Country: United States

Title: National Election Pool Poll # 2004-NATELEC: National Election Day Exit Poll

Survey Organizations: Edison Media Research; Mitofsky International

Sponsors: National Election Pool (ABC News, Associated Press, CBS News, CNN, Fox News, NBC News)

Field Dates: November 2, 2004

Sample: Exiting voters and Absentee/Early voters

Sample Size: 13719

Sample Notes: This dataset contains an exit poll and a telephone survey. These are located in Column 17 (TELEPOLL) where Telephone survey is punch 1, and Exit poll is punch 2. Telephone survey: conducted by Wats Room 10/25-31/04, N=2,000 absentee/early voters. For each version of the questionnaire 500 absentee/early voters were interviewed.   Read all documentation before running data.

Interview Modes: Mail questionnaire/Self-enumerated questionnaire

Weight Location: Columns 18-23 (xxx.xxx) -- Varname: WGT

Usage Notes: There are 4 versions for this study located in Column 14. Punch 1 = Version 1, Punch 2 = Version 2, Punch 3 = Version 3, and Punch 4 = Version 4. Numerical values for the PRECINCT variable do not correspond with actual precinct numbers. Data labels for this variable have been removed to ensure respondent confidentiality.

National Election Pool

abc **AP** CBS CNN FOX NEWS NBC NEWS

Conducted by

Edison/Mitofsky

YOUR ANSWERS ARE
CONFIDENTIAL
Please check only ONE response for each question.
VERSION 1

[A] Are you:
1 ☐ Male   2 ☐ Female

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

[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)
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] 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

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

[G] In today's election for U.S. House of Representatives, did you just vote for:
1 ☐ The Democratic candidate
2 ☐ The Republican candidate
9 ☐ Other: Who?_____
0 ☐ Did not vote for U.S. House

[H] 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

[I] 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

[J] Are you of Hispanic or Latino descent?
1 ☐ Yes
2 ☐ No

PLEASE TURN THE QUESTIONNAIRE OVER ➡

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

[L] **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

[M] **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

[N] **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

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

[P] **If these were the only two presidential candidates on the ballot today, for whom would you have voted?**
1 ☐ John Kerry (Dem)
2 ☐ George W. Bush (Rep)
3 ☐ Would not have voted for president

[Q] **Have you ever served in the U.S. military?**
1 ☐ Yes
2 ☐ No

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

[S] **Do you have any children under 18 living in your household?**
1 ☐ Yes
2 ☐ No

[T] **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

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

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

[W] **Would you describe yourself as a born-again or evangelical Christian?**
1 ☐ Yes   2 ☐ No

[X] **How often do you attend religious services?**
1 ☐ More than once a week
2 ☐ Once a week
3 ☐ A few times a month
4 ☐ A few times a year
5 ☐ Never

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

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

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

[AB] **What type of telephone service is there in your home that you could use or be reached on?** *(Check only one)*
1 ☐ Both regular land-line and cell phone service
2 ☐ Only regular, land-line phone service
3 ☐ Only cell phone service
4 ☐ No telephone service at home

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

NATIONAL (V1-V2-BACK-2004)

National Election Pool

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YOUR ANSWERS ARE
CONFIDENTIAL
Please check only <u>ONE</u>
response for each question.
VERSION 2

[A] Are you:
1 ☐ Male   2 ☐ Female

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

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

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

[G] In today's election for U.S. House of Representatives, did you just vote for:
1 ☐ The Democratic candidate
2 ☐ The Republican candidate
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[H] Do you approve or disapprove of the way George W. Bush is handling his job as president?
1 ☐ Strongly approve
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3 ☐ Somewhat disapprove
4 ☐ Strongly disapprove

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

[J] Are you of Hispanic or Latino descent?
1 ☐ Yes
2 ☐ No

PLEASE TURN THE QUESTIONNAIRE OVER ➡

[K] **Compared to four years ago, is the country:**
1 ☐ Safer from terrorism
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[L] **Do you or does someone in your household belong to a labor union?**
1 ☐ Yes, I do
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[M] **How do you feel about the U.S. decision to go to war with Iraq?**
1 ☐ Strongly approve
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[N] **How do you think things are going for the U.S. in Iraq now?**
1 ☐ Very well
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3 ☐ Somewhat badly
4 ☐ Very badly

[O] **Compared to four years ago, is your family's financial situation:**
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3 ☐ About the same

[P] **If these were the only two presidential candidates on the ballot today, for whom would you have voted?**
1 ☐ John Kerry (Dem)
2 ☐ George W. Bush (Rep)
3 ☐ Would not have voted for president

[Q] **Have you ever served in the U.S. military?**
1 ☐ Yes
2 ☐ No

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

[S] **Do you have any children under 18 living in your household?**
1 ☐ Yes
2 ☐ No

[T] **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

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

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

[W] **Would you describe yourself as a born-again or evangelical Christian?**
1 ☐ Yes   2 ☐ No

[X] **How often do you attend religious services?**
1 ☐ More than once a week
2 ☐ Once a week
3 ☐ A few times a month
4 ☐ A few times a year
5 ☐ Never

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

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

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

[AB] **What type of telephone service is there <u>in your home</u> that you could use or be reached on?** *(Check only one)*
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3 ☐ Only cell phone service
4 ☐ No telephone service at home

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

NATIONAL (V1-V2-BACK-2004)

National Election Pool

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YOUR ANSWERS ARE
CONFIDENTIAL
Please check only ONE response for each question.
VERSION 3

[A] Are you:
1 ☐ Male 2 ☐ Female

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

[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)
9 ☐ Other: Who?_____
0 ☐ Did not vote for president

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

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

[F] Do you or does someone else in your household own a gun?
1 ☐ Yes 2 ☐ No

[G] If these were the only two presidential candidates on the ballot today, for whom would you have voted?
1 ☐ John Kerry (Dem)
2 ☐ George W. Bush (Rep)
3 ☐ Would not have voted for president

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

[I] In today's election for U.S. House of Representatives, did you just vote for:
1 ☐ The Democratic candidate
2 ☐ The Republican candidate
9 ☐ Other: Who?_____
0 ☐ Did not vote for U.S. House

[J] Which comes closest to your feelings about the Bush administration:
4 ☐ Enthusiastic
3 ☐ Satisfied, but not enthusiastic
2 ☐ Dissatisfied, but not angry
1 ☐ Angry

[K] Did either of these candidates for president attack the other unfairly?
1 ☐ Only John Kerry did
2 ☐ Only George W. Bush did
3 ☐ Both did
4 ☐ Neither did

[L] Do you consider the war in Iraq:
1 ☐ Part of the war on terrorism
2 ☐ Separate from the war on terrorism

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

PLEASE TURN THE QUESTIONNAIRE OVER ➡

[N] Did anyone call you or talk to you in person on behalf of either major presidential campaign about coming out to vote?

