



Conducted by California Dem Primary Exit Poll  
 CA04DPRS - Horizontal Percentages  
 Time of Weighting: 03/03/2004 12:35:15  
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Filter(s):

		Total	DEAN	EDWR	KERY	KUCN	SHRP
Are you: (n=2,342)	Male	47	4	18	65	5	2
	Female	53	4	20	65	3	2
Sex by race (n=2,275)	White male	31	4	21	64	6	1
	White female	36	5	21	64	4	1
	Non-white male	16	5	15	65	3	6
	Non-white female	17	4	16	66	2	4
Age, four categories (n=2,335)	18-29	11	4	22	54	8	6
	30-44	25	6	18	63	3	2
	45-64	42	4	18	66	5	2
	65+	22	3	20	71	2	1
Age 65 & over (n=2,335)	18-64	78	4	19	63	5	2
	65 or over	22	3	20	71	2	1
Are you (adjusted): (n=2,287)	White	68	4	21	64	5	1
	Black	8	5	14	56	1	14
	Hispanic/Latino	16	4	13	74	1	1
	Asian	4	4	23	64	5	1
	Other	5	3	20	57	9	2
2003 total family income: (n=2,121)	Under \$15,000	9	2	20	63	5	3
	\$15,000 - \$29,999	13	5	15	68	3	5
	\$30,000 - \$49,999	19	6	18	62	4	3
	\$50,000 - \$74,999	24	3	19	66	5	2
	\$75,000 - \$99,999	15	5	24	63	4	0
	\$100,000 or more	21	4	19	66	4	1

		Total	DEAN	EDWR	KERY	KUCN	SHRP
Total family income: (n=2,121)	Less than \$50,000	41	5	18	64	4	3
	\$50,000 or more	59	4	20	65	4	1
Compared to four years ago, is your family's financial situation: (n=2,360)	Better today	26	5	19	61	4	2
	Worse today	35	4	18	66	5	3
	About the same	35	4	20	66	3	2
What was the last grade of school you completed? (n=2,253)	Did not complete high school	3	7	17	63	3	1
	High school graduate	13	7	18	65	1	2
	Some college or associate degree	30	5	18	64	3	4
	College graduate	28	3	19	65	6	2
	Postgraduate study	26	4	22	64	5	1
College Education (n=2,253)	No college degree	46	5	18	64	2	3
	College graduate	54	3	20	65	6	2
Are you gay, lesbian or bisexual? (n=2,216)	Yes	7	4	15	62	9	3
	No	93	4	20	64	4	2
Do you or does someone in your household belong to a labor union? (n=2,258)	Yes, I do	18	5	18	64	5	1
	Yes, someone else does	12	3	17	66	4	4
	Yes, I do and someone else does	3	4	12	73	2	-
	No one does	67	4	20	64	4	2
UNION HOUSEHOLD (n=2,258)	Yes (Vote is union member, union member in household, or	33	5	17	66	4	2
	No (No union voter in household	67	4	20	64	4	2
Voter is union member: (n=2,258)	Yes	21	5	17	65	4	1
	No	79	4	20	64	4	2
No matter how you voted today, do you usually think of yourself as a: (n=2,263)	Democrat	75	5	18	70	3	2
	Republican	4	5	24	33	3	1
	Independent or something else	21	3	23	53	6	2
On most political matters, do you consider yourself: (n=2,221)	Very liberal	18	6	18	58	12	2
	Somewhat liberal	33	4	17	70	4	2
	Moderate	33	4	22	66	2	2

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On most political matters, do you consider yourself: (n=2,221)	Somewhat conservative	11	5	20	53	1	3
	Very conservative	4	5	10	65	0	2
On most political matters, do you consider yourself: (n=2,221)	Liberal	52	5	18	66	7	2
	Moderate	33	4	22	66	2	2
	Conservative	15	5	18	56	1	3
Are you: (n=2,121)	Protestant	24	3	21	67	2	1
	Catholic	30	6	16	70	2	1
	Other Christian	16	3	19	62	1	6
	Jewish	6	1	16	71	5	1
	Something else	11	7	22	57	10	1
	None	13	4	20	60	9	2
Religion, combined Protestant and other Christian. (n=2,121)	Protestant/Other Christian	40	3	20	65	1	3
	Catholic	30	6	16	70	2	1
	Jewish	6	1	16	71	5	1
	Something else	11	7	22	57	10	1
	None	13	4	20	60	9	2
Religion, combined Protestant and Other Christian, among Whites. (n=2,360)	Protestant/Other Christian	25	3	21	67	2	0
	Catholic	13	7	21	65	3	1
	Jewish	5	1	17	71	6	1
	Something else	7	7	23	56	10	1
	None	9	4	21	61	8	2
When did you finally decide for whom to vote in the presidential primary? (n=1,624)	Today	14	7	23	53	6	5
	In the last three days	10	4	36	47	4	4
	In the last week	14	4	25	65	4	0
	In the last month	33	2	18	76	2	1
	Before that	28	5	12	64	7	1
When did you finally decide for whom to vote in the presidential primary? (n=1,624)	Today/Last 3 days/Last week	38	5	27	56	5	3
	Last month/Before that	61	3	15	70	4	1

