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Interview dates: July 5-7, 2004
Interviews: 1,000 adults, 804 registered voters
Margin of error: ± 3.1 for all adults, ± 3.5 for registered voters

Full ticket horserace question (Q.5a-c) ONLY:
Interview dates: July 6-7, 2004
Interviews: 510 registered voters
Margin of error: ± 4.3

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

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AP/Ipsos Poll: Bush and Kerry Show Momentum as Campaign Gathers Pace

The Associated Press Poll is conducted by Ipsos-Public Affairs. Between July 5-7, 2004, the AP/Ipsos poll interviewed a representative sample of 1,000 adults nationwide, including 804 registered voters. The margin of error is ± 3.1 for all adults, ± 3.5 for registered voters. Margin of error for subgroups may be higher.

Washington, D.C., July 9, 2004 —The latest AP/Ipsos Public Affairs poll shows that while Bush has pulled slightly ahead of Kerry in the head-to-head race, both candidates have momentum. Bush is getting points from the electorate for an improving economic climate and for handing over power in Iraq. Kerry is strengthening support among his voters, and the addition of John Edwards to the Democratic ticket appears to have given him a boost in the South.

Bush has taken a slim lead over Kerry in the July AP/Ipsos poll, after five months in which the two candidates have been running neck and neck. Bush has gained ground since last month among men under 45 (62% now, 52% in June) and also suburban women (52%, from 41%). Regionally, Bush's support in the Northeast has risen slightly (45%, from 38%).

NOTE: all results shown are percentages unless otherwise labeled.

Q. If the election for president were held today and the candidates were George W. Bush, the Republican and John Kerry, the Democrat and Ralph Nader, the Independent, for whom would you vote? Do you lean more toward Kerry or Bush or Nader?

	REGISTERED VOTERS							
	7/5 - 7/04	6/7 - 9/04	5/3 - 5/04	4/5 - 7/04	3/19- 21/04	3/1 - 3/04	1/5 - 7/04	10/21 - 23/03
George W. Bush, the Republican	47	45	44	44	45	45	53	53
Undecided, lean Bush.....	2	1	1	1	1	1	1	NA
John Kerry, the Democrat.....	44	42	41	43	42	43	36	34
Undecided, lean Kerry	1	3	2	2	1	2	1	NA
Ralph Nader, the Independent.....	3	6	6	6	4	6	NA	NA
Undecided, lean Nader	-	1	1	-	1	-	NA	NA
(NOT READ) None/other	2	1	1	2	4	1	3	5
Not sure	1	1	4	2	2	2	6	8
Total Would Vote/Lean Bush	49	46	46	45	46	46	54	53
Total Would Vote/Lean Kerry	45	45	43	44	43	45	37	34
Total Would Vote/Lean Nader	3	6	7	6	5	6	NA	NA

Americans are evenly divided on Bush's overall handling of the presidency, largely in keeping with polls taken over the course of the year. For explanations of the recent rise in support for Bush, it is better to look at his performance on specific policy areas.

Q. Overall, do you approve, disapprove or have mixed feelings about the way George W. Bush is handling his job as President? **(IF APPROVE OR DISAPPROVE, ASK:)** Is that strongly (approve/disapprove) or somewhat (approve/disapprove)? **(IF HAVE MIXED FEELINGS OR NOT SURE, ASK:)** If you had to choose, do you lean more toward approve or disapprove?

	REGISTERED VOTERS						
	7/5 - 7/04	6/7 - 9/04	5/3 - 5/04	4/5 - 7/04	3/1 - 3/04	2/2 - 4/04	1/5 - 7/04
Strongly approve.....	31	27	27	28	28	27	33
Somewhat approve	9	12	11	9	10	10	11
Lean toward approval	10	9	11	11	10	9	12
Still have mixed feelings	1	2	2	2	3	4	1
Lean toward disapproval.....	11	13	14	13	16	16	15
Somewhat disapprove	5	7	5	5	4	5	5
Strongly disapprove	33	30	30	32	29	29	22
Not sure	-	-	-	-	-	-	1
Total Approve.....	50	48	48	48	48	47	56
Total Disapprove.....	48	50	50	50	49	50	42
<i>Mean Rating</i> ¹	4.0	4.0	4.0	4.0	4.0	4.0	4.4

¹Mean rating is calculated by assigning each response except "not sure" a value from 1 to 7, with "strongly approve" receiving a value of 7, and "strongly disapprove" a value of 1.

Approval of Bush's handling of the economy continues the advance it has made since March. At present, the public is split evenly, although with an increase in those who "strongly approve" of his economic policies (29%, from 23% in March). Increased economic optimism is also reflected in the Consumer Attitudes and Spending by Household (CASH) index, which has risen month-on-month since hitting a low in April this year (84.8; 92 now). This resurgence is being powered by the public's rising expectation of improved economic performance over the coming months. The outlook for jobs remains fairly stable. In addition, the public has also improved its view of Bush's handling of other domestic issues (46%, up from 41% in June and on par with 45% in March).