1 ☐ Yes, for John Kerry
2 ☐ Yes, for George W. Bush
3 ☐ Yes, for both Kerry and Bush
4 ☐ No, I was not contacted

[O] In general, does John Kerry mostly:

1 ☐ Say what he believes
2 ☐ Say what he thinks people want to hear

[P] In general, does George W. Bush pay more attention to the interests of:

1 ☐ Ordinary Americans
2 ☐ Large corporations

[Q] Are you gay, lesbian or bisexual?

1 ☐ Yes   2 ☐ No

[R] How concerned are you about the availability and cost of health care?

1 ☐ Very concerned
2 ☐ Somewhat concerned
3 ☐ Not very concerned
4 ☐ Not at all concerned

[S] Which comes closest to your position? Abortion should be:

1 ☐ Legal in all cases
2 ☐ Legal in most cases
3 ☐ Illegal in most cases
4 ☐ Illegal in all cases

[T] How confident are you that votes in your state will be counted accurately?

1 ☐ Very confident
2 ☐ Somewhat confident
3 ☐ Not very confident
4 ☐ Not at all confident

[U] Which comes closest to your view of gay and lesbian couples:

1 ☐ They should be allowed to legally marry
2 ☐ They should be allowed to legally form civil unions, but not marry
3 ☐ There should be no legal recognition of their relationships

[V] Did you vote in the presidential election in 2000?

1 ☐ No, I did not vote
2 ☐ Yes, for Al Gore
3 ☐ Yes, for George W. Bush
4 ☐ Yes, for another candidate

[W] Are you:

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

[X] Would you describe yourself as a born-again or evangelical Christian?

1 ☐ Yes
2 ☐ No

[Y] How often do you attend religious services?

1 ☐ More than once a week
2 ☐ Once a week
3 ☐ A few times a month
4 ☐ A few times a year
5 ☐ Never

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

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

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

NATIONAL (V3-BACK-2004)

National Election Pool

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YOUR ANSWERS ARE
CONFIDENTIAL
**Please check only <u>ONE</u>
response for each question.**
VERSION 4

[A] Are you:
1 ☐ Male   2 ☐ Female

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

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

[F] Are you of Hispanic or Latino descent?
1 ☐ Yes
2 ☐ No

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

[H] In today's election for U.S. House of Representatives, did you just vote for:
1 ☐ The Democratic candidate
2 ☐ The Republican candidate
9 ☐ Other: Who?_____
0 ☐ Did not vote for U.S. House

[I] 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

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

[K] Do you think things in this country today are:
1 ☐ Generally going in the right direction
2 ☐ Seriously off on the wrong track

[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

PLEASE TURN THE QUESTIONNAIRE OVER ➡

NATIONAL (G-N-V4-2004)

[M] **Is your opinion of George W. Bush:**
1 ☐ Favorable
2 ☐ Unfavorable

[N] **Is your opinion of John Kerry:**
1 ☐ Favorable
2 ☐ Unfavorable

[O] **Which comes closer to your view:**
1 ☐ Government should do more to solve problems
2 ☐ Government is doing too many things better left to businesses and individuals

[P] **How worried are you that there will be another major terrorist attack in the U.S.?**
1 ☐ Very worried
2 ☐ Somewhat worried
3 ☐ Not too worried
4 ☐ Not at all worried

[Q] **Compared to four years ago, is the job situation in your area:**
1 ☐ Better today
2 ☐ Worse today
3 ☐ About the same

[R] **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

[S] **If these were the only two presidential candidates on the ballot today, for whom would you have voted?**
1 ☐ John Kerry (Dem)
2 ☐ George W. Bush (Rep)
3 ☐ Would not have voted for president

[T] **Do you think the Bush administration's tax cuts have been:**
1 ☐ Good for the nation's economy
2 ☐ Bad for the nation's economy
3 ☐ Made no difference

[U] **Do you think the war with Iraq has improved the long-term security of the United States?**
1 ☐ Yes
2 ☐ No

[V] **Have you or has someone in your household lost a job in the last four years?**
1 ☐ Yes, I have
2 ☐ Yes, someone else has
3 ☐ Yes, I have and someone else has
4 ☐ No one has

[W] **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

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

[Y] **Do you have any children under 18 living in your household?**
1 ☐ Yes   2 ☐ No

[Z] **Do you work full-time for pay?**
1 ☐ Yes   2 ☐ No

[AA] **Are you gay, lesbian or bisexual?**
1 ☐ Yes   2 ☐ No

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

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

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

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

NATIONAL (V4-BACK-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 [STATE], 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**

(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**

"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**
OR	Ralph Nader, the Independent	3	**SKIP TO (VP)D**
	Another candidate **VOLUNTEERED**	9	**SKIP TO (VP)D**

	Undecided/Don't know **VOLUNTEERED**	99	**CONTINUE**
	Will not vote for president **VOLUNTEERED**	0	**SKIP TO NOTE ABOVE (N)1**
	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**
OR	Ralph Nader, the Independent	3	**SKIP TO (VP)D**
	Another candidate **VOLUNTEERED**	9	**SKIP TO (VP)D**

	Undecided/Don't know **VOLUNTEERED**	99	**SKIP TO NOTE ABOVE (N)1**
	Will not vote for president **VOLUNTEERED**	0	**SKIP TO NOTE ABOVE (N)1**
	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**
OR	Ralph Nader, the Independent	3	**SKIP TO (VP)D**
	Another candidate **VOLUNTEERED**	9	**SKIP TO (VP)D**

	Undecided/Don't know **VOLUNTEERED**	99	**STATE SPECIFIC SKIP**
	Will not vote for president **VOLUNTEERED**	0	**STATE SPECIFIC SKIP**
	Refused **VOLUNTEERED**	98	**STATE SPECIFIC SKIP**

(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**
OR	Ralph Nader, the Independent	3	**SKIP TO (VP)D**
	Another candidate **VOLUNTEERED**	9	**SKIP TO (VP)D**
	Did not vote for president **VOLUNTEERED**	0	**SKIP TO NOTE ABOVE (?)1**
	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**
OR	Ralph Nader, the Independent	3	**SKIP TO (VP)D**
	Another candidate **VOLUNTEERED**	9	**SKIP TO (VP)D**
	Did not vote for president **VOLUNTEERED**	0	**STATE SPECIFIC SKIP**
	Refused **VOLUNTEERED**	98	**STATE SPECIFIC SKIP**

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

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

(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

(VP)D If John Kerry, the Democrat, and George W. Bush, the Republican, were the only two presidential candidates on the ballot, for whom would you vote? **(CODE ANSWER)**

