

THE
LUNTZ RESEARCH COMPANIES

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SAUDI ARABIA SURVEY TOPLINE RESULTS

August 2004

N=800 Registered Likely Voters

Margin of Error = +/-3.5%

GENERAL QUESTIONS

1. Generally speaking, do you think things in this country are headed in the right direction or do you feel things are pretty seriously off on the wrong track?

38% RIGHT DIRECTION
51% WRONG TRACK
11% DON'T KNOW/REFUSED

2. And are things internationally headed in the right direction, or are things internationally pretty seriously off on the wrong track?

28% RIGHT DIRECTION
61% WRONG TRACK
11% DON'T KNOW/REFUSED

3. Thinking about the upcoming presidential election, which set of issues matter most to you personally?

24% DEFENSE, FOREIGN POLICY, IRAQ AND TERRORISM
21% SOCIAL SECURITY, MEDICARE, HEALTHCARE AND RESCRIPTION DRUGS
21% THE ECONOMY, TAXES, THE DEFICIT AND GOVERNMENT SPENDING
16% MORALS, VALUES AND THE DIRECTION OF SOCIETY
11% EDUCATION AND CHILDCARE
4% THE HIGH PRICE OF OIL, GAS AND OTHER SOURCES OF ENERGY
5% DON'T KNOW/REFUSED

4. And which is the next most important set of issues to you, personally?

24% THE ECONOMY, TAXES, THE DEFICIT AND GOVERNMENT SPENDING
19% SOCIAL SECURITY, MEDICARE, HEALTHCARE AND RESCRIPTION DRUGS
19% DEFENSE, FOREIGN POLICY, IRAQ AND TERRORISM
12% EDUCATION AND CHILDCARE
11% MORALS, VALUES AND THE DIRECTION OF SOCIETY
8% THE HIGH PRICE OF OIL, GAS AND OTHER SOURCES OF ENERGY
8% DON'T KNOW/REFUSED

3/4. (Combo 1st & 2nd choices)

44%	THE ECONOMY, TAXES, THE DEFICIT AND GOVERNMENT SPENDING
42%	DEFENSE, FOREIGN POLICY, IRAQ AND TERRORISM
37%	SOCIAL SECURITY, MEDICARE, HEALTHCARE AND RESCRIPTION DRUGS
26%	MORALS, VALUES AND THE DIRECTION OF SOCIETY
22%	EDUCATION AND CHILDCARE
12%	THE HIGH PRICE OF OIL, GAS AND OTHER SOURCES OF
8%	DON'T KNOW/REFUSED

FAVORABILITY

Now I'm going to read you a list of names of people, organizations and countries and I want you to tell me whether you have a strongly favorable, somewhat favorable, somewhat unfavorable or strongly unfavorable opinion of each one. If you have no opinion or have never heard of the name, just say so. The first/next statement is...

5. OPEC

5%	STRONGLY FAVORABLE
11%	SOMEWHAT FAVORABLE
30%	SOMEWHAT UNFAVORABLE
25%	STRONGLY UNFAVORABLE
22%	NO OPINION
5%	NEVER HEARD OF
3%	DON'T KNOW/REFUSED

6. Israel

22%	STRONGLY FAVORABLE
28%	SOMEWHAT FAVORABLE
17%	SOMEWHAT UNFAVORABLE
9%	STRONGLY UNFAVORABLE
23%	NO OPINION
1%	NEVER HEARD OF
1%	DON'T KNOW/REFUSED

7. Saudi Arabia

3%	STRONGLY FAVORABLE
14%	SOMEWHAT FAVORABLE
32%	SOMEWHAT UNFAVORABLE
28%	STRONGLY UNFAVORABLE
21%	NO OPINION
1%	NEVER HEARD OF
2%	DON'T KNOW/REFUSED

