

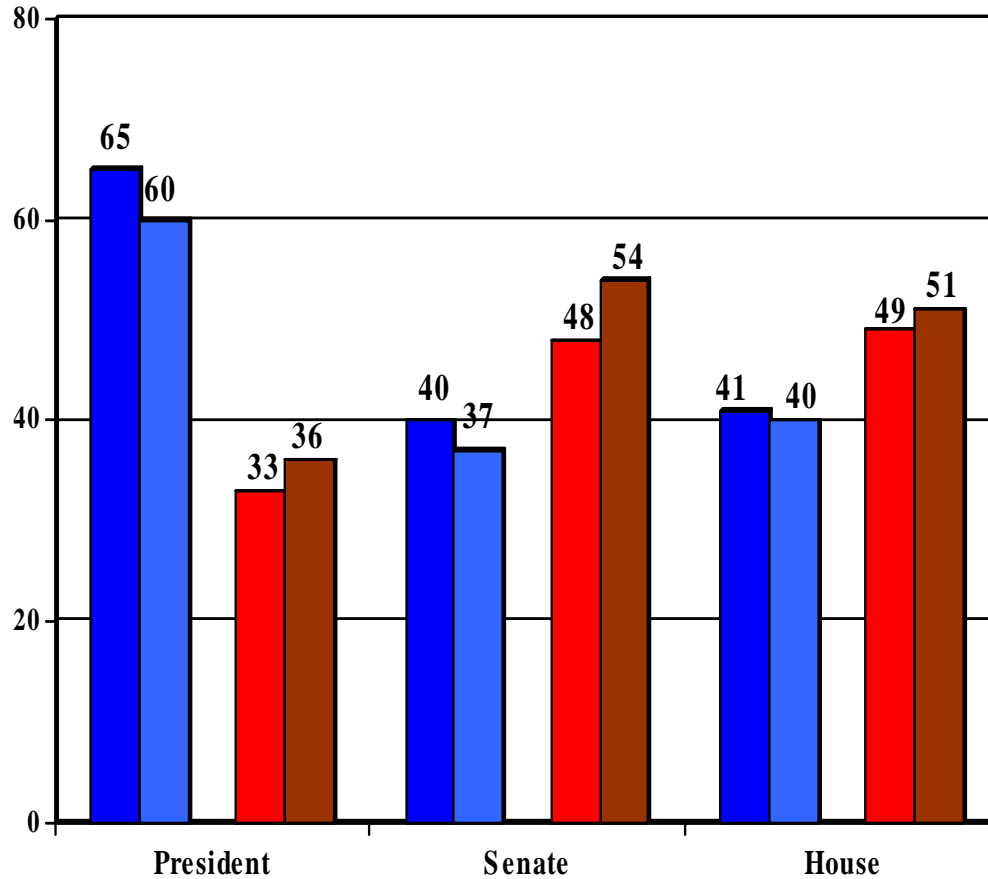
Election 2004 Exit Poll

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- More than 1050 Interviews in 11 Iowa City, 3 Coralville, North Liberty, and Penn Twp precincts. About a 50% success rate in getting interviews.
- Took about 8 minutes to do the poll.
- Interviewers were students in my Political Campaigning classes.
- Polled from 7:30 AM until 7:00 PM.
- Poll does NOT include early voters! (About 45% of all voters!)

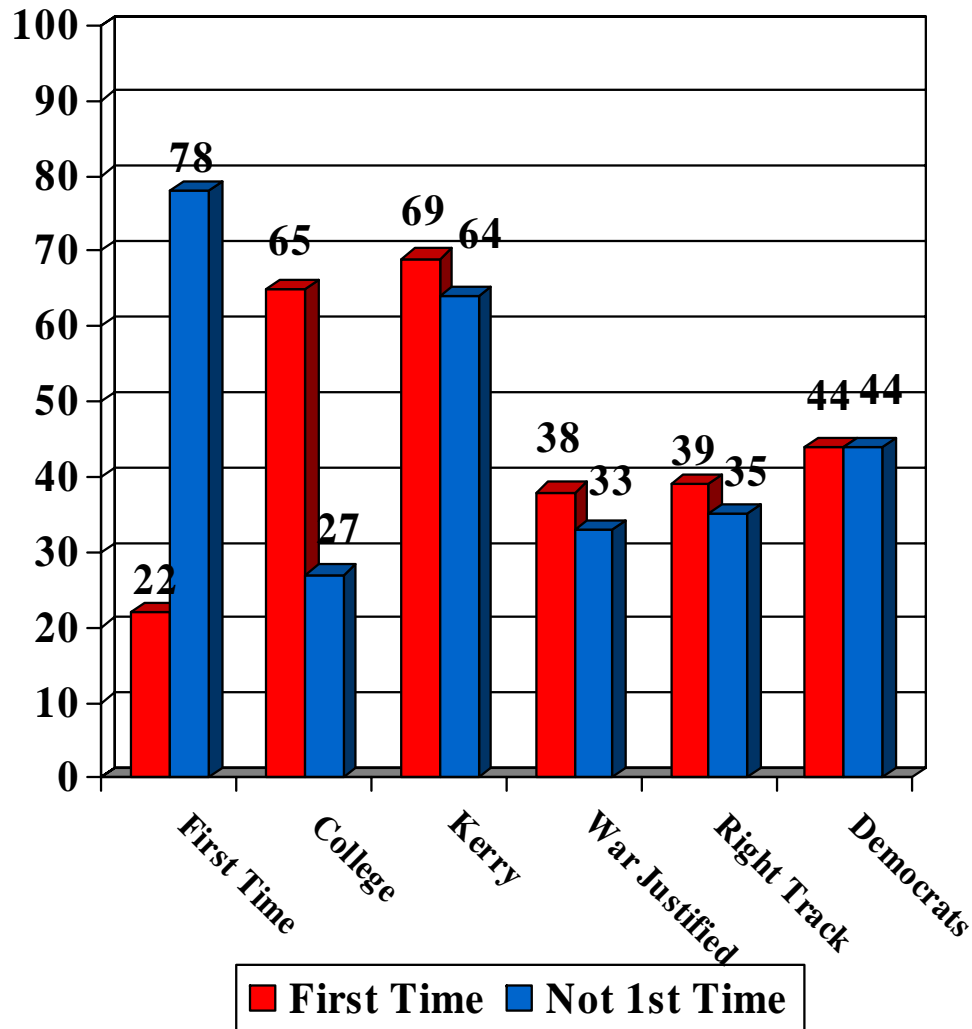
Exit Poll compared to Actual Vote



- Poll tracked reasonably well with actual vote on election day in the areas we polled.
- However, we are not as close as we were in 2000 and 2002 to the actual numbers.