John Kerry, the Democrat	1
George W. Bush, the Republican	2
Would not have voted for president **VOLUNTEERED**	3
Don't know/refused	99

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

(VH)A1 Who will you vote for in the election for U.S. House of Representatives? **(READ LIST)**

	The Democratic candidate	1	**SKIP TO NOTE ABOVE (B)1**
OR	The Republican candidate	2	**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. House **VOLUNTEERED**	0	**SKIP TO NOTE ABOVE (B)1**
	Refused **VOLUNTEERED**	98	**SKIP TO (VH)A3**

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

	The Democratic candidate	1	**SKIP TO NOTE ABOVE (B)1**
OR	The Republican candidate	2	**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 (N)1**
	Will not vote for U.S. House **VOLUNTEERED**	0	**SKIP TO NOTE ABOVE (N)1**
	Refused **VOLUNTEERED**	98	**CONTINUE**

(VH)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)**

	The Democratic candidate	1	**SKIP TO NOTE ABOVE (B)1**
OR	The Republican candidate	2	**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 (N)1**
	Will not vote for U.S. House **VOLUNTEERED**	0	**SKIP TO NOTE ABOVE (N)1**
	Refused **VOLUNTEERED**	98	**SKIP TO NOTE ABOVE (N)1**

(VH)B1 Who did you vote for in the election for U.S. House of Representatives? **(READ LIST)**

	The Democratic candidate	1	**SKIP TO NOTE ABOVE (B)1**
OR	The Republican candidate	2	**SKIP TO NOTE ABOVE (B)1**
	Another candidate **VOLUNTEERED**	9	**SKIP TO NOTE ABOVE (B)1**
	Did not vote for U.S. House **VOLUNTEERED**	0	**SKIP TO NOTE ABOVE (N)1**
	Refused **VOLUNTEERED**	98	**CONTINUE**

(VH)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)**

	The Democratic candidate	1
OR	The Republican candidate	2
	Another candidate **VOLUNTEERED**	9
	Did not vote for U.S. House **VOLUNTEERED**	0
	Refused **VOLUNTEERED**	98

(B)1. 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)2. 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)3. 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)4. Is your opinion of John Kerry… (**READ LIST**)

Favorable	1
OR Unfavorable	2
Don't know/refused	99

(B)5. Is your opinion of George W. Bush… (**READ LIST**)

Favorable	1
OR Unfavorable	2
Don't know/refused	99

(B)6. Do you think things in this country today are… (**READ LIST**)

Generally going in the right direction	1
OR Seriously off on the wrong track	2
Don't know/refused	99

(B)7. Do you think the condition of the nation's economy is: **(READ LIST)**

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

(B)8. 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)9. How do you think things are going for the U.S. in Iraq now? Are they going… **(READ LIST)**

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

(B)10. Compared to four years ago, is the job situation in your area… **(READ LIST)**

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

(B)11. 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)12. 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)13. 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)14. How worried are you that there will be another major terrorist attack in the U.S.? Are you…
(READ LIST)

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

(B)15. In general, does John Kerry mostly: **(READ LIST)**

Say what he believes	1
OR Say what he thinks people want to hear	2
Don't know/refused	99

(B)16. In general, does George W. Bush pay more attention to the interests of: **(READ LIST)**

Ordinary Americans	1
OR Large corporations	2
Don't know/refused	99

(B)17. Do you consider the war in Iraq: **(READ LIST)**

       Part of the war on terrorism   1
OR   Separate from the war on terrorism 2

       Don't know/refused   99

(B)18. Do you think the war with Iraq has improved the long-term security of the United States, or not? **(CODE ANSWER)**

       Yes   1
       No   2

       Don't know/refused   99

(B)19. Did either of these candidates for president attack the other unfairly: **(READ LIST)**

       John Kerry did   1
       George W. Bush did   2
       Both Kerry and Bush did 3
OR   Neither candidate did   4

       Don't know/refused   99

(B)20. Which comes closest to your feelings about the Bush administration? Are you… **(READ LIST)**

       Enthusiastic   1
       Satisfied, but not enthusiastic   2
       Dissatisfied, but not angry   3
OR   Angry   4

       Don't know/refused   99

(B)21. Which comes closest to your opinion? Abortion should be… **(READ LIST)**

       Legal in all cases   1
       Legal in most cases   2
       Illegal in most cases   3
       Illegal in all cases   4

       Don't know/refused   99

(B)22. Which comes closer to your view? **(READ LIST)**

Government should do more to solve problems 1
OR Government is doing too many things better left to businesses and individuals 2

Don't know/refused 99

(B)23. How concerned are you about the availability and cost of health care? Are you… **(READ LIST)**

Very concerned 1
Somewhat concerned 2
Not very concerned 3
OR Not at all concerned 4

Don't know/refused 99

(B)24. Which comes closest to your view of gay and lesbian couples? Do you think… **(READ LIST)**

They should be allowed to legally marry 1
They should be allowed to legally form civil unions, but NOT marry 2
OR Should there NOT be any legal recognition of their relationships 3

Don't know/refused 99

(B)25. Do you think the tax cuts enacted by President Bush were: **(READ LIST)**

Good for the nation's economy 1
Bad for the nation's economy 2
OR Made no difference 3

Don't know/refused 99

(B)26. 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)27. Is this the first time you have ever voted? **(CODE ANSWER)**

    Yes   1
    No   2

    Don't know/refused   99

(B)28. How confident are you that votes in your state will be counted accurately? Would you say you are…
(READ LIST)

    Very confident   1
    Somewhat confident   2
    Not very confident   3
OR   Not at all confident   4

    Don't know/refused   99

(B)29. Did anyone call you or talk to you in person on behalf of either major presidential campaign about coming out to vote? [**IF YES:** Was that for John Kerry, for George W. Bush, or were you contacted on behalf of both candidates?] **(CODE ANSWER)**

    Yes, for John Kerry   1
    Yes, for George W. Bush   2
    Yes, for both   3
    No, you were not contacted 4

    Don't know/refused   99

(B)30. Did you vote in the presidential election in 2000? [**IF YES:** Was that for Al Gore, for George W. Bush, or for another candidate?]

