ICPSR | INTER-UNIVERSITY CONSORTIUM FOR POLITICAL AND SOCIAL RESEARCH

ICPSR 4181

National Election Pool General Election Exit Polls, 2004

Nevada Data

National Election Pool

Edison Media Research

Mitofsky International

First ICPSR Version
March 2005

Inter-university Consortium for
Political and Social Research
P.O. Box 1248
Ann Arbor, Michigan 48106
www.icpsr.umich.edu

Terms of Use

Bibliographic Citation: Publications based on ICPSR data collections should acknowledge those sources by means of bibliographic citations. To ensure that such source attributions are captured for social science bibliographic utilities, citations must appear in footnotes or in the reference section of publications. The bibliographic citation for this data collection is:

> National Election Pool, Edison Media Research, and Mitosky International. NATIONAL ELECTION POOL GENERAL ELECTION EXIT POLLS, 2004 [Computer file]. ICPSR version. Somerville, NJ: Edison Media Research/New York, NY: Mitofsky International [producers], 2004. Ann Arbor, MI: Inter-university Consortium for Political and Social Research [distributor], 2005.

Request for Information on Use of ICPSR Resources: To provide funding agencies with essential information about use of archival resources and to facilitate the exchange of information about ICPSR participants' research activities, users of ICPSR data are requested to send to ICPSR bibliographic citations for each completed manuscript or thesis abstract. Visit the ICPSR Web site for more information on submitting citations.

Data Disclaimer: The original collector of the data, ICPSR, and the relevant funding agency bear no responsibility for uses of this collection or for interpretations or inferences based upon such uses.

Responsible Use Statement: In preparing data for public release, ICPSR performs a number of procedures to ensure that the identity of research subjects cannot be disclosed. Any intentional identification or disclosure of a person or establishment violates the assurances of confidentiality given to the providers of the information. Therefore, users of data obtained from the ICPSR archive and/or any of its special topic archives agree:

- To use these datasets solely for statistical analysis and reporting of aggregated information, and not for investigation of specific individuals or organizations, except when identification is authorized in writing by ICPSR
- To make no use of the identity of any person or establishment discovered inadvertently, and to advise ICPSR of any such discovery
- To produce no links among ICPSR datasets or among ICPSR data and other datasets that could identify individuals or organizations

Redistribution: ICPSR data may not be redistributed or sold to other individuals, institutions, or organizations without the written agreement of ICPSR.

Bibliographic Description

ICPSR Study No.: 4181

Title: National Election Pool General Election Exit Polls, 2004

Principal Investigator(s): National Election Pool
Edison Media Research
Mitofsky International

Series: United States General Election Exit Polls Series

Bibliographic Citation: National Election Pool, Edison Media Research, and Mitosky International. NATIONAL ELECTION POOL GENERAL ELECTION EXIT POLLS, 2004 [Computer file]. ICPSR version. Somerville, NJ: Edison Media Research/New York, NY: Mitofsky International [producers], 2004. Ann Arbor, MI: Inter-university Consortium for Political and Social Research [distributor], 2005.

Scope of Study

Summary: Election data for 50 states and the District of Columbia were collected through interviews conducted with voters as they left their polling places on election day, November 7, 2004. The Oregon election data were collected solely through pre-election telephone interviews because voting in that state was conducted entirely by mail. Part 1, Combined Data, is an aggregate of all of the other datasets in this collection. Part 2, National Data, contains data collected from a national sample. National sample respondents were asked a series of questions about their electoral choices, the issues surrounding the elections, and the factors that influenced their decisions. Questions focused on the direction of the country, national security, terrorism, the war in Iraq, the state and future of the nation's economy, gay marriage, and the George W. Bush presidency. Background information on national respondents includes age, race, gender, Hispanic descent, sexual orientation, age of children in household, marital status, political party, political orientation, employment status, education, religion, and family income. Parts 3-53 contain data collected from the individual state and District of Columbia surveys. Telephone surveys were conducted with absentee/early voters in Arizona, California, Colorado, Florida, Iowa, Michigan, Nevada, New Mexico, North Carolina, Oregon, Tennessee, Texas, and Washington State. Respondents were asked for their opinions of President George Bush, presidential candidate John Kerry, and the United States Congress, as well as for their vote choices in the relevant gubernatorial, senatorial, and congressional elections. Those queried were also asked whether they supported state-specific proposals, such as state funding of stem-cell research in California and defining marriage only as a union between a man and a

woman in several states. Background information on individual state respondents includes age, race, gender, education, voter participation history, political party, political orientation, and family income.

Subject Terms: Bush Administration (George W., 2001-), candidates, congressional elections, election forecasting, exit polls, gubernatorial elections, Hispanic origins, Iraq War, national economy, national elections, national security, presidential elections, referendum, terrorism, voter preferences, voter turnout, voters, voting behavior, voting precincts

Geographic Coverage: Alabama, Alaska, Arizona, Arkansas, California, Colorado, Connecticut, Delaware, District of Columbia, Florida, Georgia, Hawaii, Idaho, Illinois, Indiana, Iowa, Kansas, Kentucky, Louisiana, Maine, Maryland, Massachusetts, Michigan, Minnesota, Mississippi, Missouri, Montana, Nebraska, Nevada, New Hampshire, New Jersey, New Mexico, New York (state), North Carolina, North Dakota, Ohio, Oklahoma, Oregon, Pennsylvania, Rhode Island, South Carolina, South Dakota, Tennessee, Texas, United States, Utah, Vermont, Virginia, Washington, West Virginia, Wisconsin, Wyoming

Time Period: 2004

Date of Collection: November 7, 2004

Universe: Voters casting a ballot in the 2004 United States general election.

Data Type: event/transaction data, and survey data

Data Collection Notes: Respondent weights are included with each data file. These values can be found under the variable name WGT in all of the data files in this collection, with the exception of the combined data, where this value can be found under the variable name XSWGT. These weights should be applied in all analyses. Unweighted tabulations will be seriously misleading and should not be used.

Methodology

Sample: The statewide samples were selected in two stages. First, a probability sample of voting precincts within each state was selected that represented the different geographic areas across the state and the vote by party. Second, within each precinct, voters were sampled systematically throughout the voting day at a rate that gave all voters in a precinct the same chance of being interviewed. The national sample is a subsample of the statewide sample precincts. Pre-election telephone interviews were conducted in 12 states with large populations of absentee and early voters and in Oregon, where voting is conducted entirely by mail. The samples for the telephone interviews were selected using random-digit dialing (RDD) in these 12 states.

Absentee or early voters were asked the same questions asked at the polling place on election day. On election day, the results from the absentee/early voter telephone surveys were combined with the data from the exit polls so as to ensure that those two groups were represented in the data in the same proportion as in the actual vote totals. The Oregon sample was a dual frame design using both registration lists and RDD sampling. An RDD sample of Oregon telephone numbers was selected. Any telephone number already on the registration list was eliminated from the RDD sample. The result was a dual frame design that represented every voter in the state of Oregon with a land-line telephone only once. Individuals were selected by name from the registration list. This part of the sample was 622 interviews, while 280 interviews were completed from the RDD portion. Each RDD residential number represented a household. One individual was selected at random within each RDD household. The relative size of these two groups are estimated from the registration list.

Extent of Processing: CDBK.ICPSR/ DDEF.ICPSR/ REFORM.ICPSR

Access and Availability

Extent of Collection: 53 data files + machine-readable documentation (PDF) + SAS setup files + SPSS setup files + Stata setup files + data collection instruments + machine-readable frequencies

Restrictions: This data collection may not be used for any purpose other than statistical reporting and analysis. Use of these data to learn the identity of any person or establishment is prohibited.

Data Format: Logical Record Length with SAS and SPSS setup files, SPSS portable files, and Stata system files

File Specifications

Part No.	*Part Name*	*File Structure*	*Case Count*	*Variable Count*	*LRECL*	*Records Per Case*
1	Combined Data	rectangular	77,006	41	56	1
2	National Data	rectangular	13,719	115	130	1
3	Alabama Data	rectangular	740	42	57	1
4	Alaska Data	rectangular	1,194	51	66	1
5	Arizona Data	rectangular	1,941	64	79	1
6	Arkansas Data	rectangular	1,481	52	67	1
7	California Data	rectangular	2,399	69	84	1
8	Colorado Data	rectangular	2,576	66	81	1

File Specifications

Part No.	*Part Name*	*File Structure*	*Case Count*	*Variable Count*	*LRECL*	*Records Per Case*
9	Connecticut Data	rectangular	879	43	58	1
10	Delaware Data	rectangular	771	41	56	1
11	District of Columbia Data	rectangular	796	42	57	1
12	Florida Data	rectangular	2,898	68	83	1
13	Georgia Data	rectangular	1,650	56	71	1
14	Hawaii Data	rectangular	633	41	56	1
15	Idaho Data	rectangular	804	42	57	1
16	Illinois Data	rectangular	1,443	52	67	1
17	Indiana Data	rectangular	946	52	67	1
18	Iowa Data	rectangular	2,536	66	81	1
19	Kansas Data	rectangular	671	43	58	1
20	Kentucky Data	rectangular	1,075	53	68	1
21	Louisiana Data	rectangular	1,694	65	80	1
22	Maine Data	rectangular	1,992	48	63	1
23	Maryland Data	rectangular	1,071	53	68	1
24	Massachusetts Data	rectangular	893	49	64	1
25	Michigan Data	rectangular	2,594	69	84	1
26	Minnesota Data	rectangular	2,192	65	80	1
27	Mississippi Data	rectangular	806	42	57	1
28	Missouri Data	rectangular	2,276	65	80	1
29	Montana Data	rectangular	652	46	61	1
30	Nebraska Data	rectangular	788	42	57	1
31	Nevada Data	rectangular	2,208	65	80	1
32	New Hampshire Data	rectangular	1,884	64	79	1
33	New Jersey Data	rectangular	1,524	65	80	1
34	New Mexico Data	rectangular	2,013	65	80	1
35	New York Data	rectangular	1,476	65	80	1
36	North Carolina Data	rectangular	2,180	63	78	1
37	North Dakota Data	rectangular	694	46	61	1
38	Ohio Data	rectangular	2,042	71	86	1
39	Oklahoma Data	rectangular	1,600	54	69	1
40	Oregon Data	rectangular	1,086	63	75	1
41	Pennsylvania Data	rectangular	2,123	68	83	1

File Specifications

Part No.	*Part Name*	*File Structure*	*Case Count*	*Variable Count*	*LRECL*	*Records Per Case*
42	Rhode Island Data	rectangular	813	43	58	1
43	South Carolina Data	rectangular	1,803	50	65	1
44	South Dakota Data	rectangular	1,556	61	76	1
45	Tennessee Data	rectangular	1,784	50	65	1
46	Texas Data	rectangular	1,796	43	58	1
47	Utah Data	rectangular	828	43	58	1
48	Vermont Data	rectangular	709	51	66	1
49	Virginia Data	rectangular	1,432	51	66	1
50	Washington Data	rectangular	2,201	68	83	1
51	West Virginia Data	rectangular	1,751	64	79	1
52	Wisconsin Data	rectangular	2,340	65	80	1
53	Wyoming Data	rectangular	767	42	57	1

Codebook for ICPSR 4181

NATIONAL ELECTION POOL GENERAL ELECTION EXIT POLLS, 2004

Part 31: NEVADA DATA

Variable	Variable Description

Please Note: The "(M)" to the right of the value indicates the code has been designated as a missing value.

ID — Respondent ID

Start: 1
End: 7
Width: 7
Type: numeric (ISO)
Interval: discrete

Valid	*Min*	*Max*	*Mean*	*Stdev*
2208	1466639.00	1541577.00	1506667.94	24810.11

STANUM — State ID

Start: 8
End: 9
Width: 2
Type: numeric (ISO)
Interval: discrete

Value	*Label*	*Frequency*	*%*	*Valid %*
29	Nevada	2208	100.0 %	100.0%

Valid	*Min*	*Max*	*Mean*	*Stdev*
2208	29.00	29.00	29.00	0.00

PRECINCT — Sample precinct number

Start: 10
End: 12
Width: 3
Type: numeric (ISO)
Interval: discrete

Value	*Frequency*	*%*	*Valid %*
2	30	1.4 %	1.7%
4	48	2.2 %	2.8%
10	51	2.3 %	3.0%
11	48	2.2 %	2.8%
12	51	2.3 %	3.0%
15	55	2.5 %	3.2%
17	50	2.3 %	2.9%
18	48	2.2 %	2.8%
20	54	2.4 %	3.1%
22	53	2.4 %	3.1%
24	36	1.6 %	2.1%
25	51	2.3 %	3.0%
26	32	1.4 %	1.9%
28	51	2.3 %	3.0%
30	27	1.2 %	1.6%

Variable	Variable Description

PRECINCT — Sample precinct number *(cont.)*

Value	*Frequency*	*%*	*Valid %*
31	51	2.3 %	3.0%
32	35	1.6 %	2.0%
35	61	2.8 %	3.6%
36	44	2.0 %	2.6%
38	13	0.6 %	0.8%
40	49	2.2 %	2.9%
43	50	2.3 %	2.9%
44	5	0.2 %	0.3%
45	56	2.5 %	3.3%
46	25	1.1 %	1.5%
50	11	0.5 %	0.6%
51	32	1.4 %	1.9%
53	52	2.4 %	3.0%
56	43	1.9 %	2.5%
60	52	2.4 %	3.0%
61	58	2.6 %	3.4%
64	59	2.7 %	3.4%
65	68	3.1 %	4.0%
68	52	2.4 %	3.0%
69	32	1.4 %	1.9%
72	49	2.2 %	2.9%
76	48	2.2 %	2.8%
79	39	1.8 %	2.3%
80	47	2.1 %	2.7%
. (M)	492	22.3 %	-

Valid	*Min*	*Max*	*Mean*	*Stdev*
1716	2.00	80.00	40.08	22.46

QTYPE — State or National precinct

Start: 13
End: 13
Width: 1
Type: numeric (ISO)
Interval: discrete

Value	*Label*	*Frequency*	*%*	*Valid %*
1	State	2124	96.2 %	96.2%
2	National	84	3.8 %	3.8%

Variable	Variable Description

QTYPE — State or National precinct *(cont.)*

Valid	*Min*	*Max*	*Mean*	*Stdev*
2208	1.00	2.00	1.04	0.19

VERSION — Questionnaire version number

Start: 14
End: 14
Width: 1
Type: numeric (ISO)
Interval: discrete

Value	*Frequency*	*%*	*Valid %*
1	2145	97.1 %	97.1%
2	21	1.0 %	1.0%
3	21	1.0 %	1.0%
4	21	1.0 %	1.0%

Valid	*Min*	*Max*	*Mean*	*Stdev*
2208	1.00	4.00	1.06	0.36

CALL — Call number

Start: 15
End: 15
Width: 1
Type: numeric (ISO)
Interval: discrete

Value	*Label*	*Frequency*	*%*	*Valid %*
1	Call 1	683	30.9 %	39.8%
2	Call 2	498	22.6 %	29.0%
3	Call 3	535	24.2 %	31.2%
. (M)	-	492	22.3 %	-

Valid	*Min*	*Max*	*Mean*	*Stdev*
1716	1.00	3.00	1.91	0.84

BACKSIDE — Backside completion flag

Start: 16
End: 16
Width: 1
Type: numeric (ISO)
Interval: discrete

Value	*Label*	*Frequency*	*%*	*Valid %*
1	Complete	2139	96.9 %	96.9%
2	Not complete	69	3.1 %	3.1%

Valid	*Min*	*Max*	*Mean*	*Stdev*
2208	1.00	2.00	1.03	0.17

TELEPOLL — Absentee poll/Election Day respondent

Start: 17
End: 17
Width: 1
Type: numeric (ISO)
Interval: discrete

Value	*Label*	*Frequency*	*%*	*Valid %*
1	Phone survey	492	22.3 %	22.3%
2	Exit poll	1716	77.7 %	77.7%

Variable	Variable Description

TELEPOLL — Absentee poll/Election Day respondent *(cont.)*

Valid	*Min*	*Max*	*Mean*	*Stdev*
2208	1.00	2.00	1.78	0.42

WGT — Respondent weight

Start: 18
End: 23
Width: 6.3
Type: numeric (ISO)
Interval: discrete

Valid	*Min*	*Max*	*Mean*	*Stdev*
2208	0.211	2.480	1.004	0.767

PRESNV04 — In today's election for president, did you just vote for:

Start: 24
End: 24
Width: 1
Type: numeric (ISO)
Interval: discrete

Value	*Label*	*Frequency*	*%*	*Valid %*
0	Did not vote	4	0.2 %	0.2%
1	Kerry	1139	51.6 %	51.9%
2	Bush	1008	45.7 %	46.0%
3	Nader	16	0.7 %	0.7%
4	None of these candidates	18	0.8 %	0.8%
9	Other	8	0.4 %	0.4%
. (M)	-	15	0.7 %	-

Valid	*Min*	*Max*	*Mean*	*Stdev*
2193	0.00	9.00	1.53	0.72

SENNV04 — In today's election for U.S. senator, did you just vote for:

Start: 25
End: 25
Width: 1
Type: numeric (ISO)
Interval: discrete

Value	*Label*	*Frequency*	*%*	*Valid %*
0	Did not vote	50	2.3 %	2.3%
1	Reid	1360	61.6 %	63.7%
2	Ziser	672	30.4 %	31.5%
3	None of these candidates	40	1.8 %	1.9%
9	Other	14	0.6 %	0.7%
. (M)	-	72	3.3 %	-

Valid	*Min*	*Max*	*Mean*	*Stdev*
2136	0.00	9.00	1.38	0.83

Variable	Variable Description

SEX

Are you:

Start: 26
End: 26
Width: 1
Type: numeric (ISO)
Interval: discrete

Value	*Label*	*Frequency*	*%*	*Valid %*
1	Male	1041	47.1 %	47.3%
2	Female	1159	52.5 %	52.7%
. (M)	-	8	0.4 %	-

Valid	*Min*	*Max*	*Mean*	*Stdev*
2200	1.00	2.00	1.53	0.50

RACE

Are you:

Start: 27
End: 27
Width: 1
Type: numeric (ISO)
Interval: discrete

Value	*Label*	*Frequency*	*%*	*Valid %*
1	White	1629	73.8 %	75.0%
2	Black	158	7.2 %	7.3%
3	Hispanic/Latino	260	11.8 %	12.0%
4	Asian	70	3.2 %	3.2%
5	Other	56	2.5 %	2.6%
. (M)	-	35	1.6 %	-

Valid	*Min*	*Max*	*Mean*	*Stdev*
2173	1.00	5.00	1.51	1.00

AGE9

To which age group do you belong?

Start: 28
End: 28
Width: 1
Type: numeric (ISO)
Interval: discrete

Value	*Label*	*Frequency*	*%*	*Valid %*
1	18-24	242	11.0 %	11.0%
2	25-29	190	8.6 %	8.7%
3	30-39	432	19.6 %	19.7%
4	40-44	264	12.0 %	12.0%
5	45-49	221	10.0 %	10.1%
6	50-59	427	19.3 %	19.5%
7	60-64	138	6.2 %	6.3%
8	65-74	207	9.4 %	9.4%
9	75 or over	74	3.4 %	3.4%
. (M)	-	13	0.6 %	-

Valid	*Min*	*Max*	*Mean*	*Stdev*
2195	1.00	9.00	4.52	2.25

Variable	Variable Description

PARTYID

No matter how you voted today, do you usually think of yourself as a:

Start: 29
End: 29
Width: 1
Type: numeric (ISO)
Interval: discrete

Value	*Label*	*Frequency*	*%*	*Valid %*
1	Democrat	799	36.2 %	37.7%
2	Republican	757	34.3 %	35.8%
3	Independent	418	18.9 %	19.7%
4	Something Else	143	6.5 %	6.8%
. (M)	-	91	4.1 %	-

Valid	*Min*	*Max*	*Mean*	*Stdev*
2117	1.00	4.00	1.96	0.92

PHIL3

On most political matters, do you consider yourself:

Start: 30
End: 30
Width: 1
Type: numeric (ISO)
Interval: discrete

Value	*Label*	*Frequency*	*%*	*Valid %*
1	Liberal	437	19.8 %	21.0%
2	Moderate	994	45.0 %	47.7%
3	Conservative	654	29.6 %	31.4%
. (M)	-	123	5.6 %	-

Valid	*Min*	*Max*	*Mean*	*Stdev*
2085	1.00	3.00	2.10	0.72

FTVOTER

Is this the first time you have ever voted?

