



Contact: Thomas Riehle 202-463-7300 thomas.riehle@ipsospa.com
Public Release Date: September 23, 2002 – 3:00 p.m. (EDT)

Close to Half (47%) Would Definitely Vote to Re-Elect Bush

As War Talk Focuses Attention on Commander-in-Chief, Americans Rally to Bush; Suddenly Things Seem to be Heading in the Right Direction for the Country

Between September 16 and September 22, 2002, Ipsos-Reid US Public Affairs interviewed a representative sample of 2,000 adults nationwide, including 1,520 registered voters. The margin of error for the combined surveys is $\pm 2.2\%$ for all adults and $\pm 2.6\%$ for registered voters.

WASHINGTON, D.C., (September 23, 2002) — President George W. Bush has reclaimed center stage in American politics in September. With talk of war with Iraq dominating the news, to the exclusion of political reports in this midterm election year, registered voters are rallying around the President. Most notably, 47% would definitely vote to reelect Bush, 26% would consider someone else, and only 24% would definitely vote for someone else if Bush were on the ballot this year, which he is not.

Bush's rebound—after a summer of unrelieved and persistent decline in the political fortunes of himself and his Republican Party—means a change in the dynamics of the fall election campaign. As the election season begins, voters are decidedly more pro-Republican and positive in their assessment of the status quo than they were last summer.

For the first time since June a majority of Americans feel the country is on the right track, according to the latest Ipsos-Reid/*Cook Political Report* polls conducted September 16-19 and September 20-22, 2002 with a total representative sample of 2,000 adults and 1,520 registered voters.

Overall, between September 16-22, registered voters feel the country is headed in the right direction (51%) rather than off on the wrong track (42%). That is a fast, decisive shift in the political environment compared to the situation facing candidates as recently as the late August-early September Ipsos-Reid/*Cook Political Report* poll, when 45% of registered voters felt the country was heading in the right direction, 49% wrong track.

Among the most likely voters in the September 16-22 poll, 53% say the country is on the right track, 41% wrong track.

Congressional Party Control Preference

In the most recent survey, registered voters split evenly, 43% preferring Republican control of Congress, 44% Democratic control. Among likely voters, 46% prefer Republicans, 44% Democrats.

And if the election for Congress were held today, would you want to see the Republicans or Democrats win control of Congress?

	Voting		Reg. Voters: Party Identification				
	Registered voters	Likely voters	Republicans	Democrats	All Independent Voters	Independent men	Independent women
Republicans	43%	46%	88%	6%	24%	27%	20%
Democrats	44%	44%	5%	86%	25%	23%	27%
(DO NOT READ) Neither	10%	8%	6%	6%	37%	43%	30%
(DK/NS)	3%	2%	1%	2%	14%	7%	23%

	Total	Gender		Age/Gender			
		Male	Female	Men 18-44	Men 45+	Women 18-44	Women 45+
Republicans	43%	50%	37%	56%	46%	34%	39%
Democrats	44%	37%	50%	34%	39%	53%	48%
(DO NOT READ) Neither	10%	11%	8%	8%	13%	10%	7%
(DK/NS)	3%	2%	5%	2%	2%	3%	6%

For more information on this release, please contact:

Thomas Riehle
President
Ipsos-Reid US Public Affairs
202.463.7300
thomas.riehle@ipsospa.com

About Ipsos-Reid US Public Affairs

The survey was conducted by Ipsos-Reid US Public Affairs, the Washington, D.C.-based division of Ipsos, which is the world's fourth largest polling and market research organization, based in Paris. Ipsos-Reid US Public Affairs is a non-partisan, objective public affairs research organization made up of Democratic and Republican campaign and political polling veterans. It was established in Washington in August 2001, and it is led by Thomas Riehle, who has more than 15 years of experience as a political pollster in Washington. The Ipsos-Reid/Cook Political Report poll and the Ipsos-Reid Consumer Attitudes and Spending by Household (CASH) Index poll are conducted the first and third week of every month, as part of Ipsos-Reid US Public Affairs weekly omnibus polling service.

The political survey is designed in conjunction with Charlie Cook of the Cook Political Report. Founded in 1984, The Cook Political Report is an independent, non-partisan newsletter that analyzes elections for the U.S. House, Senate, governor and President as well as domestic American political trends. The New York Times has called the publication, "a newsletter that both parties consider authoritative" while the dean of the Washington political press corps, the Washington Post's David Broder has called Charlie Cook, its editor and publisher, "perhaps the best political handicapper in the nation." Cook also writes two weekly columns that appear in National Journal magazine and CongressDaily/AM and on nationaljournal.com, and serves as a political analyst for Cable News Network's show "Inside Politics." Researched and written by a staff of five based in Washington, D.C., the Cook Political Report's subscribers are primarily the lobbyists and managers for the political action committees of the nation's major corporations, trade associations and labor unions as well as by news organizations, foreign governments and others with an interest in detailed, impartial information and analysis of Congressional, gubernatorial and presidential elections.