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With War Underway, a Dramatic Political Boost for Bush, Republicans

In Ipsos Public Affairs/*Cook Political Report* Poll, Bush Support Recovers

Between March 4-6, 2003, and March 18-20, 2003 Ipsos US Public Affairs interviewed for the Cook Political Report a representative sample of 2,036 adult Americans nationwide, including 1,585 registered voters. The margin of error for the combined surveys is $\pm 2.2\%$ for all adults, $\pm 2.5\%$ for registered voters.

WASHINGTON, D.C., (March 21, 2003) — In interviews with 804 registered voters conducted March 18-20, 2003, the Ipsos Public Affairs/*Cook Political Report* Poll registers a dramatic swing in favor of President George W. Bush and the whole Republican Party.

- A majority (53%) of all adults say the country is on the right track, 40% wrong track; that represents a reversal from 37% right track-54% wrong track in interviews conducted February 18-March 6, 2003.
- In the most recent poll, 46% of registered voters would definitely vote to re-elect Bush, the highest re-elect number he has seen since the second quarter (April-May-June) 2002.
- In the most recent poll, 44% of registered voters would like to see Republicans win control of Congress and 41% would like Democrats to win control.

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About Ipsos US Public Affairs

The survey was conducted by Ipsos 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 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/Cook Political Report poll and the Ipsos Consumer Attitudes and Spending by Household (CASH) Index poll are usually conducted the first and third week of every month, as part of Ipsos 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.