    No, did not vote   1
    Yes, for Al Gore   2
    Yes, for George W. Bush   3
    Yes, for another candidate 4

    Don't know/refused   99

(B)31. Would you describe yourself as a born-again or evangelical Christian, or not? **(CODE ANSWER)**

Yes	1
No	2
Don't know/refused	99

(B)32A. 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 (B)33**
Catholic	2	**SKIP TO (B)33**
Mormon	3	**SKIP TO (B)33**
Jewish	4	**SKIP TO (B)33**
Muslim	5	**SKIP TO (B)33**
Some other religion	6	**CONTINUE**
None	7	**SKIP TO (B)33**
Don't know/refused	99	**SKIP TO (B)33**

(B)32B. Is that a Christian denomination, or not? **(CODE ANSWER)**

Yes	1
No	2
Don't know/refused	99
Don't know/refused	99

(B)33. How often do you attend religious services? **(READ LIST)**

	More than once a week	1
	Once a week	2
	A few times a month	3
	A few times a year	4
OR	Never	5
	Don't know/refused	99

(B)34. Are you currently married, or not? **(CODE ANSWER)**

Yes	1
No	2
Don't know/refused	99

(B)35. Do you have any children under 18 living in your household, or not? **(CODE ANSWER)**

Yes   1
No   2

Don't know/refused   99

(B)36. Do you work full-time for pay, or not? **(CODE ANSWER)**

Yes   1
No   2

Don't know/refused   99

(B)37. 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)38. 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)39. Have you or has someone else in your household lost a job in the last four years OR has no one in your household lost a job in the last four years? **[IF YES:** Is that you or someone else in your household?] **(CODE ANSWER)**

Yes, respondent has   1
Yes, someone else in respondent's household has   2
Yes, respondent AND someone else in the household have   3
No one in the household has lost a job in the last 4 years 4

Don't know/refused   99

(B)40. Have you ever served in the U.S. military, or not? **(CODE ANSWER)**

Yes   1
No   2

Don't know/refused   99

(B)41. Do you or does someone else in your household own a gun, or not? **(CODE ANSWER)**

Yes   1
No   2

Don't know/refused   99

(B)42. 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

(B)43. On most political matters, do you consider yourself… **(READ LIST)**

Liberal   1
Moderate   2
OR   Conservative   3

Don't know/refused   99

(B)44A. What was your total family income in 2003?

_____Record Exact Income   **CODE BUT DO NOT READ (B)44B, SKIP TO (B)45**

Don't know/refused   **GO TO (B)44B**

(B)44B. 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

(B)45. Are you gay, lesbian or bisexual? **(CODE ANSWER)**

Yes	1
No	2
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.N4B "1" AND SKIP TO NOTE ABOVE Q.N5**
Another race **VOLUNTEERED**	5	
Don't know/refused	99	

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

Yes	1
No	2
Don't know/refused	99

(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)6.   Record Phone Number from sample _____
(N)7.   Date of Interview _____

(N)8. **LANGUAGE IN WHICH INTERVIEW CONDUCTED:**

ENGLISH   1
SPANISH   2

National Election Pool Exit Poll
Conducted by Edison Media Research/Mitofsky International
National Exit Poll
November 2, 2004

COLUMN LOCATIONS	DESCRIPTION	CODES
1-7	Respondent ID number	
8-9	State ID Number	See general documentation for state list.
10-12	Precinct number	
13	QTYPE Questionnaire type.	1 = State questionnaire 2 = National questionnaire
14	VERSION	1 = Questionnaire Version 1 2 = Questionnaire Version 2 3 = Questionnaire Version 3 4 = Questionnaire Version 4
15	CALL See general documentation for description.	1 = Call 1 2 = Call 2 3 = Call 3
16	BACKSIDE See general documentation for description.	1 = Backside completed 2 = Backside not completed
17	TELEPOLL See general documentation for description. National absentee phone poll fielded 10/25/04 – 10/31/2004.	1 = Absentee phone poll respondent 2 = Election day exit poll respondent
18-23	WGT	Respondent weight. Please note that there are 3 assumed decimal places.
24	PRES04 Question C See general documentation for further information on the candidate list.	1 = John Kerry (Dem) 2 = George W. Bush (Rep) 3 = Ralph Nader (Ind) 9 = Other 0 = Did not vote
26	HOU04 Question G (Versions 1 & 2) Question I (Version 3) Question H (Version 4)	1 = The Democratic candidate 2 = The Republican candidate 9 = Other 0 = Did not vote
35	SEX Question A	1 = Male 2 = Female
36	RACE Recoded from Question B (all versions) and Question J (v.1 and 2), Question M (v.3) or Question F (v.4); See general documentation for description.	1 = White 2 = Black 3 = Hispanic/Latino 4 = Asian 5 = Other
37	AGE9 Question F (Versions 1 & 2) Question H (Version 3) Question G (Version 4)	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

38	PARTYID Question Y (Version 1 & 2) Question Z (Version 3) Question AB (Version 4)	1 = Democrat 2 = Republican 3 = Independent 4 = Something else
39	PHIL3 Question Z (Versions 1 & 2) Question AA (Version 3) Question AC (Version 4)	1 = Liberal 2 = Moderate 3 = Conservative
40	FTVOTER Question U (Versions 1 & 2)	1 = Yes 2 = No
41	INCOME Question AA (Versions 1 & 2) Question AB (Version 3) Question AD (Version 4)	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
42	FINSIT Question O (Versions 1 & 2)	1 = Better today 2 = Worse today 3 = About the same 9 = Omits
43	RELIGN8 Question V (Versions 1 & 2) Question W (Version 3)	1 = Protestant 2 = Catholic 3 = Mormon/LDS 4 = Other Christian 5 = Jewish 6 = Muslim 7 = Something else 8 = None
44	ATTEND Question X (Versions 1 & 2) Question Y (Version 3)	1 = More than once a week 2 = Once a week 3 = A few times a month 4 = A few times a year 5 = Never 9 = Omits
45	BRNAGAIN Question W (Versions 1 & 2) Question X (Version 3)	1 = Yes 2 = No
46	EDUC Question T (Versions 1 & 2) Question W (Version 4)	1 = Did not complete high school 2 = High school graduate 3 = Some college or associate degree 4 = College graduate 5 = Postgraduate study
47	UNION4 Question L (Versions 1 & 2) Question R (Version 4)	1 = Yes, I do 2 = Yes, someone else does 3 = Yes, I do and someone else does 4 = No one does
48	WORK Question Z (Version 4)	1 = Yes 2 = No
49	LOSTJOB Question V (Version 4)	1 = Yes, I have 2 = Yes, someone else has 3 = Yes, I have and someone else has 4 = No one has

