



Conducted by South Carolina Dem Primary Exit Poll  
 SC04DPRS - Horizontal Percentages  
 Edison/Mitofsky  
 Time of Weighting: 02/03/2004 20:58:01  
 Time Created: 02/03/2004 20:58:13

Filter(s):

		Total	CLRK	DEAN	EDWR	KERY	KUCN	LBER	SHRP
Are you: (n=2,014)	Male	43	7	5	43	30	1	3	10
	Female	57	7	5	46	30	1	3	8
Sex by race (n=1,982)	White male	24	8	5	52	25	2	4	2
	White female	27	7	5	52	28	1	5	1
	Non-white male	19	6	4	32	36	0	1	20
	Non-white female	30	7	5	41	32	-	1	14
Age, four categories (n=2,025)	18-29	9	15	13	34	27	1	1	9
	30-44	23	8	5	40	27	1	2	15
	45-64	48	6	3	47	31	1	3	8
	65+	20	4	5	50	33	1	4	4
Age 65 & over (n=2,025)	18-64	80	8	5	44	29	1	3	10
	65 or over	20	4	5	50	33	1	4	4
Are you (adjusted): (n=1,995)	White	51	7	5	52	27	2	5	2
	Black	47	6	4	37	34	0	1	17
	Hispanic/Latino	1	-	-	-	-	-	-	-
	Asian	0	-	-	-	-	-	-	-
	Other	1	-	-	-	-	-	-	-
2003 total family income: (n=1,816)	Under \$15,000	12	5	6	46	34	1	1	7
	\$15,000 - \$29,999	22	7	4	42	33	1	2	11
	\$30,000 - \$49,999	24	6	5	47	29	1	2	10
	\$50,000 - \$74,999	22	8	6	45	26	1	4	8
	\$75,000 - \$99,999	11	9	5	43	30	2	5	8
	\$100,000 or more	9	7	5	44	30	1	4	9

		Total	CLRK	DEAN	EDWR	KERY	KUCN	LBER	SHRP
Compared to four years ago, is your family's financial situation: (n=2,033)	Better today	10	14	4	39	27	2	6	6
	Worse today	48	6	4	47	31	1	1	9
	About the same	37	6	6	46	28	1	4	9
What was the last grade of school you completed? (n=1,903)	Did not complete high school	6	3	3	49	38	-	1	6
	High school graduate	23	5	5	50	30	0	1	9
	Some college or associate degree	29	7	5	46	27	2	3	10
	College graduate	21	8	5	45	29	1	2	9
	Postgraduate study	21	10	6	38	30	2	5	8
College Education (n=1,903)	No college degree	58	6	4	48	30	1	2	9
	College graduate	42	9	6	41	30	1	4	9
Do you or does someone in your household belong to a labor union? (n=1,915)	Yes, I do	6	5	2	40	39	1	2	13
	Yes, someone else does	5	8	3	42	22	1	3	21
	Yes, I do and someone else does	1	-	-	-	-	-	-	-
	No one does	88	7	5	46	29	1	3	8
UNION HOUSEHOLD (n=1,915)	Yes (Vote is union member, union member in household, or	12	6	3	41	31	1	2	15
	No (No union voter in household	88	7	5	46	29	1	3	8
Voter is union member: (n=1,915)	Yes	7	5	3	40	37	1	2	12
	No	93	7	5	46	29	1	3	9
Have you or has anyone in your household ever served in the U.S. military? (n=1,910)	Yes, I have	23	7	3	44	33	1	3	9
	Yes, someone else has	36	6	4	48	29	1	2	9
	Yes, I have and someone else has	3	10	6	28	37	-	3	12
	No one has	38	8	6	45	27	1	4	8
Have you or has anyone in your household ever served in the U.S. military? (n=1,910)	Yes	62	7	4	45	31	1	2	9
	No	38	8	6	45	27	1	4	8
Voter has served in the U.S. military: (n=1,910)	Yes	26	7	4	42	33	1	3	10
	No	74	7	5	46	28	1	3	8
How often have you visited any of the Democratic candidates' Web sites? (n=2,001)	Frequently	8	10	9	34	30	2	3	12
	Occasionally	19	6	6	46	31	2	1	8