8. American Oil and Gas Companies
- 10% STRONGLY FAVORABLE
 - 20% SOMEWHAT FAVORABLE
 - 29% SOMEWHAT UNFAVORABLE
 - 27% STRONGLY UNFAVORABLE
 - 12% NO OPINION
 - 2% NEVER HEARD OF
 - 1% DON'T KNOW/REFUSED
9. George W. Bush
- 30% STRONGLY FAVORABLE
 - 17% SOMEWHAT FAVORABLE
 - 13% SOMEWHAT UNFAVORABLE
 - 36% STRONGLY UNFAVORABLE
 - 4% NO OPINION
 - 0% NEVER HEARD OF
 - 1% DON'T KNOW/REFUSED
10. John Kerry
- 28% STRONGLY FAVORABLE
 - 23% SOMEWHAT FAVORABLE
 - 14% SOMEWHAT UNFAVORABLE
 - 25% STRONGLY UNFAVORABLE
 - 9% NO OPINION
 - 1% NEVER HEARD OF
 - 1% DON'T KNOW/REFUSED
11. Michael Moore
- 13% STRONGLY FAVORABLE
 - 13% SOMEWHAT FAVORABLE
 - 9% SOMEWHAT UNFAVORABLE
 - 25% STRONGLY UNFAVORABLE
 - 19% NO OPINION
 - 19% NEVER HEARD OF
 - 2% DON'T KNOW/REFUSED
12. Nuclear power
- 21% STRONGLY FAVORABLE
 - 30% SOMEWHAT FAVORABLE
 - 15% SOMEWHAT UNFAVORABLE
 - 15% STRONGLY UNFAVORABLE
 - 16% NO OPINION
 - 1% NEVER HEARD OF
 - 1% DON'T KNOW/REFUSED

13a. The **coal** industry

14% STRONGLY FAVORABLE
21% SOMEWHAT FAVORABLE
12% SOMEWHAT UNFAVORABLE
8% STRONGLY UNFAVORABLE
37% NO OPINION
5% NEVER HEARD OF
4% DON'T KNOW/REFUSED

13b. The **clean coal** industry

14% STRONGLY FAVORABLE
24% SOMEWHAT FAVORABLE
7% SOMEWHAT UNFAVORABLE
5% STRONGLY UNFAVORABLE
31% NO OPINION
15% NEVER HEARD OF
5% DON'T KNOW/REFUSED

KNOWLEDGE QUESTIONS

Now let's change topics just a bit...

14. Which country has the largest reserves of the world's oil? A guess will do.

41% SAUDI ARABIA
14% UNITED STATES
12% IRAQ
8% RUSSIA
3% IRAN
2% VENEZUELA
2% KUWAIT
1% CANADA
1% MEXICO
3% OTHER ANSWER
13% DON'T KNOW/REFUSED

15. Which country did 15 of the 19 hijackers on 9/11 come from?

53% SAUDI ARABIA
15% IRAQ
7% AFGHANISTAN
4% IRAN
1% SYRIA
4% OTHER ANSWER
15% DON'T KNOW/REFUSED

16. What is Osama Bin Ladin's country of origin, and where does his family live today?

- 52% SAUDI ARABIA
- 11% AFGHANISTAN
- 7% IRAQ
- 3% PAKISTAN
- 2% IRAN
- 3% OTHER ANSWER
- 22% DON'T KNOW/REFUSED

The answer to all those questions is Saudi Arabia. Now let's try a few more...

17. What country does the children's video game Pokemon come from? A guess will do.

- 53% JAPAN
- 7% CHINA
- 2% UNITED STATES
- 1% GREAT BRITAIN
- 2% OTHER ANSWER
- 35% DON'T KNOW/REFUSED

18. What state is Bruce Springsteen from?

- 39% NEW JERSEY
- 6% NEW YORK
- 9% OTHER STATE
- 5% OTHER ANSWER
- 43% DON'T KNOW/REFUSED

19. Would you recognize the Crown Prince of Saudi Arabia if you saw him?

- 17% YES
- 81% NO
- 3% DON'T KNOW/REFUSED

20. Would you recognize the Fresh Prince of Bel Air if you saw him?

- 61% YES
- 36% NO
- 3% DON'T KNOW/REFUSED

ENERGY - ECONOMIC

21. If you had to choose, which of the following goals do you think is the most important?

- 62% PROTECTING THE ENVIRONMENT
- 32% REDUCING THE COST OF GASOLINE AND HOME HEATING OIL
- 7% DON'T KNOW/REFUSED

22. How concerned are you *personally* with the recent rise in oil and gas prices?

27% EXTREMELY CONCERNED
30% VERY CONCERNED
30% SOMEWHAT CONCERNED
9% ONLY A LITTLE CONCERNED
5% NOT CONCERNED AT ALL
0% DON'T KNOW/REFUSED

23. And how concerned are you with the impact that the recent rise in cost for oil and gas will have on the *US economy*?

