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# Rocky Mountain Poll

NEWS RELEASE [RMP 2004-III-05]

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## FAHRENHEIT 9-11 DRAWS VARIETY OF VOTERS; FOUR IN TEN MAY SEE IT BEFORE THE ELECTION

Phoenix, Arizona, July 21, 2004. In the weeks immediately following its opening, one in ten Arizona voters said they had already seen the Michael Moore *Fahrenheit 9-11* film and another third were planning to see it. As might be expected, the film has its biggest appeal to Democrats, but nearly as many registered Independent voters, who comprise close to a quarter of all voters in the state, were also going to see the film.

And, although GOP party officials may not be pleased, a quarter of Republicans plan to see the film and six percent have already done so.

Interest in the film rises dramatically among voters under the age of 55 and particularly those under 35 years of age, among whom six of ten are planning to see the film. Yet, it is older voters who have been the first to see the film, while the second wave of viewers will be younger voters. The research also finds that while four in ten White voters have seen or plan to see the film, the figure rises to 55 to 60 percent among Hispanics and African Americans.

Most interesting, however, are the voting plans of people depending whether they have seen or plan to see the film. For instance, among voters who already viewed the film, the vote favors Kerry by three-to-one. Among those planning to see *Fahrenheit 9-11*, the vote is 56 percent for Kerry, 30 percent for Bush and 15 percent undecided. Those who say they will not be going to this film are 72 percent for Bush, 22 percent for Kerry and barely six percent uncommitted.

Among voters who at the time of this survey were uncommitted to either Bush or Kerry, an impressive 68 percent plan to see *Fahrenheit 9-11*.

The findings outlined in this report are based on a survey of 701 adults, including 515 registered voters, across Arizona conducted between July 1<sup>st</sup> and July 7<sup>th</sup>, 2004, by the Behavior Research Center of Arizona as part of the Center's independent and non-partisan Rocky Mountain Poll series. The public is welcome to visit [www.brcpolls.com](http://www.brcpolls.com) to read this and other recent polls.

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EDITOR'S NOTE: This Rocky Mountain Poll Arizona (2004-III-05) is based on 701 telephone interviews with adults, including 515 registered voters, conducted from July 1<sup>st</sup> through July 7<sup>th</sup>, 2004 throughout Arizona. In the overall sample, one may say with 95 percent certainty that the results have a statistical precision of plus or minus 3.8 percent of what they would have been had the entire adult population been surveyed. The voter sample as an estimated margin of error of plus or minus 4.4. The Rocky Mountain Poll is conducted by the Behavior Research Center of Arizona and is an independent and non-partisan research program.

This statement conforms to the principles of disclosure of the National Council on Public Polls.

**ENCLOSED:** Statistical data for reference.

**STATISTICAL DATA**

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For this and other polls, see [www.brcpolls.com/results](http://www.brcpolls.com/results).

*"A documentary movie was recently released called Fahrenheit 9-11. Have you already seen this movie, plan to see it or plan not to see it?"*

<u>TOTAL POPULATION</u>	<u>ALREADY SEEN</u>	<u>PLAN TO SEE</u>	<u>PLAN NOT TO SEE</u>	<u>NOT SURE</u>
Statewide	7%	36%	51%	6%
Maricopa	8	34	53	5
Pima	6	45	46	3
Rural	5	36	48	11
<u>REGISTERED VOTERS</u>				
Democrats	10	44	41	5
Independents	6	43	47	4
Republicans	6	22	66	6
Likely voters	5	32	56	7
Undecided voters	20	48	27	5
Total	8	34	52	6

<u>CURRENT VOTING INTENTIONS</u>			
For Bush	20	29	72
For Kerry	60	56	22
Uncommitted	<u>20</u>	<u>15</u>	<u>6</u>
	100%	100%	100%