



Conducted by Edison/Mitofsky
 OKlahoma Dem Primary Exit Poll
 OK04DPR - Horizontal Percentages
 Time of Weighting: 02/03/2004 20:23:25
 Time Created: 02/03/2004 20:23:33

Filter(s):

| | | Total | CLRK | DEAN | EDWR | KERY | KUCN | LBER | SHRP |
|-------------------------------------|---------------------|-------|------|------|------|------|------|------|------|
| Are you: (n=1,481) | Male | 47 | 28 | 6 | 29 | 26 | 1 | 9 | 1 |
| | Female | 53 | 31 | 2 | 31 | 27 | 1 | 5 | 1 |
| Sex by race (n=1,461) | White male | 39 | 29 | 6 | 29 | 25 | 2 | 9 | 0 |
| | White female | 43 | 31 | 2 | 32 | 27 | 1 | 6 | 0 |
| | Non-white male | 8 | 24 | 4 | 29 | 28 | - | 9 | 3 |
| | Non-white female | 10 | 31 | 3 | 24 | 30 | 1 | 4 | 6 |
| Age, four categories (n=1,483) | 18-29 | 6 | 34 | 8 | 26 | 23 | - | 4 | 1 |
| | 30-44 | 17 | 29 | 4 | 32 | 25 | 2 | 5 | 2 |
| | 45-64 | 46 | 27 | 4 | 30 | 28 | 1 | 7 | 1 |
| | 65+ | 30 | 34 | 2 | 28 | 26 | 1 | 9 | 1 |
| Age 65 & over (n=1,483) | 18-64 | 70 | 28 | 5 | 30 | 27 | 1 | 6 | 1 |
| | 65 or over | 30 | 34 | 2 | 28 | 26 | 1 | 9 | 1 |
| Are you (adjusted): (n=1,473) | White | 82 | 30 | 4 | 30 | 26 | 1 | 7 | 0 |
| | Black | 8 | 29 | 5 | 20 | 31 | 1 | 4 | 8 |
| | Hispanic/Latino | 2 | - | - | - | - | - | - | - |
| | Asian | 0 | - | - | - | - | - | - | - |
| | Other | 8 | 33 | 1 | 34 | 24 | - | 5 | 2 |
| 2003 total family income: (n=1,347) | Under \$15,000 | 14 | 33 | 5 | 24 | 32 | 1 | 4 | 0 |
| | \$15,000 - \$29,999 | 23 | 34 | 4 | 30 | 26 | - | 5 | 1 |
| | \$30,000 - \$49,999 | 26 | 29 | 4 | 29 | 28 | 2 | 7 | 1 |
| | \$50,000 - \$74,999 | 21 | 33 | 2 | 30 | 22 | 0 | 9 | 1 |
| | \$75,000 - \$99,999 | 10 | 27 | 1 | 30 | 28 | 3 | 8 | 2 |
| | \$100,000 or more | 7 | 18 | 14 | 26 | 27 | 1 | 11 | - |

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|--|--|-------|------|------|------|------|------|------|------|
| Compared to four years ago, is your family's financial situation: (n=1,501) | Better today | 13 | 23 | 5 | 29 | 16 | 2 | 19 | 1 |
| | Worse today | 48 | 34 | 3 | 28 | 30 | 0 | 4 | 1 |
| | About the same | 34 | 27 | 5 | 31 | 27 | 1 | 6 | 1 |
| What was the last grade of school you completed? (n=1,398) | Did not complete high school | 7 | 39 | 3 | 24 | 27 | 1 | 3 | 1 |
| | High school graduate | 31 | 30 | 3 | 34 | 26 | 0 | 4 | 1 |
| | Some college or associate degree | 27 | 29 | 3 | 30 | 28 | 1 | 7 | 0 |
| | College graduate | 18 | 34 | 7 | 22 | 25 | 1 | 8 | 2 |
| | Postgraduate study | 17 | 25 | 4 | 29 | 27 | 3 | 11 | 1 |
| College Education (n=1,398) | No college degree | 65 | 30 | 3 | 32 | 27 | 1 | 5 | 1 |
| | College graduate | 35 | 29 | 5 | 25 | 26 | 2 | 9 | 1 |
| Do you or does someone in your household belong to a labor union? (n=1,418) | Yes, I do | 11 | 30 | 3 | 31 | 28 | - | 5 | 1 |
| | Yes, someone else does | 9 | 36 | 4 | 30 | 25 | - | 3 | 0 |
| | Yes, I do and someone else does | 1 | - | - | - | - | - | - | - |
| | No one does | 79 | 30 | 4 | 29 | 27 | 1 | 7 | 1 |
| UNION HOUSEHOLD (n=1,418) | Yes (Vote is union member, union member in household, or | 21 | 32 | 4 | 30 | 28 | - | 4 | 1 |
| | No (No union voter in household | 79 | 30 | 4 | 29 | 27 | 1 | 7 | 1 |
| Voter is union member: (n=1,418) | Yes | 12 | 29 | 4 | 29 | 29 | - | 5 | 1 |
| | No | 88 | 30 | 4 | 29 | 26 | 1 | 7 | 1 |
| Have you or has anyone in your household ever served in the U.S. military? (n=1,408) | Yes, I have | 26 | 29 | 2 | 26 | 30 | 1 | 10 | 1 |
| | Yes, someone else has | 37 | 31 | 3 | 29 | 27 | 1 | 6 | 1 |
| | Yes, I have and someone else has | 2 | - | - | - | - | - | - | - |
| | No one has | 35 | 30 | 6 | 32 | 23 | 1 | 6 | 1 |
| Have you or has anyone in your household ever served in the U.S. military? (n=1,408) | Yes | 65 | 30 | 3 | 27 | 29 | 1 | 7 | 1 |
| | No | 35 | 30 | 6 | 32 | 23 | 1 | 6 | 1 |
| Voter has served in the U.S. military: (n=1,408) | Yes | 28 | 29 | 3 | 25 | 31 | 1 | 10 | 1 |
| | No | 72 | 30 | 4 | 31 | 25 | 1 | 6 | 1 |
| How often have you visited any of the Democratic candidates' Web sites? (n=1,468) | Frequently | 8 | 31 | 9 | 25 | 25 | 3 | 7 | - |
| | Occasionally | 15 | 34 | 4 | 33 | 22 | - | 7 | 0 |

