

# MWR Strategies

## **MWR Strategies**

*October 2004*

**N = 800 interviews nationwide**

**Margin of error =  $\pm$  3.5%**

### **PERSONAL/CONFIDENTIAL**

MWR Strategies

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 [THANKED AND TERMINATED]

0% DON'T KNOW/REFUSED [NOT READ]

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

96% VERY

4% SOMEWHAT

0% NOT VERY [THANKED AND TERMINATED]

0% NOT AT ALL [THANKED AND TERMINATED]

0% DON'T KNOW/REFUSED [NOT READ]

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

45% PRESIDENT BUSH

40% SENATOR KERRY

1% RALPH NADER/OTHER

13% DON'T KNOW/REFUSED [NOT READ]

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

49% PRESIDENT BUSH  
26% SENATOR KERRY  
25% DON'T KNOW/REFUSED [NOT READ]

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

47% SENATOR KERRY  
21% PRESIDENT BUSH  
7% NO ONE [NOT READ]  
24% DON'T KNOW/REFUSED [NOT READ]

6. Generally speaking, do we need to wage war on terrorism, or should we be thinking about it more like a law enforcement problem?

53% WAGE WAR  
24% LAW ENFORCEMENT PROBLEM  
8% BOTH [NOT READ]  
15% DON'T KNOW/REFUSED [NOT READ]

7. Is there an acceptable level of terrorist activity?

14% YES  
79% NO  
7% DON'T KNOW/REFUSED [NOT READ]

8. Thinking about the debates for a moment, did anything in the debates cause you to change your voting plans?

7% YES  
89% NO  
4% DON'T KNOW/REFUSED [NOT READ]

9. Thinking about Iraq for a second, which of the following do you care most about right now?

- 10% HOW WE CAME TO THIS POINT
- 85% WHAT WE ARE GOING TO DO IN THE FUTURE
- 5% DON'T KNOW/REFUSED [NOT READ]

10. Which Presidential candidate is most focused on how we came to this point in Iraq?

- 47% PRESIDENT BUSH
- 39% SENATOR KERRY
- 14% DON'T KNOW/REFUSED [NOT READ]

11. And which Presidential candidate is most focused on what we are going to do in the future?

- 47% PRESIDENT BUSH
- 39% SENATOR KERRY
- 14% DON'T KNOW/REFUSED [NOT READ]

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

12. Thinking about politics for a moment, which of the following best describes you?

- 19% STRONG DEMOCRAT
- 14% SOMEWHAT DEMOCRAT
- 27% AN INDEPENDENT
- 14% SOMEWHAT REPUBLICAN
- 23% STRONG REPUBLICAN
- 4% DON'T KNOW/REFUSED [NOT READ]

**13. Region [FROM LIST]**

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

**14. Gender [BY OBSERVATION]**

48% MALE  
52% FEMALE