



Conducted by Massachusetts Dem Primary Exit Poll  
 MA04DPRS - Horizontal Percentages  
 Time of Weighting: 03/02/2004 22:17:26  
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Filter(s):

		Total	DEAN	EDWR	KERY	KUCN	SHRP	UNCM
Are you: (n=1,092)	Male	46	3	17	73	3	1	0
	Female	54	3	19	70	5	1	1
Sex by race (n=1,068)	White male	42	3	18	73	3	1	0
	White female	48	2	21	69	5	1	1
	Non-white male	5	-	-	-	-	-	-
	Non-white female	5	3	6	80	3	4	2
Age, four categories (n=1,091)	18-29	9	7	20	67	3	1	1
	30-44	22	3	18	67	7	1	2
	45-64	42	2	18	73	4	2	0
	65+	26	2	19	74	1	1	0
Age 65 & over (n=1,091)	18-64	74	3	18	70	5	1	1
	65 or over	26	2	19	74	1	1	0
Are you (adjusted): (n=1,071)	White	90	3	19	71	4	1	1
	Black	5	3	8	81	-	5	1
	Hispanic/Latino	3	-	-	-	-	-	-
	Asian	1	-	-	-	-	-	-
	Other	1	-	-	-	-	-	-
2003 total family income: (n=948)	Under \$15,000	9	1	12	70	12	2	-
	\$15,000 - \$29,999	15	5	17	74	3	-	1
	\$30,000 - \$49,999	21	3	18	67	7	1	1
	\$50,000 - \$74,999	23	5	24	65	4	0	-
	\$75,000 - \$99,999	16	1	19	75	4	1	1
	\$100,000 or more	16	1	17	76	1	2	2

		Total	DEAN	EDWR	KERY	KUCN	SHRP	UNCM
Total family income: (n=948)	Less than \$50,000	45	3	17	70	6	1	1
	\$50,000 or more	55	3	20	71	3	1	1
Compared to four years ago, is your family's financial situation: (n=1,101)	Better today	21	4	27	60	2	1	2
	Worse today	38	3	16	73	5	1	0
	About the same	34	3	16	75	4	1	0
What was the last grade of school you completed? (n=1,015)	Did not complete high school	3	-	-	-	-	-	-
	High school graduate	18	2	16	80	-	0	1
	Some college or associate degree	25	1	18	75	2	1	0
	College graduate	27	3	24	63	4	1	1
	Postgraduate study	26	5	17	65	10	2	0
College Education (n=1,015)	No college degree	46	2	17	78	1	0	1
	College graduate	54	4	20	64	7	1	1
Are you gay, lesbian or bisexual? (n=1,002)	Yes	6	2	19	51	23	3	2
	No	94	3	18	72	3	1	1
Do you or does someone in your household belong to a labor union? (n=1,020)	Yes, I do	17	2	17	75	4	0	-
	Yes, someone else does	14	1	22	68	6	1	2
	Yes, I do and someone else does	2	-	-	-	-	-	-
	No one does	67	3	18	70	4	1	1
UNION HOUSEHOLD (n=1,020)	Yes (Vote is union member, union member in household, or	33	2	19	72	5	0	1
	No (No union voter in household	67	3	18	70	4	1	1
Voter is union member: (n=1,020)	Yes	19	2	17	76	4	0	-
	No	81	3	19	70	4	1	1
No matter how you voted today, do you usually think of yourself as a: (n=1,032)	Democrat	61	2	12	81	3	1	0
	Republican	2	-	-	-	-	-	-
	Independent or something else	36	4	29	56	6	1	1
On most political matters, do you consider yourself: (n=1,018)	Very liberal	19	6	12	67	14	2	-
	Somewhat liberal	31	3	15	78	3	0	0
	Moderate	37	2	18	76	1	0	1

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On most political matters, do you consider yourself: (n=1,018)	Somewhat conservative	10	-	40	49	1	1	-
	Very conservative	3	-	-	-	-	-	-
On most political matters, do you consider yourself: (n=1,018)	Liberal	50	4	14	73	7	1	0
	Moderate	37	2	18	76	1	0	1
	Conservative	13	2	39	46	0	1	2
Are you: (n=1,012)	Protestant	20	5	20	69	3	2	-
	Catholic	53	1	20	74	2	0	1
	Other Christian	4	-	-	-	-	-	-
	Jewish	5	1	11	78	7	1	-
	Something else	6	2	12	58	24	-	-
	None	12	8	19	65	6	1	-
Religion, combined Protestant and other Christian. (n=1,012)	Protestant/Other Christian	24	5	20	68	3	2	1
	Catholic	53	1	20	74	2	0	1
	Jewish	5	1	11	78	7	1	-
	Something else	6	2	12	58	24	-	-
	None	12	8	19	65	6	1	-
Religion, combined Protestant and Other Christian, among Whites. (n=1,101)	Protestant/Other Christian	18	4	22	67	3	1	1
	Catholic	44	1	20	74	1	0	1
	Jewish	4	-	-	-	-	-	-
	Something else	5	2	11	54	28	-	-
	None	10	9	19	64	7	1	-
When did you finally decide for whom to vote in the presidential primary? (n=1,101)	Today	11	5	30	48	7	4	1
	In the last three days	5	4	35	46	11	4	-
	In the last week	7	1	39	48	11	1	-
	In the last month	27	1	18	78	2	0	-
	Before that	49	4	12	79	3	0	1
When did you finally decide for whom to vote in the presidential primary? (n=1,101)	Today/Last 3 days/Last week	23	3	34	47	9	3	1
	Last month/Before that	76	2	14	79	2	0	1