50	VETVOTER Question Q (Versions 1 & 2)	1 = Yes 2 = No
51	GUNOWNER Question F (Version 3)	1 = Yes 2 = No
52	MARRIED Question R (Versions 1 & 2) Question E (Version 3) Question X (Version 4)	1 = Yes 2 = No
53	CHILD Question S (Versions 1 & 2) Question Y (Version 4)	1 = Yes 2 = No
54	CELLULAR Question AB (Versions 1 & 2)	1 = Both regular land-line and cell phone service 2 = Only regular, land-line phone service 3 = Only cell phone service 4 = No telephone service 9 = Omits
55	GAY Question Q (Version 3) Question AA (Version 4)	1 = Yes 2 = No
56	LATINO Question J (Versions 1 & 2) Question M (Version 3) Question F (Version 4)	1 = Yes 2 = No
57	MEXICAN "Are you of Mexican or Hispanic descent?" Asked in place of LATINO in AZ, CA, CO, and TX.	1 = Yes 2 = No
58	CUBAN3 "Are you of Cuban or Hispanic descent?" Asked in place of LATINO in FL.	1 = Yes, Cuban 2 = Yes, other Hispanic 3 = No
60	TIMEPRES Question D (Versions 1, 2 & 4) Not asked of absentee phone poll respondents.	1 = Just today 2 = In the last three days 3 = Sometime last week 4 = During the last month 5 = Before that 9 = Omits
61	FORCAND Question D (Version 3)	1 = For your candidate 2 = Against his opponent 9 = Omits
62	ISSUE04G Question E (Versions 1 & 2) Responses appeared in reverse order on Version 2.	1 = Taxes 2 = Education 3 = Iraq 4 = Terrorism 5 = Economy/Jobs 6 = Moral values 7 = Health care 9 = Omits

63	QUAL04G Question I (Versions 1 & 2) Responses appeared in reverse order on Version 2.	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 9 = Omits
64	BUSH4 Question H (Versions 1 & 2)	1 = Strongly approve 2 = Somewhat approve 3 = Somewhat disapprove 4 = Strongly disapprove 9 = Omits
65	IRAQAPP Question M (Versions 1 & 2)	1 = Strongly approve 2 = Somewhat approve 3 = Somewhat disapprove 4 = Strongly disapprove 9 = Omits
66	SAFERNOW Question K (Versions 1 & 2)	1 = Safer from terrorism 2 = Less safe from terrorism 9 = Omits
67	TRSTTERR Question J (Version 4)	1 = Only John Kerry 2 = Only George W. Bush 3 = Both of them 4 = Neither of them 9 = Omits
68	HNDLECON Question I (Version 4)	1 = Only John Kerry 2 = Only George W. Bush 3 = Both of them 4 = Neither of them 9 = Omits
69	IRAQGO Question N (Versions 1 & 2)	1 = Very well 2 = Somewhat well 3 = Somewhat badly 4 = Very badly 9 = Omits
70	TERRWORR Question P (Version 4)	1 = Very worried 2 = Somewhat worried 3 = Not too worried 4 = Not at all worried 9 = Omits
71	JOBSIT Question Q (Version 4)	1 = Better today 2 = Worse today 3 = About the same
72	NEC Question E (Version 4)	1 = Excellent 2 = Good 3 = Not so good 4 = Poor 9 = Omits
73	COUNTACC Question T (Version 3)	1 = Very confident 2 = Somewhat confident 3 = Not very confident 4 = Not at all confident

74	GOTV Question N (Version 3)	1 = Yes, for John Kerry 2 = Yes, for George W. Bush 3 = Yes, for both candidates 4 = No, I was not contacted
75	UNFR04G Question K (Version 3)	1 = Only John Kerry did 2 = Only George W. Bush did 3 = Both did 4 = Neither did 9 = Omits
77	ABORTION Question S (Version 3)	1 = Legal in all cases 2 = Legal in most cases 3 = Illegal in most cases 4 = Illegal in all cases 9 = Omits
78	BIGBIZ Question P (Version 3)	1 = Ordinary Americans 2 = Large corporations 9 = Omits
79	BREAKING Question L (Version 4) (Interviewer wrote in "the Osama bin Laden video"; see general documentation for further explanation)	1 = Very important 2 = Somewhat important 3 = Not too important 4 = Not at all important 9 = Omits
80	BUSHANGR Question J (Version 3) Responses appeared in reverse order on the questionnaire.	1 = Angry 2 = Dissatisfied, but not angry 3 = Satisfied, but not enthusiastic 4 = Enthusiastic 9 = Omits
81	FAVBUSH Question M (Version 4)	1 = Favorable 2 = Unfavorable 9 = Omits
82	FAVKERY Question N (Version 4)	1 = Favorable 2 = Unfavorable 9 = Omits
83	FLIPFLOP Question O (Version 3)	1 = Say what he believes 2 = Say what he thinks people want to hear 9 = Omits
84	GAYMRRGE Question U (Version 3)	1 = They should be allowed to legally marry 2 = They should be allowed to legally form civil unions, but not marry 3 = There should be no legal recognition of their relationships 9 = Omits
85	GOVTDO Question O (Version 4)	1 = Government should do more to solve problems 2 = Government is doing too many things better left to businesses and individuals 9 = Omits
86	HLTHCARE Question R (Version 3)	1 = Very concerned 2 = Somewhat concerned 3 = Not very concerned 4 = Not at all concerned 9 = Omits

87	IRAQSEC Question U (Version 4)	1 = Yes 2 = No 9 = Omits
88	IRAQTERR Question L (Version 3)	1 = Part of the war on terrorism 2 = Separate from the war on terrorism 9 = Omits
89	TAXGOOD Question T (Version 4)	1 = Good for the nation's economy 2 = Bad for the nation's economy 3 = Made no difference 9 = Omits
90	TRACK Question K (Version 4)	1 = Generally going in the right direction 2 = Seriously off on the wrong track 9 = Omits
91	TWOWAY04 Question P (Versions 1 & 2) Question G (Version 3) Question S (Version 4)	1 = John Kerry (Dem) 2 = George W. Bush (Rep) 3 = Would not have voted for president
92	VOTE2000 Question V (Version 3)	1 = No, I did not vote 2 = Yes, for Al Gore 3 = Yes, for George W. Bush 4 = Yes, for another candidate
95	SEXRACE (Recoded from SEX and RACE)	1 = White male 2 = White female 3 = Non-white male 4 = Non-white female
96	AGE60 (Recoded from AGE9)	1 = 18-29 2 = 30-44 3 = 45-59 4 = 60 or over
97	AGE65 (Recoded from AGE9)	1 = 18-24 2 = 25-29 3 = 30-39 4 = 40-49 5 = 50-64 6 = 65 or over
98	OVER65 (Recoded from AGE9)	1 = 18-64 2 = 65 or over
99	PARTY (Recoded from PARTYID)	1 = Democrat 2 = Republican 3 = Independent
100	INC50K (Recoded from INCOME)	1 = Less than $50,000 2 = $50,000 or more
101	INC100K (Recoded from INCOME)	1 = Less than $100,000 2 = $100,000 or more
102	REL5 (Recoded from RELIGN8)	1 = Protestant/Other Christian 2 = Catholic 3 = Jewish 4 = Something else 5 = None

