

BUSH-CHENEY VS. KERRY-EDWARDS: HIERARCHICAL VOTE WITH 'LEANERS'

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E/F/G - H/I/J/K

* small base

		Likely Voters: Gender		Likely Voters: Age					Likely Voters: Age/Gender			
	Likely Voters	Male	Female	18-29	30-39	40-49	50-64	65+	Men 18-44	Men 45+	Women 18-44	Women 45+
		A	B	C	D	E	F	G	H	I	J	K
Base: Registered voters	944	453	491	76	124	205	318	216	141	311	161	326
Weighted	860	410	450	113*	136	190	248	167	162	247	186	261
Strong Bush-Cheney	332 38%	168 41%	164 37%	42 37%	51 38%	80 42%	96 39%	60 36%	66 41%	100 41%	68 36%	95 36%
Weak Bush-Cheney	60 7%	36 9%	23 5%	12 11%	8 6%	14 7%	17 7%	8 5%	18 11%	18 7%	8 4%	15 6%
TOTAL BUSH-CHENEY	392 46%	204 50%	188 42%	54 48%	59 43%	94 50%	113 45%	68 41%	85 52%	118 48%	75 41%	109 42%
Strong Kerry-Edwards	332 39%	140 34%	193 43%	37 33%	55 40%	66 35%	101 40%	74 44%	48 30%	91 37%	80 43%	113 43%
Weak Kerry-Edwards	99 11%	50 12%	49 11%	15 13%	19 14%	23 12%	22 9%	19 11%	22 14%	28 11%	23 13%	25 10%
TOTAL KERRY-EDWARDS	431 50%	189 46%	242 54%	52 46%	74 55%	89 47%	123 49%	93 55%	70 43%	119 48%	103 55%	138 53%
Nader-Camejo	14 2%	8 2%	6 1%	6 5%	0 -	2 1%	4 2%	1 1%	3 2%	4 2%	4 2%	2 1%
Undecided/other	23 3%	9 2%	14 3%	1 1%	3 2%	5 3%	9 3%	6 3%	3 2%	5 2%	3 2%	11 4%

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Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H/I - J/K/L - M/N/O

* small base

		Likely Voters: Race		Likely Voters: White Subgroups				Likely Voters: Education			Likely Voters: Education/Gender					
	Likely Voters	Whites	Non- whites	Whites 18-44	Whites 45+	White men	White wome n	HS or less	Some colleg e	Colleg e degree	Men/ non- colleg e	Men/ some colleg e	Men/ colleg e grads	Wo- men/ non- colleg e	Wo- men/ some colleg e	Wo- men/ colleg e grads
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
Base: Registered voters Weighted	944	828	109	258	568	394	434	187	304	450	74	145	234	113	159	216
	860	724	129*	282	440	344	381	191	281	384	80*	136	194	111*	146	190
Strong Bush-Cheney	332 38%	302 42% B	27 21%	124 44%	177 40%	153 45%	149 39%	70 37%	122 44%	138 36%	33 42%	62 46%	72 37%	37 34%	60 41%	66 35%
Weak Bush-Cheney	60 7%	51 7%	7 6%	21 7%	30 7%	30 9%	22 6%	15 8%	18 6%	26 7%	6 7%	10 7%	21 11%	9 8%	8 5%	6 3%
TOTAL BUSH-CHENEY	392 46%	353 49% B	35 27%	145 51%	208 47%	183 53% F	170 45%	85 44%	140 50%	164 43%	39 49%	72 53%	93 48%	46 42%	68 46%	72 38%
Strong Kerry-Edwards	332 39%	271 37%	60 46%	96 34%	174 40%	113 33%	158 42% E	82 43% H	94 33%	156 40%	31 39%	38 28%	71 37%	51 46%	56 39%	85 45%
Weak Kerry-Edwards	99 11%	71 10%	27 21% A	30 11%	40 9%	35 10%	36 9%	18 9%	39 14%	41 11%	9 11%	22 16%	19 9%	9 8%	17 12%	22 12%
TOTAL KERRY-EDWARDS	431 50%	342 47%	87 67% A	127 45%	214 49%	147 43%	195 51% E	100 52%	133 47%	197 51%	40 50%	59 44%	90 46%	60 54%	73 50%	107 57%
Nader-Camejo	14 2%	11 2%	3 2%	5 2%	6 1%	6 1%	6 1%	2 1%	4 1%	8 2%	0 -	2 2%	6 3%	2 2%	2 1%	2 1%
Undecided/other	23 3%	18 2%	5 4%	5 2%	13 3%	8 2%	10 3%	4 2%	4 2%	15 4%	1 1%	2 1%	6 3%	3 2%	3 2%	9 4%