		Total	DEAN	EDWR	KERY	KUCN	SHRP	UNCM
Did you vote for your candidate today more because you think: (n=1,101)	He can defeat George W. Bush in November	40	0	11	87	1	1	-
	He agrees with you on the major issues	50	5	24	59	7	1	1
In your vote in today's presidential primary, how would you rate the importance of _____? (n=1,101)	Very important	24	2	19	74	2	0	1
	Somewhat important	34	2	17	74	4	1	-
	Not too important	19	4	18	71	3	1	1
	Not at all important	13	4	24	55	9	1	2
In your vote for president today, how would you rate the importance of _____? (n=1,101)	Very/Somewhat important	58	2	18	74	3	1	0
	Not too/Not at all important	32	4	21	64	6	1	1
Which comes closest to your feelings about the Bush administration: (n=1,101)	Angry	51	4	16	72	7	1	-
	Dissatisfied, but not angry	35	1	16	79	2	0	1
	Satisfied, but not enthusiastic	9	2	30	58	1	1	1
	Enthusiastic	3	-	-	-	-	-	-
SUPPDEAN among non-Dean voters only (n=1,101)	Yes	26	-	25	62	9	2	0
	No	63	-	17	77	2	0	1
Which comes closest to your view: (n=1,101)	Gay couples should be allowed to legally marry	41	4	17	69	8	2	0
	Gay couples should be allowed to legally form civil	36	2	19	73	1	0	1
	There should be no legal recognition of gay couples'	15	2	23	68	1	1	1
No matter how you voted today, would you be: (n=1,101)	Satisfied only if Edwards is the nominee	10	3	83	12	-	1	-
	Satisfied only if Kerry is the nominee	44	1	1	96	1	1	0
	Satisfied if either one is the nominee	37	2	21	69	6	1	-
	Dissatisfied if either one is the nominee	6	16	30	13	15	4	7
No matter how you voted today, would you be: (n=1,101)	Satisfied with only Edwards/either	47	3	34	57	4	1	-
	Satisfied with only Kerry/neither	50	3	5	86	3	1	1
No matter how you voted today, would you be: (n=1,101)	Satisfied with only Kerry/either	82	2	10	83	3	1	0
	Satisfied with only Edwards/neither	15	8	63	12	6	2	2
Who would stand up to special interests? (n=1,101)	Only John Edwards	13	4	65	20	6	1	-
	Only John Kerry	25	1	3	96	-	-	0
	Both candidates	41	2	13	82	2	1	0

		Total	DEAN	EDWR	KERY	KUCN	SHRP	UNCM
Who would stand up to special interests? (n=1,101)	Neither candidate	17	6	20	50	11	4	3
Who would stand up to special interests? (n=1,101)	Only Edwards/Either candidate	54	2	25	68	3	1	0
	Only Kerry/Neither candidate	41	3	10	78	4	2	1
Who would stand up to special interests? (n=1,101)	Only Kerry/Either candidate	66	1	9	87	1	0	0
	Only Edwards/Neither candidate	29	5	40	37	9	3	2
Who would you trust to handle national security? (n=1,101)	Only John Edwards	6	3	83	11	-	-	2
	Only John Kerry	37	1	1	97	0	1	0
	Both candidates	46	3	21	68	6	1	-
	Neither candidate	8	7	37	23	10	2	4
Who would you trust to handle national security? (n=1,101)	Only Edwards/Either candidate	51	3	28	61	5	1	0
	Only Kerry/Neither candidate	46	2	8	83	2	1	1
Who would you trust to handle national security? (n=1,101)	Only Kerry/Either candidate	83	2	12	81	3	1	0
	Only Edwards/Neither candidate	14	5	56	18	6	1	4
Overall, would you say U.S. trade with other countries: (n=1,101)	Creates more jobs in your state	17	2	16	77	2	1	1
	Takes more jobs from your state	58	2	21	69	4	1	0
	Has no effect on jobs in your state	14	6	14	72	4	1	2
AGE (60 and over) (n=1,091)	18-29	9	7	20	67	3	1	1
	30-44	22	3	18	67	7	1	2
	45-59	31	3	17	72	5	2	-
	60 or over	37	2	19	75	1	1	1
Which ONE issue mattered most in deciding how you voted today? (Check only one) (n=1,101)	Taxes	5	-	34	62	-	2	-
	Education	7	-	14	83	1	1	1
	Health care/Medicare	20	4	15	73	4	-	1
	The war in Iraq	16	7	10	69	10	3	-
	National security/Terrorism	6	3	12	70	3	-	4
	Economy/Jobs	35	1	22	73	2	1	0
Which ONE candidate quality mattered most in deciding how you voted today? (Check only one) (n=1,041)	He cares about people like me	13	2	24	61	5	3	1
	He is honest and trustworthy	8	4	38	51	3	1	3

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Which ONE candidate quality mattered most in deciding how you voted today? (Check only one) (n=1,041)	He stands up for what he believes	21	9	22	53	12	1	1
	He has the right experience	13	-	3	96	-	-	-
	He has a positive message	11	0	38	48	6	2	-
	He can defeat George W. Bush	34	1	9	89	-	0	-