103	WHITEREL (Recoded from RACE and RELIGN8)	1 = White Protestant/Other Christian 2 = White Catholic 3 = White Jewish 4 = White something else 5 = White none 6 = Non-white
104	WPROTCON (Recoded from RACE, PHIL3 and RELIGN8)	1 = White Protestant/Oth. Christian conservatives 2 = All others
105	WHTEVANG (Recoded from RACE and BRNAGAIN)	1 = White born-again/evangelical Christians 2 = All others
106	ATTEND2 (Recoded from ATTEND)	1 = Weekly 2 = Occasionally 3 = Never 9 = Omits
107	ATTREL (Recoded from ATTEND and RELIGN8)	1 = Protestant/Attend weekly 2 = Protestant/Do not attend weekly 3 = Catholic/Attend weekly 4 = Catholic/Do not attend weekly 5 = All others 9 = Omits
108	RELGCONS (Recoded from RELIGN8, RACE, BRNAGAIN, ATTEND and PHIL3)	1 = White, Protestant/Oth. Christian, born-again/evangelical, conservatives; attend church at least weekly 2 = All others
109	COLLEDUC (Recoded from EDUC)	1 = No college degree 2 = College degree
110	BUSH (Recoded from BUSH4)	1 = Strongly/Somewhat approve 2 = Strongly/Somewhat disapprove 9 = Omits
111	TIME3D (Recoded from TIMEPRES)	1 = Just today/In the last three days 2 = Sometime last week/During the last month/Before that 9 = Omits
112	TIMEWK (Recoded from TIMEPRES)	1 = Just today/In the last three days/Sometime last week 2 = During the last month/Before that 9 = Omits
113	IRAQ2 (Recoded from IRAQAPP)	1 = Strongly/Somewhat approve 2 = Strongly/Somewhat disapprove 9 = Omits
114	IRAQGO2 (Recoded from IRAQGO)	1 = Very/Somewhat well 2 = Somewhat/Very badly 9 = Omits
115	TERWORR2 (Recoded from TERRWORR)	1 = Very/Somewhat worried 2 = Not too/Not at all worried 9 = Omits
116	COUNT2 (Recoded from COUNTACC)	1 = Very/Somewhat confident 2 = Not very/Not at all confident
117	BREAK2 (Recoded from BREAKING)	1 = Very/Somewhat important 2 = Not too/Not at all important 9 = Omits

118	NEC2 (Recoded from NEC)	1 = Excellent/Good 2 = Not so good/Poor 9 = Omits
119	BUSHECON (Recoded from HNDLECON)	1 = Only Bush/Both can 2 = Only Kerry/Neither can 9 = Omits
120	KERRECON (Recoded from HNDLECON)	1 = Only Kerry/Both 2 = Only Bush/Neither 9 = Omits
121	BUSHTERR (Recoded from TRSTTERR)	1 = Only Bush/Both 2 = Only Kerry/Neither 9 = Omits
122	KERRTERR (Recoded from TRSTTERR)	1 = Only Kerry/Both 2 = Only Bush/Neither 9 = Omits
123	GOTVBUSH (Recoded from GOTV)	1 = Contacted only by Bush/Both 2 = Contacted only by Kerry/Neither 9 = Omits
124	GOTVKERY (Recoded from GOTV)	1 = Contacted only by Kerry/Both 2 = Contacted only by Bush/Neither 9 = Omits
125	UNFRBUSH (Recoded from UNFR04G)	1 = Only Bush/Both did 2 = Only Kerry/Neither did 9 = Omits
126	UNFRKERY (Recoded from UNFR04G)	1 = Only Kerry/Both did 2 = Only Bush/Neither did 9 = Omits
127	UNIONHH (Recoded from UNION4)	1 = Union member in household 2 = No union member in household
128	UNIONVOT (Recoded from UNION4)	1 = Voter is union member 2 = Voter is not union member
129	WOMENWED (Recoded from SEX and MARRIED)	1 = Married women 2 = All others
130	MOMS (Recoded from SEX and CHILD)	1 = Women with children 2 = All others
131	MARCHILD (Recoded from MARRIED and CHILD)	1 = Married with children 2 = All others
132	WRKWOMEN (Recoded from SEX and WORK)	1 = Working women 2 = All others
133	LOSTHH (Recoded from LOSTJOB)	1 = Someone in household lost job 2 = No one in household lost job
134	LOSTVOT (Recoded from LOSTJOB)	1 = Voter lost job 2 = Voter did not lose job
137	QRACE Question B See general documentation for description.	1 = White 2 = Black 3 = Hispanic/Latino 4 = Asian 5 = Other

138	QRACEAI Used in place of QRACE in AZ, MT and OK.	1 = White 2 = Black 3 = Hispanic/Latino 4 = Asian 5 = American Indian 6 = Other
139	QRACEAK Used in place of QRACE in AK.	1 = White 2 = Black 3 = Hispanic/Latino 4 = Asian 5 = Alaska native 6 = Other
140	SPANISHQ	1 = Spanish questionnaire used 2 = English questionnaire used
141	REGION	1 = East 2 = Midwest 3 = South 4 = West
142	SIZEPLAC	1 = City over 500,000 2 = City 50,000 – 499,999 3 = Suburbs 4 = City 10,000 – 49,999 5 = Rural
143	SIZEPLC3	1 = City over 50,000 2 = Suburbs 3 = Small city or Rural
144-145	CDNUM	Congressional district number

National Election Pool

Conducted by

abc AP CBS CNN FOX NEWS NBC NEWS

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

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

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.

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 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 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	