29% EXTREMELY CONCERNED
31% VERY CONCERNED
32% SOMEWHAT CONCERNED
4% SOMEWHAT UNCONCERNED
4% NOT AT ALL CONCERNED
1% DON'T KNOW/REFUSED

24. Who or what do you think is most responsible for higher gas prices?

17% OPEC
15% AMERICAN OIL/GAS COMPANIES
14% US RELIANCE ON FOREIGN OIL
14% GEORGE W. BUSH
9% LACK OF INNOVATION/ALTERNATIVE ENERGY SOURCES
7% IRAQ WAR
3% HARD-CORE ENVIRONMENTALISTS
3% MIDDLE EAST
3% SAUDI ARABIA
2% TAXES ON GAS/FUEL
6% OTHER
8% DON'T KNOW/REFUSED

25. And what is your second choice?

13% OPEC
12% AMERICAN OIL/GAS COMPANIES
10% IRAQ WAR
9% US RELIANCE ON FOREIGN OIL
8% GEORGE W. BUSH
8% LACK OF INNOVATION/ALTERNATIVE ENERGY SOURCES
6% MIDDLE EAST
6% SAUDI ARABIA
3% HARD-CORE ENVIRONMENTALISTS
2% TAXES ON GAS/FUEL
6% OTHER
18% DON'T KNOW/REFUSED

24/25. (Combo 1st & 2nd choices)

- 29% OPEC
- 27% AMERICAN OIL/GAS COMPANIES
- 23% US RELIANCE ON FOREIGN OIL
- 21% GEORGE W. BUSH
- 17% LACK OF INNOVATION/ALTERNATIVE ENERGY SOURCES
- 17% IRAQ WAR
- 9% MIDDLE EAST
- 9% SAUDI ARABIA
- 6% HARD-CORE ENVIRONMENTALISTS
- 5% TAXES ON GAS/FUEL
- 10% OTHER
- 18% DON'T KNOW/REFUSED

26. And if you had to choose, which of the following do you think is most responsible for the recent increases in the cost of oil and gas?

- 55% SAUDI ARABIA, OPEC AND OTHER OIL AND GAS PRODUCING COUNTRIES
- 33% OIL AND GAS COMPANIES
- 12% DON'T KNOW/REFUSED

27. And which of the following goals is more important to you? You have to choose.

- 71% REDUCING OUR RELIANCE ON FOREIGN OIL AND GAS
- 26% CHEAPER PRICES FOR OIL AND GAS
- 4% DON'T KNOW/REFUSED

TERRORISM & POLITICS

Changing topics, let's talk for a minute about terrorism....

28a. Do you feel safer or less safe today than you did **a year ago**?

- 35% SAFER
- 28% NO CHANGE
- 36% LESS SAFE
- 1% DON'T KNOW/REFUSED

28b. Do you feel safer or less safe today than you did **12 months ago**?