		Total	CLRK	DEAN	EDWR	KERY	KUCN	LBER	SHRP
How often have you visited any of the Democratic candidates' Web sites? (n=2,001)	Rarely	17	10	4	47	24	1	3	11
	Never	56	6	4	46	31	0	4	8
How often have you visited any of the Democratic candidates' Web sites? (n=2,001)	Frequently/Occasionally	27	7	7	42	31	2	1	9
	Rarely/Never	73	7	4	46	29	1	3	9
No matter how you voted today, do you usually think of yourself as a: (n=1,909)	Democrat	71	7	5	43	33	0	2	9
	Republican	5	5	6	54	16	1	11	7
	Independent or something else	24	8	5	48	22	3	5	8
On most political matters, do you consider yourself: (n=1,889)	Very liberal	13	10	9	33	34	3	0	10
	Somewhat liberal	26	8	6	46	29	1	2	7
	Moderate	44	6	4	49	29	0	3	9
	Somewhat conservative	11	6	2	45	28	0	8	10
	Very conservative	6	4	5	47	32	1	5	5
On most political matters, do you consider yourself: (n=1,889)	Liberal	39	9	7	42	31	2	1	8
	Moderate	44	6	4	49	29	0	3	9
	Conservative	17	5	3	46	29	1	7	8
Which best describes you: (Check only one) (n=1,862)	Employed full-time	54	7	5	46	26	1	3	11
	Employed part-time	12	10	7	41	31	1	2	6
	Not working and looking for work	9	9	5	32	38	2	2	12
	Not working and not looking for work	25	5	4	49	33	0	3	4
Employment among women (n=2,033)	Employed women	34	7	5	48	26	1	2	10
	Unemployed women	19	7	5	43	36	0	4	5
Are you: (n=1,876)	Protestant	43	6	4	52	27	1	4	6
	Catholic	8	14	6	41	29	-	3	4
	Other Christian	28	7	4	41	33	0	1	13
	Jewish	2	-	-	-	-	-	-	-
	Something else	13	8	6	42	29	-	-	15
	None	7	6	13	31	35	6	1	7
Religion, combined Protestant and other Christian. (n=1,876)	Protestant/Other Christian	71	6	4	48	29	1	3	9

		Total	CLRK	DEAN	EDWR	KERY	KUCN	LBER	SHRP
Religion, combined Protestant and other Christian. (n=1,876)	Catholic	8	14	6	41	29	-	3	4
	Jewish	2	-	-	-	-	-	-	-
	Something else	13	8	6	42	29	-	-	15
	None	7	6	13	31	35	6	1	7
Religion, combined Protestant and Other Christian, among Whites. (n=2,033)	Protestant/Other Christian	32	5	4	58	25	1	5	2
	Catholic	6	14	5	45	31	-	4	1
	Jewish	1	-	-	-	-	-	-	-
	Something else	3	11	9	59	20	-	-	1
	None	4	9	15	27	37	8	2	2
How often do you attend religious services? (n=2,033)	More than once a week	24	6	3	49	28	0	3	11
	Once a week	31	7	3	46	31	1	3	9
	A few times a month	14	6	7	43	31	-	3	9
	A few times a year	18	7	7	46	26	2	3	6
	Never	7	11	10	36	34	3	1	5
How often do you attend religious services? (n=2,033)	Weekly	55	6	3	47	29	1	3	10
	Occasionally	32	7	7	45	28	1	3	7
	Never	7	11	10	36	34	3	1	5
Church attendance by Religion (n=2,033)	Protestant/Attend weekly	41	6	3	49	28	1	3	10
	Protestant/Do not attend weekly	23	6	6	47	31	1	3	7
	Catholic/Attend weekly	4	9	4	38	37	-	3	6
	Catholic/Do not attend weekly	4	18	9	45	22	-	3	2
When did you finally decide for whom to vote in the presidential primary? (n=2,033)	Today	19	7	5	41	30	1	5	9
	In the last three days	14	5	3	41	37	2	2	10
	In the last week	21	8	3	42	37	1	2	7
	In the last month	26	7	4	50	29	0	3	6
	Before that	20	8	9	47	17	1	3	15
When did you finally decide for whom to vote in the presidential primary? (n=2,033)	Today/Last 3 days/Last week	53	7	4	41	35	1	3	8
	Last month/Before that	46	7	6	49	24	1	3	10