BUSH-CHENEY VS. KERRY-EDWARDS: HIERARCHICAL VOTE WITH 'LEANERS'

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D - E/F/G/H/I - J/K/N - J/L/M/N

* small base

		Likely Voters: Region (4)				Likely Voters: Region (5)					Likely Voters: Metropolitan Status				
	Likely Voters	North-east	Mid-west	South	West	Great Lakes	Great Plains/ Mountain	Deep South	Oil Patch	Pacific	Urban	Total sub-urban	Sub-urban men	Sub-urban women	Rural
		A	B	C	D	E	F	G	H	I	J	K	L	M	N
Base: Registered voters	944	197	213	325	209	150	124	224	101	148	257	521	256	265	166
	860	179	196	296	189	139	115	198	98*	131	246	458	227	231	155
Strong Bush-Cheney	332 38%	53 30%	74 38%	140 47% ABD	64 34%	48 35%	45 39%	90 46% I	50 51% EI	45 34%	74 30%	186 40% J	98 43% J	88 38%	72 46% JJ
Weak Bush-Cheney	60 7%	14 8%	8 4%	24 8%	14 7%	6 5%	9 8%	15 8%	9 9%	6 5%	17 7%	32 7%	15 7%	16 7%	11 7%
TOTAL BUSH-CHENEY	392 46%	68 38%	82 42%	164 56% ABD	78 41%	54 39%	53 47%	105 53% EI	59 60% EI	52 39%	91 37%	217 47% J	113 50% J	104 45%	83 54% JJ
Strong Kerry-Edwards	332 39%	73 41% C	86 44% C	88 30%	86 45% C	58 42% GH	56 48% GH	60 30%	28 29%	58 44% GH	115 47% KLM	160 35%	74 32%	86 37%	57 37%
Weak Kerry-Edwards	99 11%	29 16% B	18 9%	33 11%	19 10%	17 12% F	4 4%	23 11% F	10 10%	16 12% F	35 14% NN	54 12%	28 12%	26 11%	11 7%
TOTAL KERRY-EDWARDS	431 50%	102 57% C	104 53% C	121 41%	104 55% C	75 54% GH	60 52%	83 42%	38 39%	74 56% GH	150 61% KNLM N	214 47%	101 45%	112 48%	68 43%
Nader-Camejo	14 2%	2 1%	7 3% C	1 1%	3 2%	6 4% G	2 1%	1 -	1 1%	3 2%	3 1%	10 2%	6 3%	4 2%	1 -
Undecided/other	23 3%	7 4%	3 2%	9 3%	3 2%	3 2%	0 -	9 5% FH	0 -	3 3%	2 1%	17 4% J	7 3%	11 5% J	4 3%

BUSH-CHENEY VS. KERRY-EDWARDS: HIERARCHICAL VOTE WITH 'LEANERS'

Proportions/Mean: Columns Tested (5% risk level) - A/B/C - D/E/F/G - H/I/J/K/L

* small base

		Likely Voters: Party Identification			Likely Voters: Party Identification/Gender				Likely Voters: Hierarchical Vote					Likely Voters: Swing			Likely Voter s: Other
	Likely Voter s	Repu b- licans	Demo - crats	Inde- pend- ents	Repu b- lican men	Repu b- lican wome n	Demo - cratic men	Demo - cratic wome n	Stron g Bush- Cheney	Weak Bush- Cheney	Unde- cided/ other	Weak Kerry- Ed- wards	Stron g Kerry- Ed- wards	Per- suad- ables	Mod./ lib. Repu b- licans	Mod./ conse r. Demo - crats	Early voters
		A	B	C	D	E	F	G	H	I	J	K	L				
Base: Registered voters Weighted	944	446	449	49	231	215	199	250	383	66	39	98	358	237	147	278	43
	860	394	417	49*	202	192	185	232	332	60*	37*	99*	332	227	133	262	39*
Strong Bush-Cheney	332 38%	310 78% BC	11 3%	11 22% B	154 76% FG	155 81% FG	7 4%	5 2%	332 100% IJKL	0 -	0 -	0 -	0 -	16 7%	84 63%	9 4%	16 41%
Weak Bush-Cheney	60 7%	50 13% B	7 2%	3 6%	32 16% FG	18 9% FG	3 2%	4 2%	0 -	60 100% HJKL	0 -	0 -	0 -	60 26%	31 23%	6 2%	0 -
TOTAL BUSH-CHENEY	392 46%	359 91% BC	18 4%	14 28% B	186 92% FG	173 90% FG	10 6%	8 4%	332 100% JKL	60 100% JKL	0 -	0 -	0 -	76 33%	115 87%	16 6%	16 41%
Strong Kerry-Edwards	332 39%	11 3%	308 74% AC	14 29% A	4 2%	7 4%	130 70% DE	178 77% DE	0 -	0 -	0 -	0 -	332 100% HIJK	19 8%	5 4%	178 68%	19 48%
Weak Kerry-Edwards	99 11%	15 4%	71 17% A	13 28% A	8 4%	7 4%	36 19% DE	35 15% DE	0 -	0 -	0 -	99 100% HIJL	0 -	99 44%	9 7%	52 20%	0 -
TOTAL KERRY-EDWARDS	431 50%	25 6%	378 91% AC	27 56% A	12 6%	14 7%	166 89% DE	213 92% DE	0 -	0 -	0 -	99 100% HIJ	332 100% HIJ	117 52%	14 11%	230 88%	19 48%
Nader-Camejo	14 2%	2 -	10 2% A	2 4% A	2 1%	1 -	6 3% E	3 1%	0 -	0 -	14 38% HIKL	0 -	0 -	11 5%	2 1%	5 2%	1 2%
Undecided/other	23 3%	7 2%	10 2%	5 11% AB	3 1%	4 2%	3 2%	7 3%	0 -	0 -	23 62% HIKL	0 -	0 -	23 10%	2 2%	10 4%	4 9%

