

Profiling the Red, Purple, and Blue Groups

| | | Red | Purple | Blue |
|---|--|--------|--------|--------|
| | | n=1369 | n=891 | n=1418 |
| Political Beliefs | | | | |
| Strongly or Somewhat Agree with: | | | | |
| 1 | Liberties are more important than security. | 38.6 | 48.3 | 93.8 |
| | Security is more important than liberties. | 61.4 | 51.7 | 6.2 |
| 2 | Government generally solves problems. | 10.5 | 28.8 | 69.7 |
| | Government generally creates more problems than it solves. | 89.5 | 71.2 | 30.3 |
| 3 | Freedom is more important than equality. | 91.1 | 70.6 | 52.0 |
| | Equality is more important than freedom. | 8.9 | 29.4 | 48.0 |
| 4 | It is our duty to help the less fortunate. | 56.0 | 77.1 | 98.2 |
| | It is not our duty to help the less fortunate. | 44.0 | 22.9 | 1.8 |
| 5 | Corporations generally act with society's best interest in mind. | 37.9 | 18.5 | 4.0 |
| | Corporations generally act without society's best interest in mind. | 62.1 | 81.5 | 96.0 |
| 6 | Religion should play more of a role in public life. | 81.6 | 46.7 | 10.3 |
| | Religion should be left out of public life. | 18.4 | 53.3 | 89.7 |
| 7 | The Constitution was written to be left open to interpretation. | 11.8 | 52.4 | 81.7 |
| | The Constitution was meant to read just as it is written. | 88.2 | 47.6 | 18.3 |
| 8 | It is important for the government to regulate business to protect workers and consumers. | 16.1 | 60.6 | 95.3 |
| | Government regulation creates an undue burden on business and harms the economy. | 83.9 | 39.4 | 4.7 |
| 9 | The government should provide the tools necessary for everyone to have an opportunity to achieve the American Dream. | 8.3 | 46.1 | 79.5 |
| | The American Dream is only for those who help themselves. | 91.7 | 53.9 | 20.5 |
| 10 | Abortion is a private decision between a woman and her doctor. | 25.7 | 73.3 | 96.8 |
| | Abortion is murder. | 74.3 | 26.7 | 3.2 |
| 11 | Foreigners immigrate to America for the chance to work for a better life. | 53.5 | 73.4 | 96.3 |
| | Foreigners immigrate to America to get a better life by living off government handouts. | 46.5 | 26.6 | 3.7 |
| 12 | It is an important role of government to regulate morality. | 35.2 | 29.7 | 4.9 |
| | Government is too involved in regulating morality. | 64.8 | 70.3 | 95.1 |
| 13 | The only way to get better education in America is to invest in public education. | 17.7 | 68.6 | 94.8 |
| | Public education has failed our children, parents should be given vouchers and be allowed to send their children to any school they choose. | 82.3 | 31.4 | 5.2 |
| 14 | All Americans would benefit from drastically reduced taxes. | 87.2 | 56.6 | 16.6 |
| | Large tax cuts would threaten vital government services. | 12.8 | 43.4 | 83.4 |
| 15 | Our efforts in the War on Terror should focus on fixing the anti-American sentiment in the world. | 16.4 | 76.2 | 97.0 |
| | The only way to win the War on Terrorism is through force. | 83.6 | 23.8 | 3.0 |
| 16 | Marriage should only be between one man and one woman. | 94.7 | 68.0 | 14.2 |
| | Marriage should adapt to a changing society. | 5.3 | 32.0 | 85.8 |
| 17 | A global economy is inevitable and America should embrace it through free trade. | 66.1 | 52.8 | 50.3 |
| | * America should avoid free trade because it sends American jobs overseas and hurts American workers. | 33.9 | 47.2 | 49.7 |
| 18 | The government should keep social security the way it is to ensure seniors can maintain a good standard of living. | 4.0 | 47.4 | 87.4 |
| | The government should privatize social security, because even if there is a risk of less, it will give people more control and the opportunity to save even more for retirement. | 96.0 | 52.6 | 12.6 |
| 19 | Affirmative Action is an important policy for leveling the playing field. | 1.6 | 29.1 | 76.2 |
| | Affirmative Action unfairly rewards some groups at the expense of others. | 98.4 | 70.9 | 23.8 |
| 20 | Elected officials are generally looking out for the interests of the citizens. | 12.6 | 15.5 | 20.2 |
| | * Elected officials are generally looking out for the special interests that donate to their campaigns. | 87.4 | 84.5 | 79.8 |
| 21 | America should actively promote its values of Freedom and Democracy around the world. | 68.7 | 37.6 | 26.6 |
| | * It is not America's job to be the moral judge of other countries. | 31.3 | 62.4 | 73.4 |
| 22 | The Constitution gives us the absolute right to bear arms. | 92.8 | 49.3 | 15.2 |
| | The Times have changed and it is necessary to regulate gun ownership. | 7.2 | 50.7 | 84.8 |
| 23 | The government needs to spend more resources to protect the environment. | 12.1 | 77.2 | 98.6 |
| | The government has taken protecting the environment too far and is hurting businesses with too much regulation. | 87.9 | 22.8 | 1.4 |
| 24 | Only evolution should be taught in the schools. | 9.1 | 31.0 | 78.3 |
| | It is important to teach evolution side by side with other theories on the origin of man. | 90.9 | 69.0 | 21.7 |