		Total	CLRK	DEAN	EDWR	KERY	KUCN	LBER	SHRP
Did you vote for your candidate today more because you think: (n=2,033)	He can defeat George W. Bush in November	32	8	4	42	42	0	1	3
	He agrees with you on the major issues	59	7	6	48	22	1	4	12
In your vote in today's presidential primary, how would you rate the importance of campaign ads? (n=2,033)	Very important	31	5	4	45	36	0	1	8
	Somewhat important	31	9	5	49	26	0	2	8
	Not too important	20	7	5	43	27	1	5	11
	Not at all important	9	7	6	36	29	5	9	8
In your vote for president today, how would you rate the importance of campaign ads? (n=2,033)	Very/Somewhat important	63	7	5	47	31	0	1	8
	Not too/Not at all important	29	7	6	41	27	2	6	10
Which comes closest to your feelings about the Bush administration: (n=2,033)	Angry	35	7	7	41	33	2	1	8
	Dissatisfied, but not angry	49	7	3	45	31	0	2	11
	Satisfied, but not enthusiastic	11	6	3	62	11	0	9	5
	Enthusiastic	2	-	-	-	-	-	-	-
How do you feel about the U.S. decision to go to war with Iraq? (n=2,033)	Strongly approve	9	5	3	52	22	1	10	5
	Somewhat approve	15	6	5	47	26	1	7	9
	Somewhat disapprove	24	8	4	51	30	-	1	6
	Strongly disapprove	48	8	6	41	32	1	1	11
How do you feel about the U.S. decision to go to war with Iraq? (n=2,033)	Approve	23	5	4	49	25	1	8	7
	Disapprove	71	8	5	44	31	1	1	9
Do you think the condition of the nation's economy is: (n=2,033)	Excellent	0	-	-	-	-	-	-	-
	Good	10	8	7	47	19	2	8	8
	Not so good	46	8	5	43	31	1	4	9
	Poor	38	6	5	47	32	1	0	9
State of the national economy: 2 way (n=2,033)	Excellent/Good	11	8	7	47	19	2	9	8
	Not so good/Poor	84	7	5	45	31	1	2	9
No matter how you voted today, how would you feel if John Kerry wins the nomination: (n=2,033)	Very satisfied	42	3	2	26	63	0	1	5
	Somewhat satisfied	38	11	7	58	8	1	3	12
	Somewhat dissatisfied	10	7	7	63	1	3	4	13
	Very dissatisfied	8	7	9	58	6	1	12	6

		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=2,033)	Satisfied	80	7	4	41	37	1	2	8
	Dissatisfied	18	7	8	61	3	2	8	10
Which ONE issue mattered most in deciding how you voted today? (Check only one) (n=2,033)	Taxes	4	11	12	43	26	1	4	4
	Education	9	6	5	54	25	1	2	6
	Health care/Medicare	20	4	7	43	35	1	2	8
	The war in Iraq	10	18	8	24	35	3	4	9
	National security/Terrorism	2	-	-	-	-	-	-	-
	Economy/Jobs	47	5	3	52	26	1	2	10
Which ONE candidate quality mattered most in deciding how you voted today? (Check only one) (n=2,033)	He cares about people like me	23	5	4	57	19	1	1	13
	He has the right temperament	2	-	-	-	-	-	-	-
	He stands up for what he believes	19	7	12	31	18	3	8	21
	He has the right experience	8	18	3	8	63	-	6	2
	He has a positive message	14	5	3	58	26	0	2	5
	He can defeat George W. Bush	18	8	3	29	58	0	0	1
	He understands South Carolina	12	3	3	78	10	-	1	4