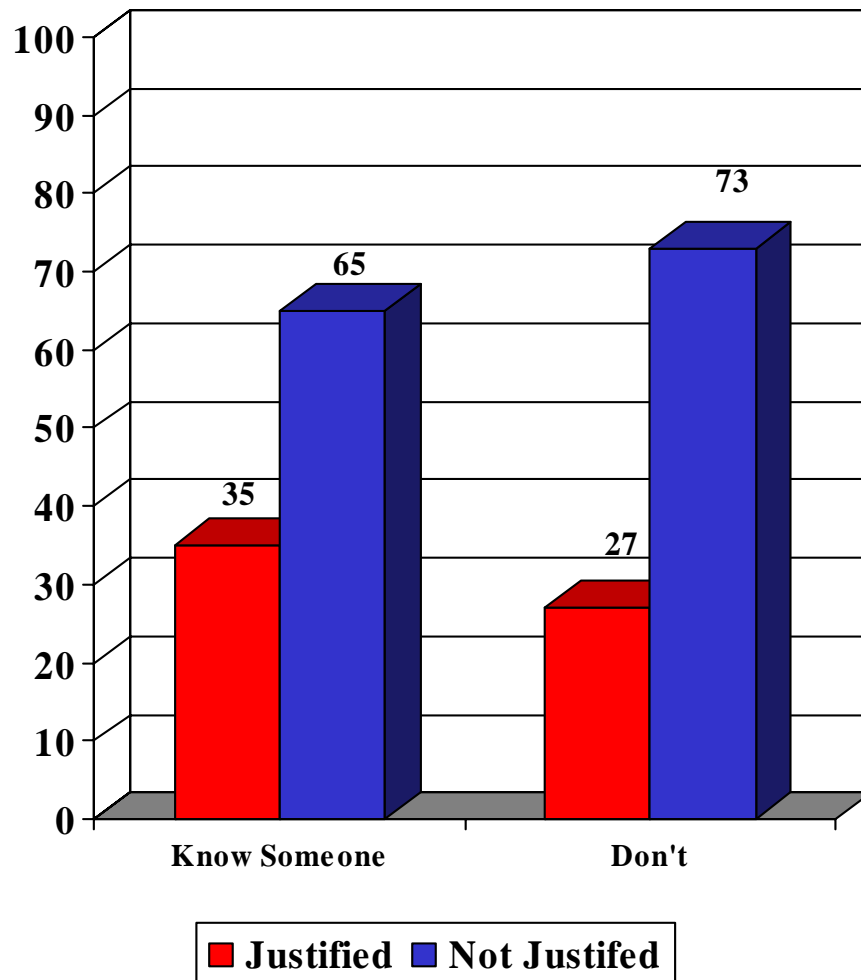


First Time Voters



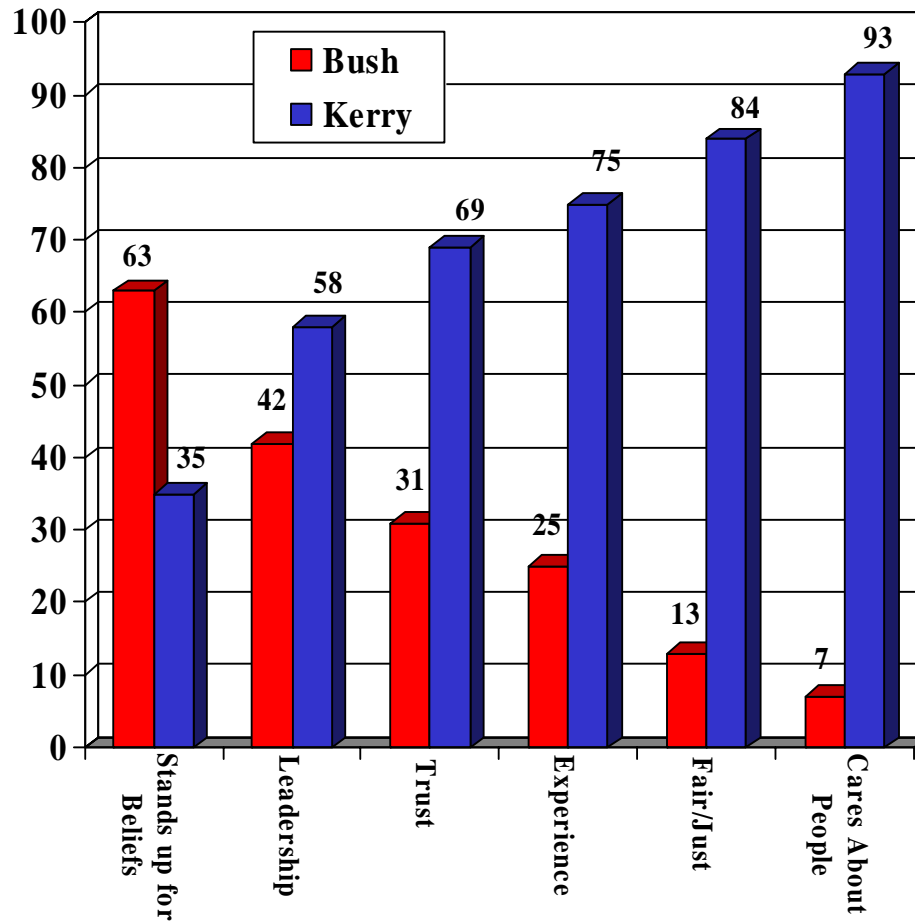
- 22% of all voters were first time.
- 65% percent of first time voters were college students, 27% of repeat voters were.
- Local First Time Voters look pretty much like everyone else in their voting and opinions!