| | | Total | CLRK | DEAN | EDWR | KERY | KUCN | LBER | SHRP |
|---|--------------------------------------|-------|------|------|------|------|------|------|------|
| How often have you visited any of the Democratic candidates' Web sites? (n=1,468) | Rarely | 13 | 27 | 5 | 25 | 33 | 1 | 6 | 1 |
| | Never | 64 | 29 | 3 | 30 | 27 | 1 | 7 | 1 |
| How often have you visited any of the Democratic candidates' Web sites? (n=1,468) | Frequently/Occasionally | 22 | 33 | 6 | 30 | 23 | 1 | 7 | 0 |
| | Rarely/Never | 78 | 29 | 3 | 29 | 28 | 1 | 7 | 1 |
| No matter how you voted today, do you usually think of yourself as a: (n=1,418) | Democrat | 83 | 32 | 4 | 28 | 29 | 1 | 5 | 1 |
| | Republican | 6 | 13 | 1 | 30 | 7 | 3 | 29 | 1 |
| | Independent or something else | 11 | 28 | 5 | 34 | 18 | 3 | 9 | 2 |
| On most political matters, do you consider yourself: (n=1,411) | Very liberal | 9 | 35 | 3 | 16 | 41 | 2 | 2 | 1 |
| | Somewhat liberal | 22 | 31 | 6 | 27 | 30 | 0 | 5 | 1 |
| | Moderate | 48 | 31 | 3 | 31 | 26 | 1 | 5 | 1 |
| | Somewhat conservative | 15 | 27 | 2 | 34 | 20 | 1 | 12 | 1 |
| | Very conservative | 6 | 14 | 6 | 35 | 11 | - | 23 | 1 |
| On most political matters, do you consider yourself: (n=1,411) | Liberal | 31 | 32 | 5 | 24 | 33 | 1 | 4 | 1 |
| | Moderate | 48 | 31 | 3 | 31 | 26 | 1 | 5 | 1 |
| | Conservative | 21 | 23 | 3 | 34 | 18 | 1 | 15 | 1 |
| Which best describes you: (Check only one) (n=1,355) | Employed full-time | 47 | 29 | 5 | 28 | 26 | 1 | 7 | 1 |
| | Employed part-time | 10 | 29 | 4 | 33 | 21 | 1 | 8 | 1 |
| | Not working and looking for work | 7 | 29 | 2 | 33 | 23 | - | 6 | 1 |
| | Not working and not looking for work | 35 | 33 | 3 | 28 | 29 | 1 | 6 | 1 |
| Employment among women (n=1,501) | Employed women | 26 | 31 | 2 | 30 | 26 | 1 | 7 | 2 |
| | Unemployed women | 22 | 31 | 3 | 30 | 31 | 1 | 4 | 0 |
| Are you: (n=1,395) | Protestant | 58 | 29 | 3 | 29 | 27 | 1 | 9 | 1 |
| | Catholic | 8 | 32 | 5 | 35 | 25 | - | 2 | - |
| | Other Christian | 19 | 31 | 4 | 29 | 24 | 0 | 8 | 1 |
| | Jewish | 1 | - | - | - | - | - | - | - |
| | Something else | 10 | 34 | 2 | 33 | 27 | 1 | 1 | 2 |
| | None | 5 | 30 | 10 | 21 | 33 | 2 | 2 | 1 |
| Religion, combined Protestant and other Christian. (n=1,395) | Protestant/Other Christian | 77 | 30 | 3 | 29 | 26 | 1 | 8 | 1 |

