



Marist College Institute for Public Opinion
Poughkeepsie, NY 12601 ♦ Phone 845.575.5050 ♦ Fax 845.575.5111 www.maristpoll.marist.edu

Final Poll

New York: Presidential Campaign 2004

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Contact: Dr. Lee M. Miringoff
Dr. Barbara L. Carvalho
Marist College
845.575.5050

This Marist College Institute for Public Opinion poll reports:

- **Kerry continues to outpace rivals among New York State Democrats:**
Massachusetts Senator John Kerry has an imposing lead among likely Democratic voters for tomorrow's presidential primary in New York. Kerry receives the support of 69% of likely New York State Democratic primary voters followed by 15% for North Carolina Senator John Edwards, 5% for Reverend Al Sharpton, and 2% for Dennis Kucinich. 9% are undecided.

Question Wording: If the Democratic presidential primary in New York were held today, whom would you support if the candidates are:

Likely Democrats	Kerry	Edwards	Sharpton	Kucinich	Undecided
March 1, 2004	69%	15%	5%	2%	9%
February 26, 2004	64%	22%	5%	2%	7%
February 20, 2004	66%	14%	7%	3%	10%

March 1, 2004	Kerry	Edwards	Sharpton	Kucinich	Undecided
Likely Dems. w/leaners	72%	16%	5%	2%	5%

Likely Democrats	Kerry	Edwards	Sharpton	Kucinich	Undecided
Region					
Upstate	66%	22%	<1%	4%	8%
New York City	66%	13%	9%	2%	10%
Suburbs	84%	10%	1%	<1%	5%
Ideology					
Liberal	73%	13%	3%	3%	8%
Moderate	70%	15%	6%	2%	7%
Conservative	63%	21%	4%	<1%	12%
Gender					
Men	72%	13%	4%	4%	7%
Women	67%	16%	6%	1%	10%

- Many minds made up:** 62% of likely New York State Democratic primary voters are strongly committed to a candidate for their party's nomination for president. 24% currently say they somewhat support their choice, and 12% indicate they might vote differently on primary day. 64% of Kerry's support is firmly committed to him. This is 44% of the total likely Democratic primary electorate which compares with the 40% he had in a poll with one week to go.*

Question Wording: Would you say you strongly support (candidate), somewhat support him, or do you think you might vote differently on primary day?

Likely Democrats	Strongly Support	Somewhat Support	Might Vote Differently	Unsure
March 1, 2004	62%	24%	12%	2%
John Kerry	64%	27%	8%	1%
John Edwards	52%	17%	26%	5%
February 26, 2004	60%	30%	10%	<1%
John Kerry	63%	32%	5%	<1%
John Edwards	50%	32%	18%	<1%
February 20, 2004	50%	27%	22%	1%
John Kerry	52%	28%	19%	1%
John Edwards	37%	34%	29%	<1%

- Beating President Bush is primary motivation for likely Democratic voters:** 40% of likely New York State Democratic primary voters want a candidate who can beat President Bush in November. 20% say being closer to them on the issues matters most.

* 64% of the 69% of likely New York State Democratic primary voters who support John Kerry are firmly committed to him. This represents 44% of the total primary electorate.

Question Wording: Which one of the following is most important to you in deciding whom to support for the Democratic presidential nomination? A candidate who:

March 1, 2004	Likely Voters	Support for Candidate by Quality			
		Kerry	Edwards	Other	Undecided
Can beat Bush	40%	76%	10%	5%	9%
Closer on issues	20%	64%	19%	8%	9%
Values like you	15%	61%	18%	12%	9%
Stands up for beliefs	12%	68%	17%	8%	7%
Has the experience	6%	74%	17%	6%	3%
Not a typical politician	5%	53%	34%	7%	6%
Unsure	2%	--	--	--	--

Nature of the Sample: 397 Likely NYS Democratic Primary Voters

The survey of 397 likely New York State Democratic primary voters was conducted on February 28th and February 29th, 2004. Likely Democratic voters were interviewed by telephone in proportion to the voter registration in each county in New York State and adjusted for turnout in comparable elections. Results are statistically significant at $\pm 5\%$. The error margin increases for cross-tabulations.