20 | 7 | 36 | 4 | 5 | 1 |
| | Not working and not looking for work | 37 | 26 | 14 | 6 | 46 | 1 | 7 | 0 |
| Employment among women (n=2,093) | Employed women | 31 | 26 | 16 | 8 | 38 | 3 | 8 | 1 |
| | Unemployed women | 25 | 25 | 15 | 6 | 44 | 1 | 8 | 0 |
| Are you: (n=1,952) | Protestant | 28 | 31 | 12 | 7 | 43 | 0 | 6 | 0 |
| | Catholic | 29 | 25 | 14 | 6 | 46 | 1 | 7 | 0 |
| | Other Christian | 11 | 32 | 14 | 7 | 40 | 0 | 5 | 1 |
| | Jewish | 5 | 12 | 14 | 5 | 43 | 2 | 23 | - |
| | Something else | 10 | 28 | 18 | 7 | 32 | 5 | 8 | 1 |
| | None | 17 | 22 | 18 | 9 | 41 | 3 | 4 | 1 |
| Religion, combined Protestant and other Christian. (n=1,952) | Protestant/Other Christian | 38 | 31 | 13 | 7 | 42 | 0 | 6 | 0 |

| | | Total | CLRK | DEAN | EDWR | KERY | KUCN | LBER | SHRP |
|---|---------------------------------|-------|------|------|------|------|------|------|------|
| Religion, combined Protestant and other Christian. (n=1,952) | Catholic | 29 | 25 | 14 | 6 | 46 | 1 | 7 | 0 |
| | Jewish | 5 | 12 | 14 | 5 | 43 | 2 | 23 | - |
| | Something else | 10 | 28 | 18 | 7 | 32 | 5 | 8 | 1 |
| | None | 17 | 22 | 18 | 9 | 41 | 3 | 4 | 1 |
| Religion, combined Protestant and Other Christian, among Whites. (n=2,093) | Protestant/Other Christian | 29 | 33 | 12 | 8 | 40 | 0 | 5 | 0 |
| | Catholic | 14 | 27 | 7 | 7 | 49 | 0 | 8 | 0 |
| | Jewish | 5 | 13 | 14 | 3 | 44 | 2 | 24 | - |
| | Something else | 6 | 27 | 20 | 9 | 33 | 6 | 6 | - |
| | None | 13 | 21 | 20 | 10 | 43 | 3 | 3 | 1 |
| How often do you attend religious services? (n=2,093) | More than once a week | 8 | 29 | 18 | 6 | 36 | 1 | 8 | 1 |
| | Once a week | 22 | 29 | 15 | 7 | 39 | 1 | 7 | 0 |
| | A few times a month | 13 | 26 | 12 | 6 | 43 | 0 | 11 | 1 |
| | A few times a year | 29 | 26 | 12 | 7 | 44 | 1 | 7 | 0 |
| | Never | 22 | 25 | 18 | 7 | 42 | 3 | 3 | 1 |
| How often do you attend religious services? (n=2,093) | Weekly | 30 | 29 | 16 | 7 | 38 | 1 | 8 | 0 |
| | Occasionally | 41 | 26 | 12 | 7 | 44 | 1 | 8 | 0 |
| | Never | 22 | 25 | 18 | 7 | 42 | 3 | 3 | 1 |
| Church attendance by Religion (n=2,093) | Protestant/Attend weekly | 14 | 34 | 15 | 7 | 36 | 1 | 7 | 0 |
| | Protestant/Do not attend weekly | 22 | 30 | 11 | 7 | 46 | 0 | 5 | 0 |
| | Catholic/Attend weekly | 13 | 25 | 16 | 5 | 43 | 1 | 8 | - |
| | Catholic/Do not attend weekly | 14 | 26 | 12 | 6 | 47 | 1 | 6 | 0 |
| When did you finally decide for whom to vote in the presidential primary? (n=1,401) | Today | 20 | 26 | 15 | 8 | 36 | 1 | 10 | 1 |
| | In the last three days | 13 | 29 | 12 | 7 | 47 | 1 | 3 | 0 |
| | In the last week | 18 | 20 | 8 | 11 | 56 | 1 | 3 | 1 |
| | In the last month | 26 | 32 | 7 | 7 | 46 | 1 | 7 | 1 |
| | Before that | 23 | 26 | 25 | 3 | 31 | 4 | 10 | 1 |
| When did you finally decide for whom to vote in the presidential primary? (n=1,401) | Today/Last 3 days/Last week | 51 | 25 | 12 | 9 | 46 | 1 | 6 | 0 |
| | Last month/Before that | 49 | 29 | 15 | 5 | 39 | 2 | 8 | 1 |