Iraq War



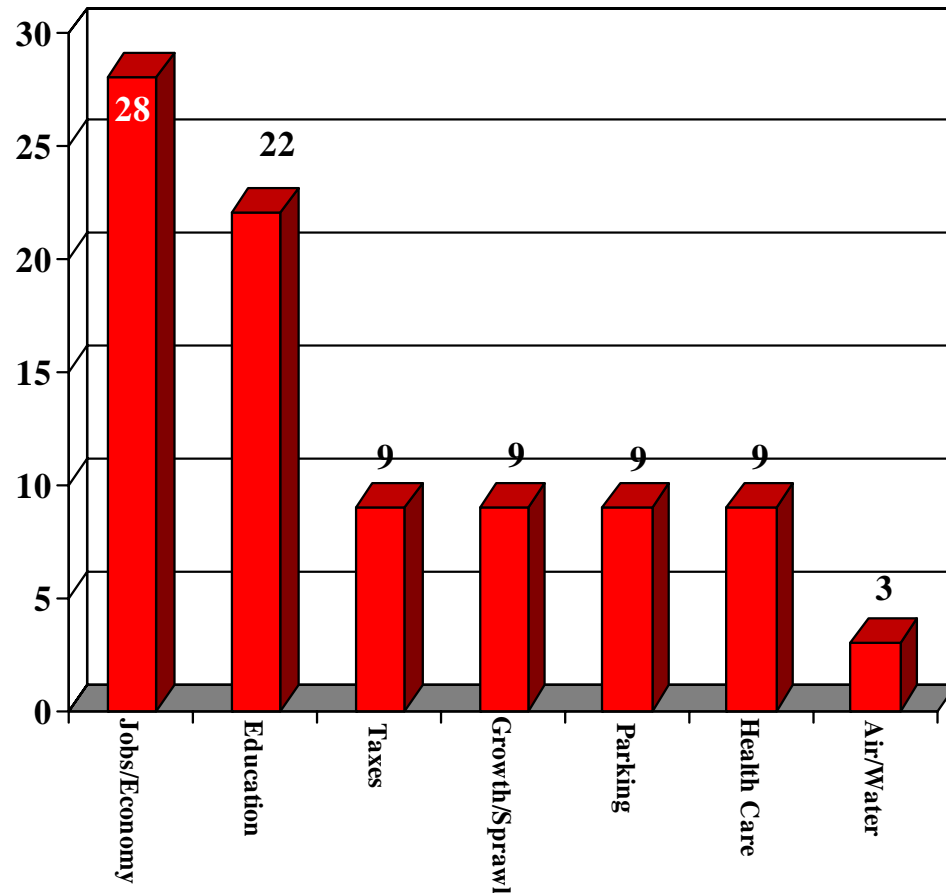
- Voters strongly oppose the war in Iraq as unjustified (67%)
- But 86% of those who voted for Bush thought the war was justified; only 9% of Kerry voters thought so.
- Knowing someone who has served in Iraq doesn't make a large difference.

Presidential Vote by Candidate Qualities



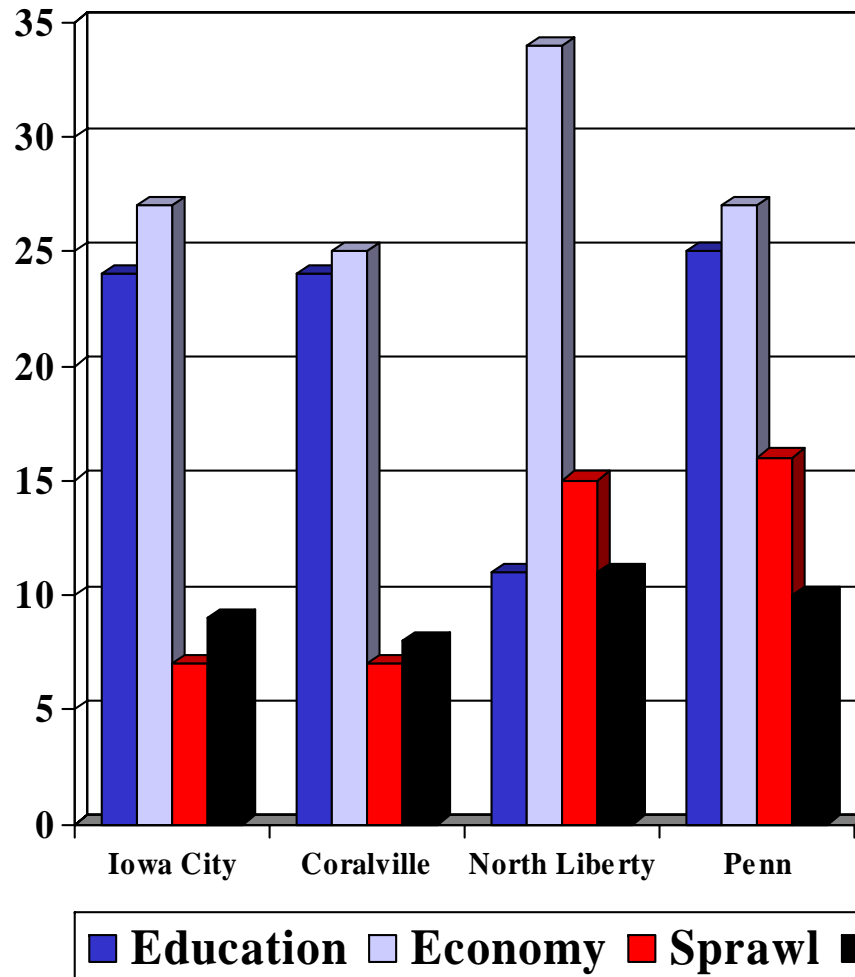
- Bush won those who thought standing up for beliefs is the most important quality.
- Kerry won all others, including “experience”
- Across the board,
23% chose “Beliefs”
20% chose “Trust”
17% chose “Leadership”
15% chose “Fair & Just”
14% chose “Cares about people”
3% chose “Experience”
as their most important qualify.

