

Name: _____

POL 231: Assignment 6
Exit polls – Presidential Election
Due: April 4

The media exit polls from the 2004 elections are still posted on CNN's webpages. Go to <http://www.cnn.com/ELECTION/2004/pages/results/states/US/P/00/epolls.0.html>. Use the results in under Bush 2004 column to see how different groups of Americans supported his reelection. To do this you will subtract the percent of one group that voted for Bush from the percent of another group that voted for Bush. A difference of less than 5 percentage points is insignificant. One of 6 to 15 percentage points is small, one from 16 to 25 percentage points would be moderate, while a difference over 25 percentage points would be large. The first example is done for you.

- 1) Was there a gender gap in the 2004 Presidential contest?
 - a) Percent of men who voted for the Bush 55% _____
 - b) Percent of women who voted for Bush 48% _____
 - c) Difference (% men - % women) 7% _____
 - d) Is this an insignificant/small/medium/large difference? _small_____

- 2) Was there a difference in voting across racial groups?
 - a) Which racial group was most likely to vote for Bush _____
 - b) Percent of this group voting for Bush _____
 - c) Which racial group was least likely to vote for Bush _____
 - d) Percent of this group voting for the Bush _____
 - e) Difference _____
 - f) Is this an insignificant/small/medium/large difference? _____

- 3) Was there a difference across age groups?
 - a) Which age group was most likely to vote for Bush _____
 - b) Percent of this group voting for Bush _____
 - c) Which age group was least likely to vote for Bush _____
 - d) Percent of this group voting for Bush _____
 - e) Difference _____
 - f) Is this an insignificant/small/medium/large difference? _____

- 4) Was there a difference across income groups? (use the question with 7 or 8 categories ranging from under \$15,000 to \$200,000 or more)
 - a) Which income group was most likely to vote for Bush _____
 - b) Percent of this group voting for Bush _____
 - c) Which income group was least likely to vote for Bush _____
 - d) Percent of this group voting for Bush _____
 - e) Difference _____
 - f) Is this an insignificant/small/medium/large difference? _____

- 5) Was there a difference across religious groups (use question with categories of Protestant, Catholic, Jewish, other, none)?
- a) Which religious group was most likely to vote for Bush _____
 - b) Percent of this group voting for Bush _____
 - c) Which religious group was least likely to vote for Bush _____
 - d) Percent of this group voting for Bush _____
 - e) Difference _____
 - f) Is this an insignificant/small/medium/large difference? _____
- 6) What was the influence of party identification?
- a) What percent of Republican voters voted for Bush? _____
 - b) What percent of Democratic voters voted for Bush? _____
 - c) Difference _____
 - d) Is this an insignificant/small/medium/large difference? _____
- 7) What was the influence of ideology?
- a) What percent of conservative voters voted for Bush? _____
 - b) What percent of liberal voters voted for Bush? _____
 - c) Difference _____
 - d) Is this an insignificant/small/medium/large difference? _____
- 8) How did evaluations of the Iraq war affect the vote? Look for the question on “How Things are Going for US in Iraq.”
- a) What percent of those who felt things were going very well voted for Bush? _____
 - b) What percent of those who felt things were going very badly voted for Bush? _____
 - c) Difference _____
 - d) Is this an insignificant/small/medium/large difference? _____
- 9) How did evaluations of one’s financial situation affect the vote? Look for the question on “Family Financial Situation.”
- a) What percent of those who said their family situation was better voted for Bush? _____
 - b) What percent of those who said their family situation was worse voted for Bush? _____
 - c) Difference _____
 - d) Is this an insignificant/small/medium/large difference? _____
- 10) Which of the factors had the greatest effects on voters’ choices in the presidential election? Which factors had little or no influence?