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|---|---------------------------------|-------|------|------|------|------|------|------|------|
| Religion, combined Protestant and other Christian. (n=1,395) | Catholic | 8 | 32 | 5 | 35 | 25 | - | 2 | - |
| | Jewish | 1 | - | - | - | - | - | - | - |
| | Something else | 10 | 34 | 2 | 33 | 27 | 1 | 1 | 2 |
| | None | 5 | 30 | 10 | 21 | 33 | 2 | 2 | 1 |
| Religion, combined Protestant and Other Christian, among Whites. (n=1,501) | Protestant/Other Christian | 59 | 30 | 3 | 30 | 26 | 1 | 8 | 0 |
| | Catholic | 6 | 34 | 6 | 36 | 23 | - | 2 | - |
| | Jewish | 1 | - | - | - | - | - | - | - |
| | Something else | 6 | 36 | 2 | 32 | 27 | 1 | 1 | - |
| | None | 4 | 26 | 9 | 21 | 37 | 3 | 3 | 1 |
| How often do you attend religious services? (n=1,501) | More than once a week | 22 | 28 | 2 | 34 | 23 | 2 | 8 | 2 |
| | Once a week | 22 | 31 | 4 | 30 | 23 | - | 8 | 1 |
| | A few times a month | 11 | 28 | 3 | 31 | 28 | 1 | 7 | 1 |
| | A few times a year | 25 | 30 | 4 | 29 | 28 | 1 | 6 | 1 |
| | Never | 13 | 35 | 7 | 17 | 36 | 1 | 3 | 0 |
| How often do you attend religious services? (n=1,501) | Weekly | 44 | 30 | 3 | 32 | 23 | 1 | 8 | 1 |
| | Occasionally | 35 | 30 | 4 | 30 | 28 | 1 | 6 | 1 |
| | Never | 13 | 35 | 7 | 17 | 36 | 1 | 3 | 0 |
| Church attendance by Religion (n=1,501) | Protestant/Attend weekly | 36 | 30 | 2 | 31 | 22 | 1 | 10 | 1 |
| | Protestant/Do not attend weekly | 34 | 30 | 5 | 26 | 31 | 1 | 7 | 1 |
| | Catholic/Attend weekly | 4 | 31 | 8 | 29 | 28 | - | 3 | - |
| | Catholic/Do not attend weekly | 3 | - | - | - | - | - | - | - |
| When did you finally decide for whom to vote in the presidential primary? (n=1,501) | Today | 19 | 25 | 5 | 30 | 28 | 2 | 8 | 1 |
| | In the last three days | 14 | 29 | 2 | 33 | 31 | 1 | 4 | 1 |
| | In the last week | 21 | 25 | 5 | 35 | 30 | 1 | 4 | 0 |
| | In the last month | 27 | 35 | 3 | 28 | 26 | 0 | 6 | 1 |
| | Before that | 17 | 33 | 6 | 21 | 19 | 2 | 12 | 3 |
| When did you finally decide for whom to vote in the presidential primary? (n=1,501) | Today/Last 3 days/Last week | 55 | 26 | 4 | 33 | 30 | 1 | 5 | 1 |
| | Last month/Before that | 44 | 34 | 4 | 25 | 23 | 1 | 9 | 2 |