Profiling the Red, Purple, and Blue Groups

Red **Purple** **Blue**
 n=1369 n=891 n=1418

Demographics

How likely are you to vote in national elections?

| | | | |
|-----------------|------|------|------|
| Very likely | 99.3 | 96.0 | 98.9 |
| Somewhat likely | 0.6 | 3.8 | 1.1 |
| Not likely | 0.0 | 0.1 | 0.0 |
| Not Sure | 0.1 | 0.1 | 0.0 |

Age Group

| | | | |
|-------|------|------|------|
| 18-29 | 13.8 | 14.2 | 28.3 |
| 30-49 | 38.9 | 42.1 | 38.7 |
| 50-64 | 24.8 | 25.6 | 20.6 |
| 65+ | 22.5 | 18.1 | 12.3 |

young adult

Race

| | | | |
|------------------|------|------|------|
| White | 82.9 | 70.0 | 69.5 |
| Hispanic | 8.0 | 8.7 | 13.3 |
| African American | 5.4 | 16.8 | 13.6 |
| Asian | 1.6 | 2.6 | 1.8 |
| Other | 2.2 | 1.9 | 1.8 |

less white

Live - Population Density

| | | | |
|------------|------|------|------|
| Large City | 26.7 | 34.9 | 49.3 |
| Small City | 22.3 | 19.2 | 19.6 |
| Suburbs | 30.4 | 26.6 | 19.5 |
| Rural | 20.6 | 19.3 | 11.6 |

Political Ideology (self-described)

| | | | |
|-------------------|------|------|------|
| Progressive | 0.5 | 3.4 | 31.1 |
| Liberal | 0.3 | 9.7 | 36.6 |
| Moderate | 12.1 | 55.8 | 31.5 |
| Conservative | 61.5 | 27.6 | 0.8 |
| Very Conservative | 25.7 | 3.6 | 0.1 |

mod-cons

Religion

| | | | |
|------------|------|------|------|
| Catholic | 30.9 | 29.5 | 21.6 |
| Protestant | 60.3 | 54.3 | 39.0 |
| Jewish | 1.0 | 2.1 | 5.7 |
| Other/None | 7.8 | 14.1 | 33.7 |

Christian

Born Again (among Protestants)

| | | | |
|-------------|------|------|------|
| Yes | 62.4 | 44.3 | 19.8 |
| No/Not Sure | 37.6 | 55.7 | 80.2 |

but, not BA

Union

| | | | |
|-------------|------|------|------|
| Yes | 14.2 | 21.1 | 21.9 |
| No/Not Sure | 85.8 | 78.9 | 78.1 |