- 40% SAFER
- 28% NO CHANGE
- 32% LESS SAFE
- 1% DON'T KNOW/REFUSED

29. In deciding which candidate to support in the upcoming presidential election, how important is your assessment of their ability to protect the United States against future terrorist attacks?
- 45% EXTREMELY IMPORTANT
 - 35% VERY IMPORTANT
 - 15% SOMEWHAT IMPORTANT
 - 3% SOMEWHAT UNIMPORTANT
 - 2% VERY UNIMPORTANT
 - 1% DON'T KNOW/REFUSED
30. And regardless of which candidate you support for President, which of the two candidates do you think would do the best job fighting terrorism? I do need you to choose.
- 47% GEORGE W. BUSH
 - 39% JOHN KERRY
 - 2% BOTH
 - 5% NEITHER
 - 7% DON'T KNOW/REFUSED
31. And if there were a terrorist attack on the United States between now and the upcoming election, would that make you ...?
- 54% NOT INFLUENCE YOUR VOTE AT ALL
 - 25% MAKE YOU MORE LIKELY TO VOTE FOR JOHN KERRY
 - 19% MAKE YOU MORE LIKELY TO VOTE FOR GEORGE W. BUSH
 - 3% DON'T KNOW/REFUSED
32. And if there were a terrorist attack on the United States between now and the upcoming election, would that ...?
- 44% NOT INFLUENCE YOUR VOTE AT ALL
 - 28% MAKE YOU MORE LIKELY TO VOTE FOR GEORGE W. BUSH
BECAUSE IT WOULD BE PROOF THAT TERRORISTS ARE
STILL PLOTTING AGAINST THE U.S.
 - 25% MAKE YOU MORE LIKELY TO VOTE FOR JOHN KERRY
BECAUSE IT WOULD BE PROOF THAT PRESIDENT BUSH
CANNOT HANDLE OR STOP TERRORISM
 - 3% DON'T KNOW/REFUSED
33. Which of the following statements best describes your views about future terrorist attacks in the US?
- 79% WE CAN'T PREVENT IT, BUT WE CAN REDUCE IT
 - 11% WE HAVE THE ABILITY TO STOP TERROR IN THIS COUNTRY
 - 10% TERRORISM IS UNAVOIDABLE; IT IS A FACT OF LIFE
 - 1% DON'T KNOW/REFUSED

TERRORISM IN GENERAL

34. Other than Iraq, which nation or group do you believe is the greatest contributor to global terror?

21%	SAUDI ARABIA
18%	IRAN
8%	AFGHANISTAN
7%	ISLAMIC EXTREMISTS
3%	PALESTINIANS
3%	IRAQ
3%	UNITED STATES
2%	ISRAEL
2%	SYRIA
1%	HAMAS
14%	OTHER
19%	DON'T KNOW/REFUSED

35. And which nation or group do you believe is the next greatest contributor to global terror?

12%	SAUDI ARABIA
11%	IRAN
9%	AFGHANISTAN
6%	ISLAMIC EXTREMISTS
4%	IRAQ
4%	SYRIA
3%	ISRAEL
2%	HAMAS
2%	PALESTINIANS
2%	UNITED STATES
14%	OTHER
31%	DON'T KNOW/REFUSED

34/35. (Combo 1st and 2nd choices)

33%	SAUDI ARABIA
29%	IRAN
17%	AFGHANISTAN
13%	ISLAMIC EXTREMISTS
7%	IRAQ
6%	SYRIA
5%	ISRAEL
5%	PALESTINIANS
5%	UNITED STATES
3%	HAMAS
25%	OTHER
31%	DON'T KNOW/REFUSED

SAUDI ARABIA

Now let's change topics and talk about Saudi Arabia...

36. Since September 11, has your opinion of Saudi Arabia....

2%	IMPROVED A LOT
10%	IMPROVED A LITTLE
27%	NO CHANGE
28%	WORSENERD A LITTLE
29%	WORSENERD A LOT
6%	DON'T KNOW/REFUSED

Now I'm going to read you some statements about Saudi Arabia and I want you to tell me whether it makes you feel ... toward Saudi Arabia? If it has no impact on your opinion of Saudi Arabia, just say so. The first/next statement is...

37. THE US JOINT CONGRESSIONAL COMMITTEE REPORT ON THE CAUSES OF 9/11 IMPLY THAT SAUDI ARABIA HAD COMPLICIT INVOLVEMENT IN THE TERRORIST ATTACKS

5%	MUCH MORE FAVORABLE
6%	SOMEWHAT MORE FAVORABLE
19%	SOMEWHAT LESS FAVORABLE
44%	MUCH LESS FAVORABLE
20%	NO IMPACT
7%	DON'T KNOW/REFUSED

38. 15 OF THE 19 SEPTEMBER 11TH HIJACKERS WERE OF SAUDI ORIGIN

3%	MUCH MORE FAVORABLE
2%	SOMEWHAT MORE FAVORABLE
23%	SOMEWHAT LESS FAVORABLE
40%	MUCH LESS FAVORABLE
27%	NO IMPACT
5%	DON'T KNOW/REFUSED