Most Important Local Problem



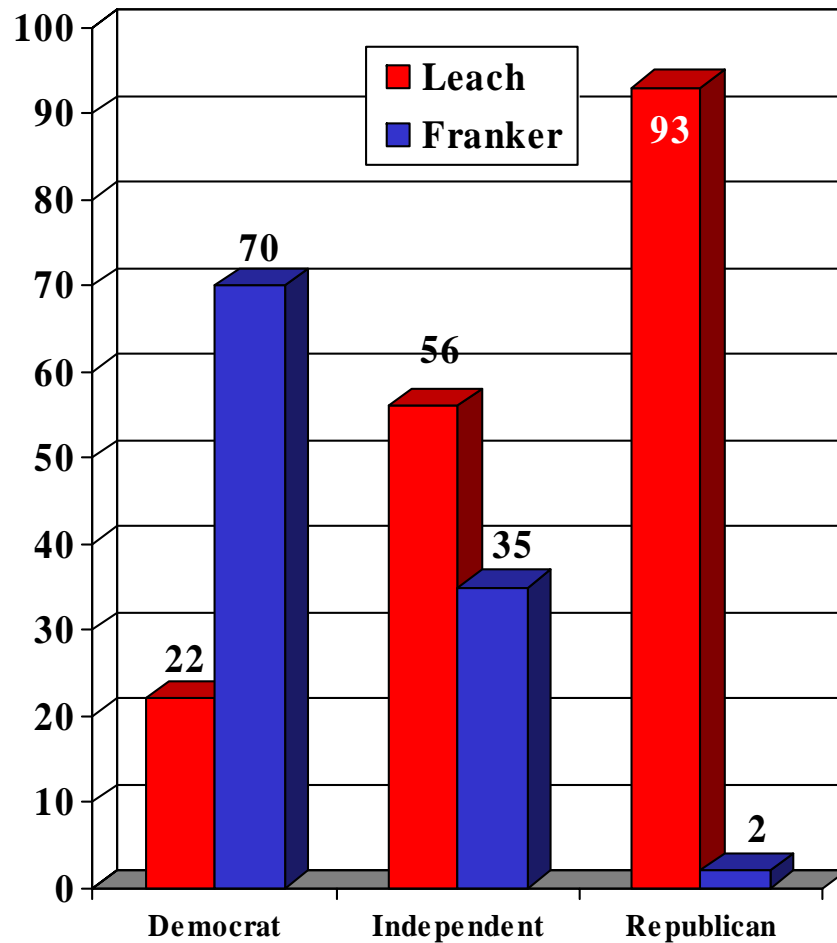
- Voters see the economy as the most important problem (28%).
- Education is second on their list (22%).
- *These numbers are almost exactly the same as in 2002!*

Most Important Problem by Location



- There is not all that much difference in what different areas think is most important.
- The economy is much more likely to be picked in North Liberty, and education less likely.
- Voters living in North Liberty and Penn are twice as likely to cite sprawl as important compared to IC and Coralville.

House Vote by Party

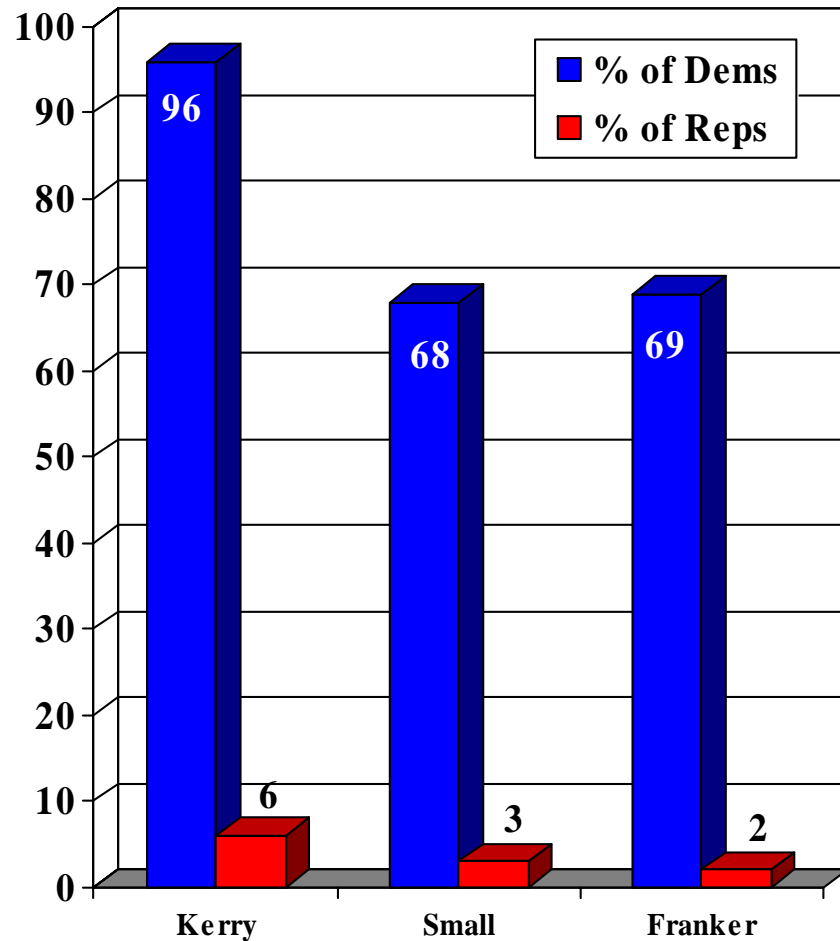


Keys to Leach Victory Here

- Leach captured 22% of Democratic Vote, While Franker won only 2% of Republicans.
- Leach won the Independent Vote by a wide margin (56-35).

These results mirror the 2002 race in this area.