Start: 31
End: 31
Width: 1
Type: numeric (ISO)
Interval: discrete

Value	*Label*	*Frequency*	*%*	*Valid %*
1	Yes	344	15.6 %	16.6%
2	No	1731	78.4 %	83.4%
. (M)	-	133	6.0 %	-

Valid	*Min*	*Max*	*Mean*	*Stdev*
2075	1.00	2.00	1.83	0.37

INCOME

2003 total family income:

Start: 32
End: 32
Width: 1
Type: numeric (ISO)
Interval: discrete

Value	*Label*	*Frequency*	*%*	*Valid %*
1	Under $15,000	132	6.0 %	6.5%
2	$15,000-$29,999	263	11.9 %	13.0%
3	$30,000-$49,999	440	19.9 %	21.8%
4	$50,000-$74,999	495	22.4 %	24.5%
5	$75,000-$99,999	297	13.5 %	14.7%

Variable	Variable Description

INCOME — 2003 total family income: *(cont.)*

Value	*Label*	*Frequency*	*%*	*Valid %*
6	$100,000-$149,999	244	11.1 %	12.1%
7	$150,000-$199,999	65	2.9 %	3.2%
8	$200,000 or more	82	3.7 %	4.1%
. (M)	-	190	8.6 %	-

Valid	*Min*	*Max*	*Mean*	*Stdev*
2018	1.00	8.00	3.97	1.70

FINSIT — Compared to four years ago, is your family's financial situation:

Start: 33
End: 33
Width: 1
Type: numeric (ISO)
Interval: discrete

Value	*Label*	*Frequency*	*%*	*Valid %*
1	Better today	810	36.7 %	38.6%
2	Worse today	511	23.1 %	24.4%
3	About the same	761	34.5 %	36.3%
9	Omit	16	0.7 %	0.8%
. (M)	-	110	5.0 %	-

Valid	*Min*	*Max*	*Mean*	*Stdev*
2098	1.00	9.00	2.03	1.06

RELIGN8 — Are you:

Start: 34
End: 34
Width: 1
Type: numeric (ISO)
Interval: discrete

Value	*Label*	*Frequency*	*%*	*Valid %*
1	Protestant	391	17.7 %	18.7%
2	Catholic	528	23.9 %	25.3%
3	Mormon/LDS	206	9.3 %	9.9%
4	Other Christian	446	20.2 %	21.4%
5	Jewish	77	3.5 %	3.7%
6	Muslim	10	0.5 %	0.5%
7	Something else	118	5.3 %	5.7%
8	None	310	14.0 %	14.9%
. (M)	-	122	5.5 %	-

Valid	*Min*	*Max*	*Mean*	*Stdev*
2086	1.00	8.00	3.64	2.37

Variable	Variable Description

EDUC — What was the last grade of school you completed?

Start: 35
End: 35
Width: 1
Type: numeric (ISO)
Interval: discrete

Value	*Label*	*Frequency*	*%*	*Valid %*
1	Did not complete high school	89	4.0 %	4.2%
2	High school graduate	464	21.0 %	22.1%
3	Some college/associate degree	737	33.4 %	35.1%
4	College graduate	512	23.2 %	24.4%
5	Postgraduate study	298	13.5 %	14.2%
. (M)	-	108	4.9 %	-

Valid	*Min*	*Max*	*Mean*	*Stdev*
2100	1.00	5.00	3.22	1.07

UNION4 — Do you or does someone in your household belong to a labor union?

Start: 36
End: 36
Width: 1
Type: numeric (ISO)
Interval: discrete

Value	*Label*	*Frequency*	*%*	*Valid %*
1	Yes, I do	268	12.1 %	12.8%
2	Yes, someone else does	252	11.4 %	12.0%
3	Yes, I do and someone else does	39	1.8 %	1.9%
4	No one does	1535	69.5 %	73.3%
. (M)	-	114	5.2 %	-

Valid	*Min*	*Max*	*Mean*	*Stdev*
2094	1.00	4.00	3.36	1.11

MARRIED — Are you currently married?

Start: 37
End: 37
Width: 1
Type: numeric (ISO)
Interval: discrete

Value	*Label*	*Frequency*	*%*	*Valid %*
1	Yes	1221	55.3 %	57.7%
2	No	896	40.6 %	42.3%
. (M)	-	91	4.1 %	-

Valid	*Min*	*Max*	*Mean*	*Stdev*
2117	1.00	2.00	1.42	0.49

MEXICAN — Are you of Mexican or Hispanic descent?

Start: 38
End: 38
Width: 1
Type: numeric (ISO)
Interval: discrete

Value	*Label*	*Frequency*	*%*	*Valid %*
1	Yes	236	10.7 %	11.5%
2	No	1825	82.7 %	88.5%
. (M)	-	147	6.7 %	-

Variable	Variable Description

MEXICAN — Are you of Mexican or Hispanic descent? *(cont.)*

Valid	*Min*	*Max*	*Mean*	*Stdev*
2061	1.00	2.00	1.89	0.32

TIMEPRES — When did you finally decide for whom to vote in the presidential election?

Start: 39
End: 39
Width: 1
Type: numeric (ISO)
Interval: discrete

Value	*Label*	*Frequency*	*%*	*Valid %*
1	Just today	129	5.8 %	7.6%
2	In the last three days	63	2.9 %	3.7%
3	Sometime last week	59	2.7 %	3.5%
4	During the last month	210	9.5 %	12.3%
5	Before that	1229	55.7 %	72.1%
9	Omit	14	0.6 %	0.8%
. (M)	-	504	22.8 %	-

Valid	*Min*	*Max*	*Mean*	*Stdev*
1704	1.00	9.00	4.43	1.27

FORCAND — Was your vote for president mainly:

Start: 40
End: 40
Width: 1
Type: numeric (ISO)
Interval: discrete

Value	*Label*	*Frequency*	*%*	*Valid %*
1	For your candidate	1364	61.8 %	63.6%
2	Against his opponent	650	29.4 %	30.3%
9	Omit	131	5.9 %	6.1%
. (M)	-	63	2.9 %	-

Valid	*Min*	*Max*	*Mean*	*Stdev*
2145	1.00	9.00	1.79	1.89

ISSUE04G — Which ONE issue mattered most in deciding how you voted for president?

Start: 41
End: 41
Width: 1
Type: numeric (ISO)
Interval: discrete

Value	*Label*	*Frequency*	*%*	*Valid %*
1	Taxes	106	4.8 %	4.9%
2	Education	111	5.0 %	5.1%
3	Iraq	438	19.8 %	20.2%
4	Terrorism	473	21.4 %	21.8%
5	Economy/Jobs	365	16.5 %	16.9%
6	Moral values	395	17.9 %	18.2%
7	Health care	129	5.8 %	6.0%

Variable	Variable Description

ISSUE04G — Which ONE issue mattered most in deciding how you voted for president? *(cont.)*

Value	*Label*	*Frequency*	*%*	*Valid %*
9	Omit	149	6.7 %	6.9%
. (M)	-	42	1.9 %	-

Valid	*Min*	*Max*	*Mean*	*Stdev*
2166	1.00	9.00	4.60	1.91

QUAL04G — Which ONE candidate quality mattered most in deciding how you voted for president?

Start: 42
End: 42
Width: 1
Type: numeric (ISO)
Interval: discrete

Value	*Label*	*Frequency*	*%*	*Valid %*
1	Cares about people like me	181	8.2 %	8.4%
2	Has strong religious faith	128	5.8 %	5.9%
3	Is honest and trustworthy	210	9.5 %	9.7%
4	Is a strong leader	429	19.4 %	19.8%
5	Is intelligent	148	6.7 %	6.8%
6	Will bring about needed change	643	29.1 %	29.7%
7	Has clear stands on the issues	315	14.3 %	14.5%
9	Omit	112	5.1 %	5.2%
. (M)	-	42	1.9 %	-

Valid	*Min*	*Max*	*Mean*	*Stdev*
2166	1.00	9.00	4.89	2.04

BUSH4 — Do you approve or disapprove of the way George W. Bush is handling his job as president?

Start: 43
End: 43
Width: 1
Type: numeric (ISO)
Interval: discrete

Value	*Label*	*Frequency*	*%*	*Valid %*
1	Strongly approve	622	28.2 %	28.7%
2	Somewhat approve	444	20.1 %	20.5%
3	Somewhat disapprove	304	13.8 %	14.0%
4	Strongly disapprove	778	35.2 %	35.9%
9	Omit	18	0.8 %	0.8%
. (M)	-	42	1.9 %	-

Valid	*Min*	*Max*	*Mean*	*Stdev*
2166	1.00	9.00	2.63	1.37

Variable	Variable Description

IRAQAPP — How do you feel about the U.S. decision to go to war with Iraq?

Start: 44
End: 44
Width: 1
Type: numeric (ISO)
Interval: discrete

Value	*Label*	*Frequency*	*%*	*Valid %*
1	Strongly approve	611	27.7 %	29.1%
2	Somewhat approve	465	21.1 %	22.2%
3	Somewhat disapprove	319	14.4 %	15.2%
4	Strongly disapprove	679	30.8 %	32.4%
9	Omit	24	1.1 %	1.1%
. (M)	-	110	5.0 %	-

Valid	*Min*	*Max*	*Mean*	*Stdev*
2098	1.00	9.00	2.59	1.40

SAFERNOW — Compared to four years ago, is the country:

Start: 45
End: 45
Width: 1
Type: numeric (ISO)
Interval: discrete

Value	*Label*	*Frequency*	*%*	*Valid %*
1	Safer from terrorism	1155	52.3 %	55.1%
2	Less safe from terrorism	855	38.7 %	40.8%
9	Omit	88	4.0 %	4.2%
. (M)	-	110	5.0 %	-

Valid	*Min*	*Max*	*Mean*	*Stdev*
2098	1.00	9.00	1.74	1.59

TRSTTERR — Who would you trust to handle terrorism:

Start: 46
End: 46
Width: 1
Type: numeric (ISO)
Interval: discrete

Value	*Label*	*Frequency*	*%*	*Valid %*
1	Only John Kerry	622	28.2 %	29.9%
2	Only George W. Bush	883	40.0 %	42.5%
3	Both of them	280	12.7 %	13.5%
4	Neither of them	257	11.6 %	12.4%
9	Omit	37	1.7 %	1.8%
. (M)	-	129	5.8 %	-

Valid	*Min*	*Max*	*Mean*	*Stdev*
2079	1.00	9.00	2.21	1.33

HNDLECON — Who would you trust to handle the economy?

Start: 47
End: 47

Value	*Label*	*Frequency*	*%*	*Valid %*
1	Only John Kerry	823	37.3 %	39.6%

Variable	Variable Description

HNDLECON — Who would you trust to handle the economy? *(cont.)*

Width: 1
Type: numeric (ISO)
Interval: discrete

Value	*Label*	*Frequency*	*%*	*Valid %*
2	Only George W. Bush	784	35.5 %	37.7%
3	Both of them	180	8.2 %	8.7%
4	Neither of them	266	12.0 %	12.8%
9	Omit	26	1.2 %	1.3%
. (M)	-	129	5.8 %	-

Valid	*Min*	*Max*	*Mean*	*Stdev*
2079	1.00	9.00	2.03	1.27

IRAQGO — How do you think things are going for the U.S. in Iraq now?

Start: 48
End: 48
Width: 1
Type: numeric (ISO)
Interval: discrete

Value	*Label*	*Frequency*	*%*	*Valid %*
1	Very well	174	7.9 %	8.3%
2	Somewhat well	725	32.8 %	34.6%
3	Somewhat badly	476	21.6 %	22.7%
4	Very badly	701	31.7 %	33.4%
9	Omit	22	1.0 %	1.0%
. (M)	-	110	5.0 %	-

Valid	*Min*	*Max*	*Mean*	*Stdev*
2098	1.00	9.00	2.89	1.17

STECNV — Do you think the condition of Nevada's economy is:

Start: 49
End: 49
Width: 1
Type: numeric (ISO)
Interval: discrete

Value	*Label*	*Frequency*	*%*	*Valid %*
1	Excellent	248	11.2 %	11.7%
2	Good	1335	60.5 %	62.9%
3	Not so good	411	18.6 %	19.4%
4	Poor	90	4.1 %	4.2%
9	Omit	40	1.8 %	1.9%
. (M)	-	84	3.8 %	-

Valid	*Min*	*Max*	*Mean*	*Stdev*
2124	1.00	9.00	2.29	1.15

Variable	Variable Description

MOVETONV — Which best describes you:

Start: 50
End: 50
Width: 1
Type: numeric (ISO)
Interval: discrete

Value	*Label*	*Frequency*	*%*	*Valid %*
1	I was born in NV	297	13.5 %	14.1%
2	I moved to NV in the last 4 years	479	21.7 %	22.8%
3	I moved to NV 5-10 years ago	429	19.4 %	20.4%
4	I moved to NV more than 10 years ago	894	40.5 %	42.6%
. (M)	-	109	4.9 %	-

Valid	*Min*	*Max*	*Mean*	*Stdev*
2099	1.00	4.00	2.91	1.10

YUCCAMTN — In your vote for president today, how important was the Yucca Mountain nuclear waste repository?

Start: 51
End: 51
Width: 1
Type: numeric (ISO)
Interval: discrete

Value	*Label*	*Frequency*	*%*	*Valid %*
1	Very important	877	39.7 %	42.6%
2	Somewhat important	527	23.9 %	25.6%
3	Not too important	366	16.6 %	17.8%
4	Not at all important	260	11.8 %	12.6%
9	Omit	28	1.3 %	1.4%
. (M)	-	150	6.8 %	-

Valid	*Min*	*Max*	*Mean*	*Stdev*
2058	1.00	9.00	2.10	1.33

SEXRACE — Sex by race

Start: 52
End: 52
Width: 1
Type: numeric (ISO)
Interval: discrete

Value	*Label*	*Frequency*	*%*	*Valid %*
1	White male	769	34.8 %	35.5%
2	White female	855	38.7 %	39.5%
3	Non-white male	256	11.6 %	11.8%
4	Non-white female	285	12.9 %	13.2%
. (M)	-	43	1.9 %	-

Valid	*Min*	*Max*	*Mean*	*Stdev*
2165	1.00	4.00	2.03	1.00

Variable	Variable Description

AGE60

Age 60 (four categories)

Start: 53
End: 53
Width: 1
Type: numeric (ISO)
Interval: discrete

Value	*Label*	*Frequency*	*%*	*Valid %*
1	18-29	432	19.6 %	19.7%
2	30-44	696	31.5 %	31.7%
3	45-59	648	29.3 %	29.5%
4	60 or over	419	19.0 %	19.1%
. (M)	-	13	0.6 %	-

Valid	*Min*	*Max*	*Mean*	*Stdev*
2195	1.00	4.00	2.48	1.01

AGE65

Age 65 (six categories)

Start: 54
End: 54
Width: 1
Type: numeric (ISO)
Interval: discrete

Value	*Label*	*Frequency*	*%*	*Valid %*
1	18-24	242	11.0 %	11.0%
2	25-29	190	8.6 %	8.7%
3	30-39	432	19.6 %	19.7%
4	40-49	485	22.0 %	22.1%
5	50-64	565	25.6 %	25.7%
6	65 or over	281	12.7 %	12.8%
. (M)	-	13	0.6 %	-

Valid	*Min*	*Max*	*Mean*	*Stdev*
2195	1.00	6.00	3.81	1.51

OVER65

Age 65 and over

Start: 55
End: 55
Width: 1
Type: numeric (ISO)
Interval: discrete

Value	*Label*	*Frequency*	*%*	*Valid %*
1	18-64	1914	86.7 %	87.2%
2	65 or over	281	12.7 %	12.8%
. (M)	-	13	0.6 %	-

Valid	*Min*	*Max*	*Mean*	*Stdev*
2195	1.00	2.00	1.13	0.33

PARTY

No matter how you voted today, do you usually think of yourself as:

Start: 56
End: 56
Width: 1
Type: numeric (ISO)

Value	*Label*	*Frequency*	*%*	*Valid %*
1	Democrat	799	36.2 %	37.7%
2	Republican	757	34.3 %	35.8%

Variable	Variable Description

PARTY — No matter how you voted today, do you usually think of yourself as: *(cont.)*

Interval: discrete

Value	*Label*	*Frequency*	*%*	*Valid %*
3	Independent	561	25.4 %	26.5%
. (M)	-	91	4.1 %	-

Valid	*Min*	*Max*	*Mean*	*Stdev*
2117	1.00	3.00	1.89	0.79

INC50K — 2003 total family income:

Start: 57
End: 57
Width: 1
Type: numeric (ISO)
Interval: discrete

Value	*Label*	*Frequency*	*%*	*Valid %*
1	Under $50,000	835	37.8 %	41.4%
2	$50,000 or more	1183	53.6 %	58.6%
. (M)	-	190	8.6 %	-

Valid	*Min*	*Max*	*Mean*	*Stdev*
2018	1.00	2.00	1.59	0.49

INC100K — 2003 total family income:

Start: 58
End: 58
Width: 1
Type: numeric (ISO)
Interval: discrete

Value	*Label*	*Frequency*	*%*	*Valid %*
1	Under $100,000	1627	73.7 %	80.6%
2	$100,000 or more	391	17.7 %	19.4%
. (M)	-	190	8.6 %	-

Valid	*Min*	*Max*	*Mean*	*Stdev*
2018	1.00	2.00	1.19	0.40

REL5 — Are you:

Start: 59
End: 59
Width: 1
Type: numeric (ISO)
Interval: discrete

Value	*Label*	*Frequency*	*%*	*Valid %*
1	Protestant/Other Christian	1043	47.2 %	50.0%
2	Catholic	528	23.9 %	25.3%
3	Jewish	77	3.5 %	3.7%
4	Something else	128	5.8 %	6.1%
5	None	310	14.0 %	14.9%
. (M)	-	122	5.5 %	-

Valid	*Min*	*Max*	*Mean*	*Stdev*
2086	1.00	5.00	2.11	1.45

Variable	Variable Description

WHITEREL — Religion among whites

Start: 60
End: 60
Width: 1
Type: numeric (ISO)
Interval: discrete

Value	*Label*	*Frequency*	*%*	*Valid %*
1	White Protestant/Other Christian	823	37.3 %	38.9%
2	White Catholic	335	15.2 %	15.8%
3	White Jewish	71	3.2 %	3.4%
4	White Something else	72	3.3 %	3.4%
5	White None	243	11.0 %	11.5%
6	All others	572	25.9 %	27.0%
. (M)	-	92	4.2 %	-

Valid	*Min*	*Max*	*Mean*	*Stdev*
2116	1.00	6.00	3.14	2.15

WPROTCON — White protestant conservatives

Start: 61
End: 61
Width: 1
Type: numeric (ISO)
Interval: discrete

Value	*Label*	*Frequency*	*%*	*Valid %*
1	White Protestant conservatives	223	10.1 %	10.2%
2	All others	1961	88.8 %	89.8%
. (M)	-	24	1.1 %	-

Valid	*Min*	*Max*	*Mean*	*Stdev*
2184	1.00	2.00	1.90	0.30

COLLEDUC — What was the last grade of school you completed?

Start: 62
End: 62
Width: 1
Type: numeric (ISO)
Interval: discrete

Value	*Label*	*Frequency*	*%*	*Valid %*
1	No degree	1290	58.4 %	61.4%
2	College graduate	810	36.7 %	38.6%
. (M)	-	108	4.9 %	-

Valid	*Min*	*Max*	*Mean*	*Stdev*
2100	1.00	2.00	1.39	0.49

BUSH — Do you approve or disapprove of the way George W. Bush is handling his job as president?

Start: 63
End: 63
Width: 1
Type: numeric (ISO)
Interval: discrete

Value	*Label*	*Frequency*	*%*	*Valid %*
1	Strongly/Somewhat approve	1066	48.3 %	49.2%
2	Somewhat/Strongly disapprove	1082	49.0 %	50.0%
9	Omit	18	0.8 %	0.8%

Variable	Variable Description

BUSH — Do you approve or disapprove of the way George W. Bush is handling his job as president? *(cont.)*

Value	*Label*	*Frequency*	*%*	*Valid %*
. (M)	-	42	1.9 %	-

Valid	*Min*	*Max*	*Mean*	*Stdev*
2166	1.00	9.00	1.57	0.84

TIME3D — When did you finally decide for whom to vote in the presidential election?

Start: 64
End: 64
Width: 1
Type: numeric (ISO)
Interval: discrete

Value	*Label*	*Frequency*	*%*	*Valid %*
1	Just today/In the last three days	192	8.7 %	11.3%
2	Sometime last week/During the last month/Before that	1498	67.8 %	87.9%
9	Omit	14	0.6 %	0.8%
. (M)	-	504	22.8 %	-

Valid	*Min*	*Max*	*Mean*	*Stdev*
1704	1.00	9.00	1.94	0.72

TIMEWK — When did you finally decide for whom to vote in the presidential election?

Start: 65
End: 65
Width: 1
Type: numeric (ISO)
Interval: discrete

Value	*Label*	*Frequency*	*%*	*Valid %*
1	Just today/In the last three days/Sometime last week	251	11.4 %	14.7%
2	During the last month/Before that	1439	65.2 %	84.4%
9	Omit	14	0.6 %	0.8%
. (M)	-	504	22.8 %	-

Valid	*Min*	*Max*	*Mean*	*Stdev*
1704	1.00	9.00	1.91	0.74

IRAQ2 — How do you feel about the U.S. decision to go to war with Iraq?

Start: 66
End: 66
Width: 1
Type: numeric (ISO)
Interval: discrete

Value	*Label*	*Frequency*	*%*	*Valid %*
1	Strongly/Somewhat approve	1076	48.7 %	51.3%
2	Somewhat/Strongly disapprove	998	45.2 %	47.6%
9	Omit	24	1.1 %	1.1%
. (M)	-	110	5.0 %	-

Variable	Variable Description

IRAQ2 — How do you feel about the U.S. decision to go to war with Iraq? *(cont.)*

Valid	*Min*	*Max*	*Mean*	*Stdev*
2098	1.00	9.00	1.57	0.94

IRAQGO2 — How do you think things are going for the U.S. in Iraq now?

Start: 67
End: 67
Width: 1
Type: numeric (ISO)
Interval: discrete

Value	*Label*	*Frequency*	*%*	*Valid %*
1	Very/Somewhat well	899	40.7 %	42.9%
2	Somewhat/Very badly	1177	53.3 %	56.1%
9	Omit	22	1.0 %	1.0%
. (M)	-	110	5.0 %	-

Valid	*Min*	*Max*	*Mean*	*Stdev*
2098	1.00	9.00	1.64	0.90

BUSHECON — Who would you trust to handle the economy?