39. SAUDI MONEY FUNDS A NUMBER OF ANTI-AMERICAN ISLAMIC FUNDAMENTALIST GROUPS AND TERRORIST ORGANIZATIONS, INCLUDING AL-QAIDA

5%	MUCH MORE FAVORABLE
3%	SOMEWHAT MORE FAVORABLE
17%	SOMEWHAT LESS FAVORABLE
55%	MUCH LESS FAVORABLE
15%	NO IMPACT
6%	DON'T KNOW/REFUSED

40. DURING THE IRAQ WAR, THERE WERE NUMEROUS REPORTS OF SAUDI ISURGENTS ENTERING IRAQ AND FIGHTING AGAINST AMERICAN TROOPS. THE SAUDI GOVERNMENT WAS SLOW TO ACT ON THESE REPORTS.

1% MUCH MORE FAVORABLE
4% SOMEWHAT MORE FAVORABLE
24% SOMEWHAT LESS FAVORABLE
50% MUCH LESS FAVORABLE
16% NO IMPACT
5% DON'T KNOW/REFUSED

41. THE SAUDI SCHOOL SYSTEM GLORIFIES THE CONCEPT OF JIHAD

4% MUCH MORE FAVORABLE
3% SOMEWHAT MORE FAVORABLE
13% SOMEWHAT LESS FAVORABLE
51% MUCH LESS FAVORABLE
17% NO IMPACT
13% DON'T KNOW/REFUSED

42. THE COST OF OIL HAS ALMOST DOUBLED IN THE PAST YEAR DESPITE PROMISES FROM THE SAUDI GOVERNMENT TO KEEP PRICES DOWN

3% MUCH MORE FAVORABLE
3% SOMEWHAT MORE FAVORABLE
23% SOMEWHAT LESS FAVORABLE
45% MUCH LESS FAVORABLE
20% NO IMPACT
6% DON'T KNOW/REFUSED

43. THE SAUDI CROWN PRINCE HAS EMPHASIZED THE IMPORTANCE OF CONDEMNING BOTH TERROR AND THE KILLING OF INNOCENT CIVILIANS

16% MUCH MORE FAVORABLE
27% SOMEWHAT MORE FAVORABLE
11% SOMEWHAT LESS FAVORABLE
22% MUCH LESS FAVORABLE
18% NO IMPACT
7% DON'T KNOW/REFUSED

44. SAUDI ARABIA AND THE US MAINTAIN A COUNTER-TERRORISM EFFORT AND SHARE INFORMATION AND RESOURCES TO ROOT OUT TERRORIST NETWORKS

9% MUCH MORE FAVORABLE
32% SOMEWHAT MORE FAVORABLE
11% SOMEWHAT LESS FAVORABLE
18% MUCH LESS FAVORABLE
22% NO IMPACT
8% DON'T KNOW/REFUSED

