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Interview dates: June 18-20, 2004
Interviews: 1,000 adults
Margin of error: ± 3.1

**THE ASSOCIATED PRESS POLL
CONDUCTED BY IPSOS-PUBLIC AFFAIRS**

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***Gipper Wins This One, as Reagan Easily Outpoints Clinton, George W. Bush;
Between Clinton and W., It's 2000 All Over Again (A Very Close Decision)***

Between June 18-20, 2004, Ipsos Public Affairs conducted a poll of 1,000 adults nationwide for The Associated Press. The margin of error is ± 3.1 percentage points.

Washington, D.C., June 25, 2004 — The Associated Press/Ipsos Public Affairs poll conducted a week after the funeral ceremonies for former President Ronald Reagan, but immediately prior to the book tour of former President Bill Clinton, show Americans remember the 40th President favorably, and think history will be kinder to The Gipper than to his two most recent successors.

Clinton continues to appeal to working-class and poor Americans, non-whites and city-dwellers, and people living in the Northeast in the AP/Ipsos Poll.

Reagan appears to carry more broadly-based favor than either Bill Clinton or current President George W. Bush. Indeed, Bush doesn't fare very well in the comparison to either predecessor, polling even with Clinton and running a distant second to Reagan. In a comparison with Reagan, Bush does better than average among Republican women (20%) and people under age 30 (18%).

Q. Who do you think history will remember as the better president?

Former President Ronald Reagan	69
Former President Bill Clinton	28
(NOT READ) Both equally/neither.....	2
Not sure.....	1

Q. Who do you think history will remember as the better president?

Former President Ronald Reagan	76
Current President George W. Bush	12
(NOT READ) Both equally/neither.....	9
Not sure.....	3

Q. Who do you think history will remember as the better president?

Former President Bill Clinton	46
Current President George W. Bush	48
(NOT READ) Both equally/neither.....	4
Not sure.....	2

The public is about evenly split on whether Clinton or Bush will be remembered as the better president.

Clinton has the edge among people under 30 (64%), minorities (68%), and people who live in urban areas (55%), and residents of the Northeast (54%) and West (48%).

Bush is more highly regarded among people in the South (55%) and the Oil Patch region (64%) in particular, as well as rural residents (62%).

By party, Republicans are placing their bets on Bush for the better president (84%; 13% Clinton), Democrats on Clinton (76%; 18% Bush), and Independents are split (41% Clinton, 40% Bush).

Feelings Toward Clinton, Reagan As a Person and as a Communicator

Q. Do you have a favorable or unfavorable opinion of former President Ronald Reagan as a person?

Favorable	83
Unfavorable	12
Not sure.....	5

Q. Do you have a favorable or unfavorable opinion of former President Bill Clinton as a person?

Favorable	41
Unfavorable	53
Not sure.....	6

Q. Who do you think was more effective at communicating his ideas to the American people?

Ronald Reagan	61
Bill Clinton	32
(NOT READ) Both equally/neither.....	5
Not sure.....	2

Bill Clinton is back in the public eye with the release of his memoirs, but Americans' opinion of the 42nd President "as a person" in this poll conducted prior to his book tour is more unfavorable (53%) than favorable (41%).

Clinton is especially unpopular among women over age 45 (61% unfavorable), whites (59%), and Republican voters (82%).

Opinions toward Clinton are more positive among people under age 30 (61%), non-whites (66%), people with lower incomes (52%) and Democratic voters (72% Democratic men; 64% women).

Views of Reagan as a person are solidly positive among Americans from all walks of life. Registered Republican voters (96%) nearly all have good impressions of Reagan, as do majorities of Democratic (72%) and Independent (76%) voters.

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