Child < 17

| | | | |
|-------------|------|------|------|
| Yes | 32.5 | 28.7 | 18.0 |
| No/Not Sure | 67.5 | 71.3 | 82.0 |

w/kids

Marital Status

| | | | |
|-------------|------|------|------|
| Married | 78.4 | 62.5 | 45.6 |
| Single | 7.4 | 19.9 | 33.5 |
| D/W/S | 12.9 | 15.1 | 13.1 |
| Civil Union | 1.3 | 2.5 | 7.8 |

Residency - "Home"

| | | | |
|------------------|------|------|------|
| My city or town | 20.2 | 22.2 | 23.5 |
| America | 78.1 | 54.3 | 25.8 |
| The planet earth | 1.7 | 23.5 | 50.7 |

Armed Forces

| | | | |
|-------------|------|------|------|
| Yes | 51.5 | 46.1 | 35.6 |
| No/Not Sure | 48.5 | 53.9 | 64.4 |

connected to AF

NASCAR fan

| | | | |
|-------------|------|------|------|
| Yes | 20.4 | 16.9 | 4.6 |
| No/Not Sure | 79.6 | 83.1 | 95.4 |

likes NASCAR

Attend Church

| | | | |
|-----------|------|------|------|
| Weekly+ | 18.5 | 13.5 | 5.6 |
| Weekly | 31.9 | 25.2 | 14.9 |
| 1-2/month | 11.4 | 13.3 | 12.2 |
| Holidays | 7.6 | 6.3 | 10.4 |
| Rarely | 25.7 | 31.4 | 35.9 |
| Never | 4.9 | 10.3 | 21.1 |

goes to church

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| | Red n=1369 | Purple n=891 | Blue n=1418 | |
|-----------------------|---------------|-----------------|----------------|------------------|
| Investor Class | | | | |
| Yes | 57.7 | 38.8 | 35.2 | not investors |
| No/Not Sure | 42.3 | 61.2 | 64.8 | |
| Wal-Mart | | | | |
| Weekly | 23.7 | 20.6 | 6.5 | shops at Walmart |
| Few/month | 34.8 | 27.7 | 16.3 | |
| 1-2/year | 32.7 | 32.3 | 32.1 | |
| Never | 8.8 | 19.4 | 45.0 | |
| Passport | | | | |
| Yes | 51.3 | 45.0 | 57.8 | does not travel |
| No/Not Sure | 48.7 | 55.0 | 42.2 | |
| Income | | | | |
| <\$25k | 3.3 | 6.5 | 7.4 | relatively low |
| \$25k-\$35k | 8.8 | 10.3 | 10.9 | |
| \$35k-\$50k | 12.3 | 14.2 | 15.9 | |
| \$50k-\$75k | 26.0 | 24.8 | 23.2 | |
| \$75k-\$100k | 19.1 | 17.6 | 13.0 | |
| \$100k+ | 30.6 | 26.6 | 29.7 | |
| Gender | | | | |
| Male | 56.7 | 37.7 | 42.8 | very Female |
| Female | 43.3 | 62.3 | 57.2 | |
| Outside wages | | | | |
| Yes | 49.0 | 51.7 | 69.5 | |
| No/Not Sure | 51.0 | 48.3 | 30.5 | |
| Region | | | | |
| East | 17.9 | 25.8 | 24.4 | |
| South | 27.9 | 25.9 | 23.4 | |
| Central-Great Lakes | 34.2 | 30.7 | 29.2 | |
| West | 20.0 | 17.5 | 23.0 | |
| Party | | | | |
| Democrat | 3.7 | 37.9 | 75.3 | IS split |
| Republican | 71.7 | 34.7 | 2.3 | |
| Independent | 24.6 | 27.4 | 22.4 | |
| 2004 Vote | | | | |
| Bush | 98.6 | 50.3 | 3.8 | WAS split |
| Kerry | 1.2 | 48.0 | 95.6 | |
| Nader | 0.1 | 1.3 | 0.4 | |
| Other | 0.1 | 0.3 | 0.1 | |