45. SAUDI ARABIA HAS PUT IN PLACE LAWS THAT PUNISH CONVICTED MONEY LAUNDERERS BOTH WITH FINANCIAL PENALTIES AND JAIL TIME
- 22% MUCH MORE FAVORABLE
 - 34% SOMEWHAT MORE FAVORABLE
 - 6% SOMEWHAT LESS FAVORABLE
 - 11% MUCH LESS FAVORABLE
 - 18% NO IMPACT
 - 9% DON'T KNOW/REFUSED
46. SAUDI ARABIA HAS PROMISED TO KEEP DOWN OIL PRICES AND HAS OFTEN ACTED AS A MODERATING FORCE ON OPEC PRICING.
- 10% MUCH MORE FAVORABLE
 - 31% SOMEWHAT MORE FAVORABLE
 - 12% SOMEWHAT LESS FAVORABLE
 - 16% MUCH LESS FAVORABLE
 - 26% NO IMPACT
 - 6% DON'T KNOW/REFUSED
47. And if I were to tell you that Saudi Arabia is the #1 holder of oil reserves among OPEC nations, and the largest single supplier of oil to the United States, would that make you want to have a ...with Saudi Arabia?
- 9% MUCH CLOSER RELATIONSHIP
 - 30% SOMEWHAT CLOSER RELATIONSHIP
 - 23% NO IMPACT
 - 17% SOMEWHAT MORE DISTANT
 - 15% MUCH MORE DISTANT
 - 8% DON'T KNOW/REFUSED
48. And if I were to tell you that Saudi Arabia is the #1 holder of oil reserves among OPEC nations, and the largest single supplier of oil to the United States, would that make you want to...
- 50% PURSUE NEW SOURCES OF ENERGY RIGHT HERE IN AMERICA
 - 32% MORE ACTIVELY PURSUE SUPPLIES FROM OTHER OIL PRODUCING NATIONS AND REGIONS, SUCH AS CANADA, MEXICO, AND WESTERN AFRICA
 - 7% NO IMPACT
 - 6% PURSUE A CLOSER RELATIONSHIP WITH SAUDI ARABIA
 - 6% DON'T KNOW/REFUSED
49. And after all that we have talked about, do you have a ... opinion of Saudi Arabia now?
- 3% STRONGLY FAVORABLE
 - 14% SOMEWHAT FAVORABLE
 - 32% SOMEWHAT UNFAVORABLE
 - 26% STRONGLY UNFAVORABLE
 - 22% NO OPINION
 - 1% NEVER HEARD OF
 - 2% DON'T KNOW/REFUSED

50. Which do you have a more negative opinion of?
- 23%** SAUDI OIL
 - 22%** OPEC OIL
 - 18%** MIDDLE EASTERN OIL
 - 8%** FOREIGN OIL
 - 28%** DON'T KNOW/REFUSED
51. Do you think that OPEC is purposely withholding production to increase oil prices?
- 71%** YES
 - 17%** NO
 - 12%** DON'T KNOW/REFUSED
52. Do you think that the Saudis, as the top OPEC producer, are encouraging or discouraging higher oil prices?
- 66%** ENCOURAGING
 - 14%** DISCOURAGING
 - 20%** DON'T KNOW/REFUSED

ENERGY POLICY

Now let's briefly talk about energy policy...

53. Companies that make electricity could burn more coal instead of oil, which would bring down energy prices and reduce our dependence on foreign oil but it would increase pollution. If you had to choose, and it's a tough choice, which should be a higher priority?
- 61%** KEEP THE AIR AND ENVIRONMENT AS CLEAN AS POSSIBLE
 - 29%** BRING DOWN ENERGY PRICES AND REDUCE OUR DEPENDENCE ON FOREIGN OIL
 - 11%** DON'T KNOW/REFUSED
54. And if I were to tell you that since 1970, the US has been able to reduce air pollutants from coal by 31% while close to doubling the coal used to produce electricity, and if you had to choose, and it's a tough choice, which should be a higher priority?
- 56%** BURN COAL IN A CLEANER WAY - BRING DOWN ENERGY PRICES AND REDUCE OUR DEPENDENCE ON FOREIGN OIL
 - 36%** DON'T BURN COAL - KEEP THE AIR AND ENVIRONMENT AS CLEAN AS POSSIBLE
 - 9%** DON'T KNOW/REFUSED
55. The US government does not allow energy companies to explore for oil in Alaska's ANWR area and in many areas off the U.S. coasts. Should energy companies be allowed to explore for oil in Alaska and off America's coast line, or not?
- 57%** YES/EXPLORE
 - 35%** NO/DON'T EXPLORE
 - 8%** DON'T KNOW/REFUSED

HYBRID CARS

Now let's talk about something new...

56. How much do you know about hybrid cars?

- 7% A LOT
- 8% A GOOD AMOUNT
- 21% A FAIR AMOUNT
- 42% ONLY A LITTLE
- 21% NOTHING AT ALL
- 2% DON'T KNOW/REFUSED

57. Which of the following reasons is the best reason to own a hybrid car?

- 25% IT REDUCES OUR RELIANCE ON FOREIGN OIL
- 24% IT HELPS PROTECT THE ENVIRONMENT BY BURNING LESS GAS
- 17% IT ACHIEVES BETTER FUEL EFFICIENCY
- 13% IT REDUCES THE COST OF FUEL
- 2% YOU CAN RECEIVE A TAX CREDIT FOR BUYING THE CAR
- 2% THE BATTERIES IN THE HYBRID CARS CHARGE WHENEVER YOU PRESS THE BRAKE
- 17% DON'T KNOW/REFUSED