| | | Total | CLRK | DEAN | EDWR | KERY | KUCN | LBER | SHRP |
|--|--|-------|------|------|------|------|------|------|------|
| Did you vote for your candidate today more because you think: (n=1,501) | He can defeat George W. Bush in November | 27 | 28 | 2 | 24 | 43 | 0 | 2 | 0 |
| | He agrees with you on the major issues | 63 | 32 | 5 | 32 | 19 | 1 | 9 | 1 |
| In your vote in today's presidential primary, how would you rate the importance of campaign ads? (n=1,501) | Very important | 31 | 36 | 3 | 28 | 27 | - | 4 | 1 |
| | Somewhat important | 35 | 30 | 3 | 31 | 28 | 0 | 7 | 1 |
| | Not too important | 18 | 24 | 5 | 30 | 28 | 3 | 8 | 1 |
| | Not at all important | 8 | 21 | 7 | 25 | 20 | 4 | 17 | 3 |
| In your vote for president today, how would you rate the importance of campaign ads? (n=1,501) | Very/Somewhat important | 66 | 33 | 3 | 29 | 27 | 0 | 5 | 1 |
| | Not too/Not at all important | 26 | 23 | 6 | 28 | 25 | 3 | 11 | 1 |
| Which comes closest to your feelings about the Bush administration: (n=1,501) | Angry | 33 | 31 | 5 | 27 | 35 | 1 | 0 | 1 |
| | Dissatisfied, but not angry | 43 | 33 | 4 | 30 | 27 | 1 | 4 | 1 |
| | Satisfied, but not enthusiastic | 17 | 24 | 3 | 33 | 18 | 1 | 18 | 1 |
| | Enthusiastic | 5 | 17 | 3 | 25 | 7 | 1 | 31 | 4 |
| How do you feel about the U.S. decision to go to war with Iraq? (n=1,501) | Strongly approve | 19 | 24 | 2 | 30 | 16 | 1 | 19 | 1 |
| | Somewhat approve | 20 | 30 | 2 | 34 | 24 | - | 8 | 1 |
| | Somewhat disapprove | 22 | 33 | 5 | 30 | 28 | 0 | 2 | 1 |
| | Strongly disapprove | 33 | 31 | 5 | 25 | 34 | 2 | 2 | 1 |
| How do you feel about the U.S. decision to go to war with Iraq? (n=1,501) | Approve | 39 | 27 | 2 | 32 | 20 | 1 | 13 | 1 |
| | Disapprove | 55 | 32 | 5 | 27 | 31 | 1 | 2 | 1 |
| Do you think the condition of the nation's economy is: (n=1,501) | Excellent | 1 | - | - | - | - | - | - | - |
| | Good | 18 | 22 | 4 | 32 | 17 | 1 | 20 | 1 |
| | Not so good | 42 | 34 | 3 | 28 | 27 | 1 | 5 | 1 |
| | Poor | 33 | 30 | 4 | 29 | 33 | 1 | 1 | 1 |
| State of the national economy: 2 way (n=1,501) | Excellent/Good | 19 | 21 | 4 | 31 | 17 | 1 | 20 | 1 |
| | Not so good/Poor | 76 | 32 | 4 | 29 | 29 | 1 | 3 | 1 |
| No matter how you voted today, how would you feel if John Kerry wins the nomination: (n=1,501) | Very satisfied | 36 | 13 | 1 | 16 | 67 | 1 | 1 | 1 |
| | Somewhat satisfied | 34 | 44 | 6 | 36 | 6 | 1 | 6 | 1 |
| | Somewhat dissatisfied | 14 | 39 | 6 | 40 | 0 | 1 | 10 | 1 |
| | Very dissatisfied | 13 | 27 | 4 | 34 | 2 | 1 | 25 | 2 |

| | | Total | CLRK | DEAN | EDWR | KERY | KUCN | LBER | SHRP |
|---|-----------------------------------|-------|------|------|------|------|------|------|------|
| No matter how you voted today, how would you feel if John Kerry wins the nomination: (n=1,501) | Satisfied | 70 | 28 | 3 | 26 | 37 | 1 | 3 | 1 |
| | Dissatisfied | 26 | 34 | 5 | 38 | 1 | 1 | 17 | 2 |
| Which ONE issue mattered most in deciding how you voted today? (Check only one) (n=1,501) | Taxes | 7 | 27 | 5 | 34 | 25 | - | 7 | - |
| | Education | 10 | 37 | 1 | 26 | 25 | 1 | 8 | 1 |
| | Health care/Medicare | 19 | 33 | 5 | 27 | 28 | 1 | 6 | 0 |
| | The war in Iraq | 12 | 35 | 6 | 15 | 33 | 3 | 7 | 2 |
| | National security/Terrorism | 6 | 38 | 1 | 14 | 12 | 1 | 24 | 1 |
| | Economy/Jobs | 38 | 25 | 4 | 37 | 27 | 1 | 4 | 1 |
| | | | | | | | | | |
| Which ONE candidate quality mattered most in deciding how you voted today? (Check only one) (n=1,501) | He cares about people like me | 22 | 31 | 3 | 42 | 17 | 1 | 2 | 2 |
| | He has the right temperament | 4 | 19 | 10 | 43 | 10 | - | 16 | 2 |
| | He stands up for what he believes | 22 | 34 | 8 | 22 | 19 | 2 | 12 | 1 |
| | He has the right experience | 9 | 47 | 2 | 6 | 36 | - | 8 | - |
| | He has a positive message | 15 | 24 | 2 | 45 | 19 | - | 9 | 0 |
| | He can defeat George W. Bush | 19 | 21 | 1 | 21 | 55 | 0 | 1 | 0 |
| | He understands Oklahoma | 3 | 34 | - | 37 | 9 | 6 | 10 | 1 |
| | | | | | | | | | |
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