Democrat Vote by Office



A Key to Leach Victory Here

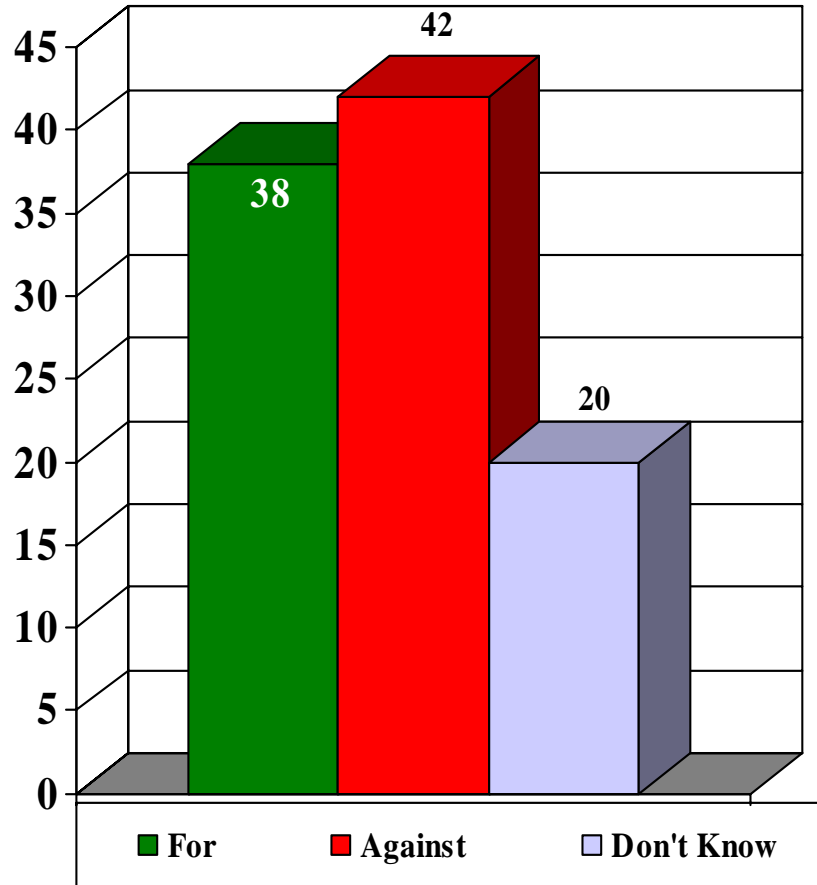
- Kerry captured almost all the votes from Democrats as well as 6% of the votes from Republicans.
- Franker (and Small) could not match this performance.

Local Issues

In addition to the candidates on the ballot we asked about three current local issues:

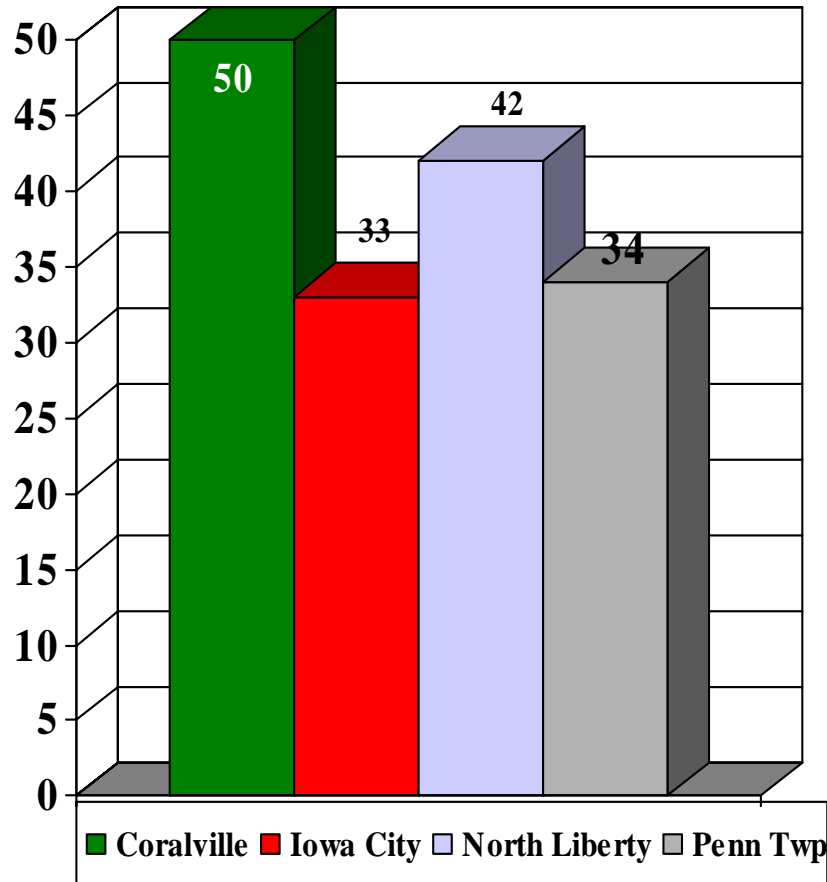
- ✓ Support for the Rainforest in Coralville
- ✓ The upcoming Public Power issue in Iowa City
- ✓ The Bars/Drinking Issue in Iowa City

Rainforest Support



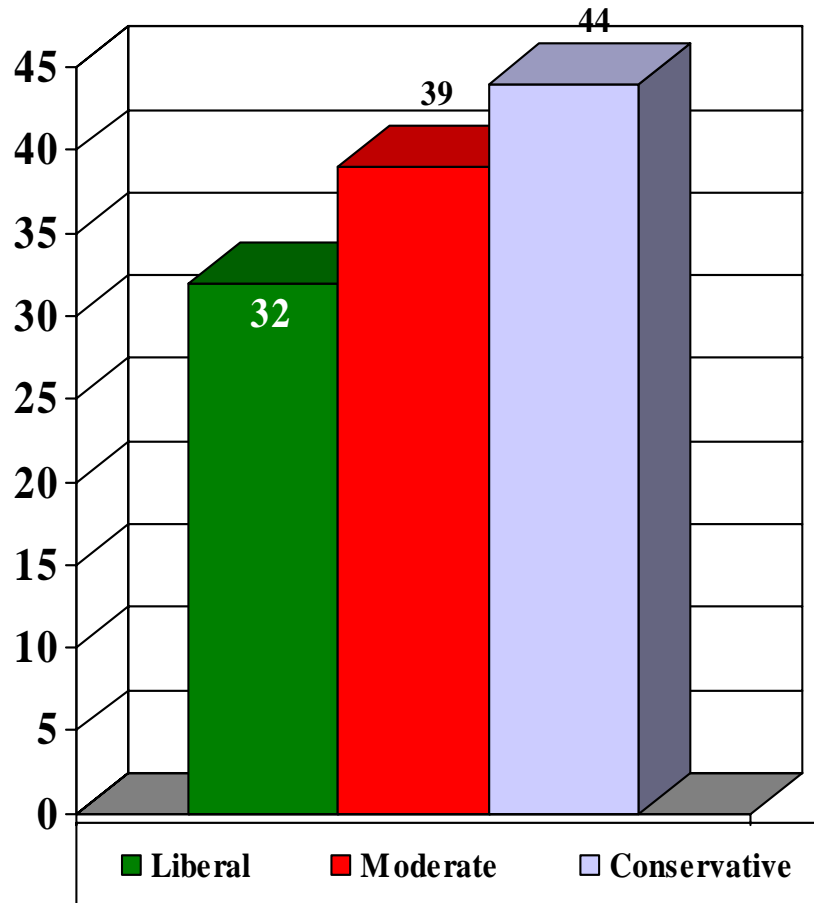
- Across all areas, the Rainforest is opposed by 42% but supported by only 38%. Interestingly 20% did not have an opinion on this!