Political Ideology by the Numbers

The demographics of conservatives, moderates, and liberals in 2007

Three Groups

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------|--------------|-----------|---------|---------------|--------------------|
| Valid | Conservative | 1369 | 34.8 | 37.2 | 37.2 |
| | Moderates | 891 | 22.6 | 24.2 | 61.4 |
| | Liberals | 1418 | 36.0 | 38.6 | 100.0 |
| | Total | 3678 | 93.4 | 100.0 | |
| Missing | System | 261 | 6.6 | | |
| Total | | 3939 | 100.0 | | |

| | | How likely are you to vote in national elections? | | | | AgeGroup | | | | |
|--------------|---------------|---|-----------------|------------|----------|----------|--------|--------|--------|--------|
| | | Very likely | Somewhat likely | Not likely | Not sure | 18-29 | 30-49 | 50-64 | 65+ | |
| Three Groups | Conservatives | Count | 1360 | 8 | 0 | 2 | 188 | 530 | 338 | 307 |
| | Col % | | 37.6% | 13.9% | .0% | 62.6% | 26.3% | 36.6% | 39.5% | 47.8% |
| Moderates | Count | | 856 | 34 | 1 | 1 | 126 | 374 | 227 | 161 |
| | Col % | | 23.7% | 57.9% | 79.9% | 37.4% | 17.6% | 25.8% | 26.5% | 25.0% |
| Liberals | Count | | 1401 | 16 | 0 | 0 | 400 | 546 | 291 | 174 |
| | Col % | | 38.7% | 28.2% | 20.1% | .0% | 56.0% | 37.6% | 34.0% | 27.2% |
| Total | Count | | 3616 | 58 | 1 | 3 | 715 | 1450 | 856 | 641 |
| | Col % | | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% |

| | | Race | | | | | Live | | | | |
|--------------|---------------|-------|----------|------------------|-------|-------|------------|------------|---------|-------|-------|
| | | White | Hispanic | African American | Asian | Other | Large City | Small City | Suburbs | Rural | |
| Three Groups | Conservatives | Count | 1115 | 107 | 72 | 22 | 29 | 365 | 304 | 415 | 282 |
| | Col % | | 41.2% | 28.9% | 17.5% | 30.9% | 40.7% | 26.7% | 40.6% | 44.9% | 45.7% |
| Moderates | Count | | 613 | 76 | 147 | 23 | 17 | 308 | 169 | 235 | 170 |
| | Col % | | 16.1% | 21.6% | 37.3% | 29.9% | 4.7% | 21.8% | 12.0% | 16.3% | 17.0% |

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| | | Red | Purple | Blue | Other | White | Black | Latino | Asian | Other |
|-----------|-------|--------|--------|--------|--------|--------|--------|--------|--------|--------|
| Moderates | Count | 613 | 76 | 147 | 23 | 17 | 308 | 169 | 235 | 170 |
| | Col % | 22.6% | 20.6% | 35.9% | 32.3% | 24.1% | 22.5% | 22.6% | 25.4% | 27.6% |
| Liberals | Count | 978 | 187 | 191 | 26 | 25 | 694 | 276 | 275 | 164 |
| | Col % | 36.2% | 50.5% | 46.6% | 36.8% | 35.3% | 50.8% | 36.9% | 29.7% | 26.7% |
| Total | Count | 2706 | 369 | 410 | 71 | 71 | 1368 | 750 | 925 | 617 |
| | Col % | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% |

