



Public Release of National Survey Results

FOR IMMEDIATE RELEASE
November 4, 2004

Contact: Tony Fabrizio
Fabrizio, McLaughlin & Associates
703-684-4510

527's Matter and Swift Boat Vets Top the Heap – Best Known, Most Impact and Highest Ad Recall

ALEXANDRIA, VA – A Fabrizio, McLaughlin & Associates election night telephone survey of 1000 actual voters in the 12 key battleground states tested, among other issues, several questions regarding the awareness levels of several 527 groups, their key ads and their impact to gauge their relevance to the 2004 election.

As the following table clearly illustrates, Swift Boat Veterans for Truth are BY FAR the best known of the 527 groups tested.

	Total Aware	Total Favorable	Total Unfavorable	No Opinion	Never Heard Of
Swift Boat Veterans for Truth	72%	28%	28%	16%	28%
MoveOn.Org (MOVE ON DOT ORG)	49%	14%	18%	17%	51%
The Media Fund	45%	9%	17%	19%	55%
Progress for America	40%	18%	5%	17%	59%
The Club for Growth	20%	4%	2%	14%	81%

“The fact that sizeable numbers of average voters would be aware of any of these groups at all is quite surprising. However, the fact that nearly 3 out of 4 of these voters are aware of Swift Boat Veterans is just plain staggering. Despite being the youngest and newest of these 527's, there is no question they were the most recognized,” said GOP Pollster Tony Fabrizio, who served as chief pollster to Bob Dole's 1996 Presidential campaign.

When voters were asked which 527 group had the most impact on the Presidential race, a plurality of voters cited Swift Boat Veterans. In fact, almost as many voters cited Swift Boat Veterans as cited all the other 527's combined.

	Overall	Bush Voters	Kerry Voters	Decided Vote in Last Week or Later
Swift Boat Veterans for Truth	27%	39%	16%	23%
MoveOn.Org	12	7	19	1
The Media Fund	8	7	11	8
Progress for America	10	9	11	16
The Club for Growth	1	2	1	2
All equally	1	1	2	3
None	9	8	10	13
DK/Refused	31	27	32	35

“Not only were the Swift Boat Vets cited as having the most impact overall, they were far and away the choice of Bush voters and most impressive was, they are statistically tied with MoveOn.Org among Kerry voters. Moreover, among late deciding voters, it appears as though the Democrat 527’s fell by the wayside and were dominated by GOP oriented groups led by Swift Boat Veterans,” Fabrizio continued.

Voters were then individually read four different ad descriptions and they were asked which they recalled seeing or hearing and those they hadn’t. Remarkably, more than six in ten voters recalled EACH of the ads. However, the Swift Boat ad had superior recall with fully 3 in 4 voters saying they had seen or heard about it.

	Yes, Recall Seeing or Hearing Ad	No, Didn’t See or Hear Ad	DK/ Refused
(Swift Boat Veterans Ad Description) Ads that featured Vietnam Veterans who questioned Sen. Kerry’s fitness to be Commander-in-Chief due to his actions in Vietnam and his betrayal of his fellow veterans by testifying to Congress that his fellow soldiers were murderers and rapists fighting an illegitimate war.	75	22	2
(Progress for American Ad Description) Ads that featured a teenage girl named Ashley whose mother was killed on 9/11 who voices her support of President Bush because of his commitment to keep America safe from terrorism.	68	31	2
(MoveOn.Org Ad Description) Ads that criticized President Bush for not being a real leader, but instead a quote unquote “misleader” for misleading the public on Iraq and domestic issues like the economy.	64	32	4
(The Media Fund Ad Description) Ads that accuse President Bush of being quote unquote “too close for comfort” with the Saudi royal family alleging that the Saudi’s have invested millions in Bush business ventures, including the President’s failed business and points out that Bush family friend, James Baker’s law firm is defending Saudi Arabia against the families of 9/11 victims.	61	36	3

“Given the high awareness levels, voter described impact levels and ad recall, there is no question that 527’s mattered in 2004. Overall, these ad recall levels are incredible for 3rd party groups. But, the Swift Boat veteran’s ad clearly outpaces the field. Garnering a 75% recall for any ad, whether it be political or product related, is incredibly difficult and usually requires tens of millions of dollars. All of these 527 ads garnered high recall levels with what would be comparably small budgets in the product or brand advertising world. Certainly for a return on investment, Swift Boat Vet supporters got a big bang for their bucks,” concluded Fabrizio.

****About the Poll***

The telephone survey was conducted in the 12 key battleground states where the Bush and Kerry campaigns focused their visits and paid media efforts over much of the campaign. This sample of 1000 ACTUAL Presidential election voters was conducted on November 2, 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 CO, FL, IA, ME, MI, MN, NH, NM, NV, OH, PA, WI.

	Overall Reported Vote
Bush/Cheney	46%
Kerry/Edwards	45%
Nader/Camejo	--
Refused*	8%

Nader received less than 1% of the responses.

** = This number reflects actual voters who refused to divulge their specific vote choice due to polls still being open in several states.*