Start: 68
End: 68
Width: 1
Type: numeric (ISO)
Interval: discrete

Value	*Label*	*Frequency*	*%*	*Valid %*
1	Only George W. Bush/Both of them	964	43.7 %	46.4%
2	Only John Kerry/Neither of them	1089	49.3 %	52.4%
9	Omit	26	1.2 %	1.3%
. (M)	-	129	5.8 %	-

Valid	*Min*	*Max*	*Mean*	*Stdev*
2079	1.00	9.00	1.62	0.97

KERRECON — Who would you trust to handle the economy?

Start: 69
End: 69
Width: 1
Type: numeric (ISO)
Interval: discrete

Value	*Label*	*Frequency*	*%*	*Valid %*
1	Only John Kerry/Both of them	1003	45.4 %	48.2%
2	Only George W. Bush/Neither of them	1050	47.6 %	50.5%
9	Omit	26	1.2 %	1.3%
. (M)	-	129	5.8 %	-

Valid	*Min*	*Max*	*Mean*	*Stdev*
2079	1.00	9.00	1.61	0.97

Variable	Variable Description

BUSHTERR — Who would you trust to handle terrorism:

Start: 70
End: 70
Width: 1
Type: numeric (ISO)
Interval: discrete

Value	*Label*	*Frequency*	*%*	*Valid %*
1	Only Bush/Both	1163	52.7 %	55.9%
2	Only Kerry/Neither	879	39.8 %	42.3%
9	Omit	37	1.7 %	1.8%
. (M)	-	129	5.8 %	-

Valid	*Min*	*Max*	*Mean*	*Stdev*
2079	1.00	9.00	1.57	1.11

KERRTERR — Who would you trust to handle terrorism:

Start: 71
End: 71
Width: 1
Type: numeric (ISO)
Interval: discrete

Value	*Label*	*Frequency*	*%*	*Valid %*
1	Only Kerry/Both	902	40.9 %	43.4%
2	Only Bush/Neither	1140	51.6 %	54.8%
9	Omit	37	1.7 %	1.8%
. (M)	-	129	5.8 %	-

Valid	*Min*	*Max*	*Mean*	*Stdev*
2079	1.00	9.00	1.69	1.10

UNIONHH — Do you or does someone in your household belong to a labor union?

Start: 72
End: 72
Width: 1
Type: numeric (ISO)
Interval: discrete

Value	*Label*	*Frequency*	*%*	*Valid %*
1	Someone in household is union member	559	25.3 %	26.7%
2	No one in household is union member	1535	69.5 %	73.3%
. (M)	-	114	5.2 %	-

Valid	*Min*	*Max*	*Mean*	*Stdev*
2094	1.00	2.00	1.73	0.44

UNIONVOT — Do you or does someone in your household belong to a labor union?

Start: 73
End: 73
Width: 1
Type: numeric (ISO)
Interval: discrete

Value	*Label*	*Frequency*	*%*	*Valid %*
1	Voter is union member	307	13.9 %	14.7%
2	Voter is not union member	1787	80.9 %	85.3%
. (M)	-	114	5.2 %	-

Valid	*Min*	*Max*	*Mean*	*Stdev*
2094	1.00	2.00	1.85	0.35

Variable	Variable Description

WOMENWED — Married women

Start: 74
End: 74
Width: 1
Type: numeric (ISO)
Interval: discrete

Value	*Label*	*Frequency*	*%*	*Valid %*
1	Married women	636	28.8 %	28.8%
2	All others	1572	71.2 %	71.2%

Valid	*Min*	*Max*	*Mean*	*Stdev*
2208	1.00	2.00	1.71	0.45

QRACE — Unadjusted race

Start: 75
End: 75
Width: 1
Type: numeric (ISO)
Interval: discrete

Value	*Label*	*Frequency*	*%*	*Valid %*
1	White	1669	75.6 %	76.9%
2	Black	162	7.3 %	7.5%
3	Hispanic/Latino	192	8.7 %	8.9%
4	Asian	75	3.4 %	3.5%
5	Other	71	3.2 %	3.3%
. (M)	-	39	1.8 %	-

Valid	*Min*	*Max*	*Mean*	*Stdev*
2169	1.00	5.00	1.49	1.01

GEOCODE — Nevada Geostrata

Start: 76
End: 76
Width: 1
Type: numeric (ISO)
Interval: discrete

Value	*Label*	*Frequency*	*%*	*Valid %*
1	Washoe County	334	15.1 %	15.1%
2	Clark County	1551	70.2 %	70.2%
3	Rural Counties	323	14.6 %	14.6%

Valid	*Min*	*Max*	*Mean*	*Stdev*
2208	1.00	3.00	2.00	0.55

SIZEPLAC — Size of place code

Start: 77
End: 77
Width: 1
Type: numeric (ISO)
Interval: discrete

Value	*Label*	*Frequency*	*%*	*Valid %*
1	City over 500,000	697	31.6 %	31.6%
2	City: 50,000 to 500,000	480	21.7 %	21.8%
3	Suburbs	749	33.9 %	34.0%
4	City: 10,000 to 49,999	25	1.1 %	1.1%
5	Rural	255	11.5 %	11.6%
. (M)	-	2	0.1 %	-

Variable	Variable Description

SIZEPLAC — Size of place code *(cont.)*

Valid	*Min*	*Max*	*Mean*	*Stdev*
2206	1.00	5.00	2.39	1.26

SIZEPLC3 — Size of place code (3 categories)

Start: 78
End: 78
Width: 1
Type: numeric (ISO)
Interval: discrete

Value	*Label*	*Frequency*	*%*	*Valid %*
1	City over 50,000	1177	53.3 %	53.4%
2	Suburbs	749	33.9 %	34.0%
3	Small cities and Rural	280	12.7 %	12.7%
. (M)	-	2	0.1 %	-

Valid	*Min*	*Max*	*Mean*	*Stdev*
2206	1.00	3.00	1.59	0.70

CDNUM — Congressional district number

Start: 79
End: 80
Width: 2
Type: numeric (ISO)
Interval: discrete

Value	*Frequency*	*%*	*Valid %*
1	415	18.8 %	24.2%
2	566	25.6 %	33.0%
3	735	33.3 %	42.8%
. (M)	492	22.3 %	-

Valid	*Min*	*Max*	*Mean*	*Stdev*
1716	1.00	3.00	2.19	0.80

National Election Pool

Conducted by Edison/Mitofsky

YOUR ANSWERS ARE
CONFIDENTIAL
Please check only ONE response for each question.

[A] **Are you:**
1 ☐ Male
2 ☐ Female

[B] **Are you:**
1 ☐ White
2 ☐ Black
3 ☐ Hispanic/Latino
4 ☐ Asian
5 ☐ Other

[C] **In today's election for president, did you just vote for:**
1 ☐ John Kerry (Dem)
2 ☐ George W. Bush (Rep)
3 ☐ Ralph Nader (Ind)
4 ☐ None of these candidates
9 ☐ Other: Who?_____
0 ☐ Did not vote for president

[D] **When did you finally decide for whom to vote in the presidential election?**
1 ☐ Just today
2 ☐ In the last three days
3 ☐ Sometime last week
4 ☐ During the last month
5 ☐ Before that

[E] **Was your vote for president mainly:**
1 ☐ For your candidate
2 ☐ Against his opponent

[F] **In today's election for U.S. senator, did you just vote for:**
1 ☐ Harry Reid (Dem)
2 ☐ Richard Ziser (Rep)
3 ☐ None of these candidates
9 ☐ Other: Who?_____
0 ☐ Did not vote for U.S. senator

[G] **Do you think the condition of Nevada's economy is:**
1 ☐ Excellent
2 ☐ Good
3 ☐ Not so good
4 ☐ Poor

[H] **To which age group do you belong?**
1 ☐ 18-24
2 ☐ 25-29
3 ☐ 30-39
4 ☐ 40-44
5 ☐ 45-49
6 ☐ 50-59
7 ☐ 60-64
8 ☐ 65-74
9 ☐ 75 or over

[I] **Do you approve or disapprove of the way George W. Bush is handling his job as president?**
1 ☐ Strongly approve
2 ☐ Somewhat approve
3 ☐ Somewhat disapprove
4 ☐ Strongly disapprove

[J] **Which ONE issue mattered most in deciding how you voted for president?**
(Check only one)
1 ☐ Taxes
2 ☐ Education
3 ☐ Iraq
4 ☐ Terrorism
5 ☐ Economy/Jobs
6 ☐ Moral values
7 ☐ Health care

[K] **Which ONE candidate quality mattered most in deciding how you voted for president?**
(Check only one)
1 ☐ He cares about people like me
2 ☐ He has strong religious faith
3 ☐ He is honest and trustworthy
4 ☐ He is a strong leader
5 ☐ He is intelligent
6 ☐ He will bring about needed change
7 ☐ He has clear stands on the issues

[L] **Which best describes you:**
1 ☐ I was born in Nevada
2 ☐ I moved to Nevada in the last four years
3 ☐ I moved to Nevada five to 10 years ago
4 ☐ I moved to Nevada more than 10 years ago

[M] **Are you of Mexican or Hispanic descent?**
1 ☐ Yes
2 ☐ No

PLEASE TURN THE QUESTIONNAIRE OVER

[N] **Compared to four years ago, is the country:**
1 ☐ Safer from terrorism
2 ☐ Less safe from terrorism

[O] **In your vote for president today, how important was the Yucca Mountain nuclear waste repository?**
1 ☐ Very important
2 ☐ Somewhat important
3 ☐ Not too important
4 ☐ Not at all important

[P] **How do you feel about the U.S. decision to go to war with Iraq?**
1 ☐ Strongly approve
2 ☐ Somewhat approve
3 ☐ Somewhat disapprove
4 ☐ Strongly disapprove

[Q] **How do you think things are going for the U.S. in Iraq now?**
1 ☐ Very well
2 ☐ Somewhat well
3 ☐ Somewhat badly
4 ☐ Very badly

[R] **Who would you trust to handle the economy?**
1 ☐ Only John Kerry
2 ☐ Only George W. Bush
3 ☐ Both of them
4 ☐ Neither of them

[S] **Compared to four years ago, is your family's financial situation:**
1 ☐ Better today
2 ☐ Worse today
3 ☐ About the same

[T] **Do you or does someone in your household belong to a labor union?**
1 ☐ Yes, I do
2 ☐ Yes, someone else does
3 ☐ Yes, I do and someone else does
4 ☐ No one does

[U] **Who would you trust to handle terrorism?**
1 ☐ Only John Kerry
2 ☐ Only George W. Bush
3 ☐ Both of them
4 ☐ Neither of them

[V] **What was the last grade of school you completed?**
1 ☐ Did not complete high school
2 ☐ High school graduate
3 ☐ Some college or associate degree
4 ☐ College graduate
5 ☐ Postgraduate study

[W] **Is this the first time you have ever voted?**
1 ☐ Yes
2 ☐ No

[X] **Are you currently married?**
1 ☐ Yes
2 ☐ No

[Y] **Are you:**
1 ☐ Protestant
2 ☐ Catholic
3 ☐ Mormon/LDS
4 ☐ Other Christian
5 ☐ Jewish
6 ☐ Muslim
7 ☐ Something else
8 ☐ None

[Z] **No matter how you voted today, do you usually think of yourself as a:**
1 ☐ Democrat
2 ☐ Republican
3 ☐ Independent
4 ☐ Something else

[AA] **On most political matters, do you consider yourself:**
1 ☐ Liberal
2 ☐ Moderate
3 ☐ Conservative

[AB] **2003 total family income:**
1 ☐ Under $15,000
2 ☐ $15,000-$29,999
3 ☐ $30,000-$49,999
4 ☐ $50,000-$74,999
5 ☐ $75,000-$99,999
6 ☐ $100,000-$149,999
7 ☐ $150,000-$199,999
8 ☐ $200,000 or more

Please fold questionnaire and put it in the box. Thank you.

©2004 Edison Media Research/Mitofsky International All rights reserved ☑

National Election Pool
Nevada Absentee Voter Survey
October, 2004

Hi my name is _____ and I'm calling for the national television news organizations and the Associated Press. We are conducting a brief opinion survey. We are not selling anything. All your answers will be kept confidential. I'd like to speak to the person living in your household, 18 years of age or older, who has the next birthday. Who would that be?

IF THE RESPONDENT SAYS THEY ARE ON THE DO NOT CALL LIST, SAY:

I understand your concern, but those laws apply to sales calls from telemarketing firms, and not calls made for research purposes. We do public opinion research -- it is not telemarketing and the laws you just mentioned do not apply to us.

[IF THE PERSON WHO ANSWERED THE PHONE INDICATES THAT HE/SHE HAS THE NEXT BIRTHDAY, PROCEED TO (S)1.]

[IF THE PERSON WHO ANSWERED THE PHONE IS NOT THE ONE WITH THE NEXT BIRTHDAY, ASK TO SPEAK TO THE PERSON WHO IS. IF THAT PERSON COMES TO THE PHONE SAY:]

Hi my name is _____ and I'm calling for the national television news organizations and the Associated Press. We are conducting a brief opinion survey. We are not selling anything. All your answers will be kept confidential. Are you 18 years of age or older? Are you the one at this phone number who has the next birthday?

[IF "YES" TO BOTH, PROCEED TO (S)1]

[IF THE PERSON WITH THE NEXT BIRTHDAY IS NOT HOME, FIND OUT THAT PERSON'S FIRST NAME AND THE BEST TIME TO CALL BACK.]

(S)1. Some people are registered to vote and others are not. Are you registered to vote in Nevada, or not? **(CODE ANSWER)**

Yes	1	**CONTINUE**
No	2	**SKIP TO NOTE ABOVE (N)1**
Refused	8	**SKIP TO NOTE ABOVE (N)1**
Don't know	9	**SKIP TO NOTE ABOVE (N)1**

© Edison Media Research/
Mitofsky International 2004

(S)2A. Have you already voted in the upcoming general election by sending in a mail or absentee ballot or by going to an early voting location, or not? **(CODE ANSWER)**

Yes	1	**CONTINUE**
No	2	**SKIP TO (S)3**
Refused	8	**SKIP TO (S)3**
Don't know	9	**SKIP TO (S)3**

(S)2B. Did you vote by sending in an absentee ballot by mail or did you vote in person at an early voting location?

Mail/Absentee	1	**SKIP TO NOTE ABOVE (VP)A1**
Early, in-person	2	**SKIP TO NOTE ABOVE (VP)A1**
Don't know	9	**SKIP TO NOTE ABOVE (VP)A1**

(S)3. How likely is it that you will vote in the upcoming general election? Will you… **(READ LIST)**

	Definitely vote,	1	**CONTINUE**
	Probably vote,	2	**SKIP TO NOTE ABOVE (N)1**
	Probably not vote	3	**SKIP TO NOTE ABOVE (N)1**
OR	Definitely not vote?	4	**SKIP TO NOTE ABOVE (N)1**
	Refused	8	**SKIP TO NOTE ABOVE (N)1**
	Don't know	9	**SKIP TO NOTE ABOVE (N)1**

(S)4. Will you vote on Election Day at your precinct's polling place OR will you vote prior to Election Day either by sending in an absentee ballot or by voting in-person at an early voting location? **(CODE ANSWER)**

Vote at polling place on Election Day	1	**SKIP TO NOTE ABOVE (N)1**
Mail/Send in ballot	2	**SKIP TO NOTE ABOVE (VP)A1**
Early, in-person	3	**SKIP TO NOTE ABOVE (VP)A1**
Doesn't plan to vote	4	**SKIP TO NOTE ABOVE (N)1**
Refused	8	**SKIP TO NOTE ABOVE (N)1**
Don't know	9	**SKIP TO NOTE ABOVE (N)1**

© Edison Media Research/
Mitofsky International 2004

"Now turning to some races that will be on the upcoming general election ballot…"

IF (S)2A CODED 1 "YES" SKIP TO (VP)B1, OTHERWISE, CONTINUE.

(VP)A1 Who will you vote for in the election for president? **(READ LIST)**

	John Kerry, the Democrat	1	**SKIP TO (VP)C1**
	George W. Bush, the Republican	2	**SKIP TO (VP)C2**
	Ralph Nader, the Independent	3	**SKIP TO NOTE ABOVE (VS)A1**
OR	Will you vote in this race, but for none of these candidates	4	**SKIP TO NOTE ABOVE (VS)A1**
	Another candidate **VOLUNTEERED**	9	**SKIP TO NOTE ABOVE (VS)A1**
	Undecided/Don't know **VOLUNTEERED**	99	**CONTINUE**
	Will not vote for president **VOLUNTEERED**	0	**SKIP TO NOTE ABOVE (VS)A1**
	Refused **VOLUNTEERED**	98	**SKIP TO (VP)A3**

(VP)A2 Well, as of today, do you lean more toward voting for… **(READ LIST)**

	John Kerry, the Democrat	1	**SKIP TO (VP)C1**
	George W. Bush, the Republican	2	**SKIP TO (VP)C2**
	Ralph Nader, the Independent	3	**SKIP TO NOTE ABOVE (VS)A1**
OR	Will you vote in this race, but for none of these candidates	4	**SKIP TO NOTE ABOVE (VS)A1**
	Another candidate **VOLUNTEERED**	9	**SKIP TO NOTE ABOVE (VS)A1**
	Undecided/Don't know **VOLUNTEERED**	99	**SKIP TO NOTE ABOVE (VS)A1**
	Will not vote for president **VOLUNTEERED**	0	**SKIP TO NOTE ABOVE (VS)A1**
	Refused **VOLUNTEERED**	98	**CONTINUE**

(VP)A3 Your answer is confidential, no individual answers will be released. The results of this survey will only be used for analysis on Election Day. Your answers are important to us, we don't want someone else to speak for you. We'd really appreciate it if you would tell us who you plan to vote for. **(READ LIST IF NECESSARY)**

	John Kerry, the Democrat	1	**SKIP TO (VP)C1**
	George W. Bush, the Republican	2	**SKIP TO (VP)C2**
	Ralph Nader, the Independent	3	**SKIP TO NOTE ABOVE (VS)A1**
OR	Will you vote in this race, but for none of these candidates	4	**SKIP TO NOTE ABOVE (VS)A1**
	Another candidate **VOLUNTEERED**	9	**SKIP TO NOTE ABOVE (VS)A1**
	Undecided/Don't know **VOLUNTEERED**	99	**SKIP TO NOTE ABOVE (VS)A1**
	Will not vote for president **VOLUNTEERED**	0	**SKIP TO NOTE ABOVE (VS)A1**
	Refused **VOLUNTEERED**	98	**SKIP TO NOTE ABOVE (VS)A1**

© Edison Media Research/
Mitofsky International 2004

(VP)B1 Who did you vote for in the election for president? **(READ LIST)**

	John Kerry, the Democrat	1	**SKIP TO (VP)C1**
	George W. Bush, the Republican	2	**SKIP TO (VP)C2**
	Ralph Nader, the Independent	3	**SKIP TO NOTE ABOVE (VS)A1**
OR	Did you vote in this race, but for none of these candidates	4	**SKIP TO NOTE ABOVE (VS)A1**
	Another candidate **VOLUNTEERED**	9	**SKIP TO NOTE ABOVE (VS)A1**
	Did not vote for president **VOLUNTEERED**	0	**SKIP TO NOTE ABOVE (VS)A1**
	Refused **VOLUNTEERED**	98	**CONTINUE**

(VP)B2 Your answer is confidential, no individual answers will be released. The results of this survey will only be used for analysis on Election Day. Your answers are important to us, we don't want someone else to speak for you. We'd really appreciate it if you would tell us who you voted for. **(READ LIST IF NECESSARY)**

	John Kerry, the Democrat	1	**CONTINUE**
	George W. Bush, the Republican	2	**SKIP TO (VP)C2**
	Ralph Nader, the Independent	3	**SKIP TO NOTE ABOVE (VS)A1**
OR	Did you vote in this race, but for none of these candidates	4	**SKIP TO NOTE ABOVE (VS)A1**
	Another candidate **VOLUNTEERED**	9	**SKIP TO NOTE ABOVE (VS)A1**
	Did not vote for president **VOLUNTEERED**	0	**SKIP TO NOTE ABOVE (VS)A1**
	Refused **VOLUNTEERED**	98	**SKIP TO NOTE ABOVE (VS)A1**

(VP)C1 Is your vote for president mainly FOR John Kerry or is it mainly AGAINST George W. Bush?

For John Kerry	1	**SKIP TO NOTE ABOVE (VS)A1**
Against George W. Bush	2	**SKIP TO NOTE ABOVE (VS)A1**
Don't know/refused	99	**SKIP TO NOTE ABOVE (VS)A1**

(VP)C2 Is your vote for president mainly FOR George W. Bush or is it mainly AGAINST John Kerry?

For George W. Bush	1
Against John Kerry	2
Don't know/refused	99

© Edison Media Research/
Mitofsky International 2004

IF (S)2A CODED 1 "YES" SKIP TO (VS)B1, OTHERWISE, CONTINUE.

