



Conducted by
Edison/Mitofsky

Florida General Exit Poll

		Total	KERY	BUSH	NADR	Rep2000
Are you: (n=2,826)	Male	46	47	52	1	-2
	Female	54	52	48	0	3
Sex by race (n=2,775)	White male	33	42	57	0	-
	White female	38	46	53	0	-
	Non-white male	13	59	40	1	-
	Non-white female	16	64	36	0	-
Are you: (n=2,791)	White	70	44	55	0	-2
	Black	12	87	12	1	5
	Hispanic/Latino	15	46	54	0	5
	Asian	1	-	-	-	-
	Other	2	34	66	-	-
AGE (60 and over) (n=2,825)	18-29	17	60	39	0	-1
	30-44	27	48	51	0	1
	45-59	28	44	55	0	6
	60 or over	27	49	50	0	-1
Age 65 & over (n=2,825)	18-64	81	49	50	0	2
	65 or over	19	51	49	1	-3
2003 total family income: (n=2,524)	Under \$15,000	9	61	38	1	-
	\$15,000-\$29,999	15	61	37	1	-
	\$30,000-\$49,999	22	53	46	0	-
	\$50,000-\$74,999	21	47	52	0	-
	\$75,000-\$99,999	14	40	60	0	-
	\$100,000-\$149,999	10	46	54	-	-



		Total	KERY	BUSH	NADR	Rep2000
2003 total family income: (n=2,524)	\$150,000-\$199,999	4	41	58	1	-
	\$200,000 or more	5	43	56	-	-
Total family income: (n=2,524)	Less than \$50,000	46	57	42	1	-
	\$50,000 or more	54	44	55	0	-
Total family income: (n=2,524)	Less than \$100,000	81	52	48	0	-
	\$100,000 or more	19	44	56	0	-
What was the last grade of school you completed? (n=2,552)	Did not complete high school	3	55	43	2	-4
	High school graduate	20	53	47	0	5
	Some college or associate degree	34	50	49	0	0
	College graduate	27	46	54	0	-3
	Postgraduate study	16	48	51	1	-1
College Education (n=2,552)	No college degree	57	52	48	0	-
	College graduate	43	46	53	0	-
No matter how you voted today, do you usually think of yourself as a: (n=2,743)	Democrat	38	86	13	0	0
	Republican	39	7	92	0	1
	Independent or something else	23	60	38	1	-8
On most political matters, do you consider yourself: (n=2,703)	Liberal	20	82	16	1	-1
	Moderate	47	59	41	0	-5
	Conservative	33	14	85	0	8
Is this the first time you have ever voted? (n=2,342)	Yes	13	58	41	-	-
	No	87	48	51	0	-
Religion, combined Protestant and other Christian. (n=2,482)	Protestant/Other Christian	51	42	57	0	2
	Catholic	27	45	55	0	3
	Jewish	6	81	19	-	-



		Total	KERY	BUSH	NADR	Rep2000
Religion, combined Protestant and other Christian. (n=2,482)	Something else	6	71	28	1	-12
	None	11	68	30	1	4
Religion among whites (n=2,536)	White Protestant/Other Christian	37	34	66	0	-
	White Catholic	16	42	57	0	-
	White Jewish	5	83	17	-	-
	White something else	3	66	32	2	-
	White none	7	63	35	0	-
	Non-white	31	62	37	1	-
White Protestant Conservatives (n=2,614)	White Protestant conservatives	15	6	94	-	-
	All others	85	57	42	0	-
How often do you attend religious services? (n=2,562)	More than once a week	12	37	63	-	10
	Once a week	23	39	61	0	9
	A few times a month	16	51	49	0	7
	A few times a year	29	54	45	0	-6
	Never	18	64	35	1	-6
How often do you attend religious services? (n=2,622)	Weekly	34	38	62	0	-
	Occasionally	44	53	46	0	-
	Never	17	64	35	1	-
Church attendance by Religion (n=2,622)	Protestant/Attend weekly	12	31	68	0	-
	Protestant/Do not attend weekly	16	43	56	1	-
	Catholic/Attend weekly	11	36	64	-	-
	Catholic/Do not attend weekly	14	51	48	0	-
	All Others	43	60	39	0	-
When did you finally decide for whom to vote in the presidential election?	Just today	5	53	44	2	-



		Total	KERY	BUSH	NADR	Rep2000
When did you finally decide for whom to vote in the presidential election? (n=2,162)	In the last three days	3	-	-	-	-
	Sometime last week	3	70	27	2	-
	During the last month	12	61	38	0	-
	Before that	77	46	54	0	-
Time: Last three days/Earlier than that (n=2,162)	Today/Within the last three days	8	53	45	1	-
	Within the last week or earlier	92	48	51	0	-
Time: Last week/Earlier than that (n=2,162)	Today through within the last three days	11	58	40	2	-
	Within the last week or earlier	89	48	52	0	-
Was your vote for president mainly: (n=2,182)	For your candidate	69	41	58	0	-
	Against his opponent	28	71	28	0	-
Do you think the condition of Florida's economy is: (n=1,969)	Excellent	9	14	86	0	-
	Good	50	31	68	0	-
	Not so good	29	79	20	1	-
	Poor	10	91	7	1	-
Do you approve or disapprove of the way George W. Bush is handling his job as president? (n=2,409)	Strongly approve	35	4	96	0	-
	Somewhat approve	18	17	82	1	-
	Somewhat disapprove	12	84	13	1	-
	Strongly disapprove	35	98	1	0	-
Do you approve or disapprove of the way George W. Bush is handling his job as president? (n=2,409)	Approve	52	9	91	0	-
	Disapprove	46	95	4	1	-
Which ONE issue mattered most in deciding how you voted for president? (Check only one) (n=2,409)	Taxes	5	36	63	1	-
	Education	4	75	23	1	-
	Iraq	18	75	24	0	-
	Terrorism	23	13	87	0	-