Profiling the Red, Purple, and Blue Groups

| | | Col % | 36.2% | 50.5% | 46.6% | 36.8% | 35.3% | 50.8% | 36.9% | 29.7% | 26.7% |
|-------|-------|-------|--------|--------|--------|--------|--------|--------|--------|--------|--------|
| Total | Count | | 2706 | 369 | 410 | 71 | 71 | 1368 | 750 | 925 | 617 |
| | Col % | | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% |

| | | | Ideology | | | | | Religion | | | |
|--------------|---------------|-------|-------------|---------|----------|--------------|-------------------|----------|------------|--------|------------|
| | | | Progressive | Liberal | Moderate | Conservative | Very Conservative | Catholic | Protestant | Jewish | Other/None |
| Three Groups | Conservatives | Count | 7 | 4 | 165 | 841 | 351 | 415 | 810 | 14 | 105 |
| | | Col % | 1.5% | .7% | 14.9% | 76.6% | 91.5% | 42.8% | 44.5% | 12.6% | 15.1% |
| | Moderates | Count | 30 | 86 | 497 | 246 | 32 | 256 | 471 | 18 | 122 |
| | | Col % | 6.2% | 14.2% | 44.8% | 22.4% | 8.3% | 26.4% | 25.9% | 16.5% | 17.5% |
| | Liberals | Count | 441 | 519 | 446 | 11 | 1 | 299 | 540 | 79 | 467 |
| | | Col % | 92.3% | 85.2% | 40.3% | 1.0% | .3% | 30.8% | 29.6% | 70.9% | 67.4% |
| Total | Count | | 478 | 609 | 1108 | 1098 | 384 | 970 | 1821 | 111 | 694 |
| | Col % | | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% |

| | | | BornAgain | | Union | | Child<17 | | Status | | | |
|--------------|---------------|-------|-----------|--------|--------|--------|----------|--------|---------|--------|--------|-------------|
| | | | Yes | No/NS | Yes | No/NS | Yes | No/NS | Married | Single | D/W/S | Civil union |
| Three Groups | Conservatives | Count | 502 | 302 | 194 | 1174 | 444 | 924 | 1068 | 100 | 174 | 17 |
| | | Col % | 62.1% | 30.7% | 28.2% | 39.5% | 46.5% | 34.0% | 47.0% | 13.4% | 35.5% | 11.5% |
| | Moderates | Count | 202 | 254 | 185 | 690 | 255 | 633 | 550 | 175 | 133 | 22 |
| | | Col % | 24.9% | 25.9% | 26.8% | 23.3% | 26.7% | 23.3% | 24.5% | 23.5% | 27.1% | 14.6% |
| | Liberals | Count | 105 | 426 | 310 | 1104 | 255 | 1159 | 642 | 472 | 184 | 110 |
| | | Col % | 13.0% | 43.4% | 45.0% | 37.2% | 26.7% | 42.7% | 28.5% | 63.2% | 37.4% | 73.9% |
| Total | Count | | 809 | 983 | 689 | 2968 | 955 | 2716 | 2251 | 747 | 491 | 150 |
| | Col % | | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% |

| | | | Residency | | | Armed Forces | | NASCAR fan | |
|--------------|---------------|-------|-----------------|---------|------------------|--------------|--------|------------|--------|
| | | | My city or town | America | The planet earth | Yes | No/NS | Yes | No/NS |
| Three Groups | Conservatives | Count | 276 | 1064 | 23 | 704 | 663 | 279 | 1089 |
| | | Col % | 34.8% | 56.2% | 2.5% | 43.5% | 32.3% | 56.7% | 34.4% |
| | Moderates | Count | 194 | 475 | 205 | 410 | 479 | 148 | 729 |
| | | Col % | 24.4% | 25.1% | 22.2% | 25.3% | 23.3% | 30.1% | 23.0% |
| | Liberals | Count | 323 | 355 | 698 | 504 | 911 | 65 | 1352 |
| | | Col % | 40.7% | 18.7% | 75.3% | 31.2% | 44.4% | 13.2% | 42.6% |
| Total | Count | | 793 | 1894 | 927 | 1618 | 2052 | 491 | 3170 |
| | Col % | | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% |