Rainforest Support by area



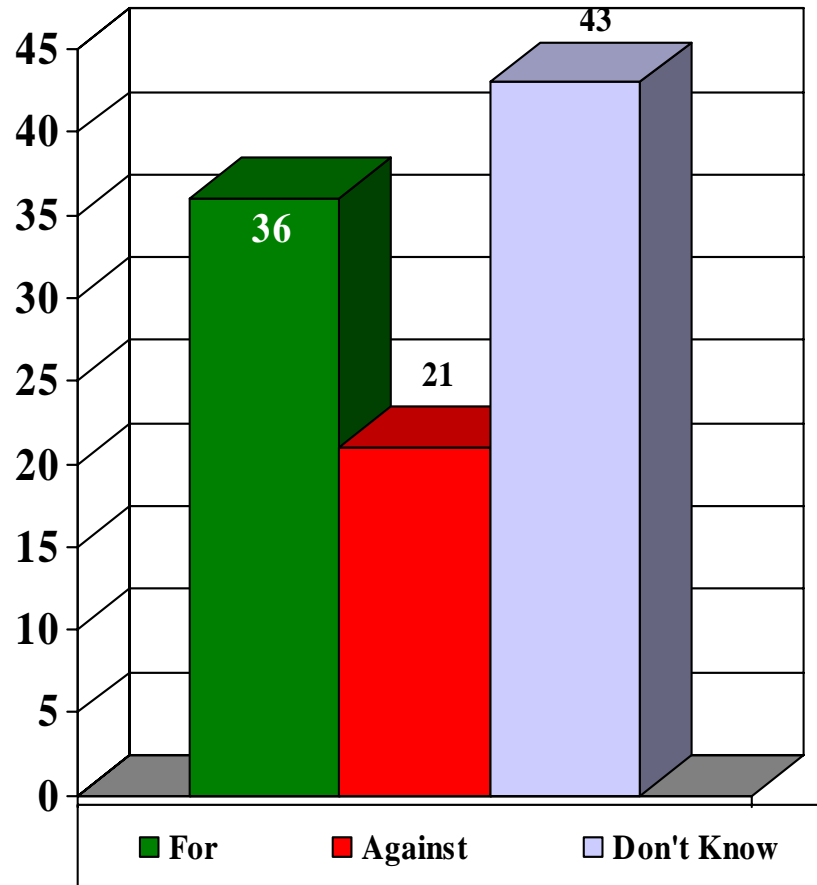
- Coralville residents are more supportive, with 50% for the rainforest, and 33% opposed.
- Other areas are less supportive.
- But even in Coralville, 18% don't know where they stand on this.

Rainforest Support by Ideology



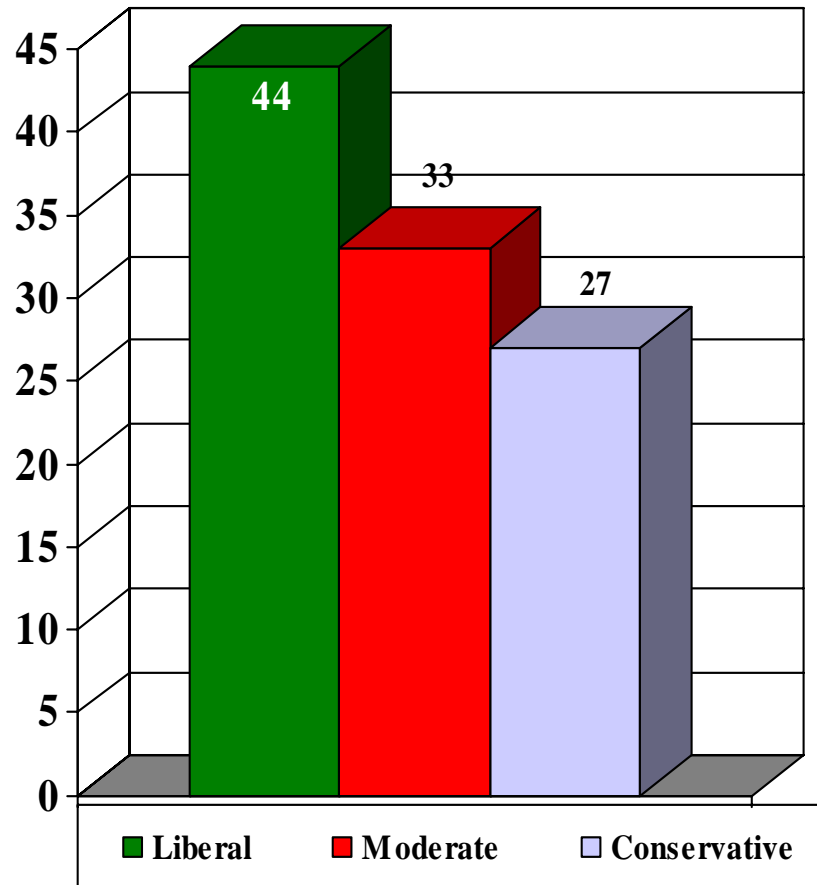
- There are clear ideological differences in support, with liberals less likely than conservatives to support the rainforest.

