



Conducted by Ohio Dem Primary Exit Poll  
 OH04DPRS - Horizontal Percentages  
 Time of Weighting: 03/02/2004 22:55:46  
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Filter(s):

		Total	DEAN	EDWR	KERY	KUCN
Are you: (n=1,495)	Male	48	3	32	54	10
	Female	52	2	36	51	9
Sex by race (n=1,475)	White male	40	2	34	53	9
	White female	41	2	37	51	8
	Non-white male	8	4	22	61	13
	Non-white female	11	2	31	49	12
To which age group do you belong? (n=1,497)	17-29	9	2	25	52	18
	30-44	23	2	38	49	9
	45-64	46	2	37	50	9
	65 or over	22	5	28	60	6
Age 65 & over (n=1,497)	17-64	78	2	36	50	10
	65 or over	22	5	28	60	6
Are you (adjusted): (n=1,479)	White	81	2	36	52	9
	Black	14	3	24	60	10
	Hispanic/Latino	3	-	-	-	-
	Asian	1	-	-	-	-
	Other	1	-	-	-	-
2003 total family income: (n=1,335)	Under \$15,000	9	5	27	54	12
	\$15,000 - \$29,999	16	2	39	49	11
	\$30,000 - \$49,999	27	3	36	53	8
	\$50,000 - \$74,999	27	2	30	54	10
	\$75,000 - \$99,999	12	1	40	50	9
	\$100,000 or more	10	1	35	51	11

		Total	DEAN	EDWR	KERY	KUCN
Total family income: (n=1,335)	Less than \$50,000	51	3	35	52	9
	\$50,000 or more	49	1	33	53	10
Compared to four years ago, is your family's financial situation: (n=1,503)	Better today	20	1	31	52	13
	Worse today	41	2	36	51	9
	About the same	33	3	35	53	8
What was the last grade of school you completed? (n=1,420)	Did not complete high school	5	1	26	68	3
	High school graduate	28	2	37	53	8
	Some college or associate degree	29	3	36	50	9
	College graduate	21	3	36	46	12
	Postgraduate study	16	2	31	56	11
College Education (n=1,420)	No college degree	63	2	35	53	8
	College graduate	37	2	34	50	12
Are you currently married? (n=1,405)	Yes	63	2	35	53	8
	No	37	2	34	49	12
Do you or does someone in your household belong to a labor union? (n=1,420)	Yes, I do	22	4	27	60	9
	Yes, someone else does	17	1	35	54	9
	Yes, I do and someone else does	5	1	36	60	3
	No one does	56	2	38	47	10
UNION HOUSEHOLD (n=1,420)	Yes (Vote is union member, union member in household, or	44	2	31	58	8
	No (No union voter in household	56	2	38	47	10
Voter is union member: (n=1,420)	Yes	27	3	29	60	8
	No	73	2	37	49	10
No matter how you voted today, do you usually think of yourself as a: (n=1,425)	Democrat	72	2	32	58	8
	Republican	4	-	47	30	10
	Independent or something else	24	4	42	39	13
On most political matters, do you consider yourself: (n=1,412)	Very liberal	12	3	28	52	14
	Somewhat liberal	30	1	35	54	9
	Moderate	43	4	35	52	8

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On most political matters, do you consider yourself: (n=1,412)	Somewhat conservative	11	1	39	46	9
	Very conservative	3	-	-	-	-
On most political matters, do you consider yourself: (n=1,412)	Liberal	42	2	33	53	11
	Moderate	43	4	35	52	8
	Conservative	14	1	36	49	8
Are you: (n=1,406)	Protestant	34	3	38	50	7
	Catholic	30	2	33	55	9
	Other Christian	13	2	34	52	9
	Jewish	1	-	-	-	-
	Something else	11	3	34	50	14
	None	10	2	30	52	14
Religion, combined Protestant and other Christian. (n=1,406)	Protestant/Other Christian	47	3	37	51	8
	Catholic	30	2	33	55	9
	Jewish	1	-	-	-	-
	Something else	11	3	34	50	14
	None	10	2	30	52	14
Religion, combined Protestant and Other Christian, among Whites. (n=1,503)	Protestant/Other Christian	34	2	39	50	7
	Catholic	26	2	34	55	8
	Jewish	1	-	-	-	-
	Something else	6	1	34	48	16
	None	7	3	29	53	14
When did you finally decide for whom to vote in the presidential primary? (n=1,503)	Today	16	5	34	48	13
	In the last three days	11	2	44	43	9
	In the last week	15	2	47	43	8
	In the last month	32	2	32	59	6
	Before that	25	3	27	55	12
When did you finally decide for whom to vote in the presidential primary? (n=1,503)	Today/Last 3 days/Last week	42	3	41	45	10
	Last month/Before that	58	2	29	57	9

