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## Public Release of National Survey Results

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FOR IMMEDIATE RELEASE  
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### ***Despite the “57 Flavors” of Theresa Heinz Kerry, Voters still like Laura Bush Best”***

***“Laura Bush far more popular among females and crucial undecided voters***

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.

“Much like her mother-in-law before her, Laura Bush enjoys strong and broad popularity that far exceeds her husbands. Theresa Heinz-Kerry is clearly a far more polarizing figure politically – reminiscent of a First Lady in the recent past, Sen. Hillary Clinton, whose own popularity oftentimes trailed her husbands. Based on this data the Bush campaign should have no hesitation about Laura Bush campaigning anywhere, anytime in these Battleground States for her husband – she is clearly an asset to the President. Conversely, the Kerry team needs to think twice where they send Theresa Heinz Kerry as she is a polarizing figure who can just as easily be a net liability to the Kerry campaign.”

#### **Battleground State Voters Love Laura...**

Likely voters have a much more favorable opinion of First Lady Laura Bush than they have of Theresa Heinz Kerry. Mrs. Bush has a net favorable rating of nearly 48% while Mrs. Heinz Kerry has a net favorable rating of only about 10% -- Mrs. Bush enjoys nearly a 5 to 1 net favorable margin over Mrs Heinz Kerry.

*Question: Will you please tell me if you have a favorable or unfavorable opinion of each person or organization? If you have no opinion of each person or organization, just say so.*

<b>OVERALL</b>	<b>Laura Bush</b>	<b>Theresa Heinz Kerry</b>
Favorable	62.2%	40.1%
Unfavorable	14.7	30.4
No Opinion	21.9	27.3
Never Heard Of	1.1	2.2
<b>NET +/-</b>	<b>+47.5</b>	<b>+9.7%</b>

### **Laura Bush is the Female “Fav”, Not Theresa Heinz Kerry...**

By nearly a 5 to 1 margin, First Lady Laura Bush is viewed more favorably than Theresa Heinz Kerry by female voters.

#### **Among Female Voters:**

	<b>Laura Bush</b>	<b>Theresa Heinz Kerry</b>
Favorable	65.1%	41.8%
Unfavorable	13.3	31.1
No Opinion	21.1	25.6
Never Heard Of	0.6	1.5
<b>NET +/-</b>	<b>+51.8</b>	<b>+10.7</b>

### **Laura Bush is a hit with Undecideds:**

Mrs. Bush has a net approval rating of 42% with undecided voters while nearly double Mrs. Heinz Kerry’s 22-point net approval rating. Clearly Mrs. Bush will be a much more effective surrogate among undecided voters in Battleground States than is Mrs. Heinz Kerry.

#### **Among Undecided voters:**

	<b>Laura Bush</b>	<b>Theresa Heinz Kerry</b>
Favorable	53.3%	36.5%
Unfavorable	11.3	14.6
No Opinion	35.4	45.4
Never Heard Of	--	3.5
<b>NET +/-</b>	<b>+42.0</b>	<b>+21.9</b>

### **Laura Bush can even “Charm” the Opposition...**

Mrs. Bush is clearly not polarizing or divisive having cross over appeal demonstrated by the net favorable image she holds among Kerry voters. Conversely, Mrs. Heinz Kerry appears to be a very polarizing figure with no cross over appeal as she is viewed overwhelmingly unfavorably negative among Bush voters.

#### **Mrs. Bush among Kerry-Edwards voters:**

	<b>Laura Bush</b>
Favorable	37.9%
Unfavorable	26.4
No Opinion	34.1
<b>NET +/-</b>	<b>+11.5</b>

**Mrs. Heinz Kerry among Bush-Cheney voters:**

	<b>Theresa Heinz Kerry</b>
Favorable	14.0%
Unfavorable	59.7
No Opinion	23.6
<b>NET +/-</b>	<b>-45.7</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.

<i>3-way Ballot</i>	<i>7/04</i>	<i>8/04</i>	<i>2-way Ballot</i>	<i>7/04</i>	<i>8/04</i>
<i>Bush/Cheney</i>	<i>44.3%</i>	<i>45.2%</i>	<i>Bush/Cheney</i>	<i>43.7%</i>	<i>46.3%</i>
<i>Kerry/Edwards</i>	<i>45.4%</i>	<i>47.3%</i>	<i>Kerry/Edwards</i>	<i>46.0%</i>	<i>48.4%</i>
<i>Nader/Camejo</i>	<i>3.5%</i>	<i>2.3%</i>	<i>Undecided</i>	<i>10.3%</i>	<i>5.3%</i>
<i>Undecided</i>	<i>6.8%</i>	<i>5.2%</i>			