Support for “Public Power” in Iowa City



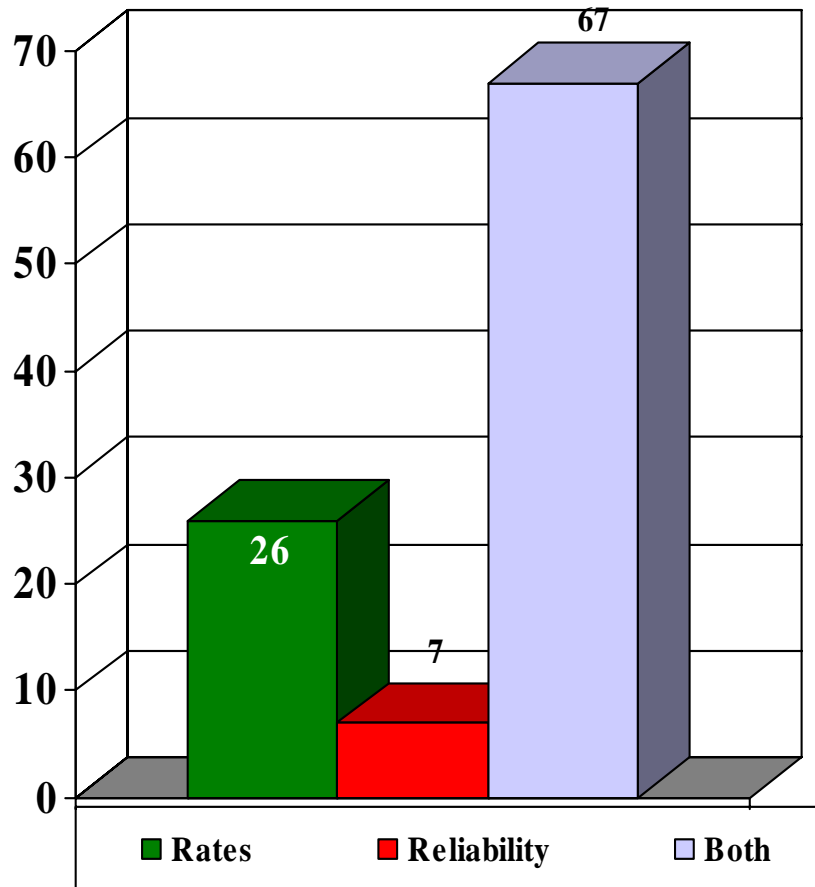
- Before the campaign for public power has begun, a large percentage of Iowa City doesn't know where they stand. But there is more support than opposition for those who do have an opinion.

Support for “Public Power” by Ideology



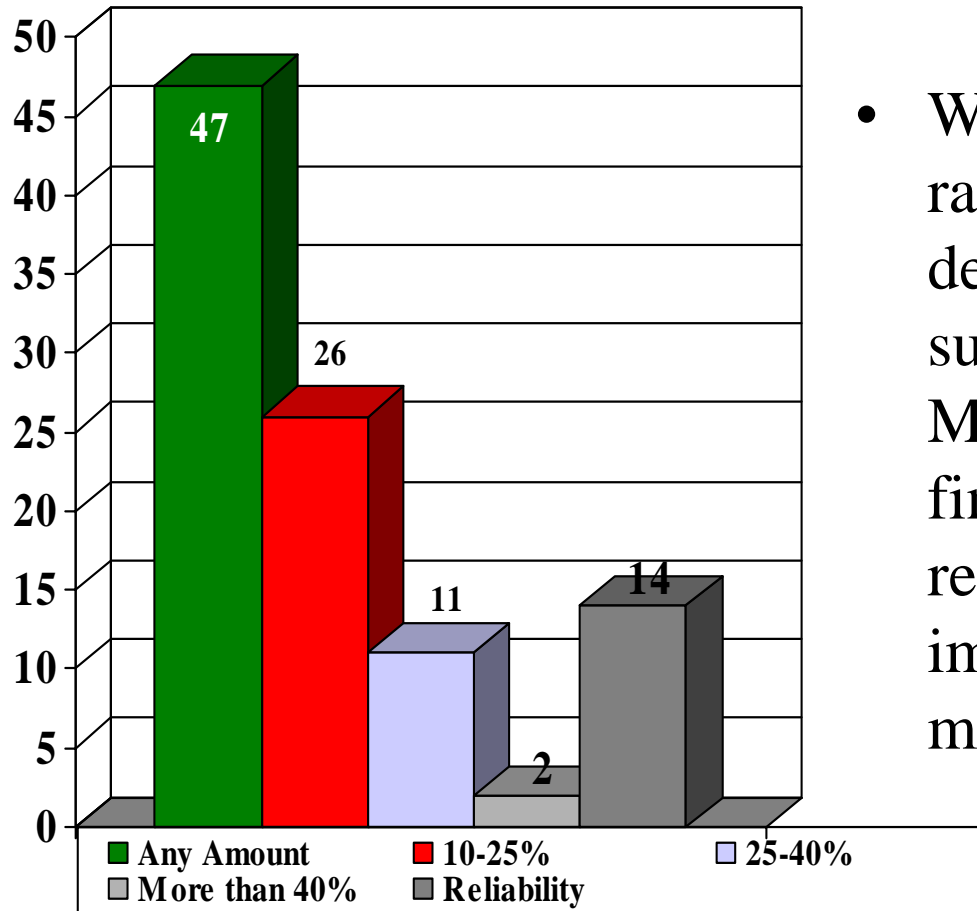
- Liberals are far more likely to support Public Power, while about 43% of ALL ideological groups are undecided.