(VS)A1 Who will you vote for in the election for U.S. Senator? **(READ LIST)**

	Harry Reid, the Democrat	1	**SKIP TO NOTE ABOVE (B)1**
	Richard Ziser, the Republican	2	**SKIP TO NOTE ABOVE (B)1**
OR	Will you vote in this race, but for none of these candidates	4	**SKIP TO NOTE ABOVE (B)1**
	Another candidate **VOLUNTEERED**	9	**SKIP TO NOTE ABOVE (B)1**
	Undecided/Don't know **VOLUNTEERED**	99	**CONTINUE**
	Will not vote for U.S. Senator **VOLUNTEERED**	0	**SKIP TO NOTE ABOVE (B)1**
	Refused **VOLUNTEERED**	98	**SKIP TO (VS)A3**

(VS)A2 Well, as of today, do you lean more toward voting for… **(READ LIST)**

	Harry Reid, the Democrat	1	**SKIP TO NOTE ABOVE (B)1**
	Richard Ziser, the Republican	2	**SKIP TO NOTE ABOVE (B)1**
OR	Will you vote in this race, but for none of these candidates	4	**SKIP TO NOTE ABOVE (B)1**
	Another candidate **VOLUNTEERED**	9	**SKIP TO NOTE ABOVE (B)1**
	Undecided/Don't know **VOLUNTEERED**	99	**SKIP TO NOTE ABOVE (B)1**
	Will not vote for U.S. Senator **VOLUNTEERED**	0	**SKIP TO NOTE ABOVE (B)1**
	Refused **VOLUNTEERED**	98	**CONTINUE**

(VS)A3 Your answer is confidential, no individual answers will be released. The results of this survey will only be used for analysis on Election Day. Your answers are important to us, we don't want someone else to speak for you. We'd really appreciate it if you would tell us who you plan to vote for. **(READ LIST IF NECESSARY)**

	Harry Reid, the Democrat	1	**SKIP TO NOTE ABOVE (B)1**
	Richard Ziser, the Republican	2	**SKIP TO NOTE ABOVE (B)1**
OR	Will you vote in this race, but for none of these candidates	4	**SKIP TO NOTE ABOVE (B)1**
	Another candidate **VOLUNTEERED**	9	**SKIP TO NOTE ABOVE (B)1**
	Undecided/Don't know **VOLUNTEERED**	99	**SKIP TO NOTE ABOVE (B)1**
	Will not vote for U.S. Senator **VOLUNTEERED**	0	**SKIP TO NOTE ABOVE (B)1**
	Refused **VOLUNTEERED**	98	**SKIP TO NOTE ABOVE (B)1**

© Edison Media Research/
Mitofsky International 2004

(VS)B1 Who did you vote for in the election for U.S. Senator? **(READ LIST)**

	Harry Reid, the Democrat	1	**SKIP TO NOTE ABOVE (B)1**
	Richard Ziser, the Republican	2	**SKIP TO NOTE ABOVE (B)1**
OR	Did you vote in this race, but for none of these candidates	4	**SKIP TO NOTE ABOVE (B)1**
	Another candidate **VOLUNTEERED**	9	**SKIP TO NOTE ABOVE (B)1**
	Did not vote for U.S. Senator **VOLUNTEERED**	0	**SKIP TO NOTE ABOVE (B)1**
	Refused **VOLUNTEERED**	98	**CONTINUE**

(VS)B2 Your answer is confidential, no individual answers will be released. The results of this survey will only be used for analysis on Election Day. Your answers are important to us, we don't want someone else to speak for you. We'd really appreciate it if you would tell us who you voted for. **(READ LIST IF NECESSARY)**

	Harry Reid, the Democrat	1	
	Richard Ziser, the Republican	2	
OR	Did you vote in this race, but for none of these candidates	4	
	Another candidate **VOLUNTEERED**	9	
	Did not vote for U.S. Senator **VOLUNTEERED**	0	**SKIP TO NOTE ABOVE (B)1**
	Refused **VOLUNTEERED**	98	**SKIP TO NOTE ABOVE (B)1**

© Edison Media Research/
Mitofsky International 2004

IF (VP)A1 or (VP)A2 or (VP)A3 or (VP)B1 or (VP)B2 CODED "0" (WILL NOT/DID NOT VOTE FOR PRESIDENT) <u>OR</u> (VP)A2 or (VP)A3 CODED "99" (UNDECIDED ON PRESIDENT) <u>OR</u> (VP)A3 or (VP)B2 CODED "98" (REFUSED),

<u>AND</u>

IF (VS)A1 or (VS)A2 or (VS)A3 or (VS)B1 or (VS)B2 CODED "0" (WILL NOT/DID NOT VOTE FOR U.S. SENATOR) <u>OR</u> (VS)A2 or (VS)A3 CODED "99" (UNDECIDED ON U.S. SENATOR) <u>OR</u> (VS)A3 or (VS)B2 CODED "98" (REFUSED),

SKIP TO NOTE ABOVE (N)1, OTHERWISE CONTINUE.

(B)1. Do you think the condition of Nevada's economy is: **(READ LIST)**

	Excellent	1
	Good	2
	Not so good	3
OR	Poor	4
	Don't know/refused	99

(B)2. Do you approve or disapprove of the way George W. Bush is handling his job as president? Would you say you… **(READ LIST)**

	Strongly approve	1
	Somewhat approve	2
	Somewhat disapprove	3
OR	Strongly disapprove	4
	Don't know/refused	99

(B)3. Now I'm going to read a list of issues and I need to read the list twice. I want you to tell me which **ONE** issue mattered most in deciding your vote for **PRESIDENT**:
(READ LIST TWICE BEFORE ACCEPTING RESPONSE; RANDOMIZE LIST)

	Taxes	1
	Education	2
	Iraq	3
	Terrorism	4
	The economy and jobs	5
	Moral values	6
OR	Health care	7
	Don't know/refused	99

(B)4. Now I'm going to read a list of candidate qualities and I need to read the list twice. I want you to tell me which **ONE** candidate quality mattered most in deciding your vote for **PRESIDENT**:
(READ LIST TWICE BEFORE ACCEPTING RESPONSE; RANDOMIZE LIST)

	He cares about people like you	1
	He has strong religious faith	2
	He is honest and trustworthy	3
	He is a strong leader	4
	He is intelligent	5
	He will bring about needed change	6
OR	He has clear stands on the issues	7
	Don't know/refused	99

(B)5. Compared to four years ago, do you think the country is… **(READ LIST)**

	Safer from terrorism	1
OR	Less safe from terrorism	2
	Don't know/refused	99

(B)6. Compared to four years ago, is your family's financial situation… **(READ LIST)**

	Better today	1
	Worse today	2
OR	About the same	3
	Don't know/refused	99

(B)7. How do you feel about the U.S. decision to go to war with Iraq? Would you say you… **(READ LIST)**

	Strongly approve	1
	Somewhat approve	2
	Somewhat disapprove	3
OR	Strongly disapprove	4
	Don't know/refused	99

(B)8. How do you think things are going for the U.S. in Iraq? Are they going… **(READ LIST)**

	Very well	1
	Somewhat well	2
	Somewhat badly	3
OR	Very badly	4
	Don't know/refused	99

(B)9. Who would you trust to handle the ECONOMY: **(READ LIST)**

	Only John Kerry	1
	Only George W. Bush	2
	Both candidates	3
OR	Neither candidate	4
	Don't know/refused	99

(B)10. Who would you trust to handle TERRORISM: **(READ LIST)**

	Only John Kerry	1
	Only George W. Bush	2
	Both candidates	3
OR	Neither candidate	4
	Don't know/refused	99

(B)11. What is the highest grade or year of school you have completed? **(READ LIST IF NECESSARY)**

Did not complete high school	1
High school graduate	2
Some college or associate degree	3
College graduate	4
Postgraduate study	5
Don't know/refused	99

(B)12. Is this the first time you have ever voted, or not? **(CODE ANSWER)**

Yes	1
No	2
Don't know/refused	99

(B)13. Which best describes you: **(READ LIST)**

You were born in Nevada	1
You moved to Nevada in the last four years	2
You moved to Nevada five to ten years ago	3
You moved to Nevada more than ten years ago	4
Don't know/refused	99

(B)14. In your vote for president, how important is the Yucca **(YUH-kuh)** Mountain nuclear waste repository? Is it… **(READ LIST)**

	Very important	1
	Somewhat important	2
	Not too important	3
OR	Not at all important	4
	Don't know/refused	99

(B)15. Do you or does someone else in your household belong to a labor union OR does no one in your household belong to a union? **[IF YES:** Is that you or someone else in your household?**] (CODE ANSWER)**

Yes, respondent is	1
Yes, someone else in respondent's household is	2
Yes, respondent AND someone else in the household are	3
No one in the household is a union member	4
Don't know/refused	99

(B)16. Are you currently married, or not? **(CODE ANSWER)**

Yes	1
No	2
Don't know/refused	99

(D)1A. What is your religious preference? Is it Protestant, Catholic, Mormon, Jewish, Muslim, some other religion, or don't you belong to any religious denomination? **(CODE ANSWER)**

Protestant	1	**SKIP TO (D)2**
Catholic	2	**SKIP TO (D)2**
Mormon	3	**SKIP TO (D)2**
Jewish	4	**SKIP TO (D)2**
Muslim	5	**SKIP TO (D)2**
Some other religion	6	**CONTINUE**
None	7	**SKIP TO (D)2**
Don't know/refused	99	**SKIP TO (D)2**

(D)1B. Is that a Christian denomination, or not? **(CODE ANSWER)**

Yes	1
No	2
Don't know/refused	99

(D)2. No matter how you vote, do you usually think of yourself as a… **(READ LIST)**

	Democrat	1
	Republican	2
	Independent	3
OR	Something else	4
	Don't know/refused	99

(D)3. On most political matters, do you consider yourself… **(READ LIST)**

	Liberal	1
	Moderate	2
OR	Conservative	3
	Don't know/refused	99

(D)4A. What was your total family income in 2003?

_____Record Exact Income	**CODE BUT DO NOT READ (D)4B, SKIP TO NOTE ABOVE (N)1**
Don't know/refused	**GO TO (D)4B**

(D)4B. Well, please tell me if it was… **(READ LIST)**

Under $15,000	1
$15,000 to less than $30,000	2
$30,000 to less than $50,000	3
$50,000 to less than $75,000	4
$75,000 to less than $100,000	5
$100,000 to less than $150,000	6
$150,000 to less than $200,000	7
$200,000 or more	8
Don't know/refused	99

NONELIGIBLE DEMOS:

"**My last questions are for statistical purposes only…"**

(N)1. How old are you?

_____Record Exact Age **CODE BUT DO NOT READ (N)2, SKIP TO (N)3**

Refused **CONTINUE**

(N)2. Well, please tell me if you are between…

18 and 24,	1
25 and 29,	2
30 and 39,	3
40 and 44,	4
45 and 49,	5
50 and 59,	6
60 and 64,	7
65 and 74, OR	8
75 or over?	9
Refused	99

(N)3. Sex – **(CODE BY VOICE):**

Male	1
Female	2

(N)4A. Are you … **(READ LIST)**

	White	1	
	Black	2	
	Asian	3	
OR	of Hispanic or Latino descent	4	**CODE, BUT DO NOT READ Q.(N)4B "1" AND SKIP TO Q.(N)5A**
	Another race **VOLUNTEERED**	5	
	Don't know/refused	99	

(N)4B. Are you of Mexican or Hispanic descent, or not? **(CODE ANSWER)**

Yes	1
No	2
Don't know/refused	99

© Edison Media Research/
Mitofsky International 2004

(N)5A Can you please tell me, how many adults age 18 and older currently live in this household?

Total # of persons _____ (Record Exact Number)

(N)5B. On how many different phone numbers can people in this household be called? Please do not count cell phones or phone lines used only for fax machines or computers.

Total # of phone numbers _____ (Record Exact Number)

"These are all the questions I have. May I just confirm your first name if my supervisor wants to call back? _____ Thank you very much for your cooperation."

(N)5. Record Phone Number from sample _____
(N)6. Date of Interview _____

© Edison Media Research/
Mitofsky International 2004

Estimates not for on-air use

National Election Pool

Conducted by Edison/Mitofsky

Nevada General Exit Poll

PRESNV04 - Horizontal Percentages

Time of Weighting: 11/3/2004 1:21:44 AM

Time Created: 11/3/2004 1:21:44 AM

PRESNV04 - In today's election for president, did you just vote for:

Filter(s): (All respondents)

		Total	KERY	BUSH	NADR	NONE	Rep2000
Number of Interviews - 2,189	Vote Estimate Not for On-Air Use	**100**	**48**	**50**	**1**	**0**	**-**
Are you: (n=2,181)	Male	**48**	**44**	**54**	**1**	**1**	**1**
	Female	**52**	**52**	**47**	**0**	**0**	**1**
Sex by race (n=2,147)	White male	**37**	**39**	**59**	**1**	**1**	**-**
	White female	**40**	**47**	**53**	**0**	**0**	**-**
	Non-white male	**11**	**61**	**38**	**0**	**1**	**-**
	Non-white female	**12**	**71**	**28**	**1**	**-**	**-**
Are you: (n=2,155)	White	**77**	**43**	**55**	**1**	**0**	**0**
	Black	**7**	**86**	**13**	**0**	**-**	**-**
	Hispanic/Latino	**10**	**60**	**39**	**0**	**1**	**6**
	Asian	**3**	**47**	**50**	**3**	**0**	**-**
	Other	**3**	**56**	**44**	**-**	**-**	**-**
AGE (60 and over) (n=2,176)	18-29	**16**	**56**	**42**	**1**	**1**	**-6**
	30-44	**28**	**47**	**51**	**1**	**0**	**0**
	45-59	**31**	**47**	**52**	**0**	**1**	**0**
	60 or over	**25**	**46**	**53**	**0**	**0**	**9**
Age 65 & over (n=2,176)	18-64	**83**	**48**	**50**	**1**	**1**	**0**
	65 or over	**17**	**50**	**50**	**0**	**0**	**7**
2003 total family income: (n=2,001)	Under $15,000	**7**	**61**	**36**	**1**	**1**	**-**
	$15,000-$29,999	**11**	**63**	**36**	**0**	**1**	**-**
	$30,000-$49,999	**22**	**52**	**48**	**0**	**0**	**-**
	$50,000-$74,999	**24**	**45**	**53**	**1**	**0**	**-**
	$75,000-$99,999	**14**	**49**	**50**	**-**	**1**	**-**
	$100,000-$149,999	**14**	**42**	**56**	**1**	**-**	**-**

Estimates not for on-air use

National Election Pool

Conducted by Edison/Mitofsky

Nevada General Exit Poll

PRESNV04 - Horizontal Percentages

Time of Weighting: 11/3/2004 1:21:44 AM

Time Created: 11/3/2004 1:21:44 AM

PRESNV04 - In today's election for president, did you just vote for:

Filter(s): (All respondents)

		Total	KERY	BUSH	NADR	NONE	Rep2000
2003 total family income: (n=2,001)	$150,000-$199,999	**3**	**40**	**58**	**-**	**2**	**-**
	$200,000 or more	**4**	**24**	**76**	**-**	**0**	**-**
Total family income: (n=2,001)	Less than $50,000	**41**	**56**	**42**	**0**	**1**	**-**
	$50,000 or more	**59**	**43**	**55**	**1**	**0**	**-**
Total family income: (n=2,001)	Less than $100,000	**79**	**52**	**47**	**0**	**1**	**-**
	$100,000 or more	**21**	**38**	**61**	**1**	**0**	**-**
Do you or does someone in your household belong to a labor union? (n=2,076)	Yes, I do	**12**	**58**	**40**	**1**	**0**	**2**
	Yes, someone else does	**11**	**55**	**42**	**2**	**1**	**-1**
	Yes, I do and someone else does	**2**	**-**	**-**	**-**	**-**	**-**
	No one does	**75**	**45**	**53**	**0**	**1**	**-1**
UNION HOUSEHOLD (n=2,076)	Yes (Vote is union member, union member in household, or	**25**	**56**	**42**	**1**	**0**	**-**
	No (No union voter in household	**75**	**45**	**53**	**0**	**1**	**-**
Voter is union member: (n=2,076)	Yes	**14**	**56**	**43**	**1**	**0**	**-**
	No	**86**	**47**	**52**	**0**	**1**	**-**
What was the last grade of school you completed? (n=2,082)	Did not complete high school	**3**	**60**	**39**	**-**	**0**	**-**
	High school graduate	**22**	**52**	**46**	**-**	**1**	**2**
	Some college or associate degree	**33**	**47**	**52**	**1**	**0**	**-3**
	College graduate	**26**	**46**	**52**	**1**	**0**	**-9.11248616650706E-05**
	Postgraduate study	**15**	**45**	**53**	**0**	**1**	**-3**
College Education (n=2,082)	No college degree	**58**	**50**	**49**	**0**	**1**	**-**
	College graduate	**42**	**46**	**52**	**1**	**0**	**-**
No matter how you voted today, do you usually think of yourself as a: (n=2,098)	Democrat	**35**	**90**	**10**	**0**	**0**	**-9**
	Republican	**39**	**7**	**93**	**0**	**0**	**9**
	Independent or something else	**26**	**54**	**42**	**2**	**1**	**-1**

Estimates not for on-air use

National Election Pool

Conducted by Edison/Mitofsky

Nevada General Exit Poll

PRESNV04 - Horizontal Percentages

Time of Weighting: 11/3/2004 1:21:44 AM

Time Created: 11/3/2004 1:21:44 AM

PRESNV04 - In today's election for president, did you just vote for:

Filter(s): (All respondents)

		Total	KERY	BUSH	NADR	NONE	Rep2000
On most political matters, do you consider yourself: (n=2,067)	Liberal	**18**	**85**	**14**	**0**	**0**	**-15**
	Moderate	**47**	**55**	**43**	**1**	**0**	**-2**
	Conservative	**34**	**18**	**81**	**1**	**0**	**5**
Is this the first time you have ever voted? (n=2,057)	Yes	**14**	**57**	**41**	**1**	**1**	**-**
	No	**86**	**47**	**52**	**1**	**0**	**-**
Religion, combined Protestant and other Christian. (n=2,068)	Protestant/Other Christian	**52**	**38**	**61**	**0**	**1**	**4**
	Catholic	**25**	**52**	**47**	**1**	**0**	**1**
	Jewish	**4**	**62**	**35**	**3**	**-**	**-**
	Something else	**5**	**71**	**26**	**2**	**1**	**-18**
	None	**14**	**63**	**34**	**1**	**1**	**-3**
Religion among whites (n=2,098)	White Protestant/Other Christian	**41**	**33**	**66**	**0**	**1**	**-**
	White Catholic	**17**	**46**	**53**	**1**	**0**	**-**
	White Jewish	**3**	**66**	**30**	**4**	**-**	**-**
	White something else	**3**	**64**	**32**	**3**	**1**	**-**
	White none	**11**	**62**	**34**	**1**	**1**	**-**
	Non-white	**24**	**65**	**34**	**0**	**0**	**-**
White Protestant Conservatives (n=2,165)	White Protestant conservatives	**12**	**6**	**94**	**-**	**0**	**-**
	All others	**88**	**54**	**45**	**1**	**0**	**-**
Are you currently married? (n=2,099)	Yes	**59**	**43**	**56**	**0**	**1**	**1**
	No	**41**	**56**	**43**	**1**	**0**	**4**
Married women (n=2,189)	Married women	**30**	**48**	**51**	**0**	**0**	**-**
	Others	**70**	**48**	**50**	**1**	**1**	**-**
When did you finally decide for whom to vote in the presidential election? (n=1,680)	Just today	**8**	**48**	**49**	**1**	**0**	**-**
	In the last three days	**3**	**-**	**-**	**-**	**-**	**-**

Estimates not for on-air use

National Election Pool

Conducted by Edison/Mitofsky

Nevada General Exit Poll

PRESNV04 - Horizontal Percentages

Time of Weighting: 11/3/2004 1:21:44 AM

Time Created: 11/3/2004 1:21:44 AM

PRESNV04 - In today's election for president, did you just vote for:

Filter(s): (All respondents)

		Total	KERY	BUSH	NADR	NONE	Rep2000
When did you finally decide for whom to vote in the presidential election? (n=1,680)	Sometime last week	3	-	-	-	-	-
	During the last month	13	57	40	1	2	-
	Before that	72	45	54	0	0	-
Time: Last three days/Earlier than that (n=1,680)	Today/Within the last three days	12	50	48	1	0	-
	Within the last week or earlier	88	48	51	1	0	-
Time: Last week/Earlier than that (n=1,680)	Today through within the last three days	15	56	42	1	0	-
	Within the last week or earlier	85	46	52	1	0	-
Was your vote for president mainly: (n=2,126)	For your candidate	65	40	59	0	0	-
	Against his opponent	29	67	32	0	0	-
Do you think the condition of Nevada's economy is: (n=2,105)	Excellent	14	18	81	-	1	-
	Good	60	46	53	1	1	-
	Not so good	20	68	31	1	0	-
	Poor	5	77	20	-	1	-
Do you approve or disapprove of the way George W. Bush is handling his job as president? (n=2,147)	Strongly approve	32	2	97	0	0	-
	Somewhat approve	21	17	81	0	1	-
	Somewhat disapprove	12	83	13	2	0	-
	Strongly disapprove	34	98	2	0	0	-
Do you approve or disapprove of the way George W. Bush is handling his job as president? (n=2,147)	Approve	53	8	91	0	1	-
	Disapprove	46	94	5	1	0	-
Which ONE issue mattered most in deciding how you voted for president? (Check only one) (n=2,147)	Taxes	5	20	79	-	1	-
	Education	5	62	34	2	2	-
	Iraq	21	78	20	0	0	-
	Terrorism	25	12	88	0	0	-
	Economy/Jobs	16	79	19	0	1	-

Estimates not for on-air use

National Election Pool

Conducted by Edison/Mitofsky

Nevada General Exit Poll

PRESNV04 - Horizontal Percentages

Time of Weighting: 11/3/2004 1:21:44 AM

Time Created: 11/3/2004 1:21:44 AM

PRESNV04 - In today's election for president, did you just vote for:

