



**Marist College Institute for Public Opinion**  
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**New York: Presidential Campaign 2004 Update**

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This Marist College Institute for Public Opinion poll reports:

- **Kerry with strong lead among New York State Democrats:** With less than a week to go, Massachusetts Senator John Kerry has a commanding lead among likely Democratic voters for the presidential primary in New York. Kerry receives the support of 64% of likely New York State Democratic primary voters followed by 22% for North Carolina Senator John Edwards, 5% for Reverend Al Sharpton, and 2% for Dennis Kucinich. 7% are undecided.

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

<b>Likely Democrats</b>	John Kerry	John Edwards	Al Sharpton	Dennis Kucinich	Undecided
February 26, 2004	64%	22%	5%	2%	7%
February 20, 2004	66%	14%	7%	3%	10%

<b>Region</b>					
Upstate	71%	19%	<1%	3%	7%
New York City	58%	23%	8%	3%	8%
Suburbs	74%	19%	3%	1%	3%
<b>Ideology</b>					
Liberal	65%	21%	4%	5%	5%
Moderate	66%	21%	5%	<1%	8%
Conservative	62%	22%	6%	2%	8%
<b>Gender</b>					
Men	65%	22%	5%	3%	5%
Women	63%	21%	5%	2%	9%

- **Fewer voters up for grabs:** 60% of likely New York State Democratic primary voters are strongly committed to a candidate for their party's nomination for president compared with 50% who indicated they strongly supported their choice in a similar poll conducted last week. 30% currently say they somewhat support their choice, and 10% indicate they might vote differently on primary day. 63% of Kerry's support is firmly committed to him. This is 40% of the total likely Democratic primary electorate which compares with the 34% he had last week.\*

**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
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%

- **Likely Democratic voters have a positive view of both Kerry and Edwards:** Both John Kerry and John Edwards are well known and well liked by likely New York State Democratic primary voters.

**Question Wording:** Please tell me if you have a favorable or an unfavorable impression of each of the following:

Likely Democrats	Favorable	Unfavorable	Unsure/Never Heard
John Kerry	88%	8%	4%
John Edwards	81%	10%	9%
Al Sharpton	35%	57%	8%
Dennis Kucinich	28%	29%	43%

- **Electability still number one for likely Democratic voters:** 43% of likely New York State Democratic primary voters want a candidate who can beat President Bush in November. 17% say being closer to them on the issues matters most.

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\* 63% of the 64% of likely New York State Democratic primary voters who support John Kerry are firmly committed to him. This represents 40% 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:

<b>February 26, 2004</b>	Likely Voters	Support for Candidate by Quality			
		Kerry	Edwards	Other	Undecided
Can beat Bush	43%	76%	18%	4%	2%
Closer on issues	17%	54%	31%	5%	10%
Values like you	14%	56%	14%	18%	12%
Stands up for beliefs	13%	52%	20%	16%	12%
Has the experience	8%	71%	23%	<1%	6%
Not a typical politician	4%	31%	48%	5%	16%
Unsure	1%	--	--	--	--

- **Although majority satisfied with Kerry, many want contest to continue:** 51% of likely New York State Democratic primary voters are satisfied if John Kerry were to become the Democratic presidential nominee to oppose President George Bush. 46% would like to see the Democratic primary contest continue.

**Question Wording:** Would you like to see the Democratic primary contest continue or are you satisfied with John Kerry as the Democratic nominee to oppose George Bush in November?

<b>Likely Democrats</b>	Satisfied with Kerry	Continue Contest	Unsure
February 26, 2004	51%	46%	3%
Support John Kerry	67%	31%	2%
Support John Edwards	14%	85%	1%
Undecided	39%	42%	19%

***Nature of the Sample: 417 Likely NYS Democratic Primary Voters***

The survey of 417 likely New York State Democratic primary voters was conducted on February 25<sup>th</sup>, 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.