| | | | Attend Church | | | | | Investor | | |
|--------------|---------------|-------|---------------|--------|--------|----------|--------|----------|--------|--------|
| | | | Weekly+ | Weekly | 1-2/Mo | Holidays | Rarely | Never | Yes | No/NS |
| Three Groups | Conservatives | Count | 247 | 427 | 152 | 102 | 343 | 66 | 771 | 566 |
| | | Col % | 56.2% | 50.2% | 34.8% | 34.0% | 30.8% | 14.7% | 48.2% | 28.2% |
| | Moderates | Count | 116 | 217 | 115 | 54 | 271 | 89 | 335 | 529 |
| | | Col % | 26.4% | 25.6% | 26.4% | 18.0% | 24.4% | 19.8% | 20.9% | 26.4% |
| | Liberals | Count | 77 | 206 | 169 | 144 | 497 | 292 | 495 | 911 |
| | | Col % | 17.4% | 24.2% | 38.8% | 48.0% | 44.8% | 65.4% | 30.9% | 45.4% |
| Total | Count | | 440 | 850 | 436 | 299 | 1111 | 447 | 1600 | 2007 |
| | Col % | | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% |

| | | | Wal-Mart | | | | Passport | |
|--------------|---------------|-------|----------|--------|--------|--------|----------|--------|
| | | | Weekly | Few/mo | 1-2/yr | Never | Yes | No/NS |
| Three Groups | Conservatives | Count | 317 | 465 | 437 | 118 | 702 | 666 |
| | | Col % | 54.2% | 49.9% | 37.5% | 12.9% | 36.5% | 38.0% |
| | Moderates | Count | 177 | 238 | 278 | 167 | 400 | 489 |
| | | Col % | 30.2% | 25.5% | 23.9% | 18.3% | 20.8% | 27.9% |
| | Liberals | Count | 91 | 229 | 450 | 631 | 820 | 598 |
| | | Col % | 15.5% | 24.6% | 38.6% | 68.8% | 42.7% | 34.1% |
| Total | Count | | 584 | 933 | 1165 | 916 | 1921 | 1754 |
| | Col % | | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% |

| | | | Income | | | | | Gender | | |
|--------------|---------------|-------|---------|----------|----------|----------|-----------|---------|--------|--------|
| | | | < \$25K | \$25-35K | \$35-50K | \$50-75K | \$75-100K | \$100K+ | Male | Female |
| Three Groups | Conservatives | Count | 39 | 102 | 143 | 303 | 222 | 356 | 771 | 589 |
| | | Col % | 21.2% | 31.7% | 31.2% | 38.3% | 42.3% | 37.8% | 45.1% | 30.3% |
| | Moderates | Count | 50 | 80 | 110 | 192 | 136 | 206 | 334 | 553 |
| | | Col % | 27.3% | 25.0% | 24.1% | 24.2% | 26.0% | 21.8% | 19.5% | 28.4% |
| | Liberals | Count | 95 | 139 | 204 | 297 | 166 | 380 | 604 | 806 |
| | | Col % | 51.5% | 43.3% | 44.7% | 37.5% | 31.7% | 40.4% | 35.4% | 41.4% |
| Total | Count | | 184 | 321 | 458 | 792 | 524 | 943 | 1709 | 1947 |
| | Col % | | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% |

| | | | Outside wages | | Region | | | |
|--------------|---------------|-------|---------------|--------|--------|--------|-------------|--------|
| | | | Yes | No/NS | East | South | Centr GrLks | West |
| Three Groups | Conservatives | Count | 289 | 301 | 243 | 380 | 466 | 272 |
| | | Col % | 25.5% | 37.0% | 29.8% | 40.5% | 40.6% | 36.2% |
| | Moderates | Count | 286 | 267 | 227 | 228 | 270 | 154 |
| | | Col % | 25.2% | 32.9% | 27.9% | 24.3% | 23.5% | 20.6% |
| | Liberals | Count | 559 | 245 | 345 | 330 | 412 | 325 |
| | | Col % | 49.3% | 30.1% | 42.3% | 35.2% | 35.9% | 43.3% |
| Total | Count | | 1133 | 812 | 815 | 939 | 1147 | 751 |
| | Col % | | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% |