		Total	KERY	BUSH	NADR	Rep2000
Which ONE issue mattered most in deciding how you voted for president? (Check only one) (n=2,409)	Economy/Jobs	17	87	13	-	-
	Moral values	19	20	79	0	-
	Health care	8	81	18	1	-
Which ONE candidate quality mattered most in deciding how you voted for president? (Check only one) (n=2,409)	He cares about people like me	11	72	27	1	-
	He has strong religious faith	7	9	91	0	-
	He is honest and trustworthy	11	25	75	0	-
	He is a strong leader	19	13	87	0	-
	He is intelligent	7	86	13	0	-
	He will bring about needed change	24	96	3	0	-
	He has clear stands on the issues	15	19	79	1	-
Compared to four years ago, is the country: (n=2,354)	Safer from terrorism	54	18	82	0	-
	Less safe from terrorism	42	89	10	0	-
Do you approve or disapprove of the way the federal government responded to the hurricanes in Florida this year? (n=1,921)	Approve	86	45	55	0	-
	Disapprove	11	83	15	1	-
How confident are you that votes in your state will be counted accurately? (n=2,109)	Very confident	37	19	80	0	-
	Somewhat confident	38	55	44	1	-
	Not very confident	19	85	15	0	-
	Not at all confident	7	94	5	-	-
How confident are you that votes in your state will be counted accurately? (n=2,182)	Very/Somewhat confident	72	37	62	0	-
	Not very/Not at all confident	25	87	12	0	-
How do you feel about the U.S. decision to go to war with Iraq? (n=2,354)	Strongly approve	31	4	96	0	-
	Somewhat approve	22	28	71	0	-
	Somewhat disapprove	14	78	21	1	-
	Strongly disapprove	32	96	3	1	-



		Total	KERY	BUSH	NADR	Rep2000
How do you feel about the U.S. decision to go to war with Iraq? (n=2,409)	Approve	52	14	86	0	-
	Disapprove	45	90	9	1	-
How do you think things are going for the U.S. in Iraq now? (n=2,354)	Very well	10	4	96	-	-
	Somewhat well	34	9	91	0	-
	Somewhat badly	21	67	32	0	-
	Very badly	33	95	4	1	-
How do you think things are going for the U.S. in Iraq now? (n=2,409)	Very/Somewhat well	44	8	92	0	-
	Very/Somewhat badly	53	84	15	1	-
Who would you trust to handle the economy? (n=2,145)	Only John Kerry	40	98	2	0	-
	Only George W. Bush	40	2	98	0	-
	Both of them	9	41	58	0	-
	Neither of them	10	54	40	2	-
Who would you trust to handle the economy? (n=2,193)	Only Kerry/Both	47	88	12	0	-
	Only Bush/Neither	49	12	87	0	-
Who would you trust to handle the economy? (n=2,109)	Only Bush/Both	50	9	91	0	-
	Only Kerry/Neither	50	89	10	1	-
Compared to four years ago, is your family's financial situation: (n=2,354)	Better today	34	16	84	0	48
	Worse today	28	87	12	1	-50
	About the same	38	51	48	0	-16
Did anyone call you or talk to you in person on behalf of either major presidential campaign about coming out to vote? (n=2,072)	Yes, for John Kerry	16	81	18	1	-
	Yes, for George W. Bush	15	13	86	-	-
	Yes, for both Kerry and Bush	20	57	43	1	-
	No, I was not contacted	50	48	51	0	-
Did anyone call you or talk to you in person on behalf of either major	For Kerry/Both	36	67	32	1	-



		Total	KERY	BUSH	NADR	Rep2000
Did anyone call you or talk to you in person on behalf of either major	For Bush/Neither	64	40	59	0	-
Did anyone call you or talk to you in person on behalf of either major presidential campaign about coming out to vote? (n=2,072)	For Bush/Both	34	38	61	0	-
	For Kerry/Neither	66	56	43	0	-
Who would you trust to handle terrorism? (n=2,145)	Only John Kerry	33	98	2	0	-
	Only George W. Bush	47	3	96	0	-
	Both of them	11	79	18	1	-
	Neither of them	8	77	20	1	-
Who would you trust to handle terrorism? (n=2,193)	Only Kerry/Both	43	93	6	0	-
	Only Bush/Neither	54	14	85	0	-
Who would you trust to handle terrorism? (n=2,193)	Only Bush/Both	57	18	82	0	-
	Only Kerry/Neither	40	94	5	0	-
Population of area, five categories (n=2,843)	Over 500 thousand	6	35	65	-	-
	50 to 500 thousand	21	50	49	1	-
	Suburbs	61	53	47	0	-
	10 to 50 thousand	9	45	54	0	-
	Rural	4	34	66	-	-
Population of area, three categories (n=2,343)	City over 50 thousand	25	46	53	1	4
	Suburbs	61	52	48	0	1
	Small city and Rural	13	42	57	0	1
Geo Stratum Code (n=2,846)	MIAMI	26	62	37	1	-
	SOUTH	14	49	50	1	-
	TAMPA	16	50	49	0	-
	CENTRAL	22	43	56	0	-
	NORTH	22	41	59	-	-