Filter(s): (All respondents)

		Total	KERY	BUSH	NADR	NONE	Rep2000
Which ONE issue mattered most in deciding how you voted for president? (Check only one) (n=2,147)	Moral values	**17**	**23**	**75**	**1**	**0**	**-**
	Health care	**6**	**88**	**10**	**1**	**0**	**-**
Which ONE candidate quality mattered most in deciding how you voted for president? (Check only one) (n=2,147)	He cares about people like me	**8**	**74**	**24**	**2**	**1**	**-**
	He has strong religious faith	**6**	**7**	**90**	**-**	**2**	**-**
	He is honest and trustworthy	**10**	**37**	**62**	**0**	**0**	**-**
	He is a strong leader	**23**	**10**	**90**	**0**	**0**	**-**
	He is intelligent	**6**	**89**	**10**	**0**	**-**	**-**
	He will bring about needed change	**27**	**95**	**3**	**1**	**1**	**-**
	He has clear stands on the issues	**17**	**19**	**80**	**0**	**0**	**-**
Which best describes you: (n=2,080)	I was born in Nevada	**14**	**45**	**53**	**1**	**1**	**-**
	I moved to Nevada in the last four years	**20**	**51**	**48**	**0**	**0**	**-**
	I moved to Nevada five to 10 years ago	**21**	**49**	**50**	**1**	**0**	**-**
	I moved to Nevada more than 10 years ago	**45**	**47**	**52**	**0**	**1**	**-**
Compared to four years ago, is the country: (n=2,079)	Safer from terrorism	**58**	**23**	**76**	**1**	**1**	**-**
	Less safe from terrorism	**37**	**85**	**13**	**1**	**0**	**-**
In you vote for president today, how important was the Yucca Mountain national nuclear waste repository? (n=2,039)	Very important	**40**	**73**	**26**	**0**	**0**	**-**
	Somewhat important	**26**	**43**	**56**	**0**	**0**	**-**
	Not too important	**18**	**24**	**75**	**0**	**1**	**-**
	Not at all important	**14**	**17**	**80**	**2**	**1**	**-**
How do you feel about the U.S. decision to go to war with Iraq? (n=2,079)	Strongly approve	**32**	**5**	**94**	**0**	**0**	**-**
	Somewhat approve	**22**	**27**	**72**	**1**	**1**	**-**
	Somewhat disapprove	**14**	**77**	**20**	**2**	**1**	**-**
	Strongly disapprove	**31**	**94**	**5**	**0**	**0**	**-**
How do you feel about the U.S. decision to go to war with Iraq? (n=2,147)	Approve	**53**	**14**	**85**	**0**	**0**	**-**

Estimates not for on-air use

National Election Pool

Conducted by Edison/Mitofsky

Nevada General Exit Poll

PRESNV04 - Horizontal Percentages

Time of Weighting: 11/3/2004 1:21:44 AM

Time Created: 11/3/2004 1:21:44 AM

PRESNV04 - In today's election for president, did you just vote for:

Filter(s): (All respondents)

		Total	KERY	BUSH	NADR	NONE	Rep2000
How do you feel about the U.S. decision to go to war with Iraq? (n=2,147)	Disapprove	**44**	**89**	**9**	**1**	**0**	**-**
How do you think things are going for the U.S. in Iraq now? (n=2,079)	Very well	**10**	**7**	**93**	**-**	**-**	**-**
	Somewhat well	**37**	**11**	**88**	**0**	**1**	**-**
	Somewhat badly	**21**	**66**	**32**	**1**	**1**	**-**
	Very badly	**31**	**95**	**4**	**1**	**0**	**-**
How do you think things are going for the U.S. in Iraq now? (n=2,147)	Very/Somewhat well	**46**	**10**	**89**	**0**	**1**	**-**
	Very/Somewhat badly	**51**	**83**	**16**	**1**	**0**	**-**
Who would you trust to handle the economy? (n=2,060)	Only John Kerry	**37**	**99**	**1**	**0**	**-**	**-**
	Only George W. Bush	**41**	**1**	**98**	**-**	**0**	**-**
	Both of them	**8**	**48**	**50**	**1**	**1**	**-**
	Neither of them	**12**	**48**	**44**	**3**	**2**	**-**
Who would you trust to handle the economy? (n=2,126)	Only Kerry/Both	**45**	**90**	**10**	**0**	**0**	**-**
	Only Bush/Neither	**53**	**12**	**86**	**1**	**1**	**-**
Who would you trust to handle the economy? (n=2,035)	Only Bush/Both	**50**	**9**	**90**	**0**	**0**	**-**
	Only Kerry/Neither	**50**	**86**	**11**	**1**	**1**	**-**
Compared to four years ago, is your family's financial situation: (n=2,079)	Better today	**38**	**19**	**80**	**1**	**0**	**40**
	Worse today	**23**	**84**	**15**	**0**	**0**	**-41**
	About the same	**38**	**55**	**43**	**1**	**1**	**-20**
Who would you trust to handle terrorism? (n=2,060)	Only John Kerry	**27**	**99**	**1**	**0**	**-**	**-**
	Only George W. Bush	**47**	**2**	**97**	**1**	**0**	**-**
	Both of them	**14**	**77**	**21**	**-**	**1**	**-**
	Neither of them	**11**	**82**	**12**	**2**	**2**	**-**
Who would you trust to handle terrorism? (n=2,126)	Only Kerry/Both	**40**	**91**	**8**	**0**	**0**	**-**
	Only Bush/Neither	**57**	**17**	**81**	**1**	**1**	**-**

Estimates not for on-air use

National Election Pool

Conducted by Edison/Mitofsky

Nevada General Exit Poll

PRESNV04 - Horizontal Percentages

Time of Weighting: 11/3/2004 1:21:44 AM

Time Created: 11/3/2004 1:21:44 AM

PRESNV04 - In today's election for president, did you just vote for:

Filter(s): (All respondents)

		Total	KERY	BUSH	NADR	NONE	Rep2000
Who would you trust to handle terrorism? (n=2,126)	Only Bush/Both	**60**	**19**	**80**	**0**	**0**	**-**
	Only Kerry/Neither	**37**	**94**	**5**	**1**	**1**	**-**
Population of area, five categories (n=2,187)	Over 500 thousand	**31**	**51**	**48**	**0**	**0**	**-**
	50 to 500 thousand	**28**	**52**	**47**	**1**	**0**	**-**
	Suburbs	**30**	**50**	**48**	**1**	**0**	**-**
	10 to 50 thousand	**2**	**31**	**66**	**-**	**3**	**-**
	Rural	**9**	**28**	**71**	**0**	**-**	**-**
Population of area, three categories (n=1,705)	City over 50 thousand	**51**	**53**	**46**	**0**	**1**	**-**
	Suburbs	**34**	**49**	**49**	**1**	**0**	**-**
	Small city and Rural	**14**	**28**	**71**	**0**	**-**	**-**
Geo Stratum Code (n=2,189)	Washoe County	**18**	**52**	**47**	**0**	**0**	**-**
	Clark County	**67**	**51**	**48**	**1**	**0**	**-**
	Rural Counties	**15**	**34**	**64**	**0**	**1**	**-**
In today's election for U.S. senator, did you just vote for: (n=2,069)	Harry Reid	**62**	**76**	**24**	**0**	**0**	**-**
	Richard Ziser	**35**	**4**	**95**	**0**	**0**	**-**
	None of These Candidates	**1**	**-**	**-**	**-**	**-**	**-**

Estimates not for on-air use

National Election Pool

Conducted by Edison/Mitofsky

Nevada General Exit Poll

PRESNV04 - Vertical Percentages

Time of Weighting: 11/3/2004 1:21:44 AM

Time Created: 11/3/2004 1:21:44 AM

PRESNV04 - In today's election for president, did you just vote for:

Filter(s): (All respondents)

		Total	KERY	BUSH	NADR	NONE
Number of Interviews - 2,189	Vote Estimate Not for On-Air Use	**100**	**48**	**50**	**1**	**0**
Are you: (n=2,181)	Male	**48**	**44**	**52**	**-**	**-**
	Female	**52**	**56**	**48**	**-**	**-**
Sex by race (n=2,147)	White male	**37**	**30**	**43**	**-**	**-**
	White female	**40**	**39**	**42**	**-**	**-**
	Non-white male	**11**	**14**	**8**	**-**	**-**
	Non-white female	**12**	**17**	**7**	**-**	**-**
Are you: (n=2,155)	White	**77**	**69**	**85**	**-**	**-**
	Black	**7**	**12**	**2**	**-**	**-**
	Hispanic/Latino	**10**	**13**	**8**	**-**	**-**
	Asian	**3**	**3**	**3**	**-**	**-**
	Other	**3**	**3**	**2**	**-**	**-**
AGE (60 and over) (n=2,176)	18-29	**16**	**19**	**13**	**-**	**-**
	30-44	**28**	**27**	**28**	**-**	**-**
	45-59	**31**	**31**	**32**	**-**	**-**
	60 or over	**25**	**24**	**26**	**-**	**-**
Age 65 & over (n=2,176)	18-64	**83**	**83**	**83**	**-**	**-**
	65 or over	**17**	**17**	**17**	**-**	**-**
2003 total family income: (n=2,001)	Under $15,000	**7**	**9**	**5**	**-**	**-**
	$15,000-$29,999	**11**	**15**	**8**	**-**	**-**
	$30,000-$49,999	**22**	**24**	**21**	**-**	**-**
	$50,000-$74,999	**24**	**22**	**25**	**-**	**-**
	$75,000-$99,999	**14**	**14**	**14**	**-**	**-**
	$100,000-$149,999	**14**	**12**	**15**	**-**	**-**

Estimates not for on-air use

National Election Pool

Conducted by Edison/Mitofsky

Nevada General Exit Poll

PRESNV04 - Vertical Percentages

Time of Weighting: 11/3/2004 1:21:44 AM

Time Created: 11/3/2004 1:21:44 AM

PRESNV04 - In today's election for president, did you just vote for:

Filter(s): (All respondents)

		Total	KERY	BUSH	NADR	NONE
2003 total family income: (n=2,001)	$150,000-$199,999	**3**	**3**	**4**	**-**	**-**
	$200,000 or more	**4**	**2**	**7**	**-**	**-**
Total family income: (n=2,001)	Less than $50,000	**41**	**47**	**35**	**-**	**-**
	$50,000 or more	**59**	**53**	**65**	**-**	**-**
Total family income: (n=2,001)	Less than $100,000	**79**	**83**	**74**	**-**	**-**
	$100,000 or more	**21**	**17**	**26**	**-**	**-**
Do you or does someone in your household belong to a labor union? (n=2,076)	Yes, I do	**12**	**15**	**10**	**-**	**-**
	Yes, someone else does	**11**	**13**	**9**	**-**	**-**
	Yes, I do and someone else does	**2**	**2**	**2**	**-**	**-**
	No one does	**75**	**71**	**79**	**-**	**-**
UNION HOUSEHOLD (n=2,076)	Yes (Vote is union member, union member in household, or	**25**	**29**	**21**	**-**	**-**
	No (No union voter in household	**75**	**71**	**79**	**-**	**-**
Voter is union member: (n=2,076)	Yes	**14**	**16**	**12**	**-**	**-**
	No	**86**	**84**	**88**	**-**	**-**
What was the last grade of school you completed? (n=2,082)	Did not complete high school	**3**	**4**	**2**	**-**	**-**
	High school graduate	**22**	**24**	**20**	**-**	**-**
	Some college or associate degree	**33**	**32**	**34**	**-**	**-**
	College graduate	**26**	**25**	**27**	**-**	**-**
	Postgraduate study	**15**	**15**	**16**	**-**	**-**
College Education (n=2,082)	No college degree	**58**	**60**	**57**	**-**	**-**
	College graduate	**42**	**40**	**43**	**-**	**-**
No matter how you voted today, do you usually think of yourself as a: (n=2,098)	Democrat	**35**	**65**	**7**	**-**	**-**
	Republican	**39**	**6**	**72**	**-**	**-**
	Independent or something else	**26**	**29**	**22**	**-**	**-**

Estimates not for on-air use

National Election Pool

Conducted by Edison/Mitofsky

Nevada General Exit Poll

PRESNV04 - Vertical Percentages

Time of Weighting: 11/3/2004 1:21:44 AM

Time Created: 11/3/2004 1:21:44 AM

PRESNV04 - In today's election for president, did you just vote for:

Filter(s): (All respondents)

		Total	KERY	BUSH	NADR	NONE
On most political matters, do you consider yourself: (n=2,067)	Liberal	**18**	**32**	**5**	**-**	**-**
	Moderate	**47**	**55**	**40**	**-**	**-**
	Conservative	**34**	**13**	**55**	**-**	**-**
Is this the first time you have ever voted? (n=2,057)	Yes	**14**	**17**	**11**	**-**	**-**
	No	**86**	**83**	**89**	**-**	**-**
Religion, combined Protestant and other Christian. (n=2,068)	Protestant/Other Christian	**52**	**41**	**62**	**-**	**-**
	Catholic	**25**	**28**	**23**	**-**	**-**
	Jewish	**4**	**5**	**3**	**-**	**-**
	Something else	**5**	**8**	**3**	**-**	**-**
	None	**14**	**18**	**9**	**-**	**-**
Religion among whites (n=2,098)	White Protestant/Other Christian	**41**	**28**	**54**	**-**	**-**
	White Catholic	**17**	**16**	**18**	**-**	**-**
	White Jewish	**3**	**4**	**2**	**-**	**-**
	White something else	**3**	**4**	**2**	**-**	**-**
	White none	**11**	**14**	**7**	**-**	**-**
	Non-white	**24**	**33**	**16**	**-**	**-**
White Protestant Conservatives (n=2,165)	White Protestant conservatives	**12**	**1**	**21**	**-**	**-**
	All others	**88**	**99**	**79**	**-**	**-**
Are you currently married? (n=2,099)	Yes	**59**	**52**	**65**	**-**	**-**
	No	**41**	**48**	**35**	**-**	**-**
Married women (n=2,189)	Married women	**30**	**30**	**30**	**-**	**-**
	Others	**70**	**70**	**70**	**-**	**-**
When did you finally decide for whom to vote in the presidential election? (n=1,680)	Just today	**8**	**8**	**8**	**-**	**-**
	In the last three days	**3**	**4**	**3**	**-**	**-**

Estimates not for on-air use

National Election Pool

Conducted by Edison/Mitofsky

Nevada General Exit Poll

PRESNV04 - Vertical Percentages

Time of Weighting: 11/3/2004 1:21:44 AM

Time Created: 11/3/2004 1:21:44 AM

PRESNV04 - In today's election for president, did you just vote for:

Filter(s): (All respondents)

		Total	KERY	BUSH	NADR	NONE
When did you finally decide for whom to vote in the presidential election? (n=1,680)	Sometime last week	**3**	**5**	**1**	**-**	**-**
	During the last month	**13**	**15**	**10**	**-**	**-**
	Before that	**72**	**67**	**77**	**-**	**-**
Time: Last three days/Earlier than that (n=1,680)	Today/Within the last three days	**12**	**12**	**11**	**-**	**-**
	Within the last week or earlier	**88**	**88**	**89**	**-**	**-**
Time: Last week/Earlier than that (n=1,680)	Today through within the last three days	**15**	**18**	**13**	**-**	**-**
	Within the last week or earlier	**85**	**82**	**87**	**-**	**-**
Was your vote for president mainly: (n=2,126)	For your candidate	**65**	**54**	**76**	**-**	**-**
	Against his opponent	**29**	**40**	**18**	**-**	**-**
Do you think the condition of Nevada's economy is: (n=2,105)	Excellent	**14**	**5**	**22**	**-**	**-**
	Good	**60**	**58**	**63**	**-**	**-**
	Not so good	**20**	**28**	**12**	**-**	**-**
	Poor	**5**	**7**	**2**	**-**	**-**
Do you approve or disapprove of the way George W. Bush is handling his job as president? (n=2,147)	Strongly approve	**32**	**2**	**61**	**-**	**-**
	Somewhat approve	**21**	**8**	**34**	**-**	**-**
	Somewhat disapprove	**12**	**21**	**3**	**-**	**-**
	Strongly disapprove	**34**	**69**	**1**	**-**	**-**
Do you approve or disapprove of the way George W. Bush is handling his job as president? (n=2,147)	Approve	**53**	**9**	**96**	**-**	**-**
	Disapprove	**46**	**90**	**4**	**-**	**-**
Which ONE issue mattered most in deciding how you voted for president? (Check only one) (n=2,147)	Taxes	**5**	**2**	**8**	**-**	**-**
	Education	**5**	**6**	**3**	**-**	**-**
	Iraq	**21**	**34**	**8**	**-**	**-**
	Terrorism	**25**	**6**	**43**	**-**	**-**
	Economy/Jobs	**16**	**27**	**6**	**-**	**-**

Estimates not for on-air use

National Election Pool

Conducted by Edison/Mitofsky

Nevada General Exit Poll

PRESNV04 - Vertical Percentages

Time of Weighting: 11/3/2004 1:21:44 AM

Time Created: 11/3/2004 1:21:44 AM

PRESNV04 - In today's election for president, did you just vote for:

Filter(s): (All respondents)

		Total	KERY	BUSH	NADR	NONE
Which ONE issue mattered most in deciding how you voted for president? (Check only one) (n=2,147)	Moral values	**17**	**8**	**26**	**-**	**-**
	Health care	**6**	**12**	**1**	**-**	**-**
Which ONE candidate quality mattered most in deciding how you voted for president? (Check only one) (n=2,147)	He cares about people like me	**8**	**12**	**4**	**-**	**-**
	He has strong religious faith	**6**	**1**	**10**	**-**	**-**
	He is honest and trustworthy	**10**	**8**	**13**	**-**	**-**
	He is a strong leader	**23**	**5**	**41**	**-**	**-**
	He is intelligent	**6**	**11**	**1**	**-**	**-**
	He will bring about needed change	**27**	**53**	**2**	**-**	**-**
	He has clear stands on the issues	**17**	**7**	**26**	**-**	**-**
Which best describes you: (n=2,080)	I was born in Nevada	**14**	**13**	**14**	**-**	**-**
	I moved to Nevada in the last four years	**20**	**21**	**19**	**-**	**-**
	I moved to Nevada five to 10 years ago	**21**	**21**	**21**	**-**	**-**
	I moved to Nevada more than 10 years ago	**45**	**44**	**46**	**-**	**-**
Compared to four years ago, is the country: (n=2,079)	Safer from terrorism	**58**	**28**	**87**	**-**	**-**
	Less safe from terrorism	**37**	**67**	**10**	**-**	**-**
In you vote for president today, how important was the Yucca Mountain national nuclear waste repository? (n=2,039)	Very important	**40**	**61**	**21**	**-**	**-**
	Somewhat important	**26**	**24**	**29**	**-**	**-**
	Not too important	**18**	**9**	**26**	**-**	**-**
	Not at all important	**14**	**5**	**22**	**-**	**-**
How do you feel about the U.S. decision to go to war with Iraq? (n=2,079)	Strongly approve	**32**	**3**	**59**	**-**	**-**
	Somewhat approve	**22**	**13**	**32**	**-**	**-**
	Somewhat disapprove	**14**	**22**	**5**	**-**	**-**
	Strongly disapprove	**31**	**61**	**3**	**-**	**-**
How do you feel about the U.S. decision to go to war with Iraq? (n=2,147)	Approve	**53**	**16**	**89**	**-**	**-**

Estimates not for on-air use

National Election Pool

Conducted by Edison/Mitofsky

Nevada General Exit Poll

PRESNV04 - Vertical Percentages

Time of Weighting: 11/3/2004 1:21:44 AM

Time Created: 11/3/2004 1:21:44 AM

PRESNV04 - In today's election for president, did you just vote for:

Filter(s): (All respondents)

		Total	KERY	BUSH	NADR	NONE
How do you feel about the U.S. decision to go to war with Iraq? (n=2,147)	Disapprove	**44**	**82**	**8**	**-**	**-**
How do you think things are going for the U.S. in Iraq now? (n=2,079)	Very well	**10**	**1**	**18**	**-**	**-**
	Somewhat well	**37**	**8**	**65**	**-**	**-**
	Somewhat badly	**21**	**29**	**14**	**-**	**-**
	Very badly	**31**	**60**	**2**	**-**	**-**
How do you think things are going for the U.S. in Iraq now? (n=2,147)	Very/Somewhat well	**46**	**9**	**81**	**-**	**-**
	Very/Somewhat badly	**51**	**88**	**16**	**-**	**-**
Who would you trust to handle the economy? (n=2,060)	Only John Kerry	**37**	**77**	**1**	**-**	**-**
	Only George W. Bush	**41**	**1**	**80**	**-**	**-**
	Both of them	**8**	**8**	**8**	**-**	**-**
	Neither of them	**12**	**12**	**11**	**-**	**-**
Who would you trust to handle the economy? (n=2,126)	Only Kerry/Both	**45**	**83**	**8**	**-**	**-**
	Only Bush/Neither	**53**	**13**	**89**	**-**	**-**
Who would you trust to handle the economy? (n=2,035)	Only Bush/Both	**50**	**9**	**89**	**-**	**-**
	Only Kerry/Neither	**50**	**91**	**11**	**-**	**-**
Compared to four years ago, is your family's financial situation: (n=2,079)	Better today	**38**	**15**	**60**	**-**	**-**
	Worse today	**23**	**40**	**7**	**-**	**-**
	About the same	**38**	**44**	**32**	**-**	**-**
Who would you trust to handle terrorism? (n=2,060)	Only John Kerry	**27**	**55**	**1**	**-**	**-**
	Only George W. Bush	**47**	**2**	**90**	**-**	**-**
	Both of them	**14**	**22**	**6**	**-**	**-**
	Neither of them	**11**	**19**	**3**	**-**	**-**
Who would you trust to handle terrorism? (n=2,126)	Only Kerry/Both	**40**	**76**	**6**	**-**	**-**
	Only Bush/Neither	**57**	**21**	**91**	**-**	**-**