BUSH-CHENEY VS. KERRY-EDWARDS: HIERARCHICAL VOTE WITH 'LEANERS'

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D - E/F/G/H - I/J - K/L

		Likely Voters: Household Income				Likely Voters: Marital Status/Gender					Likely Voters: Religion			Likely Voters: Congressional Control Preference	
	Likely Voters	Under \$25K	\$25K- <\$50K	\$50K- <\$75K	\$75K+	Married men	Men not married	Married women	Women not married	Married with children	Protestants	White evangelicals	Catholics	Republicans	Democrats
		A	B	C	D	E	F	G	H		I		J	K	L
Base: Registered voters Weighted	944	112	218	190	330	336	117	288	202	231	504	264	249	435	439
	860	160	221	152	244	288	122	239	210	219	456	240	224	379	414
Strong Bush-Cheney	332 38%	41 26%	77 35%	65 42% A	110 45% AB	138 48% FH	29 24%	111 46% FH	52 25%	101 46%	227 50% J	159 66%	75 34%	306 81% L	9 2%
Weak Bush-Cheney	60 7%	10 7%	12 5%	12 8%	19 8%	23 8%	13 11%	12 5%	11 5%	17 8%	32 7%	17 7%	16 7%	43 11% L	11 3%
TOTAL BUSH-CHENEY	392 46%	51 32%	89 40%	76 50% A	130 53% AB	162 56% FH	42 35%	123 52% FH	63 30%	118 54%	259 57% J	175 73%	91 41%	350 92% L	20 5%
Strong Kerry-Edwards	332 39%	77 48% CD	100 45% CD	52 34%	84 35%	80 28%	59 49% EG	88 37% E	105 50% EG	66 30%	139 30%	52 22%	93 41% I	8 2%	310 75% K
Weak Kerry-Edwards	99 11%	24 15%	28 13%	16 11%	21 8%	32 11%	17 14% G	16 7%	33 16% G	20 9%	43 9%	10 4%	27 12%	15 4%	66 16% K
TOTAL KERRY-EDWARDS	431 50%	101 63% CD	127 58% CD	68 44%	105 43%	112 39%	77 63% EG	104 43%	138 66% EG	85 39%	182 40%	62 26%	119 53% I	24 6%	376 91% K
Nader-Camejo	14 2%	2 1%	4 2%	5 3%	3 1%	6 2%	1 1%	5 2%	1 1%	8 4%	8 2%	1 -	4 2%	2 1%	8 2%
Undecided/other	23 3%	5 3%	1 -	4 2%	6 3%	8 3%	1 1%	7 3%	7 3%	7 3%	7 2%	2 1%	10 4% I	4 1%	9 2%

BUSH-CHENEY VS. KERRY-EDWARDS: HIERARCHICAL VOTE WITH 'LEANERS'