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| | | | | | | | |
|-------|-------|--------|--------|--------|--------|--------|--------|
| Total | Count | 1133 | 912 | 813 | 939 | 1197 | 731 |
| | Col % | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% |

| | | Party | | | In the 2004 presidential election, the candidates were Democrat John Kerry, Republican George W. Bush, and independent Ralph Nader. For whom did you vote? | | | | | |
|--------------|---------------|------------|------------|-------------|--|--------|--------|--------------|----------|-------|
| | | Democratic | Republican | Independent | Kerry | Bush | Nader | Someone else | Not sure | |
| Three Groups | Conservatives | Count | 50 | 975 | 334 | 16 | 1350 | 1 | 1 | 1 |
| | | Col % | 3.5% | 74.3% | 37.4% | .9% | 72.9% | 6.8% | 20.4% | 42.2% |
| | Moderates | Count | 335 | 306 | 242 | 428 | 448 | 12 | 2 | 1 |
| | | Col % | 23.1% | 23.3% | 27.1% | 23.8% | 24.2% | 61.7% | 44.4% | 37.2% |
| | Liberals | Count | 1063 | 32 | 316 | 1355 | 54 | 6 | 2 | 0 |
| | | Col % | 73.4% | 2.4% | 35.4% | 75.3% | 2.9% | 31.5% | 35.2% | 20.6% |
| Total | Count | 1448 | 1313 | 892 | 1799 | 1852 | 19 | 5 | 2 | |
| | Col % | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | |

| | | Three Groups | | | | | | Total | |
|-------|----------------|---------------|--------|-----------|-------|----------|-------|-------|--------|
| | | Conservatives | | Moderates | | Liberals | | Count | Row % |
| | | Count | Row % | Count | Row % | Count | Row % | | |
| State | Alabama | 17 | 57.7% | 7 | 24.9% | 5 | 17.4% | 30 | 100.0% |
| | Alaska | 4 | 75.8% | 1 | 16.7% | 0 | 7.5% | 6 | 100.0% |
| | Arizona | 23 | 44.1% | 9 | 16.7% | 20 | 39.3% | 52 | 100.0% |
| | Arkansas | 9 | 22.5% | 21 | 52.4% | 10 | 25.1% | 40 | 100.0% |
| | California | 107 | 32.9% | 57 | 17.6% | 161 | 49.5% | 325 | 100.0% |
| | Colorado | 30 | 47.9% | 15 | 23.3% | 18 | 28.8% | 62 | 100.0% |
| | Connecticut | 8 | 19.4% | 9 | 22.4% | 23 | 58.2% | 40 | 100.0% |
| | Delaware | 6 | 46.1% | 1 | 12.3% | 5 | 41.6% | 12 | 100.0% |
| | Florida | 101 | 43.6% | 62 | 26.6% | 69 | 29.8% | 232 | 100.0% |
| | Georgia | 35 | 40.9% | 26 | 30.4% | 24 | 28.6% | 85 | 100.0% |
| | Hawaii | 3 | 29.3% | 4 | 37.7% | 3 | 33.0% | 10 | 100.0% |
| | Idaho | 23 | 76.0% | 4 | 12.5% | 3 | 11.5% | 30 | 100.0% |
| | Illinois | 30 | 27.7% | 25 | 23.3% | 53 | 49.0% | 108 | 100.0% |
| | Indiana | 52 | 54.3% | 11 | 11.3% | 33 | 34.3% | 96 | 100.0% |
| | Iowa | 17 | 29.1% | 5 | 9.4% | 35 | 61.6% | 57 | 100.0% |
| | Kansas | 7 | 34.0% | 6 | 29.3% | 7 | 36.8% | 20 | 100.0% |
| | Kentucky | 14 | 30.3% | 9 | 19.2% | 24 | 50.6% | 47 | 100.0% |
| | Louisiana | 13 | 43.6% | 4 | 14.6% | 12 | 41.8% | 29 | 100.0% |
| | Maine | 3 | 15.2% | 1 | 4.1% | 16 | 80.7% | 20 | 100.0% |
| | Maryland | 24 | 23.0% | 35 | 34.4% | 44 | 42.6% | 103 | 100.0% |
| | Massachusetts | 25 | 26.9% | 16 | 17.8% | 51 | 55.3% | 92 | 100.0% |
| | Michigan | 60 | 43.3% | 44 | 32.0% | 34 | 24.7% | 139 | 100.0% |
| | Minnesota | 30 | 34.0% | 19 | 21.8% | 39 | 44.2% | 87 | 100.0% |
| | Mississippi | 13 | 59.0% | 7 | 29.9% | 2 | 11.2% | 22 | 100.0% |
| | Missouri | 66 | 48.9% | 25 | 18.5% | 44 | 32.6% | 135 | 100.0% |
| | Montana | 1 | 58.7% | 0 | .0% | 1 | 41.3% | 2 | 100.0% |
| | Nebraska | 1 | 10.4% | 9 | 74.5% | 2 | 15.1% | 12 | 100.0% |
| | Nevada | 15 | 33.1% | 19 | 43.2% | 10 | 23.7% | 44 | 100.0% |
| | New Hampshire | 11 | 46.6% | 5 | 19.3% | 8 | 34.1% | 24 | 100.0% |
| | New Jersey | 30 | 39.4% | 30 | 38.7% | 17 | 22.0% | 77 | 100.0% |
| | New Mexico | 15 | 32.0% | 11 | 23.7% | 20 | 44.4% | 46 | 100.0% |
| | New York | 51 | 22.8% | 72 | 32.2% | 101 | 45.0% | 224 | 100.0% |
| | North Carolina | 17 | 21.8% | 18 | 22.8% | 44 | 55.4% | 80 | 100.0% |
| | North Dakota | 3 | 100.0% | 0 | .0% | 0 | .0% | 3 | 100.0% |
| | Ohio | 91 | 39.7% | 70 | 30.4% | 68 | 29.9% | 229 | 100.0% |
| | Oklahoma | 23 | 60.6% | 3 | 8.7% | 12 | 30.7% | 39 | 100.0% |
| | Oregon | 16 | 25.8% | 20 | 33.3% | 25 | 40.9% | 60 | 100.0% |
| | Pennsylvania | 80 | 46.0% | 48 | 27.9% | 45 | 26.1% | 174 | 100.0% |
| | Rhode Island | 0 | .0% | 4 | 77.4% | 1 | 22.6% | 5 | 100.0% |
| | South Carolina | 10 | 38.2% | 7 | 25.9% | 9 | 35.9% | 26 | 100.0% |
| | South Dakota | 4 | 81.4% | 0 | .0% | 1 | 18.6% | 5 | 100.0% |
| | Tennessee | 39 | 43.3% | 26 | 28.1% | 26 | 28.6% | 91 | 100.0% |
| | Texas | 122 | 43.6% | 57 | 20.2% | 101 | 36.2% | 280 | 100.0% |
| | Utah | 2 | 23.4% | 1 | 17.1% | 4 | 59.5% | 7 | 100.0% |
| | Vermont | 3 | 29.5% | 0 | 2.9% | 6 | 67.6% | 8 | 100.0% |
| | Virginia | 37 | 35.4% | 19 | 18.1% | 49 | 46.5% | 105 | 100.0% |
| | Washington | 34 | 32.0% | 14 | 13.4% | 58 | 54.6% | 107 | 100.0% |
| | Washington DC | 3 | 8.2% | 5 | 13.2% | 28 | 78.6% | 35 | 100.0% |
| | West Virginia | 6 | 57.8% | 1 | 6.7% | 4 | 35.5% | 11 | 100.0% |
| | Wisconsin | 29 | 36.3% | 18 | 22.2% | 33 | 41.6% | 80 | 100.0% |
| | Wyoming | 0 | 100.0% | 0 | .0% | 0 | .0% | 0 | 100.0% |
| | Outside US | 6 | 39.4% | 6 | 40.9% | 3 | 19.7% | 16 | 100.0% |
| | Not applicable | 0 | .0% | 1 | 94.0% | 0 | 6.0% | 1 | 100.0% |