58. And which of the following is the best reason for you *personally* to own a hybrid car?

- 30% YOU CAN HELP ELIMINATE OUR RELIANCE ON FOREIGN OIL
- 21% YOU CAN DO YOUR PART FOR A CLEAN THE ENVIRONMENT
- 14% YOU WILL HAVE TO REFUEL LESS OFTEN, AS YOU CAN GET UP TO DOUBLE THE MILEAGE WITH A HYBRID CAR
- 13% YOU CAN SAVE ABOUT \$250 - \$300 PER YEAR ON THE COST OF FUEL FOR YOUR CAR
- 7% YOU WILL RECEIVE A \$1500 TAX CREDIT FOR BUYING ONE IN 2004
- 15% DON'T KNOW/REFUSED

59. Which of the following statements applies to you regarding SUV's and pick-up trucks?

- 20% YOU OWN AN SUV
- 21% YOU OWN A PICK-UP TRUCK
- 7% YOU WOULD CONSIDER BUYING AN SUV IN THE NEXT TWO YEARS
- 8% YOU WOULD CONSIDER BUYING A PICK-UP TRUCK IN THE NEXT TWO YEARS
- 42% NONE OF THE ABOVE
- 4% DON'T KNOW/REFUSED

60. Were you aware before today that some existing SUV's and Pick-up trucks will be available in a hybrid version next year?

- 34% YES
- 65% NO
- 1% DON'T KNOW/REFUSED

61. And given what you just heard about the benefits of hybrid vehicles, how likely is it that your next SUV or Pick-up truck would be a hybrid model?

9% DEFINITELY
18% PROBABLY
40% POSSIBLY
17% PROBABLY NOT
13% DEFINITELY NOT
3% DON'T KNOW/REFUSED

62. Based on what I just read you, and given that hybrid cars cost more then the same car without hybrid technology, would you be willing to pay 10% more for a hybrid model?

21% DEFINITELY
20% PROBABLY
24% POSSIBLY
13% PROBABLY NOT
15% DEFINITELY NOT
7% DON'T KNOW/REFUSED

63. And based on what I just read you, and given that hybrid cars cost more then the same car without hybrid technology, would you be willing to pay \$1,000 more for a hybrid model?

29% DEFINITELY
21% PROBABLY
20% POSSIBLY
10% PROBABLY NOT
15% DEFINITELY NOT
6% DON'T KNOW/REFUSED

64. Would you be... toward President George W Bush if you learned that his energy plan to reduce our dependence on foreign oil, included giving a tax incentive *to people* who buy hybrid vehicles?

22% MUCH MORE FAVORABLE
29% SOMEWHAT MORE FAVORABLE
5% SOMEWHAT LESS FAVORABLE
12% MUCH LESS FAVORABLE
27% NO IMPACT
6% DON'T KNOW/REFUSED

65. Would you be ... toward President George W. Bush if you learned that his energy plan to reduce our dependence on foreign oil included giving a tax incentive to *car manufacturers* who build hybrid vehicles in the United States?

24% MUCH MORE FAVORABLE
35% SOMEWHAT MORE FAVORABLE
4% SOMEWHAT LESS FAVORABLE
9% MUCH LESS FAVORABLE
22% NO IMPACT
7% DON'T KNOW/REFUSED

GENERAL OPINION

I just have a few more questions...Now I am now going to read you some statements. For each statement, please indicate if you strongly agree, somewhat agree, somewhat disagree, or strongly disagree.

66. Reducing our dependence on foreign oil must be a top priority for the next administration.

50% STRONGLY AGREE
33% SOMEWHAT AGREE
8% SOMEWHAT DISAGREE
7% STRONGLY DISAGREE
3% DON'T KNOW/REFUSED

67. The higher cost of oil and gas are a price I will willingly pay to fight the war on terror.

27% STRONGLY AGREE
29% SOMEWHAT AGREE
15% SOMEWHAT DISAGREE
22% STRONGLY DISAGREE
8% DON'T KNOW/REFUSED

68. If we could move to more fuel efficient sources of energy, we could eliminate our dependence on the OPEC nations and the Middle East.

