

MWR Strategies

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August 2004

N = 600 interviews nationwide

Margin of error = \pm 4.0%

PERSONAL/CONFIDENTIAL

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1406 Goswick Ridge Road

Midlothian, VA 23114

Hello, my name is _____ calling on behalf of Action Research. This is not a sales call, we are conducting a brief survey of voters about issues of national importance. This is a short survey and should only take about 4 minutes. **[DO NOT PAUSE]**

1. Are you or is someone in your household currently registered to vote?

100% YES

0% NO

2. How likely are you to vote in the Presidential election?

95% VERY

5% SOMEWHAT

3. If the election for President were held today, for whom would you vote?

46% PRESIDENT BUSH [SKIP QUESTION 4]

37% SENATOR KERRY

2% RALPH NADER [SKIP QUESTION 4]

15% DON'T KNOW/REFUSED **[NOT READ]**

4. If you decided not to vote for Senator Kerry, which of the following would you do?

43% NOT VOTE IN THE PRESIDENTIAL ELECTION
16% VOTE FOR RALPH NADER
11% VOTE FOR PRESIDENT BUSH
2% OTHER [NOT READ]
28% DON'T KNOW/REFUSED [NOT READ]

5. No matter who you plan to vote for, who do you think will win?

47% PRESIDENT BUSH
32% SENATOR KERRY
22% DON'T KNOW/REFUSED [NOT READ]

6. Who do you think the terrorists want to win?

49% SENATOR KERRY
19% PRESIDENT BUSH
8% NO ONE [DO NOT READ]
25% DON'T KNOW/REFUSED [NOT READ]

7. Do you think there will be another major terrorist attack before the election?

25% YES
52% NO
23% DON'T KNOW/REFUSED [NOT READ]

8. If there is another attack, will it make you . . . ?

19% MORE LIKELY TO VOTE FOR PRESIDENT BUSH
15% MORE LIKELY TO VOTE FOR SENATOR KERRY
62% HAVE NO EFFECT ON MY VOTE
4% DON'T KNOW/REFUSED [NOT READ]

9. Generally speaking, is terrorism an evil to be destroyed or a problem to be managed?

45% AN EVIL TO BE DESTROYED
44% A PROBLEM TO BE MANAGED
3% OTHER [NOT READ]
9% DON'T KNOW/REFUSED [NOT READ]

10. If he is elected, what do you think Senator Kerry will do in Iraq?

38% REDUCE AMERICAN PRESENCE GRADUALLY
19% WITHDRAW AMERICAN FORCES IMMEDIATELY
13% KEEP THE SAME LEVEL OF TROOP STRENGTH
6% INCREASE THE NUMBER OF AMERICAN TROOPS
3% OTHER [NOT READ]
22% DON'T KNOW/REFUSED [NOT READ]

11. Which are more scripted, political conventions or professional wrestling matches?

39% CONVENTIONS
32% WRESTLING
29% DON'T KNOW/REFUSED [NOT READ]

12. Which would rather spend an hour watching?

- 56% CONVENTIONS
- 20% WRESTLING
- 23% DON'T KNOW/REFUSED [NOT READ]

Finally, we have a few questions for demographic purposes . . .

13. Thinking about politics for a moment, would you describe yourself as a . . .

- 21% STRONG DEMOCRAT
- 12% SOMEWHAT DEMOCRAT
- 25% AN INDEPENDENT
- 13% SOMEWHAT REPUBLICAN
- 25% STRONG REPUBLICAN
- 4% DON'T KNOW/REFUSED [NOT READ]

14. State [FROM LIST]

- 21% EAST
- 20% INDUSTRIAL MIDWEST
- 18% WEST/INTERMOUNTAIN
- 25% SOUTH
- 16% PACIFIC

15. Gender **[BY OBSERVATION]**

48% MALE

52% FEMALE