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F/G - H/I

		Likely Voters: Direction of Country		Likely Voters: Investor			Likely Voters: Investors/Income			Likely Voters: Home Status		Likely Voters: Other		
	Likely Voters	Right direction	Wrong track	Yes	No	Active (5+ times)	Investor \$25K- \$50K	Investor \$50K- \$100K	Investor \$100K+	Own	Rent	Gun owners	Weekly church- goers	Veteran s/ relatives
		A	B	C	D		E	F	G	H	I			
Base: Registered voters Weighted	944	432	496	656	288	118	126	243	190	771	159	343	489	278
	860	376	468	544	316	92	123	183	139	651	191	294	435	225
Strong Bush-Cheney	332 38%	299 80% B	30 6%	218 40%	114 36%	39 42%	40 33%	86 47% E	57 41%	279 43% I	44 23%	174 59%	214 49%	105 47%
Weak Bush-Cheney	60 7%	39 10% B	13 3%	37 7%	23 7%	7 7%	9 7%	11 6%	10 7%	47 7%	11 6%	18 6%	27 6%	12 5%
TOTAL BUSH-CHENEY	392 46%	338 90% B	44 9%	256 47%	136 43%	46 50%	49 40%	96 53% E	67 49%	326 50% I	55 29%	192 65%	241 55%	117 52%
Strong Kerry-Edwards	332 39%	15 4%	315 68% A	204 37%	128 41%	31 33%	50 41%	63 34%	54 39%	232 35%	96 50% H	68 23%	127 29%	78 35%
Weak Kerry-Edwards	99 11%	12 3%	85 18% A	59 11%	39 12%	12 13%	20 16% F	14 8%	13 9%	64 10%	33 18% H	25 9%	44 10%	21 9%
TOTAL KERRY-EDWARDS	431 50%	27 7%	401 86% A	264 48%	168 53%	42 46%	70 57% F	77 42%	67 48%	296 46%	129 68% H	93 32%	172 39%	99 44%
Nader-Camejo	14 2%	2 1%	12 3% A	9 2%	5 2%	1 1%	4 3%	5 2%	1 1%	11 2%	3 1%	3 1%	7 2%	4 2%
Undecided/other	23 3%	9 2%	11 2%	16 3%	7 2%	3 4%	0 -	5 3%	4 3%	17 3%	5 2%	6 2%	16 4%	5 2%

BUSH-CHENEY VS. KERRY-EDWARDS: HIERARCHICAL VOTE WITH 'LEANERS'

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D - E/F/G/H - I/J - K/L/M

* small base

+ Bush states (19): Bush won easily over Gore. Battleground states (20): AZ, AR, CO, DE, FL, IA, LA, ME, MI, MN, MO, NV, NJ, NM, OH, OR, PA, WA, WV, WI.

Gore states (10 plus DC): Gore won easily over Bush.

		Likely Voters: Generations				Likely Voters: County Vote						Likely Voters: Target States +			Broader Electorates	
	Likely Voters	Pre-boomers (1901-1945)	Baby boomers (1946-1964)	Generation X's (1965-1974)	Generation Next (1975-1985)	Strong Bush	Weak Bush	Weak Gore	Strong Gore	Bush counties	Gore counties	Bush states	Battle-ground states	Gore states	Broad er LV 1	Regis-tered voters
		A	B	C	D	E	F	G	H	I	J	K	L	M		
Base: Registered voters Weighted	944	325	412	123	73	361	163	130	289	524	419	278	401	265	1196	1273
	860	245	359	136	110*	327	146	116	269	474	385	248	378	234	1105	1197
Strong Bush-Cheney	332 38%	90 37%	144 40%	50 36%	41 37%	156 48% H	58 40% H	50 43% H	68 25%	215 45% J	117 30%	125 51% LM	139 37%	68 29%	426 38%	443 37%
Weak Bush-Cheney	60 7%	12 5%	27 7%	8 6%	12 11%	27 8%	12 8%	7 6%	14 5%	39 8%	21 5%	22 9% L	16 4%	22 9% L	95 9%	122 10%
TOTAL BUSH-CHENEY	392 46%	102 42%	171 48%	58 42%	53 48%	183 56% H	71 48% H	57 49% H	81 30%	254 54% J	138 36%	147 59% LM	155 41%	90 38%	521 47%	564 47%
Strong Kerry-Edwards	332 39%	106 43%	134 38%	55 41%	36 33%	102 31%	54 37%	45 39%	130 48% EF	156 33%	175 46% I	73 29%	161 43% K	99 42% K	387 35%	400 34%
Weak Kerry-Edwards	99 11%	28 11%	36 10%	19 14%	15 14%	28 9%	14 10%	10 9%	46 17% EFG	43 9%	56 15% I	22 9%	43 11%	34 15%	137 12%	158 13%
TOTAL KERRY-EDWARDS	431 50%	134 55%	170 47%	75 55%	51 46%	131 40%	68 47%	55 48%	176 65% EFG	199 42%	231 60% I	95 38%	203 54% K	133 57% K	524 47%	558 47%
Nader-Camejo	14 2%	3 1%	5 1%	1 1%	4 4%	6 2%	4 3%	2 1%	2 1%	10 2%	4 1%	2 1%	7 2%	5 2%	19 2%	25 2%
Undecided/other	23 3%	6 3%	13 4%	3 2%	1 1%	8 2%	3 2%	2 2%	10 4%	11 3%	12 3%	4 1%	13 3%	6 3%	42 4%	50 4%