Estimates not for on-air use

National Election Pool

Conducted by Edison/Mitofsky

Nevada General Exit Poll

PRESNV04 - Vertical Percentages

Time of Weighting: 11/3/2004 1:21:44 AM

Time Created: 11/3/2004 1:21:44 AM

PRESNV04 - In today's election for president, did you just vote for:

Filter(s): (All respondents)

		Total	KERY	BUSH	NADR	NONE
Who would you trust to handle terrorism? (n=2,126)	Only Bush/Both	**60**	**24**	**94**	-	-
	Only Kerry/Neither	**37**	**72**	**3**	-	-
Population of area, five categories (n=2,187)	Over 500 thousand	**31**	**33**	**30**	-	-
	50 to 500 thousand	**28**	**29**	**26**	-	-
	Suburbs	**30**	**31**	**29**	-	-
	10 to 50 thousand	**2**	**2**	**3**	-	-
	Rural	**9**	**5**	**13**	-	-
Population of area, three categories (n=1,705)	City over 50 thousand	**51**	**57**	**47**	-	-
	Suburbs	**34**	**35**	**33**	-	-
	Small city and Rural	**14**	**9**	**20**	-	-
Geo Stratum Code (n=2,189)	Washoe County	**18**	**20**	**17**	-	-
	Clark County	**67**	**70**	**64**	-	-
	Rural Counties	**15**	**10**	**19**	-	-
In today's election for U.S. senator, did you just vote for: (n=2,069)	Harry Reid	**62**	**95**	**29**	-	-
	Richard Ziser	**35**	**3**	**68**	-	-
	None of These Candidates	**1**	**1**	**1**	-	-

Estimates not for on-air use

National Election Pool

Conducted by Edison/Mitofsky

Nevada General Exit Poll

SENNV04 - Horizontal Percentages

Time of Weighting: 11/3/2004 1:21:44 AM

Time Created: 11/3/2004 1:21:44 AM

SENNV04 - In today's election for U.S. senator, did you just vote for:

Filter(s): (All respondents)

		Total	REID	ZISR	NONE	Dem1998
Number of Interviews - 2,086	Vote Estimate Not for On-Air Use	**100**	**62**	**35**	**1**	**-**
Are you: (n=2,078)	Male	**48**	**60**	**38**	**1**	**11**
	Female	**52**	**64**	**33**	**1**	**17**
Sex by race (n=2,044)	White male	**38**	**55**	**43**	**1**	**-**
	White female	**41**	**61**	**37**	**1**	**-**
	Non-white male	**11**	**73**	**22**	**3**	**-**
	Non-white female	**11**	**76**	**18**	**2**	**-**
Are you: (n=2,052)	White	**78**	**58**	**40**	**1**	**14**
	Black	**7**	**88**	**7**	**2**	**21**
	Hispanic/Latino	**10**	**67**	**27**	**3**	**-**
	Asian	**3**	**70**	**28**	**1**	**-**
	Other	**2**	**-**	**-**	**-**	**-**
AGE (60 and over) (n=2,081)	18-29	**15**	**66**	**29**	**4**	**20**
	30-44	**28**	**61**	**36**	**1**	**16**
	45-59	**31**	**65**	**32**	**1**	**12**
	60 or over	**25**	**58**	**41**	**0**	**10**
Age 65 & over (n=2,081)	18-64	**83**	**63**	**34**	**2**	**14**
	65 or over	**17**	**59**	**40**	**0**	**15**
2003 total family income: (n=1,925)	Under $15,000	**7**	**78**	**17**	**-**	**-**
	$15,000-$29,999	**12**	**69**	**28**	**3**	**-**
	$30,000-$49,999	**23**	**61**	**35**	**2**	**-**
	$50,000-$74,999	**24**	**59**	**38**	**1**	**-**
	$75,000-$99,999	**14**	**64**	**34**	**0**	**-**
	$100,000-$149,999	**13**	**62**	**36**	**2**	**-**

Estimates not for on-air use

National Election Pool

Conducted by Edison/Mitofsky

Nevada General Exit Poll

SENNV04 - Horizontal Percentages

Time of Weighting: 11/3/2004 1:21:44 AM

Time Created: 11/3/2004 1:21:44 AM

SENNV04 - In today's election for U.S. senator, did you just vote for:

Filter(s): (All respondents)

		Total	REID	ZISR	NONE	Dem1998
2003 total family income: (n=1,925)	$150,000-$199,999	**3**	**58**	**42**	**-**	**-**
	$200,000 or more	**4**	**39**	**60**	**1**	**-**
Total family income: (n=1,925)	Less than $50,000	**41**	**66**	**30**	**2**	**-**
	$50,000 or more	**59**	**59**	**39**	**1**	**-**
Total family income: (n=1,925)	Less than $100,000	**79**	**64**	**33**	**1**	**-**
	$100,000 or more	**21**	**57**	**42**	**2**	**-**
Do you or does someone in your household belong to a labor union? (n=1,987)	Yes, I do	**13**	**67**	**28**	**3**	**-**
	Yes, someone else does	**11**	**62**	**37**	**1**	**-**
	Yes, I do and someone else does	**2**	**-**	**-**	**-**	**-**
	No one does	**75**	**61**	**37**	**1**	**-**
UNION HOUSEHOLD (n=1,987)	Yes (Vote is union member, union member in household, or	**25**	**65**	**32**	**2**	**-**
	No (No union voter in household	**75**	**61**	**37**	**1**	**-**
Voter is union member: (n=1,987)	Yes	**14**	**67**	**28**	**3**	**-**
	No	**86**	**61**	**37**	**1**	**-**
What was the last grade of school you completed? (n=1,992)	Did not complete high school	**3**	**67**	**25**	**4**	**-**
	High school graduate	**22**	**65**	**33**	**1**	**13**
	Some college or associate degree	**33**	**60**	**36**	**2**	**16**
	College graduate	**26**	**61**	**38**	**1**	**13**
	Postgraduate study	**16**	**62**	**35**	**0**	**10**
College Education (n=1,992)	No college degree	**58**	**63**	**34**	**2**	**-**
	College graduate	**42**	**61**	**37**	**0**	**-**
No matter how you voted today, do you usually think of yourself as a: (n=2,013)	Democrat	**36**	**94**	**5**	**1**	**12**
	Republican	**39**	**24**	**74**	**1**	**8**
	Independent or something else	**25**	**76**	**18**	**2**	**24**

Estimates not for on-air use

National Election Pool

Conducted by Edison/Mitofsky

Nevada General Exit Poll

SENNV04 - Horizontal Percentages

Time of Weighting: 11/3/2004 1:21:44 AM

Time Created: 11/3/2004 1:21:44 AM

SENNV04 - In today's election for U.S. senator, did you just vote for:

Filter(s): (All respondents)

		Total	REID	ZISR	NONE	Dem1998
On most political matters, do you consider yourself: (n=1,984)	Liberal	**18**	**89**	**9**	**2**	**21**
	Moderate	**48**	**73**	**26**	**1**	**15**
	Conservative	**34**	**31**	**65**	**2**	**10**
Is this the first time you have ever voted? (n=1,969)	Yes	**13**	**66**	**28**	**3**	**-**
	No	**87**	**61**	**36**	**1**	**-**
Religion, combined Protestant and other Christian. (n=1,976)	Protestant/Other Christian	**52**	**53**	**46**	**1**	**-**
	Catholic	**25**	**68**	**28**	**1**	**-**
	Jewish	**4**	**67**	**31**	**-**	**-**
	Something else	**5**	**89**	**11**	**1**	**-**
	None	**14**	**73**	**21**	**2**	**-**
Religion among whites (n=2,002)	White Protestant/Other Christian	**41**	**48**	**50**	**1**	**-**
	White Catholic	**18**	**64**	**34**	**1**	**-**
	White Jewish	**3**	**70**	**26**	**-**	**-**
	White something else	**3**	**89**	**10**	**1**	**-**
	White none	**11**	**71**	**25**	**1**	**-**
	Non-white	**24**	**75**	**20**	**3**	**-**
White Protestant Conservatives (n=2,064)	White Protestant conservatives	**11**	**21**	**77**	**1**	**-**
	All others	**89**	**67**	**30**	**1**	**-**
Are you currently married? (n=2,010)	Yes	**59**	**58**	**41**	**1**	**-**
	No	**41**	**68**	**28**	**2**	**-**
Married women (n=2,086)	Married women	**29**	**61**	**38**	**1**	**-**
	Others	**71**	**62**	**34**	**2**	**-**
When did you finally decide for whom to vote in the presidential election? (n=1,611)	Just today	**8**	**65**	**29**	**2**	**-**
	In the last three days	**4**	**-**	**-**	**-**	**-**

Estimates not for on-air use

National Election Pool

Conducted by Edison/Mitofsky

Nevada General Exit Poll

SENNV04 - Horizontal Percentages

Time of Weighting: 11/3/2004 1:21:44 AM

Time Created: 11/3/2004 1:21:44 AM

SENNV04 - In today's election for U.S. senator, did you just vote for:

Filter(s): (All respondents)

		Total	REID	ZISR	NONE	Dem1998
When did you finally decide for whom to vote in the presidential election? (n=1,611)	Sometime last week	**4**	**-**	**-**	**-**	**-**
	During the last month	**13**	**71**	**21**	**4**	**-**
	Before that	**71**	**53**	**42**	**3**	**-**
Time: Last three days/Earlier than that (n=1,611)	Today/Within the last three days	**12**	**68**	**27**	**2**	**-**
	Within the last week or earlier	**88**	**57**	**37**	**3**	**-**
Time: Last week/Earlier than that (n=1,611)	Today through within the last three days	**16**	**70**	**24**	**2**	**-**
	Within the last week or earlier	**84**	**56**	**38**	**3**	**-**
Was your vote for president mainly: (n=2,026)	For your candidate	**64**	**54**	**43**	**1**	**-**
	Against his opponent	**29**	**77**	**20**	**2**	**-**
Do you think the condition of Nevada's economy is: (n=2,005)	Excellent	**14**	**35**	**63**	**1**	**-**
	Good	**61**	**61**	**36**	**1**	**-**
	Not so good	**19**	**78**	**18**	**2**	**-**
	Poor	**4**	**80**	**17**	**0**	**-**
Do you approve or disapprove of the way George W. Bush is handling his job as president? (n=2,045)	Strongly approve	**32**	**23**	**74**	**1**	**-**
	Somewhat approve	**21**	**49**	**47**	**2**	**-**
	Somewhat disapprove	**12**	**87**	**10**	**1**	**-**
	Strongly disapprove	**35**	**96**	**2**	**1**	**-**
Do you approve or disapprove of the way George W. Bush is handling his job as president? (n=2,045)	Approve	**53**	**34**	**63**	**2**	**-**
	Disapprove	**47**	**93**	**4**	**1**	**-**
Which ONE issue mattered most in deciding how you voted for president? (Check only one) (n=2,045)	Taxes	**5**	**34**	**61**	**3**	**-**
	Education	**5**	**62**	**27**	**4**	**-**
	Iraq	**20**	**86**	**12**	**1**	**-**
	Terrorism	**24**	**36**	**63**	**0**	**-**
	Economy/Jobs	**17**	**87**	**11**	**2**	**-**

Estimates not for on-air use

National Election Pool

Conducted by Edison/Mitofsky

Nevada General Exit Poll

SENNV04 - Horizontal Percentages

Time of Weighting: 11/3/2004 1:21:44 AM

Time Created: 11/3/2004 1:21:44 AM

SENNV04 - In today's election for U.S. senator, did you just vote for:

Filter(s): (All respondents)

		Total	REID	ZISR	NONE	Dem1998
Which ONE issue mattered most in deciding how you voted for president? (Check only one) (n=2,045)	Moral values	**17**	**40**	**57**	**2**	**-**
	Health care	**7**	**94**	**3**	**1**	**-**
Which ONE candidate quality mattered most in deciding how you voted for president? (Check only one) (n=2,045)	He cares about people like me	**8**	**82**	**16**	**1**	**-**
	He has strong religious faith	**5**	**23**	**71**	**6**	**-**
	He is honest and trustworthy	**11**	**49**	**50**	**0**	**-**
	He is a strong leader	**23**	**38**	**60**	**1**	**-**
	He is intelligent	**6**	**88**	**9**	**3**	**-**
	He will bring about needed change	**27**	**94**	**4**	**1**	**-**
	He has clear stands on the issues	**16**	**44**	**52**	**2**	**-**
Which best describes you: (n=1,992)	I was born in Nevada	**14**	**60**	**38**	**2**	**-**
	I moved to Nevada in the last four years	**20**	**59**	**36**	**2**	**-**
	I moved to Nevada five to 10 years ago	**20**	**62**	**35**	**2**	**-**
	I moved to Nevada more than 10 years ago	**46**	**62**	**35**	**1**	**-**
Compared to four years ago, is the country: (n=1,986)	Safer from terrorism	**58**	**43**	**54**	**1**	**-**
	Less safe from terrorism	**38**	**90**	**8**	**1**	**-**
In you vote for president today, how important was the Yucca Mountain national nuclear waste repository? (n=1,948)	Very important	**41**	**81**	**16**	**1**	**-**
	Somewhat important	**26**	**62**	**36**	**1**	**-**
	Not too important	**18**	**39**	**59**	**2**	**-**
	Not at all important	**14**	**34**	**63**	**1**	**-**
How do you feel about the U.S. decision to go to war with Iraq? (n=1,986)	Strongly approve	**31**	**26**	**72**	**1**	**-**
	Somewhat approve	**22**	**52**	**45**	**2**	**-**
	Somewhat disapprove	**14**	**84**	**11**	**2**	**-**
	Strongly disapprove	**32**	**94**	**4**	**1**	**-**
How do you feel about the U.S. decision to go to war with Iraq? (n=2,045)	Approve	**53**	**37**	**61**	**1**	**-**

Estimates not for on-air use

National Election Pool

Conducted by Edison/Mitofsky

Nevada General Exit Poll

SENNV04 - Horizontal Percentages

Time of Weighting: 11/3/2004 1:21:44 AM

Time Created: 11/3/2004 1:21:44 AM

SENNV04 - In today's election for U.S. senator, did you just vote for:

Filter(s): (All respondents)

		Total	REID	ZISR	NONE	Dem1998
How do you feel about the U.S. decision to go to war with Iraq? (n=2,045)	Disapprove	**45**	**91**	**6**	**1**	**-**
How do you think things are going for the U.S. in Iraq now? (n=1,986)	Very well	**10**	**22**	**76**	**-**	**-**
	Somewhat well	**36**	**35**	**63**	**2**	**-**
	Somewhat badly	**22**	**79**	**16**	**2**	**-**
	Very badly	**31**	**94**	**4**	**1**	**-**
How do you think things are going for the U.S. in Iraq now? (n=2,045)	Very/Somewhat well	**45**	**32**	**66**	**2**	**-**
	Very/Somewhat badly	**52**	**88**	**9**	**1**	**-**
Who would you trust to handle the economy? (n=1,968)	Only John Kerry	**38**	**96**	**2**	**1**	**-**
	Only George W. Bush	**41**	**24**	**73**	**2**	**-**
	Both of them	**8**	**69**	**26**	**3**	**-**
	Neither of them	**12**	**74**	**20**	**2**	**-**
Who would you trust to handle the economy? (n=2,025)	Only Kerry/Both	**45**	**91**	**7**	**1**	**-**
	Only Bush/Neither	**52**	**36**	**61**	**2**	**-**
Who would you trust to handle the economy? (n=1,949)	Only Bush/Both	**50**	**31**	**66**	**2**	**-**
	Only Kerry/Neither	**50**	**91**	**7**	**1**	**-**
Compared to four years ago, is your family's financial situation: (n=1,986)	Better today	**38**	**37**	**59**	**2**	**-22**
	Worse today	**24**	**85**	**11**	**1**	**39**
	About the same	**38**	**72**	**27**	**1**	**33**
Who would you trust to handle terrorism? (n=1,968)	Only John Kerry	**27**	**96**	**2**	**1**	**-**
	Only George W. Bush	**46**	**28**	**69**	**1**	**-**
	Both of them	**15**	**84**	**13**	**1**	**-**
	Neither of them	**11**	**88**	**8**	**2**	**-**
Who would you trust to handle terrorism? (n=2,025)	Only Kerry/Both	**41**	**91**	**6**	**1**	**-**
	Only Bush/Neither	**56**	**39**	**58**	**1**	**-**

Estimates not for on-air use

National Election Pool

Conducted by Edison/Mitofsky

Nevada General Exit Poll

SENNV04 - Horizontal Percentages

Time of Weighting: 11/3/2004 1:21:44 AM

Time Created: 11/3/2004 1:21:44 AM

SENNV04 - In today's election for U.S. senator, did you just vote for:

Filter(s): (All respondents)

		Total	REID	ZISR	NONE	Dem1998
Who would you trust to handle terrorism? (n=2,025)	Only Bush/Both	**60**	**41**	**56**	**1**	**-**
	Only Kerry/Neither	**37**	**93**	**4**	**1**	**-**
Population of area, five categories (n=2,084)	Over 500 thousand	**31**	**68**	**30**	**1**	**-**
	50 to 500 thousand	**27**	**62**	**36**	**1**	**-**
	Suburbs	**30**	**61**	**36**	**1**	**-**
	10 to 50 thousand	**2**	**-**	**-**	**-**	**-**
	Rural	**9**	**46**	**48**	**3**	**-**
Population of area, three categories (n=1,630)	City over 50 thousand	**51**	**63**	**32**	**3**	**-**
	Suburbs	**35**	**59**	**35**	**2**	**-**
	Small city and Rural	**14**	**42**	**51**	**3**	**-**
Geo Stratum Code (n=2,086)	Washoe County	**18**	**60**	**37**	**2**	**-**
	Clark County	**67**	**65**	**32**	**1**	**-**
	Rural Counties	**14**	**50**	**46**	**2**	**-**
In today's election for president, did you just vote for: (n=2,069)	John Kerry	**49**	**95**	**3**	**1**	**-**
	George Bush	**50**	**29**	**68**	**1**	**-**
	Ralph Nader	**0**	**-**	**-**	**-**	**-**
	None of These Candidates	**0**	**-**	**-**	**-**	**-**

Estimates not for on-air use

National Election Pool

Conducted by Edison/Mitofsky

Nevada General Exit Poll

SENNV04 - Vertical Percentages

Time of Weighting: 11/3/2004 1:21:44 AM

Time Created: 11/3/2004 1:21:44 AM

SENNV04 - In today's election for U.S. senator, did you just vote for:

Filter(s): (All respondents)

		Total	REID	ZISR	NONE
Number of Interviews - 2,086	Vote Estimate Not for On-Air Use	**100**	**62**	**35**	**1**
Are you: (n=2,078)	Male	**48**	**46**	**52**	**-**
	Female	**52**	**54**	**48**	**-**
Sex by race (n=2,044)	White male	**38**	**34**	**45**	**-**
	White female	**41**	**40**	**42**	**-**
	Non-white male	**11**	**13**	**7**	**-**
	Non-white female	**11**	**14**	**6**	**-**
Are you: (n=2,052)	White	**78**	**74**	**88**	**-**
	Black	**7**	**10**	**1**	**-**
	Hispanic/Latino	**10**	**11**	**8**	**-**
	Asian	**3**	**3**	**2**	**-**
	Other	**2**	**3**	**1**	**-**
AGE (60 and over) (n=2,081)	18-29	**15**	**16**	**12**	**-**
	30-44	**28**	**28**	**29**	**-**
	45-59	**31**	**33**	**29**	**-**
	60 or over	**25**	**24**	**30**	**-**
Age 65 & over (n=2,081)	18-64	**83**	**84**	**80**	**-**
	65 or over	**17**	**16**	**20**	**-**
2003 total family income: (n=1,925)	Under $15,000	**7**	**8**	**3**	**-**
	$15,000-$29,999	**12**	**13**	**9**	**-**
	$30,000-$49,999	**23**	**22**	**22**	**-**
	$50,000-$74,999	**24**	**22**	**26**	**-**
	$75,000-$99,999	**14**	**15**	**14**	**-**
	$100,000-$149,999	**13**	**13**	**14**	**-**

Estimates not for on-air use

National Election Pool

Conducted by Edison/Mitofsky

Nevada General Exit Poll

SENNV04 - Vertical Percentages

Time of Weighting: 11/3/2004 1:21:44 AM

Time Created: 11/3/2004 1:21:44 AM

SENNV04 - In today's election for U.S. senator, did you just vote for:

Filter(s): (All respondents)