| | | Total | CLRK | DEAN | EDWR | KERY | KUCN | LBER | SHRP |
|--|--|-------|------|------|------|------|------|------|------|
| Did you vote for your candidate today more because you think: (n=2,093) | He can defeat George W. Bush in November | 34 | 22 | 9 | 6 | 59 | 1 | 3 | 0 |
| | He agrees with you on the major issues | 58 | 30 | 18 | 7 | 32 | 2 | 9 | 1 |
| In your vote in today's presidential primary, how would you rate the importance of campaign ads? (n=1,401) | Very important | 26 | 30 | 14 | 4 | 41 | 1 | 8 | 0 |
| | Somewhat important | 30 | 32 | 12 | 8 | 41 | 1 | 6 | 1 |
| | Not too important | 22 | 20 | 14 | 8 | 47 | 2 | 8 | 0 |
| | Not at all important | 12 | 19 | 19 | 10 | 36 | 5 | 8 | 1 |
| In your vote for president today, how would you rate the importance of campaign ads? (n=1,401) | Very/Somewhat important | 56 | 31 | 13 | 6 | 41 | 1 | 7 | 0 |
| | Not too/Not at all important | 34 | 20 | 16 | 8 | 43 | 3 | 8 | 1 |
| Which comes closest to your feelings about the Bush administration: (n=2,093) | Angry | 46 | 25 | 17 | 8 | 43 | 2 | 4 | 0 |
| | Dissatisfied, but not angry | 37 | 28 | 12 | 6 | 46 | 1 | 7 | 0 |
| | Satisfied, but not enthusiastic | 13 | 32 | 11 | 4 | 31 | 1 | 17 | 1 |
| | Enthusiastic | 3 | 17 | 16 | 17 | 26 | 4 | 16 | - |
| How do you feel about the U.S. decision to go to war with Iraq? (n=2,093) | Strongly approve | 10 | 25 | 9 | 10 | 29 | 2 | 19 | 1 |
| | Somewhat approve | 14 | 29 | 14 | 4 | 40 | - | 12 | 1 |
| | Somewhat disapprove | 20 | 26 | 11 | 6 | 48 | 1 | 7 | 0 |
| | Strongly disapprove | 50 | 27 | 17 | 7 | 43 | 2 | 3 | 0 |
| How do you feel about the U.S. decision to go to war with Iraq? (n=2,093) | Approve | 24 | 27 | 12 | 7 | 35 | 1 | 15 | 1 |
| | Disapprove | 70 | 27 | 15 | 7 | 44 | 2 | 4 | 0 |
| Do you think the condition of the nation's economy is: (n=2,093) | Excellent | 1 | - | - | - | - | - | - | - |
| | Good | 15 | 26 | 14 | 7 | 33 | 1 | 15 | 0 |
| | Not so good | 46 | 26 | 14 | 6 | 45 | 1 | 7 | 0 |
| | Poor | 33 | 27 | 16 | 7 | 43 | 2 | 3 | 1 |
| State of the national economy: 2 way (n=2,093) | Excellent/Good | 16 | 27 | 13 | 8 | 32 | 1 | 15 | 0 |
| | Not so good/Poor | 79 | 27 | 15 | 6 | 44 | 2 | 5 | 0 |
| No matter how you voted today, how would you feel if John Kerry wins the nomination: (n=2,093) | Satisfied | 81 | 24 | 12 | 6 | 51 | 1 | 5 | 0 |
| | Dissatisfied | 15 | 39 | 25 | 8 | 5 | 4 | 15 | 1 |
| Which ONE issue mattered most in deciding how you voted today? (Check only one) (n=2,093) | Taxes | 6 | 36 | 18 | 7 | 27 | 2 | 8 | - |
| | Education | 9 | 22 | 19 | 8 | 40 | 1 | 9 | 0 |

| | | Total | CLRK | DEAN | EDWR | KERY | KUCN | LBER | SHRP |
|---|-----------------------------------|-------|------|------|------|------|------|------|------|
| Which ONE issue mattered most in deciding how you voted today? (Check only one) (n=2,093) | Health care/Medicare | 23 | 23 | 15 | 4 | 50 | 1 | 6 | 0 |
| | The war in Iraq | 19 | 34 | 16 | 4 | 38 | 4 | 4 | 0 |
| | National security/Terrorism | 5 | 28 | 8 | 5 | 36 | - | 18 | 1 |
| | Economy/Jobs | 31 | 25 | 12 | 10 | 44 | 1 | 6 | 1 |
| Which ONE candidate quality mattered most in deciding how you voted today? (Check only one) (n=2,093) | He cares about people like me | 15 | 36 | 13 | 8 | 30 | 2 | 11 | 1 |
| | He has the right temperament | 3 | 43 | 14 | 14 | 22 | - | 4 | - |
| | He stands up for what he believes | 23 | 26 | 28 | 5 | 25 | 3 | 10 | 1 |
| | He has the right experience | 14 | 31 | 8 | 1 | 51 | 1 | 7 | 0 |
| | He has a positive message | 10 | 31 | 12 | 16 | 35 | 2 | 5 | 0 |
| | He can defeat George W. Bush | 28 | 19 | 7 | 6 | 65 | 0 | 2 | 0 |
| | He understands Arizona | 2 | - | - | - | - | - | - | - |
| | | | | | | | | | |
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