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Did you vote for your candidate today more because you think: (n=1,503)	He can defeat George W. Bush in November	35	2	29	65	4
	He agrees with you on the major issues	56	3	38	44	13
In your vote in today's presidential primary, how would you rate the importance of _____? (n=1,503)	Very important	30	2	32	57	8
	Somewhat important	37	3	36	52	8
	Not too important	18	3	39	45	11
	Not at all important	8	3	32	46	18
In your vote for president today, how would you rate the importance of _____? (n=1,503)	Very/Somewhat important	67	2	34	54	8
	Not too/Not at all important	25	3	37	45	13
Which comes closest to your feelings about the Bush administration: (n=1,503)	Angry	44	2	30	55	11
	Dissatisfied, but not angry	39	2	37	53	7
	Satisfied, but not enthusiastic	12	5	36	45	8
	Enthusiastic	2	-	-	-	-
SUPPDEAN among non-Dean voters only (n=1,503)	Yes	23	-	40	51	8
	No	68	-	34	54	10
Which comes closest to your view: (n=1,503)	Gay couples should be allowed to legally marry	26	2	33	48	16
	Gay couples should be allowed to legally form civil	28	1	36	56	7
	There should be no legal recognition of gay couples'	37	3	35	53	6
No matter how you voted today, would you be: (n=1,503)	Satisfied only if Edwards is the nominee	15	2	82	11	4
	Satisfied only if Kerry is the nominee	29	2	4	88	5
	Satisfied if either one is the nominee	47	2	40	49	8
	Dissatisfied if either one is the nominee	7	13	20	15	45
No matter how you voted today, would you be: (n=1,503)	Satisfied with only Edwards/either	62	2	50	40	7
	Satisfied with only Kerry/neither	36	4	7	74	13
No matter how you voted today, would you be: (n=1,503)	Satisfied with only Kerry/either	76	2	26	64	7
	Satisfied with only Edwards/neither	22	5	63	13	17
Who would stand up to special interests? (n=1,503)	Only John Edwards	17	2	81	11	5
	Only John Kerry	24	1	10	85	3
	Both candidates	44	2	33	57	7

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Who would stand up to special interests? (n=1,503)	Neither candidate	10	8	18	30	35
Who would stand up to special interests? (n=1,503)	Only Edwards/Neither candidate	62	2	46	44	7
	Only Kerry/Neither candidate	35	3	12	69	13
Who would stand up to special interests? (n=1,503)	Only Kerry/Neither candidate	69	2	25	67	6
	Only Edwards/Neither candidate	28	4	57	18	16
Who would you trust to handle national security? (n=1,503)	Only John Edwards	11	5	78	10	7
	Only John Kerry	28	1	9	87	3
	Both candidates	50	2	40	50	8
	Neither candidate	8	7	31	9	41
Who would you trust to handle national security? (n=1,503)	Only Edwards/Neither candidate	61	3	46	43	8
	Only Kerry/Neither candidate	36	2	14	69	12
Who would you trust to handle national security? (n=1,503)	Only Kerry/Neither candidate	78	2	29	63	6
	Only Edwards/Neither candidate	19	6	58	10	22
Overall, would you say U.S. trade with other countries: (n=1,503)	Creates more jobs in your state	13	2	37	55	6
	Takes more jobs from your state	72	3	34	51	10
	Has no effect on jobs in your state	8	0	30	63	6
To which age group do you belong? (n=1,497)	17-29	9	2	25	52	18
	30-44	23	2	38	49	9
	45-59	34	2	37	49	11
	60 or over	34	4	32	59	5
Which ONE issue mattered most in deciding how you voted today? (Check only one) (n=1,503)	Taxes	12	6	38	46	7
	Education	10	1	35	48	12
	Health care/Medicare	17	3	32	53	11
	The war in Iraq	9	1	24	57	17
	National security/Terrorism	3	1	37	49	9
	Economy/Jobs	42	2	36	54	7
Which ONE candidate quality mattered most in deciding how you voted today? (Check only one) (n=1,428)	He cares about people like me	17	3	46	40	10
	He is honest and trustworthy	10	4	48	36	13

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Which ONE candidate quality mattered most in deciding how you voted today? (Check only one) (n=1,428)	He stands up for what he believes	20	3	30	45	20
	He has the right experience	8	1	19	71	7
	He has a positive message	14	2	47	42	8
	He can defeat George W. Bush	31	3	24	70	2