COL	&	-	0	1	2	3	4	5	6	7	8	9	BLANK	OTHER	NONBLNK	COL
1	0	0	0	13719	0	0	0	0	0	0	0	0	0	0	13719	1
2	0	0	0	0	0	0	6839	6880	0	0	0	0	0	0	13719	2
3	0	0	1736	1496	1649	1661	338	0	2000	1634	1497	1708	0	0	13719	3
4	0	0	1188	1265	1303	1198	1167	1206	1799	2051	1384	1158	0	0	13719	4
5	0	0	1420	1372	1361	1344	1419	1349	1352	1353	1379	1370	0	0	13719	5
6	0	0	1375	1378	1355	1365	1366	1362	1407	1364	1325	1422	0	0	13719	6
7	0	0	1390	1410	1368	1341	1402	1413	1314	1384	1335	1362	0	0	13719	7
8	0	0	0	3081	2803	2809	2475	345	0	0	0	0	2206	0	11513	8
9	0	0	1637	1645	478	1820	2398	1671	1213	1241	706	910	0	0	13719	9
10	0	0	1940	0	0	0	0	0	0	0	0	0	11779	0	1940	10
11	0	0	621	1736	1455	1632	1093	1364	812	882	884	547	2693	0	11026	11
12	0	0	1226	866	963	1153	1085	1542	1365	1266	1027	1226	2000	0	11719	12
13	0	0	0	0	13719	0	0	0	0	0	0	0	0	0	13719	13
14	0	0	0	3666	3324	3300	3429	0	0	0	0	0	0	0	13719	14
15	0	0	0	4714	3609	3396	0	0	0	0	0	0	2000	0	11719	15
16	0	0	0	13329	390	0	0	0	0	0	0	0	0	0	13719	16
17	0	0	0	2000	11719	0	0	0	0	0	0	0	0	0	13719	17
18	0	0	0	0	0	0	0	0	0	0	0	0	13719	0	0	18
19	0	0	0	3980	564	186	0	0	0	0	0	0	8989	0	4730	19
20	0	0	0	0	0	0	0	0	0	0	0	0	0	13719	13719	20
21	0	0	1088	754	756	969	1319	1156	1877	2365	1758	1677	0	0	13719	21
22	0	0	1393	1121	1076	1150	1230	1371	1748	1120	1569	1941	0	0	13719	22
23	0	0	1114	1447	1251	1470	1521	1334	1374	1370	1191	1647	0	0	13719	23
24	0	0	31	7064	6414	66	0	0	0	0	0	116	28	0	13691	24
25	0	0	0	0	0	0	0	0	0	0	0	0	13719	0	0	25
26	0	0	497	6536	5853	0	0	0	0	0	0	260	573	0	13146	26
27	0	0	0	0	0	0	0	0	0	0	0	0	13719	0	0	27
28	0	0	0	0	0	0	0	0	0	0	0	0	13719	0	0	28
29	0	0	0	0	0	0	0	0	0	0	0	0	13719	0	0	29
30	0	0	0	0	0	0	0	0	0	0	0	0	13719	0	0	30
31	0	0	0	0	0	0	0	0	0	0	0	0	13719	0	0	31
32	0	0	0	0	0	0	0	0	0	0	0	0	13719	0	0	32
33	0	0	0	0	0	0	0	0	0	0	0	0	13719	0	0	33
34	0	0	0	0	0	0	0	0	0	0	0	0	13719	0	0	34
35	0	0	0	5987	7672	0	0	0	0	0	0	0	60	0	13659	35
36	0	0	0	10608	1473	1037	201	207	0	0	0	0	193	0	13526	36
37	0	0	0	1422	1169	2555	1580	1622	2640	856	1145	650	80	0	13639	37
38	0	0	0	5020	4531	2988	582	0	0	0	0	0	598	0	13121	38
39	0	0	0	2909	5968	4062	0	0	0	0	0	0	780	0	12939	39
40	0	0	0	813	5891	0	0	0	0	0	0	0	7015	0	6704	40
41	0	0	0	1011	1804	2654	2850	1722	1384	483	413	0	1398	0	12321	41
42	0	0	0	2120	2012	2599	0	0	0	0	0	85	6903	0	6816	42
43	0	0	0	3009	2538	193	2104	267	66	584	1065	0	3893	0	9826	43
44	0	0	0	1493	2555	1400	2836	1569	0	0	0	183	3683	0	10036	44
45	0	0	0	3242	6417	0	0	0	0	0	0	0	4060	0	9659	45
46	0	0	0	400	2095	3217	2628	1646	0	0	0	0	3733	0	9986	46
47	0	0	0	1159	1030	163	7638	0	0	0	0	0	3729	0	9990	47
48	0	0	0	2026	1234	0	0	0	0	0	0	0	10459	0	3260	48
49	0	0	0	486	536	113	2115	0	0	0	0	0	10469	0	3250	49
50	0	0	0	1067	5709	0	0	0	0	0	0	0	6943	0	6776	50
51	0	0	0	1323	1929	0	0	0	0	0	0	0	10467	0	3252	51
52	0	0	0	8109	5161	0	0	0	0	0	0	0	449	0	13270	52
53	0	0	0	3856	6179	0	0	0	0	0	0	0	3684	0	10035	53
54	0	0	0	3962	1087	446	124	0	0	0	0	197	7903	0	5816	54
55	0	0	0	228	6164	0	0	0	0	0	0	0	7327	0	6392	55
56	0	0	0	469	9223	0	0	0	0	0	0	0	4027	0	9692	56
57	0	0	0	405	2002	0	0	0	0	0	0	0	11312	0	2407	57
58	0	0	0	40	83	744	0	0	0	0	0	0	12852	0	867	58
59	0	0	0	0	0	0	0	0	0	0	0	0	13719	0	0	59
60	0	0	0	499	305	208	902	6959	0	0	0	46	4800	0	8919	60
61	0	0	0	2275	854	0	0	0	0	0	0	171	10419	0	3300	61
62	0	0	0	355	313	1059	1256	1460	1515	545	0	487	6729	0	6990	62
63	0	0	0	642	516	769	1163	536	1841	1168	0	355	6729	0	6990	63
64	0	0	0	2131	1358	846	2578	0	0	0	0	77	6729	0	6990	64
65	0	0	0	1832	1566	1107	2245	0	0	0	0	66	6903	0	6816	65
66	0	0	0	3558	2940	0	0	0	0	0	0	318	6903	0	6816	66
67	0	0	0	1132	1527	332	366	0	0	0	0	72	10290	0	3429	67
68	0	0	0	1391	1247	264	460	0	0	0	0	67	10290	0	3429	68
69	0	0	0	675	2185	1462	2385	0	0	0	0	109	6903	0	6816	69
70	0	0	0	717	1749	645	159	0	0	0	0	23	10426	0	3293	70
71	0	0	0	683	1505	1050	0	0	0	0	0	0	10481	0	3238	71
72	0	0	0	131	1359	1284	612	0	0	0	0	43	10290	0	3429	72
73	0	0	0	1584	1332	219	57	0	0	0	0	0	10527	0	3192	73
74	0	0	0	385	298	427	2034	0	0	0	0	0	10575	0	3144	74
75	0	0	0	688	526	1514	433	0	0	0	0	139	10419	0	3300	75
76	0	0	0	0	0	0	0	0	0	0	0	0	13719	0	0	76
77	0	0	0	674	1139	842	459	0	0	0	0	106	10499	0	3220	77
78	0	0	0	1250	1816	0	0	0	0	0	0	154	10499	0	3220	78
79	0	0	0	887	661	579	663	0	0	0	0	139	10790	0	2929	79
80	0	0	0	830	907	803	693	0	0	0	0	67	10419	0	3300	80
81	0	0	0	1591	1663	0	0	0	0	0	0	39	10426	0	3293	81