		Total	REID	ZISR	NONE
2003 total family income: (n=1,925)	$150,000-$199,999	**3**	**3**	**4**	**-**
	$200,000 or more	**4**	**3**	**7**	**-**
Total family income: (n=1,925)	Less than $50,000	**41**	**44**	**35**	**-**
	$50,000 or more	**59**	**56**	**65**	**-**
Total family income: (n=1,925)	Less than $100,000	**79**	**81**	**75**	**-**
	$100,000 or more	**21**	**19**	**25**	**-**
Do you or does someone in your household belong to a labor union? (n=1,987)	Yes, I do	**13**	**14**	**10**	**-**
	Yes, someone else does	**11**	**11**	**12**	**-**
	Yes, I do and someone else does	**2**	**2**	**1**	**-**
	No one does	**75**	**73**	**77**	**-**
UNION HOUSEHOLD (n=1,987)	Yes (Vote is union member, union member in household, or	**25**	**27**	**23**	**-**
	No (No union voter in household	**75**	**73**	**77**	**-**
Voter is union member: (n=1,987)	Yes	**14**	**16**	**11**	**-**
	No	**86**	**84**	**89**	**-**
What was the last grade of school you completed? (n=1,992)	Did not complete high school	**3**	**3**	**2**	**-**
	High school graduate	**22**	**24**	**21**	**-**
	Some college or associate degree	**33**	**32**	**33**	**-**
	College graduate	**26**	**26**	**28**	**-**
	Postgraduate study	**16**	**16**	**15**	**-**
College Education (n=1,992)	No college degree	**58**	**59**	**56**	**-**
	College graduate	**42**	**41**	**44**	**-**
No matter how you voted today, do you usually think of yourself as a: (n=2,013)	Democrat	**36**	**54**	**5**	**-**
	Republican	**39**	**15**	**82**	**-**
	Independent or something else	**25**	**31**	**13**	**-**

Estimates not for on-air use

National Election Pool

Conducted by Edison/Mitofsky

Nevada General Exit Poll

SENNV04 - Vertical Percentages

Time of Weighting: 11/3/2004 1:21:44 AM

Time Created: 11/3/2004 1:21:44 AM

SENNV04 - In today's election for U.S. senator, did you just vote for:

Filter(s): (All respondents)

		Total	REID	ZISR	NONE
On most political matters, do you consider yourself: (n=1,984)	Liberal	**18**	**26**	**4**	**-**
	Moderate	**48**	**57**	**34**	**-**
	Conservative	**34**	**17**	**61**	**-**
Is this the first time you have ever voted? (n=1,969)	Yes	**13**	**14**	**11**	**-**
	No	**87**	**86**	**89**	**-**
Religion, combined Protestant and other Christian. (n=1,976)	Protestant/Other Christian	**52**	**44**	**67**	**-**
	Catholic	**25**	**28**	**20**	**-**
	Jewish	**4**	**4**	**3**	**-**
	Something else	**5**	**7**	**2**	**-**
	None	**14**	**16**	**8**	**-**
Religion among whites (n=2,002)	White Protestant/Other Christian	**41**	**32**	**58**	**-**
	White Catholic	**18**	**18**	**17**	**-**
	White Jewish	**3**	**4**	**2**	**-**
	White something else	**3**	**4**	**1**	**-**
	White none	**11**	**13**	**8**	**-**
	Non-white	**24**	**29**	**13**	**-**
White Protestant Conservatives (n=2,064)	White Protestant conservatives	**11**	**4**	**24**	**-**
	All others	**89**	**96**	**76**	**-**
Are you currently married? (n=2,010)	Yes	**59**	**54**	**67**	**-**
	No	**41**	**46**	**33**	**-**
Married women (n=2,086)	Married women	**29**	**29**	**31**	**-**
	Others	**71**	**71**	**69**	**-**
When did you finally decide for whom to vote in the presidential election? (n=1,611)	Just today	**8**	**9**	**7**	**-**
	In the last three days	**4**	**5**	**2**	**-**

Estimates not for on-air use

National Election Pool

Conducted by Edison/Mitofsky

Nevada General Exit Poll

SENNV04 - Vertical Percentages

Time of Weighting: 11/3/2004 1:21:44 AM

Time Created: 11/3/2004 1:21:44 AM

SENNV04 - In today's election for U.S. senator, did you just vote for:

Filter(s): (All respondents)

		Total	REID	ZISR	NONE
When did you finally decide for whom to vote in the presidential election? (n=1,611)	Sometime last week	**4**	**5**	**2**	**-**
	During the last month	**13**	**16**	**8**	**-**
	Before that	**71**	**66**	**82**	**-**
Time: Last three days/Earlier than that (n=1,611)	Today/Within the last three days	**12**	**14**	**9**	**-**
	Within the last week or earlier	**88**	**86**	**91**	**-**
Time: Last week/Earlier than that (n=1,611)	Today through within the last three days	**16**	**19**	**11**	**-**
	Within the last week or earlier	**84**	**81**	**89**	**-**
Was your vote for president mainly: (n=2,026)	For your candidate	**64**	**56**	**78**	**-**
	Against his opponent	**29**	**36**	**16**	**-**
Do you think the condition of Nevada's economy is: (n=2,005)	Excellent	**14**	**8**	**25**	**-**
	Good	**61**	**61**	**62**	**-**
	Not so good	**19**	**25**	**10**	**-**
	Poor	**4**	**6**	**2**	**-**
Do you approve or disapprove of the way George W. Bush is handling his job as president? (n=2,045)	Strongly approve	**32**	**12**	**67**	**-**
	Somewhat approve	**21**	**17**	**28**	**-**
	Somewhat disapprove	**12**	**17**	**3**	**-**
	Strongly disapprove	**35**	**54**	**2**	**-**
Do you approve or disapprove of the way George W. Bush is handling his job as president? (n=2,045)	Approve	**53**	**29**	**94**	**-**
	Disapprove	**47**	**71**	**5**	**-**
Which ONE issue mattered most in deciding how you voted for president? (Check only one) (n=2,045)	Taxes	**5**	**3**	**8**	**-**
	Education	**5**	**5**	**4**	**-**
	Iraq	**20**	**28**	**7**	**-**
	Terrorism	**24**	**14**	**43**	**-**
	Economy/Jobs	**17**	**24**	**5**	**-**

Estimates not for on-air use

National Election Pool

Conducted by Edison/Mitofsky

Nevada General Exit Poll

SENNV04 - Vertical Percentages

Time of Weighting: 11/3/2004 1:21:44 AM

Time Created: 11/3/2004 1:21:44 AM

SENNV04 - In today's election for U.S. senator, did you just vote for:

Filter(s): (All respondents)

		Total	REID	ZISR	NONE
Which ONE issue mattered most in deciding how you voted for president? (Check only one) (n=2,045)	Moral values	**17**	**11**	**28**	**-**
	Health care	**7**	**10**	**1**	**-**
Which ONE candidate quality mattered most in deciding how you voted for president? (Check only one) (n=2,045)	He cares about people like me	**8**	**10**	**3**	**-**
	He has strong religious faith	**5**	**2**	**11**	**-**
	He is honest and trustworthy	**11**	**8**	**15**	**-**
	He is a strong leader	**23**	**14**	**39**	**-**
	He is intelligent	**6**	**9**	**2**	**-**
	He will bring about needed change	**27**	**41**	**3**	**-**
	He has clear stands on the issues	**16**	**12**	**24**	**-**
Which best describes you: (n=1,992)	I was born in Nevada	**14**	**13**	**15**	**-**
	I moved to Nevada in the last four years	**20**	**19**	**20**	**-**
	I moved to Nevada five to 10 years ago	**20**	**21**	**20**	**-**
	I moved to Nevada more than 10 years ago	**46**	**47**	**45**	**-**
Compared to four years ago, is the country: (n=1,986)	Safer from terrorism	**58**	**40**	**88**	**-**
	Less safe from terrorism	**38**	**55**	**8**	**-**
In you vote for president today, how important was the Yucca Mountain national nuclear waste repository? (n=1,948)	Very important	**41**	**54**	**18**	**-**
	Somewhat important	**26**	**26**	**26**	**-**
	Not too important	**18**	**11**	**29**	**-**
	Not at all important	**14**	**8**	**25**	**-**
How do you feel about the U.S. decision to go to war with Iraq? (n=1,986)	Strongly approve	**31**	**13**	**63**	**-**
	Somewhat approve	**22**	**19**	**28**	**-**
	Somewhat disapprove	**14**	**19**	**4**	**-**
	Strongly disapprove	**32**	**48**	**3**	**-**
How do you feel about the U.S. decision to go to war with Iraq? (n=2,045)	Approve	**53**	**31**	**90**	**-**

Estimates not for on-air use

National Election Pool

Conducted by Edison/Mitofsky

Nevada General Exit Poll

SENNV04 - Vertical Percentages

Time of Weighting: 11/3/2004 1:21:44 AM

Time Created: 11/3/2004 1:21:44 AM

SENNV04 - In today's election for U.S. senator, did you just vote for:

Filter(s): (All respondents)

		Total	REID	ZISR	NONE
How do you feel about the U.S. decision to go to war with Iraq? (n=2,045)	Disapprove	**45**	**66**	**7**	**-**
How do you think things are going for the U.S. in Iraq now? (n=1,986)	Very well	**10**	**3**	**21**	**-**
	Somewhat well	**36**	**20**	**64**	**-**
	Somewhat badly	**22**	**28**	**10**	**-**
	Very badly	**31**	**48**	**4**	**-**
How do you think things are going for the U.S. in Iraq now? (n=2,045)	Very/Somewhat well	**45**	**23**	**84**	**-**
	Very/Somewhat badly	**52**	**74**	**13**	**-**
Who would you trust to handle the economy? (n=1,968)	Only John Kerry	**38**	**59**	**3**	**-**
	Only George W. Bush	**41**	**16**	**84**	**-**
	Both of them	**8**	**9**	**6**	**-**
	Neither of them	**12**	**15**	**7**	**-**
Who would you trust to handle the economy? (n=2,025)	Only Kerry/Both	**45**	**67**	**8**	**-**
	Only Bush/Neither	**52**	**30**	**90**	**-**
Who would you trust to handle the economy? (n=1,949)	Only Bush/Both	**50**	**25**	**91**	**-**
	Only Kerry/Neither	**50**	**75**	**9**	**-**
Compared to four years ago, is your family's financial situation: (n=1,986)	Better today	**38**	**23**	**63**	**-**
	Worse today	**24**	**33**	**7**	**-**
	About the same	**38**	**44**	**29**	**-**
Who would you trust to handle terrorism? (n=1,968)	Only John Kerry	**27**	**42**	**1**	**-**
	Only George W. Bush	**46**	**21**	**90**	**-**
	Both of them	**15**	**20**	**5**	**-**
	Neither of them	**11**	**15**	**2**	**-**
Who would you trust to handle terrorism? (n=2,025)	Only Kerry/Both	**41**	**61**	**7**	**-**
	Only Bush/Neither	**56**	**36**	**91**	**-**

Estimates not for on-air use

National Election Pool

Conducted by Edison/Mitofsky

Nevada General Exit Poll

SENNV04 - Vertical Percentages

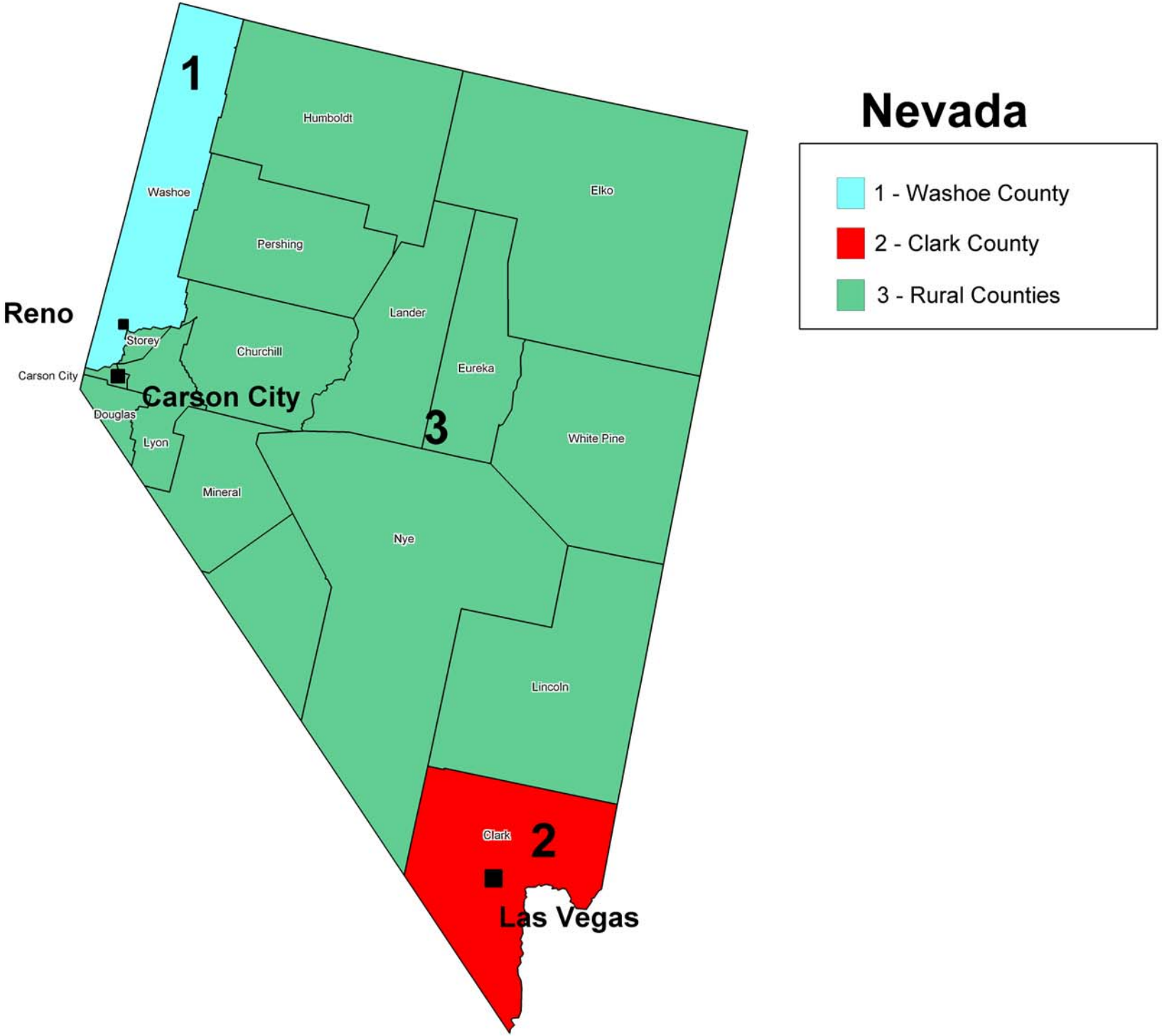
Time of Weighting: 11/3/2004 1:21:44 AM

Time Created: 11/3/2004 1:21:44 AM

SENNV04 - In today's election for U.S. senator, did you just vote for:

Filter(s): (All respondents)

		Total	REID	ZISR	NONE
Who would you trust to handle terrorism? (n=2,025)	Only Bush/Both	**60**	**40**	**94**	**-**
	Only Kerry/Neither	**37**	**56**	**4**	**-**
Population of area, five categories (n=2,084)	Over 500 thousand	**31**	**34**	**26**	**-**
	50 to 500 thousand	**27**	**28**	**28**	**-**
	Suburbs	**30**	**30**	**31**	**-**
	10 to 50 thousand	**2**	**2**	**2**	**-**
	Rural	**9**	**7**	**12**	**-**
Population of area, three categories (n=1,630)	City over 50 thousand	**51**	**55**	**46**	**-**
	Suburbs	**35**	**35**	**34**	**-**
	Small city and Rural	**14**	**10**	**20**	**-**
Geo Stratum Code (n=2,086)	Washoe County	**18**	**18**	**19**	**-**
	Clark County	**67**	**71**	**62**	**-**
	Rural Counties	**14**	**11**	**18**	**-**
In today's election for president, did you just vote for: (n=2,069)	John Kerry	**49**	**76**	**4**	**-**
	George Bush	**50**	**24**	**95**	**-**
	Ralph Nader	**0**	**0**	**0**	**-**
	None of These Candidates	**0**	**0**	**0**	**-**



Printed from BusinessMAP by ESRI

National Election Pool

Conducted by

Edison/Mitofsky

National Election Pool Exit Polls
Conducted by Edison Media Research/Mitofsky International

Documentation for the
2004 General Election Exit Polls

I. Introduction

The National Election Poll (ABC News, Associated Press, CBS News, CNN, Fox News and NBC News) sponsored exit polls for the 2004 General Elections. The questionnaires were solely the work of the NEP. Edison/Mitofsky designed and conducted the exit polls for NEP. This document describes the exit poll datasets, explains how to access the data and how to interpret the column location documentation. It also includes information regarding the analysis of these data.

Attached are the following: a description of the "National Election Pool Exit Poll Methodology," a list of state numbers and region codes, detailed column location information for each dataset, a map of the geostrata used in each state and the exit poll questionnaires in .PDF format.

II. Data Files

Fifty-three data files are available – the national survey dataset, one dataset for each state plus the District of Columbia, and a combined data file. The data are made available as ascii files and in SPSS format. Within each state's directory, you will find:

a) a folder containing the ascii file (ending in .DAT)
b) column definitions (a text document) for that state
c) an SPSS folder containing datafiles (ending in .SAV) and portable files (ending in .POR)
d) a folder containing the questionnaire and geostrata map for that state in .PDF format.

The combined data file contains responses from all respondents surveyed by the NEP on election day or during a pre-election absentee voter survey for the 11 questions that were asked on every questionnaire and the additional variables described in section III.e below. Questions common to all 51 surveys include presidential vote, sex, race, age, party identification, political ideology, religion, income, time of decision on presidential vote, vote for your candidate/against his opponent, presidential job approval, Iraq war approval and family's financial situation compared to four years ago.

In order to create a nationwide file out of fifty-one separate surveys, an additional adjustment has been made to the state-level weights based on the size of the statewide vote. This adjustment was applied

to the existing weights in the state files. The additional adjustment is applied equally to each respondent in a state and increases or decreases that state's representation in the file based on that state's portion of the national vote.

III. All Surveys

The information in this section applies to the national and all of the state surveys.

a. Weights

Respondent weights are included with each data file. They can be found in columns 18 through 23 of each file. These weights should be applied in all analyses. **Unweighted tabulations will be seriously misleading and should not be used.** In the SPSS data file, these values can be found under the variable label WGT. In the combined data file, this value can be found under the variable label XSWGT and is located in columns 55 through 60 of the ascii file.

For additional information on weighting, see the methodology statement on page 12.

b. Backside Variable

One key variable, known as the "backside" variable, exists on all surveys that used a two-sided questionnaire. It can be found in column 16 in all applicable states. When BACKSIDE = 1, there was at least one response on the reverse side of the questionnaire, indicating that the respondent turned the questionnaire over. This allows the researcher who is analyzing a question that appears on the backside to omit respondents who did not turn the questionnaire over. For all respondents where BACKSIDE = 2, responses to any question that appeared on page 2 of the questionnaire are coded as system missing in the SPSS file and are blank in the ascii file.

c. Blanks/Omits

A blank represents an omit, or a non-response, to an item. However, a blank can also represent that the respondent was not asked the question.

To make sure that your results match those published by the National Election Pool, the attached files apply the following policies for coding omits:

1. On most demographic variables (such as age), all blanks have been set to a missing code in the SPSS files and appear as blanks in the ascii data.

2. On opinion variables (such as favorable ratings), blanks are treated as "Don't Know" responses and are considered to be valid responses. They have been recoded as the numeral nine ("9") in the SPSS files and in the ascii data.

3. Some questions asked on the exit poll do not apply to or cannot be asked of absentee or early vote respondents. For these questions, absentee respondents have been set to a missing code in the SPSS files and appear as blanks in the ascii data. Affected questions are noted in each datafile's documentation.

Note, however, that different rules apply if the variable called BACKSIDE equals two. If no questions

were answered on the backside, all backside questions have been set to a missing code in the SPSS files and appear as blanks in the ascii data.

d. Language

In eight states, questionnaires in Spanish as well as in English were available in every precinct in which Hispanics represented 20% or more of the total population. Spanish language questionnaires were available in some precincts in Arizona, California, Colorado, Florida, New Jersey, New Mexico, New York and Texas, and additionally in one precinct in Louisiana that was included in the national sample. In the data sets for these eight states and in the national data set, the variable SPANISHQ (column 140) indicates the language of the questionnaire the respondent completed.

e. Additional Items

These items, not on the questionnaire, were added to all data files:

Short Label	Description
BACKSIDE	Completed Backside of Exit Poll: (all states using a two-sided questionnaire) 1=Yes 2= No
CALL	Call Number: (Interviewers called in results three times during election day, this variable indicates the call on which a questionnaire was entered.) 1= First call 2= Second call 3= Third call
STANUM	State Number (See attached state list)
PRECINCT	EMR/MI Internal Precinct Number; this number does not match the official precinct name or number.
ID	Respondent ID number
WGT	Respondent weight
QTYPE	Questionnaire type: (Each state's datafile contains respondents from both the national and state questionnaires; The national datafile contains only national questionnaires.) 1 = State questionnaire 2 = National questionnaire
VERSION	Questionnaire version number (All state questionnaires are version 1; National questionnaires include versions 1 through 4)
SPANISHQ	Language of questionnaire 1= Spanish 2= English

Short Label Description

CDNUM Congressional district number

SIZEPLAC Size of Area

1 - Cities over 500,000
2 - Cities 50,000 - 500,000
3 – Suburbs (zip code is in an MSA but not in the central city)
4 - Cities 10,000 - 50,000
5 - Rural

SIZEPLC3 Size of Area (3 Categories, this is a regrouping of the five-category Size of Area question)

1 – Cities over 50,000
2 – Suburbs (zip code is in an MSA but not in the central city)
3 – Small Cities/Rural

The final two variables – SIZEPLAC and SIZEPLC3 – retain the same coding structure that Voter News Service (VNS) used in previous years, but the codes were assigned using a different procedure. Edison/Mitofsky collected the ZIP code of each precinct in its state and national samples and matched that ZIP code with a data set that showed the position in an MSA (if any) and the population of the city or town that each ZIP code is assigned to. If a precinct falls within the central or principal city of an MSA, SIZEPLAC is coded "1", "2", or "4" based on the population. If it falls within an MSA but not in the central or principal city, it is coded "3", and if it does not fall within an MSA, it is coded "5".

f. Changes from VNS 2000 variables

The following variables have been changed since the VNS 2000 exit polls:

Income – Two new codes have been added to the income question, making an 8-part response set used in every state. New and revised codes are bolded below:

2003 total family income:

1 – Under $15,000
2 - $15,000 - $29,999
3 - $30,000 - $49,999
4 - $50,000 - $74,999
5 - $75,000 - $99,999
6 - $100,000 - $149,999
7 - $150,000 - $199,999
8 - $200,000 or more

Religion – Two new codes have been added to the religion question, making an 8-part response set used in every state. New codes are bolded below:

Are you:
1 – Protestant
2 – Catholic
3 – Mormon/LDS
4 – Other Christian
5 – Jewish
6 – Muslim
7 – Something else
8 – None

Time of decision – The response set for the question on time of decision on presidential vote is different than in 2000.

