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## Public Release of National Survey Results

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FOR IMMEDIATE RELEASE  
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### ***“Swift Boat “Controversy” Gets Voters’ Attention and Nicks Kerry”***

ALEXANDRIA, VA – Fabrizio, McLaughlin & Associates (FMA), a Republican polling and strategic consulting firm based in Alexandria, VA, has just completed their second likely voter survey with interviews conducted ONLY in the 19 battleground states. The battleground states are defined as those in which the Bush and Kerry campaigns have been focusing their paid media efforts throughout the campaign.

Nearly 6 in 10 likely voters claim that they that they recently saw, read or heard something about the TV ad “Swift Boat Veterans for Truth” released and began airing in several key battleground states questioning the truthfulness of Senator Kerry’s Vietnam War record. Among those who claimed to have seen, read or heard something about the ad, a majority overall and among undecided voters said it would not impact their vote either way. However to the extent it did impact voting intentions, it was a negative for Sen. Kerry by as much as nearly a 3 to 1 margin.

“Make no mistake -- controversy surrounding potential “dirty laundry” still sells in American politics and this is a sterling example of it. But most surprising is that despite Sen. McCain’s swift and very public repudiation of this ad and the lingering questions on the veracity of the charges, it still ends up being a net negative for Kerry – especially among crucial undecided voters. In a close race where every little bit counts, Kerry can’t afford to sustain too many minor hits like this.” said Tony Fabrizio, who served as chief pollster for Bob Dole’s ’96 Presidential campaign.

*“Recently, have you seen, read or heard anything about a TV ad being aired by a group of Vietnam Veterans who question the truthfulness of Sen. John Kerry’s Vietnam War record?”*

	<b>Overall</b>	<b>2 Way Undecided</b>	<b>3 Way Undecided</b>
Yes	57.6%	48.5%	38.3%
No	35.4	42.1	45.1
DK/Refused	7.0	9.4	16.6

**ASKED ONLY OF THOSE AWARE:**

*“And did what you saw, read or heard make you MORE likely or LESS likely to vote for John Kerry for President? If it didn’t impact how you would vote, just say so.”*

	<b>Overall</b>	<b>2 Way Undecided</b>	<b>3 Way Undecided</b>
More Likely	19.4%	10.9%	9.5%
No Impact	50.8	51.1	56.2
Less Likely	27.1	29.9	24.1
DK/Refused	2.7	8.0	10.3
<b>Net +/-</b>	<b>-7.7%</b>	<b>-19.0%</b>	<b>-14.6%</b>

***About the Poll***

The telephone survey was conducted in the 19 battleground states in which the Bush and Kerry campaigns have focused their paid media efforts to this point. The sample of 1,000 likely Presidential voters was conducted on August 8-9, 2004 and has a margin of error of +/-3.1% at the 95% confidence interval. Respondent selection was at random within predetermined geographic units to reflect actual electoral vote allotment to each state. The battleground states used for the survey were AR, AZ, CO, FL, IA, LA, ME, MI, MN, MO, NH, NM, NV, OH, OR, PA, WA, WI, WV.