

# MWR Strategies

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*June 2004*

**N = 1000 registered voters**

**Margin of error =  $\pm$  3.1%**

**Conducted 6/9-6/14/04**

### **PERSONAL/CONFIDENTIAL**

#### **MWR Strategies**

Hello, my name is \_\_\_\_\_ and I am calling from \_\_\_\_\_, a market research firm. This is not a sales call; we are conducting a national survey of voters and would just like to get your opinion on important issues. This is a short survey and will only take about six minutes. **[DO NOT PAUSE]**

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

100% YES  
0% NO

**2.** What is the most/2<sup>nd</sup> most important issue facing the United States right now?  
**[COMBO][ROTATED]**

41%	JOBS AND THE ECONOMY
34%	THE WAR IN IRAQ
26%	THE WAR ON TERROR
24%	HEALTH CARE
19%	NATIONAL SECURITY
16%	EDUCATION
10%	SOCIAL SECURITY
6%	THE ENVIRONMENT
6%	ENERGY
5%	CRIME
5%	OTHER <b>[NOT READ]</b>
2%	DON'T KNOW/REFUSED <b>[NOT READ]</b>

3. Who do you plan to vote for in the Presidential election?

41%	PRESIDENT GEORGE W. BUSH
38%	SENATOR JOHN KERRY
3%	RALPH NADER
18%	DON'T KNOW/REFUSED [NOT READ]

4. Who do you think Ronald Reagan would have voted for?

72%	PRESIDENT GEORGE W. BUSH
8%	SENATOR JOHN KERRY
1%	RALPH NADER
20%	DON'T KNOW/REFUSED [NOT READ]

5. Thinking about Iraq for a moment, when a news organization reads the names of Americans who have died over there, does it make you . . .

52%	MORE COMMITTED
27%	DEMORALIZED
12%	NEITHER [NOT READ]
5%	OTHER [NOT READ]
4%	DON'T KNOW/REFUSED [NOT READ]

6. How concerned are you about the incidents at Abu Ghraib prison?

40%	VERY
26%	SOMEWHAT
12%	NOT VERY
15%	NOT AT ALL
7%	DON'T KNOW/REFUSED [NOT READ]

7. Do you think the media has . . .

11%	GIVEN THAT STORY TOO LITTLE COVERAGE
25%	GIVEN THAT STORY THE RIGHT AMOUNT OF COVERAGE
57%	GIVEN THAT STORY TOO MUCH COVERAGE
7%	DON'T KNOW/REFUSED [NOT READ]

8. Which of the following actions is more representative of each side's value system?

12% THE PRISONER ABUSE INCIDENTS AT ABU GHRAIB  
59% THE BEHEADING OF AMERICAN NICK BERG CAPTURED  
ON VIDEO  
29% DON'T KNOW/REFUSED [**NOT READ**]

**9.** What do you think we should do in Iraq?

58% STAY UNTIL THE IRAQI GOVERNMENT IS STABLE  
21% LEAVE IMMEDIATELY  
16% LEAVE AS SOON AS THE IRAQIS HAVE A GOVERNMENT  
6% DON'T KNOW/REFUSED [**NOT READ**]

**10.** What do you think those who died in Iraq would want us to do?

63% STAY UNTIL THE IRAQI GOVERNMENT IS STABLE  
17% LEAVE IMMEDIATELY  
9% LEAVE AS SOON AS THE IRAQIS HAVE A GOVERNMENT  
12% DON'T KNOW/REFUSED [**NOT READ**]