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Did you vote for your candidate today more because you think: (n=2,360)	He can defeat George W. Bush in November	43	2	13	80	1	1
	He agrees with you on the major issues	50	6	24	53	7	3
In your vote in today's presidential primary, how would you rate the importance of _____? (n=1,624)	Very important	33	3	17	69	5	2
	Somewhat important	33	4	21	66	4	1
	Not too important	15	4	24	61	6	1
	Not at all important	9	8	18	52	7	4
In your vote for president today, how would you rate the importance of _____? (n=1,624)	Very/Somewhat important	66	3	19	68	4	2
	Not too/Not at all important	24	5	22	58	6	2
Which comes closest to your feelings about the Bush administration: (n=2,360)	Angry	49	4	19	66	7	1
	Dissatisfied, but not angry	35	3	18	70	1	3
	Satisfied, but not enthusiastic	11	6	22	53	1	4
	Enthusiastic	4	9	25	24	3	4
SUPPDEAN among non-Dean voters only (n=2,360)	Yes	30	-	23	65	7	2
	No	59	-	19	69	3	2
Which comes closest to your view: (n=2,360)	Gay couples should be allowed to legally marry	47	4	18	64	7	2
	Gay couples should be allowed to legally form civil	28	5	20	67	1	2
	There should be no legal recognition of gay couples'	19	3	19	63	1	3
No matter how you voted today, would you be: (n=2,360)	Satisfied only if Edwards is the nominee	6	10	65	18	3	1
	Satisfied only if Kerry is the nominee	31	1	3	91	1	1
	Satisfied if either one is the nominee	51	4	25	63	4	2
	Dissatisfied if either one is the nominee	8	14	14	18	14	9
No matter how you voted today, would you be: (n=2,360)	Satisfied with only Edwards/either	58	4	29	58	4	2
	Satisfied with only Kerry/neither	39	4	5	76	4	3
No matter how you voted today, would you be: (n=2,360)	Satisfied with only Kerry/either	82	3	17	74	3	2
	Satisfied with only Edwards/neither	14	12	36	18	9	6
Who would stand up to special interests? (n=2,360)	Only John Edwards	11	7	60	25	5	-
	Only John Kerry	20	2	3	90	0	2
	Both candidates	45	3	18	72	3	2

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Who would stand up to special interests? (n=2,360)	Neither candidate	18	8	15	44	10	5
Who would stand up to special interests? (n=2,360)	Only Edwards/Either candidate	55	4	27	63	3	1
	Only Kerry/Neither candidate	39	5	9	68	5	3
Who would stand up to special interests? (n=2,360)	Only Kerry/Either candidate	65	3	14	77	2	2
	Only Edwards/Neither candidate	29	8	32	37	8	3
Who would you trust to handle national security? (n=2,360)	Only John Edwards	5	11	61	25	0	-
	Only John Kerry	27	1	3	92	2	1
	Both candidates	52	3	25	64	5	2
	Neither candidate	11	11	13	28	8	8
Who would you trust to handle national security? (n=2,360)	Only Edwards/Either candidate	58	4	28	60	4	1
	Only Kerry/Neither candidate	38	4	6	73	4	3
Who would you trust to handle national security? (n=2,360)	Only Kerry/Either candidate	79	3	17	73	4	1
	Only Edwards/Neither candidate	17	11	28	27	5	5
Overall, would you say U.S. trade with other countries: (n=2,360)	Creates more jobs in your state	23	4	18	69	3	2
	Takes more jobs from your state	57	4	19	64	4	2
	Has no effect on jobs in your state	10	5	23	58	5	4
AGE (60 and over) (n=2,335)	18-29	11	4	22	54	8	6
	30-44	25	6	18	63	3	2
	45-59	32	4	19	65	5	2
	60 or over	32	3	19	70	3	1
Which ONE issue mattered most in deciding how you voted today? (Check only one) (n=2,360)	Taxes	9	6	25	57	1	2
	Education	15	5	18	65	2	5
	Health care/Medicare	15	2	17	71	2	2
	The war in Iraq	14	3	17	60	13	1
	National security/Terrorism	4	1	16	54	3	2
	Economy/Jobs	36	4	19	68	2	2
Which ONE candidate quality mattered most in deciding how you voted today? (Check only one) (n=2,255)	He cares about people like me	10	4	31	52	4	4
	He is honest and trustworthy	14	4	25	52	5	3

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Which ONE candidate quality mattered most in deciding how you voted today? (Check only one) (n=2,255)	He stands up for what he believes	18	8	17	53	10	4
	He has the right experience	10	5	6	82	0	1
	He has a positive message	11	5	35	50	5	1
	He can defeat George W. Bush	37	1	14	80	2	1