VNS 2000:

When did you finally decide who to vote for in the presidential election?
1 – In the last three days
2 – In the last week
3 – In the last month
4 – Before that

NEP 2004:

When did you finally decide for whom to vote in the presidential election?
1 – Just today
2 – In the last three days
3 – Sometime last week
4 – During the last month
5 – Before that

Three other changes to note:

- VOTE2000 (Question V on Version 3 of the National) is worded differently than the 96VOTE question used by VNS in 2000.
- BUSH4, the presidential job approval question, includes four response codes, while VNS used only two codes in 2000.
- QTYPE (col. 13) is the NEP equivalent to VNS's STATE variable, indicating whether a respondent received a national or state questionnaire. A "1" means that the respondent used a state questionnaire, a "2" means the respondent used a national questionnaire. The VNS variable used "1" to indicate a national questionnaire and "2" to indicate a state questionnaire.

g. The Race Question

On all questionnaires, Question B asked respondents to describe their race as White, Black, Hispanic, Asian or other. On all four versions of the national and in states with Hispanic populations of five percent or more, a second question asked whether the respondent was of Hispanic descent. For the 2004 general election, these states were: Arizona, California, Colorado, Connecticut, the District of Columbia, Florida, Georgia, Hawaii, Idaho, Illinois, Kansas, Massachusetts, Nebraska, Nevada, New Jersey, New Mexico, New York, Oklahoma, Oregon, Rhode Island, Texas, Utah, Washington and Wyoming. In most of those states the separate question on Hispanic descent is called LATINO, it reads, "Are you of Hispanic or Latino descent?" and uses a yes or no response set. A different question was used in Arizona, California, Colorado, Florida, New Mexico and Texas.

In Arizona, California, Colorado and Texas, the question, called MEXICAN, read, "Are you of Mexican or Hispanic descent?" with a yes or no response set.

In Florida, it was called CUBAN3 and read, "Are you of Cuban or Hispanic descent?" This variable includes two codes which indicate that the respondent is of Hispanic descent (1=Yes, Cuban and 2=Yes, other Hispanic). The "No" answer in Florida is code 3, not code 2.

In New Mexico, the question, called SPANISH, read, "Are you of Spanish, Mexican or Hispanic descent?" with a yes or no response set.

Answers from question B and the Hispanic descent question were combined to produce a variable called RACE in the following way:

Response to Question B	Response to LATINO/ MEXICAN/SPANISH	RACE
1 (White)	1 (Yes)	3 (Hispanic/ Latino)
2 (Black)	1 (Yes)	3 (Hispanic/ Latino)
3 (Hispanic/ Latino)	1 (Yes)	3 (Hispanic/ Latino)
4 (Asian)	1 (Yes)	3 (Hispanic/ Latino)
5 (Other)	1 (Yes)	3 (Hispanic/ Latino)
Blank	1 (Yes)	3 (Hispanic/ Latino)
1 (White)	2 (No)	1 (White)
2 (Black)	2 (No)	2 (Black)
3 (Hispanic/ Latino)	2 (No)	3 (Hispanic/ Latino)
4 (Asian)	2 (No)	4 (Asian)
5 (Other)	2 (No)	5 (Other)
Blank	2 (No)	Blank
1 (White)	Blank	1 (White)
2 (Black)	Blank	2 (Black)
3 (Hispanic/ Latino)	Blank	3 (Hispanic/ Latino)
4 (Asian)	Blank	4 (Asian)
5 (Other)	Blank	5 (Other)
Blank	Blank	Blank

This recoding was done to better identify Hispanic voters who may have answered "White" or some other race on Question B. In Florida, responses "1" and "2" were coded the same as response "1" to Latino, Mexican or Spanish, and response "3" was treated the same as response "2" to Latino, Mexican or Spanish.

Note that in nine states an additional code was included on Question B. In Arizona, Montana, New Mexico, North Dakota, Oklahoma, South Dakota and Wyoming, 5 = American Indian and 6 = Other. In Alaska, 5 = Alaska native and 6 = Other. In Hawaii, 5 = Native Hawaiian and 6 = Other. When creating the RACE variable for these states, response "5" and response "6" were combined into one "Other" category, coded 5.

The original responses to the Race question (question B), called "QRACE" ("QRACEAI" in Arizona, Montana, New Mexico, North Dakota, Oklahoma, South Dakota and Wyoming; "QRACEAK" in Alaska; "QRACEHI" in Hawaii) appear elsewhere in the data sets. The results for the variable called "RACE" were reported on Election Day and should generally be used in any analysis of the racial and ethnic background of respondents.

(Note that this corresponds to the policy VNS instituted in the 1998 general election. Findings on Hispanics in the 2004 general election data sets are comparable to those in the 2000 exit polls, but not to the exit polls VNS conducted in 1992 or 1996. For more information, check the documentation that VNS filed with their datasets in 2000.)

IV. National Survey

The information in this section applies only to the national survey.

a. Design

A sample of exit poll precincts was drawn in each state. A subsample of these precincts was selected to form the national sample. Respondents in the national precincts were given one of four versions of the national questionnaire. The four versions were interleaved on pads that were handed out to respondents. Responses to the four versions are combined into one dataset. All versions have questions in common as well as questions unique to each version. Versions 1 and 2 include the same questions, but on version 2 the order of the responses for ISSUE04G and QUAL04G was reversed.

Version numbers were located in two places on the front of each questionnaire, in the header in the upper right corner and in the footer in the bottom right corner. Version numbers are included in the dataset as noted above. To determine which questions are on which version of the questionnaire, simply crosstab each question by "Version" (found in column 14 in the ascii dataset). All questions which do not appear on a particular version are entered as system missing in the SPSS file and are blank in the ascii dataset.

Generic versions of the national questionnaires are included in .PDF form. The national questionnaire used in each state included the appropriate candidates in the statewide races. For the House vote, in states with one, at-large, congressional district or where all the national precincts were in the same congressional district, candidate names were printed on the questionnaire. The at-large states were Alaska, Delaware, Montana and Vermont, and those with only one congressional district in the sample

were Mississippi (CD 4) and Rhode Island (CD 1). In all other states, the House candidates were listed as "The Democratic candidate" and "The Republican candidate."

b. Breaking news

On version 4 of the national questionnaire, a question was set aside that would allow the National Election Pool to ask about late breaking news events. On the Sunday before the election, interviewers were instructed to write in "the Osama bin Laden video" on the blank line on each version 4 questionnaire that had been sent to them for use on November 2. The question looked like this:

[L] In your vote for president today, how would you rate the importance of _____?

1 ☐ Very important
2 ☐ Somewhat important
3 ☐ Not too important
4 ☐ Not at all important

The purpose of this question was to allow the National Election Pool to have an exit poll question about an event that occurred as late as the Sunday before an election, even though the questionnaires had been printed about a week before the election occurred.

In the national SPSS dataset, this variable is labeled "Breaking" and can be found in column 79 of the ascii dataset. This question was not asked of absentee phone poll respondents.

c. Additional Item

This item, not on the questionnaire, was added to the national data file:

Short Label	Description
REGION	Geographic region: (See included list of state numbers and region codes for further detail) 1= East 2= Midwest 3= South 4= West

d. Absentee/Early Voter Survey

Edison Media Research/Mitofsky International conducted pre-election telephone interviews of 500 people who said they voted by mail using an absentee ballot or voted in-person at an early voting location. Absentee or early voters were asked the same questions asked at the polling place on Election Day.

On election day, the results from the absentee/early voter telephone surveys were combined with the data from the exit polls conducted that day in a way that made sure those two groups were represented in the data in the same proportion as they were in the actual vote totals.

There is a variable in each of these files indicating whether the respondent was interviewed as part of the election day exit poll or the telephone/early exit poll, called TELEPOLL (column 17).

The states where absentee/early voters were interviewed for the National exit poll are: Arizona, California, Colorado, Florida, Iowa, Michigan, Nevada, New Mexico, North Carolina, Oregon, Tennessee, Texas and Washington state. Absentee voters in these states made up 13% of the total national vote in the 2000 presidential election. Another 3% of the 2000 total vote was cast absentee in other states in 2000 and where there is no absentee/early voter telephone poll.

The Wats Room conducted the fieldwork for the national telephone survey. Households were selected using random-digit dialing, and a respondent was randomly selected within each household. Interviewing began on October 25, 2004 and concluded on October 31, 2004. Before the telephone survey results were combined with the exit poll data they were weighted to reflect the probabilities of selection and to reflect demographic characteristics in that state. The demographic weighting was based on all respondents 18 years of age or older selected in the sample regardless of whether they voted absentee/early or not.

V. State Surveys

The information in this section applies only to the state surveys.

a. Design

As mentioned above, a sample of exit poll precincts was drawn in each state. A subsample of these precincts was selected to form the national sample. The remaining precincts in each state made up the state sample and were given questionnaires specific to that state. Because the national questionnaire has several items in common with the state questionnaire, national respondents are included in the state exit poll dataset for these common questions.

To determine which questions are on the national questionnaire, simply crosstab each question by QTYPE (found in column 13 of the ascii dataset), indicating whether the respondent completed the state or national survey. If the corresponding item did not appear on that respondent's version of the questionnaire, it was coded as system missing in the SPSS file and will appear as a blank in the ascii dataset. Remember, as noted above, some questions on the national survey appear on all four versions of the national and some do not.

b. Additional Item

The following item, not on the questionnaire, was added to all of the state datasets:

Short Label	Description
GEOCODE	Geographic Code (2 to 6 categories): NEP-coded geographic regions within a state. See each state's attached column documentation and .PDF geocode map for further information. In states with a small number of sample precincts (less than or equal to 20), the number of precincts within each geographic code may not be sufficient to provide representation within each geographic code.

c. Early/Absentee Voter Survey

Edison Media Research/Mitofsky International conducted pre-election telephone interviews of people who said they had either already voted by mail using an absentee ballot or voted in-person at an early voting location. These interviews were conducted in twelve states with large populations of absentee and early voters and in Oregon, where voting is conducted entirely by mail. Absentee or early voters were asked the same questions asked at the polling place on Election Day.

In addition to Oregon, telephone surveys were conducted in Arizona, California, Colorado, Florida, Iowa, Michigan, Nevada, New Mexico, North Carolina, Tennessee, Texas and Washington. In each state, the survey included voters who had either already voted absentee/early or who were likely to do so. These are the full sample sizes: Arizona N=381, California N=474, Colorado N=477, Florida N=376, Iowa N=345, Michigan N=324, Nevada N=465, New Mexico N=371, North Carolina N=299, Oregon N=951, Tennessee N=333, Texas N=346 and Washington N=676.

On election day, the results from the absentee/early voter telephone surveys were combined with the data from the exit polls conducted that day in a way that made sure those two groups were represented in the data in the same proportion as they were in the actual vote totals.

There is a variable in each of these files indicating whether the respondent was interviewed as part of the election day exit poll or the pre-election telephone poll, called TELEPOLL (column 17).

Universal Survey Center conducted the interviews for the Tennessee, Texas and Washington telephone surveys.

The Wats Room conducted the interviews for the Iowa and Michigan telephone surveys.

On-Line Communications conducted the interviews for the Colorado, Nevada and North Carolina telephone surveys.

Interviewing Services of America conducted the interviews for the Arizona, California, Florida and New Mexico telephone surveys.

Households in all telephone polls except for Oregon were selected using random-digit dialing, and a respondent was randomly selected within each household. Interviewing for the California, Iowa, Nevada, New Mexico, Oregon, Tennessee and Texas surveys began on October 22, 2004 and

concluded on October 31, 2004. Interviewing for the Arizona, Colorado, Florida, Michigan, North Carolina and Washington surveys began on October 25, 2004 and concluded on October 31, 2004.

Before the telephone survey results were combined with the exit poll data they were weighted to reflect the probabilities of selection and to reflect demographic characteristics in that state. The demographic weighting was based on all respondents 18 years of age or older selected in the sample regardless of whether they voted absentee/early or not.

The University of Oregon Survey Center conducted the interviews for the Oregon survey.

The Oregon sample was a dual frame design using both registration lists and RDD sampling. The registration list was obtained from the state as of September 15, 2004. Telephone numbers were successfully matched with the registration list for almost two-thirds of the individuals on the list. Some telephone numbers were added to the list and others were already on the list.

An RDD sample of Oregon telephone numbers was selected. Any telephone number already on the registration list was eliminated from the RDD sample. The result was a dual frame design that represented every voter in the state of Oregon with a land-line telephone only once. Excluded from such a design were non-landline telephone customers that did not have a phone number on the registration list and registered voters without telephones.

Individuals were selected by name from the registration list. This part of the sample was 622 interviews, while 280 interviews were completed from the RDD portion. Each RDD residential number represented a household. One individual was selected at random within each RDD household. The relative size of these two groups are estimated from the registration list.

2004 National Election Pool Exit Poll Methodology

The NEP exit polls were developed and conducted by Edison Media Research and Mitofsky International. NEP is a pool of ABC News, Associated Press, CNN, CBS News, FOX News and NBC News. The exit poll results are based on interviews with a probability sample of voters exiting polling places in each state on Election Day.

The error due to sampling for most state exit poll questions is approximately plus or minus 4 percentage points (see the sampling error table below). This means 95 times out of 100, samples like this one will have results within 4 points of what a complete count of all voters would show. Results based on part of the sample will have larger margins of error, as will groups of voters -- such as Blacks -- who are found disproportionately in some precincts.

Sampling

The samples were selected in two stages. First, a probability sample of voting precincts within each state was selected that represents the different geographic areas across the state and the partisan make-up of the state. Precincts were selected with a probability proportionate to the number of voters in each precinct. There are two exceptions. In some states, precincts that have large minority populations were sampled at a higher rate than other precincts. In New Hampshire a few very large precincts were sampled with certainty. The sample weighting (described below) adjusts the representation of these precincts to their correct share of the total vote. Within each precinct, voters were sampled systematically throughout the voting day at a rate that gives all voters in a precinct the same chance of being interviewed.

Weighting

The exit poll results are weighted to reflect the complexity of the sampling design. That is, the weighting takes into account the different probabilities of selecting a precinct and of selecting a voter within each precinct. For example, minority precincts that were selected at a higher rate receive a smaller weight than other precincts of the same size. There is also an adjustment for voters who were missed or refused to be interviewed, which is based on their observed age, race and gender.

NOTE: **The exit poll results are only meaningful if they are weighted. Unweighted tabulations may be seriously misleading and should not be used for any reason.**

Questions Altered over the Years

Comparing data from one election year to another should be done carefully. "Trends" are established by comparing questions that are asked in exactly the same way. Failure to exercise appropriate care could lead to invalid conclusions about voting behavior. Please consult VNS documentation about exit polls conducted between 1994 and 2002 before making comparisons between these data and previous exit polls.

Sampling Error

The error due to sampling depends, among other things, on the number of respondents in each group. The sampling errors below are for most voter groups. There are 95 chances in 100 that a sample result is within this many percentage points of the result that would have been obtained by interviewing every voter.

The sampling error also depends on the distribution of a characteristic among precincts. For example, black or high income voters may be found clustered in only a few sample precincts. A characteristic that is clustered in a few precincts has a larger sampling error than characteristics such as sex that are not as highly clustered. Sampling error may be up to three times larger for highly clustered characteristics.

Example: If there are a total of 1,000 respondents in the sample, the sampling error on the 50% of men voting for a candidate depends on the number of men in the poll. In this example, if there are 500 men, the table below shows that if about half vote for a candidate, the sampling error is about plus or minus 6.0 percentage points.

%Error Due to Sampling (+/-) for 95% Confidence Interval								
	Number of Voters in Base of Percentage							
% Voters with Characteristic	100	101-200	201-500	501-950	951-2350	2351-5250	5251-8000	8001-15000
5% or 95%	6	5	3	2	2	1	1	1
15% or 85%	11	7	5	4	3	2	1	1
25% or 75%	13	9	6	5	3	2	2	1
50%	15	10	7	5	4	3	2	1

National Election Pool Exit Poll Completion Rates - 2004

The following table contains the respondent completion rates for all of the exit polls conducted by the NEP in 2004 and by VNS in 2000.

This overall completion rate is computed by averaging the completion rates in each precinct weighted by the exit poll sample weight. The precinct completion rate is equal to the number of completed questionnaires divided by the number of attempts (completed questionnaires + total refusals and misses).

For comparison purposes we have recalculated the VNS completion rates from 2000 using this formula. The completion rate for the National Sample Precincts is the weighted average completion rate for the 250 precincts used in the national sample. The completion rate for All Precincts is the average completion rate for all 1,469 precincts used in all of the state samples. The 2004 national completion rate decreased by one half of one percent since 2000. The completion rates increased in 23 states and decreased in 27 states.

Completion Rate Computed by Averaging Precinct Rates:					
State	**2004**	**2000**	**State**	**2004**	**2000**
All Precincts	53.2	53.7	Mississippi	49.6	69.7
National Sample Precincts	52.8	NA	Missouri	47.0	38.1
Alabama	58.3	63.9	Montana	63.0	55.9
Alaska	53.2	61.9	Nebraska	66.5	50.7
Arizona	57.3	55.3	Nevada	49.1	50.0
Arkansas	60.2	61.2	New Hampshire	44.0	54.8
California	50.5	48.2	New Jersey	59.7	51.8
Colorado	55.5	59.1	New Mexico	56.9	57.5
Connecticut	51.0	54.9	New York	57.9	53.9
D.C.	53.5	46.8	North Carolina	52.6	56.2
Delaware	57.5	52.0	North Dakota	63.0	68.5
Florida	49.0	54.6	Ohio	44.1	44.9
Georgia	63.9	49.9	Oklahoma	53.2	64.8
Hawaii	53.4	54.8	Pennsylvania	46.8	48.5
Idaho	63.2	60.9	Rhode Island	44.2	42.7
Illinois	51.9	45.8	South Carolina	59.4	60.3
Indiana	38.6	53.1	South Dakota	42.7	34.4
Iowa	52.6	60.3	Tennessee	66.7	64.5
Kansas	64.5	64.2	Texas	58.3	61.1
Kentucky	52.6	53.8	Utah	59.6	57.6
Louisiana	47.8	59.1	Vermont	53.1	60.3
Maine	61.3	66.0	Virginia	56.4	48.8
Maryland	59.4	64.9	Washington	53.8	50.4
Massachusetts	56.5	54.0	West Virginia	48.7	55.8
Michigan	50.2	48.4	Wisconsin	55.3	51.7
Minnesota	45.3	46.9	Wyoming	66.0	60.1

National Election Pool

Conducted by

Edison/Mitofsky

National Election Pool Exit Polls
Conducted by Edison Media Research/Mitofsky International
State Code List

State Number	State Name	State Number	State Name
1	Alabama	27	Montana
2	Alaska	28	Nebraska
3	Arizona	29	Nevada
4	Arkansas	30	New Hampshire
5	California	31	New Jersey
6	Colorado	32	New Mexico
7	Connecticut	33	New York
8	Delaware	34	North Carolina
9	District of Columbia	35	North Dakota
10	Florida	36	Ohio
11	Georgia	37	Oklahoma
12	Hawaii	38	Oregon
13	Idaho	39	Pennsylvania
14	Illinois	40	Rhode Island
15	Indiana	41	South Carolina
16	Iowa	42	South Dakota
17	Kansas	43	Tennessee
18	Kentucky	44	Texas
19	Louisiana	45	Utah
20	Maine	46	Vermont
21	Maryland	47	Virginia
22	Massachusetts	48	Washington
23	Michigan	49	West Virginia
24	Minnesota	50	Wisconsin
25	Mississippi	51	Wyoming
26	Missouri		

National Election Pool

Conducted by

Edison/Mitofsky

National Regions

Region Code	Region Name
1	East
2	Midwest
3	South
4	West

East	Midwest	South	West
Connecticut	Illinois	Alabama	Arizona
Delaware	Indiana	Arkansas	California
District of Columbia	Iowa	Florida	Colorado
Maine	Kansas	Georgia	Hawaii
Maryland	Michigan	Kentucky	Idaho
Massachusetts	Minnesota	Louisiana	Montana
New Hampshire	Missouri	Mississippi	Nevada
New Jersey	Nebraska	North Carolina	New Mexico
New York	North Dakota	Oklahoma	Oregon
Pennsylvania	Ohio	South Carolina	Utah
Rhode Island	South Dakota	Tennessee	Washington
Vermont	Wisconsin	Texas	Wyoming
West Virginia		Virginia	