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SINGLE COL FREQUENCIES FOR USMI2004-NATELEC /  NCARDS 13719
 COL     &       -       0       1       2       3       4       5       6       7       8       9     BLANK   OTHER NONBLNK COL
____  _____  _____  _____  _____  _____  _____  _____  _____  _____  _____  _____  _____  _____  _____  _____ ____
  82     0       0       0     1683    1552       0       0       0       0       0       0      58    10426      0    3293    82
  83     0       0       0     1392    1718       0       0       0       0       0       0     110    10499      0    3220    83
  84     0       0       0      880    1129    1126       0       0       0       0       0      85    10499      0    3220    84
  85     0       0       0     1582    1560       0       0       0       0       0       0     151    10426      0    3293    85
  86     0       0       0     2274     714     162      52       0       0       0       0      18    10499      0    3220    86
  87     0       0       0     1380    1835       0       0       0       0       0       0      78    10426      0    3293    87
  88     0       0       0     1719    1473       0       0       0       0       0       0     108    10419      0    3300    88
  89     0       0       0     1209    1185     819       0       0       0       0       0      80    10426      0    3293    89
  90     0       0       0     1566    1729       0       0       0       0       0       0     134    10290      0    3429    90
  91     0       0       0     6757    6290     216       0       0       0       0       0       0      456      0   13263    91
  92     0       0       0      585    1221    1257     119       0       0       0       0       0    10537      0    3182    92
  93     0       0       0        0       0       0       0       0       0       0       0       0    13719      0       0    93
  94     0       0       0        0       0       0       0       0       0       0       0       0    13719      0       0    94
  95     0       0       0     4698    5882    1219    1675       0       0       0       0       0      245      0   13474    95
  96     0       0       0     2591    4135    4262    2651       0       0       0       0       0       80      0   13639    96
  97     0       0       0     1422    1169    2555    3202    3496    1795       0       0       0       80      0   13639    97
  98     0       0       0    11844    1795       0       0       0       0       0       0       0       80      0   13639    98
  99     0       0       0     5020    4531    3570       0       0       0       0       0       0      598      0   13121    99
 100     0       0       0     5469    6852       0       0       0       0       0       0       0     1398      0   12321   100
 101     0       0       0    10041    2280       0       0       0       0       0       0       0     1398      0   12321   101
 102     0       0       0     5306    2538     267     650    1065       0       0       0       0     3893      0    9826   102
 103     0       0       0     4182    1973     247     393     845    2325       0       0       0     3754      0    9965   103
 104     0       0       0     1645    8631       0       0       0       0       0       0       0     3443      0   10276   104
 105     0       0       0     2346    7916       0       0       0       0       0       0       0     3457      0   10262   105
 106     0       0       0     4048    4236    1569       0       0       0       0       0     183     3683      0   10036   106
 107     0       0       0     1630    1572    1081    1457    4217       0       0       0      79     3683      0   10036   107
 108     0       0       0      826    9454       0       0       0       0       0       0       0     3439      0   10280   108
 109     0       0       0     5712    4274       0       0       0       0       0       0       0     3733      0    9986   109
 110     0       0       0     3489    3424       0       0       0       0       0       0      77     6729      0    6990   110
 111     0       0       0      804    8069       0       0       0       0       0       0      46     4800      0    8919   111
 112     0       0       0     1012    7861       0       0       0       0       0       0      46     4800      0    8919   112
 113     0       0       0     3398    3352       0       0       0       0       0       0      66     6903      0    6816   113
 114     0       0       0     2860    3847       0       0       0       0       0       0     109     6903      0    6816   114
 115     0       0       0     2466     804       0       0       0       0       0       0      23    10426      0    3293   115
 116     0       0       0     2916     276       0       0       0       0       0       0       0    10527      0    3192   116
 117     0       0       0     1548    1242       0       0       0       0       0       0     139    10790      0    2929   117
 118     0       0       0     1490    1896       0       0       0       0       0       0      43    10290      0    3429   118
 119     0       0       0     1511    1851       0       0       0       0       0       0      67    10290      0    3429   119
 120     0       0       0     1655    1707       0       0       0       0       0       0      67    10290      0    3429   120
 121     0       0       0     1859    1498       0       0       0       0       0       0      72    10290      0    3429   121
 122     0       0       0     1464    1893       0       0       0       0       0       0      72    10290      0    3429   122
 123     0       0       0      725    2419       0       0       0       0       0       0       0    10575      0    3144   123
 124     0       0       0      812    2332       0       0       0       0       0       0       0    10575      0    3144   124
 125     0       0       0     2040    1121       0       0       0       0       0       0     139    10419      0    3300   125
 126     0       0       0     2202     959       0       0       0       0       0       0     139    10419      0    3300   126
 127     0       0       0     2352    7638       0       0       0       0       0       0       0     3729      0    9990   127
 128     0       0       0     1322    8668       0       0       0       0       0       0       0     3729      0    9990   128
 129     0       0       0     4383    9327       0       0       0       0       0       0       0        9      0   13710   129
 130     0       0       0     2201    8212       0       0       0       0       0       0       0     3306      0   10413   130
 131     0       0       0     2917    7156       0       0       0       0       0       0       0     3646      0   10073   131
 132     0       0       0     1037    2389       0       0       0       0       0       0       0    10293      0    3426   132
 133     0       0       0     1135    2115       0       0       0       0       0       0       0    10469      0    3250   133
 134     0       0       0      599    2651       0       0       0       0       0       0       0    10469      0    3250   134
 135     0       0       0        0       0       0       0       0       0       0       0       0    13719      0       0   135
 136     0       0       0        0       0       0       0       0       0       0       0       0    13719      0       0   136
 137     0       0       0    10291    1491     688     200     207       0       0       0       0      842      0   12877   137
 138     0       0       0      480      23      21       8      26       6       0       0       0    13155      0     564   138
 139     0       0       0       52       9       6       1       0       4       0       0       0    13647      0      72   139
 140     0       0       0       35    4319       0       0       0       0       0       0       0     9365      0    4354   140
 141     0       0       0     2922    3686    4463    2648       0       0       0       0       0        0      0   13719   141
 142     0       0       0     1498    2814    6193    1160    2046       0       0       0       0        8      0   13711   142
 143     0       0       0     3504    5441    2774       0       0       0       0       0       0     2000      0   11719   143
 144     0       0       0     2669     463     221      34     144       0       0       0       0    10188      0    3531   144
 145     0       0     418     2282    1972    1865     862    1270    1053     866     892     239     2000      0   11719   145
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