More Important Public Power Concern



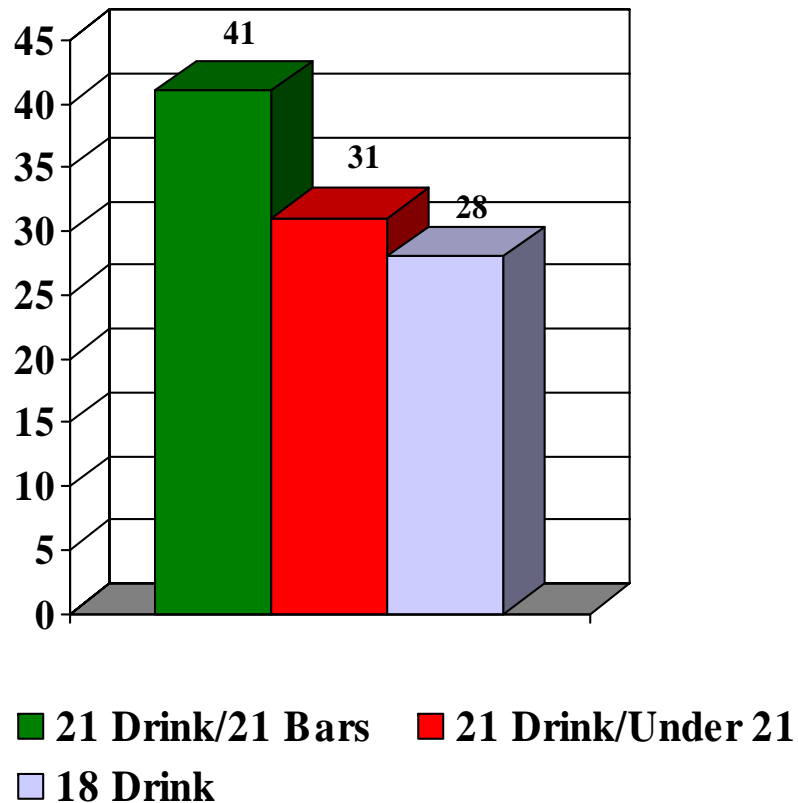
- One-quarter of voters think rates are the more important determinant of their vote on Public Power, but 67% say rates and reliability are equally important.

How much would rates need to decrease?



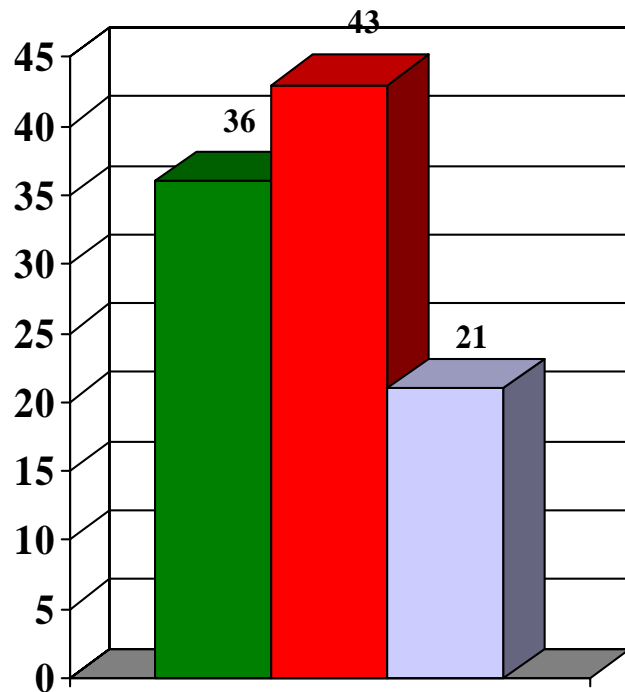
- We asked how much rates would have to decrease for the voter to support public power. Most say any decrease is fine, but for 14% reliability is more important and rates don't matter.

Drinking, Bars, and Students



- There is support for maintaining both 21 drinking age and a “no one under 21 in bars”
- But the combined support for either allowing underage people into bars OR lowering the drinking age is greater.

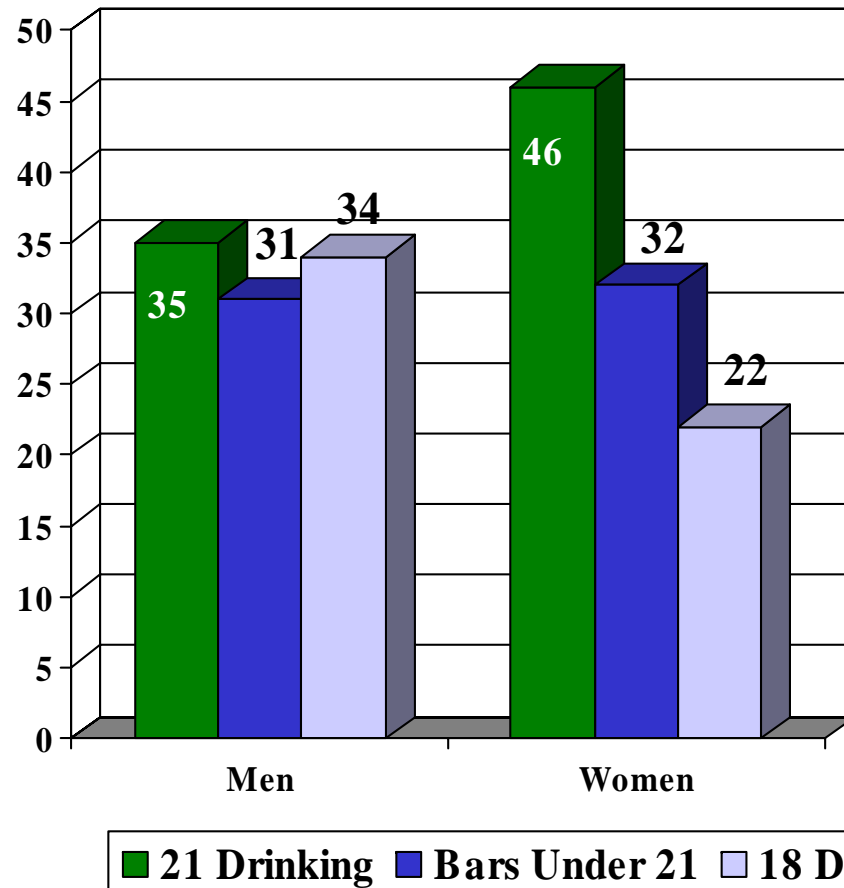
Drinking Law Enforcement



■ Right Amount ■ Too Much ■ Too Little

- A small plurality of voters think Iowa City puts too much emphasis on enforcing drinking laws.
- But 1 in 5 think there is not enough focus on enforcing these laws.

Bars and Drinking Age by Sex



- Women support the 21 drinking age and limited bar access.
- Men are equally split, but 2/3 want under 21 access to bars, compared to 54% of women.
- Only 19% of non-college women support a drinking age of 18, compared to 30% of non-college men.
- Twice as many college women (26%) support 21 age/21 access as college men (13%).

For More Information

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