59% STRONGLY AGREE
30% SOMEWHAT AGREE
5% SOMEWHAT DISAGREE
3% STRONGLY DISAGREE
4% DON'T KNOW/REFUSED

69. If it weren't for oil money, Saudi Arabia and the rest of the OPEC nations would have no power and terrorism would end.

19% STRONGLY AGREE
25% SOMEWHAT AGREE
24% SOMEWHAT DISAGREE
27% STRONGLY DISAGREE
6% DON'T KNOW/REFUSED

70. When it comes to energy, we need an America that relies on its own ingenuity and innovation – not the Saudi royal family.

74% STRONGLY AGREE
17% SOMEWHAT AGREE
2% SOMEWHAT DISAGREE
3% STRONGLY DISAGREE
5% DON'T KNOW/REFUSED

71. The President should put MUCH more pressure on Saudi Arabia to fight against terror.

55% STRONGLY AGREE
27% SOMEWHAT AGREE
5% SOMEWHAT DISAGREE
8% STRONGLY DISAGREE
6% DON'T KNOW/REFUSED

LANGUAGE

72. All of the following are important, but which is a higher priority to you?

35% ENERGY SELF-SUFFICIENCY
30% DIVERSITY OF ENERGY SOURCES
14% ENERGY INDEPENDENCE
9% ENERGY SECURITY
6% ENERGY RELIABILITY
7% DON'T KNOW/REFUSED

DEMOGRAPHICS

73. What is your age, please?

6% 18-24
5% 25-29
6% 30-34
9% 35-39
10% 40-44
9% 45-49
13% 50-54
11% 55-59
8% 60-64
7% 65-69
15% 70 OR OLDER
1% DON'T KNOW / REFUSED

74. What best describes your formal level of education?

5% SOME HIGH SCHOOL
23% COMPLETED HIGH SCHOOL
27% VOCATIONAL SCHOOL OR SOME COLLEGE
29% 4-YEAR COLLEGE GRADUATE
16% A POST-GRADUATE DEGREE
1% DON'T KNOW/REFUSED

75. And thinking back to the 2000 presidential election, did you vote for Al Gore, George Bush or someone else? If you did not vote, just say so.

35% AL GORE
45% GEORGE W. BUSH
1% RALPH NADER
1% PAT BUCHANAN
2% OTHER
10% DID NOT VOTE
5% DON'T KNOW / REFUSED

76. And thinking about the upcoming presidential election, if that election were held today, would you be more likely to vote for George W. Bush, John Kerry, or Ralph Nader?

36% DEFINITELY KERRY
7% PROBABLY KERRY
4% LEANING KERRY
34% DEFINITELY BUSH
6% PROBABLY BUSH
3% LEANING BUSH
1% DEFINITELY NADER
1% PROBABLY NADER
1% LEANING NADER
1% NOT GOING TO VOTE
8% DON'T KNOW/REFUSED

77. And in general, do you consider yourself a strong Republican, a weak Republican, a weak Democrat, or a strong Democrat?

23% STRONG REPUBLICAN
15% WEAK REPUBLICAN
18% INDEPENDENT
12% WEAK DEMOCRAT
24% STRONG DEMOCRAT
1% LIBERTARIAN / REFORM PARTY
8% DON'T KNOW / REFUSED

78. State

19% NORTHEAST
23% MIDWEST
36% SOUTH
23% PACIFIC

79. Gender

48% MALE
52% FEMALE

FINAL QUESTIONS

And just two short final questions ...

80. Have you seen the film, *Fahrenheit 911*?

17%	YES
82%	NO
1%	DON'T KNOW/REFUSED

81. And did the film make you ... to vote for George W. Bush in the upcoming election?

5%	MUCH MORE LIKELY
2%	SOMEWHAT MORE LIKELY
39%	NO IMPACT
13%	SOMEWHAT LESS LIKELY
37%	MUCH LESS LIKELY
4%	DON'T KNOW/REFUSED