



The Associated Press And Ipsos Form Public Opinion Research Partnership

First Poll On Behalf Of World's Largest News Organization Looks At Economy And President Bush's Approval Ratings

Washington, D.C., December 6, 2003 - Survey-based research firm Ipsos announced a partnership with *The Associated Press* for national and international public opinion polling. Ipsos-Public Affairs, headquartered in Washington, D.C., will conduct twice-a-month national polls, occasional state polls and quarterly international polls starting today for The Associated Press, Ipsos announced.

To view results of the first national AP/Ipsos poll released today on national economic and political issues, please visit www.ipsos-na.com/news. The findings were also distributed to the more than 15,000 Associated Press radio, TV and print subscribers in the U.S. and around the world on Friday.

Founded in 1848, The Associated Press is the oldest and largest news organization in the world, serving as a source of news, photos, graphics, audio and video for more than one billion people a day. Ipsos, founded in 1975, is a leading global survey-based research group, which conducts research in more than 100 countries.

"The AP relishes the opportunity to provide interesting, issues-driven polling content for its members and subscribers across the globe in conjunction with Ipsos," said Sandy Johnson, AP chief of bureau in Washington, in a statement.

Added Ipsos-Public Affairs President Thomas Riehle: "Public opinion is evenly divided, fluid and fascinating, reflecting ambivalent attitudes on government, business, consumer and workplace issues in the U.S. and around the world at a time when change is turbocharged. We look forward to exploring the changing attitudes of consumers and citizens with our new partners at The Associated Press."

About Ipsos

Ipsos is a leading global survey-based research group, which conducts research in more than 100 countries. Ipsos offers a full suite of research services—guided by industry experts and bolstered by advanced analytics and methodologies—in advertising, customer loyalty, marketing, media, and public affairs research, as well as forecasting and modeling. Member companies in Europe, North America, Latin America, the Middle East and Asia-Pacific also offer a full line of custom, syndicated, omnibus, panel, and online research products and services. Visit www.ipsos.com to learn more about Ipsos.



About Ipsos-Public Affairs

Ipsos Public Affairs is a non-partisan, objective, public affairs company made up of veteran campaign and political polling veterans as well as seasoned research professionals. The company conducts strategic research initiatives for a diverse number of Canadian, American, and international organizations based not only on public opinion research, but often elite stakeholder, corporate and media opinion research. Ipsos Public Affairs also conducts national and international public opinion polling on behalf of the *The Associated Press*, the world's oldest and largest news organization. Ipsos Public Affairs is a member of the Ipsos Group, a leading global survey-based research firm.

To learn more, visit www.ipsos-pa.com

Media contact:

Thomas Riehle

Ipsos-Public Affairs

(202) 463-7300