- For the first time, approval of Bush for his handling of the economy (49%) is on a par with approval for his handling of foreign policy and the war on terrorism (51%).
- At the extremes, strong approval of Bush's handling of the economy (29%) is on a par with strong disapproval (31%)—as recently as last month, far fewer voters gave strong approval (23%) than strong disapproval (30%) on his performance in handling the economy.
- On his handling of other domestic issues, fewer approve overall (46%) and at the extremes, only 20% strongly approve and 36% strongly disapprove his handling of health care, education, the environment and energy issues.
- People are more optimistic now than they were in May about job market prospects.

Q. And when it comes to **(READ ISSUE)** do you approve or disapprove or have mixed feelings about the way George W. Bush is handling that issue?

(IF APPROVE OR DISAPPROVE, ASK:) Is that strongly (approve/disapprove) or somewhat (approve/disapprove)? **(IF HAVE MIXED FEELINGS OR NOT SURE, ASK:)** If you had to choose, do you lean more toward approve or disapprove?

REGISTERED VOTERS											
	Strongly Ap- prove	Some- what Ap- prove	Lean Toward Ap- proval	Still Have Mixed Feelings	Lean Toward Disap- proval	Some- what Disap- prove	Strongly Disap- prove	Not Sure	Total Ap- prove	Total Disap- prove	Mean- Rating ¹
Handling the economy											
7/5-7/04	29	13	7	1	10	9	31	-	49	50	4.0
6/7-9/04	23	15	9	2	11	9	30	1	47	50	3.9
5/3-5/04	24	13	6	2	13	11	31	-	43	55	3.8
4/5-7/04	23	12	9	2	11	9	34	-	45	53	3.7
3/1-3/04	23	13	9	2	10	10	33	-	45	53	3.7
2/2-4/04	19	16	9	2	12	8	33	1	44	53	3.7
1/5-7/04	25	17	11	2	10	8	25	2	53	44	4.2

¹Mean rating is calculated by assigning each response except "not sure" a value from 1 to 7, with "strongly approve" receiving a value of 7, and "strongly disapprove" a value of 1.

REGISTERED VOTERS											
Q. (cont.)	Strongly Ap- prove	Some- what Ap- prove	Lean Toward Ap- proval	Still Have Mixed Feelings	Lean Toward Disap- proval	Some- what Disap- prove	Strongly Disap- prove	Not Sure	Total Ap- prove	Total Disap- prove	Mean- Rating ¹
Handling domestic issues like health care, education, the environment and energy											
7/5-7/04	20	16	10	1	10	7	36	-	46	52	3.7
6/7-9/04	16	14	11	1	13	10	34	1	41	57	3.5
5/3-5/04	17	16	8	2	13	9	34	1	42	55	3.6
4/5-7/04	18	16	10	2	11	7	35	1	43	53	3.6
3/1-3/04	17	16	12	2	13	9	31	-	45	53	3.7
2/2-4/04	16	16	10	2	13	9	33	1	42	55	3.6
1/5-7/04	18	17	14	1	13	7	29	1	49	49	3.9

¹Mean rating is calculated by assigning each response except "not sure" a value from 1 to 7, with "strongly approve" receiving a value of 7, and "strongly disapprove" a value of 1.

Q. Now look ahead at the next six months. How likely is it that you, someone in your family or someone else you know personally will lose their job in the next six months as a result of economic conditions?

ALL ADULTS							
	7/5 - 7/04	6/7 - 9/04	5/3 - 5/04	4/5 - 7/04	3/1 - 3/04	2/2 - 4/04	1/5 - 7/04
Extremely likely	6	8	8	7	6	8	7
Very likely	11	10	13	14	13	12	12
Somewhat likely	28	29	31	30	30	28	29
Not very likely	34	31	29	30	31	31	33
Not at all likely	20	21	18	17	19	20	17
Not sure	1	1	1	2	1	1	2
Total Likely	17	18	20	21	19	20	19
Total Not Likely	53	52	47	47	49	51	51

Another factor behind Bush's more positive ratings is his handling of the situation in Iraq (47% approve, 43% in June, 46% in May). The handover of power on June 28th appears to have given people confidence that progress is being made and that Bush is keeping his word on transferring responsibilities for governance to the Iraqis.

REGISTERED VOTERS											
Q. (cont.)	Strongly Ap- prove	Some- what Ap- prove	Lean Toward Ap- proval	Still Have Mixed Feelings	Lean Toward Disap- proval	Some- what Disap- prove	Strongly Disap- prove	Not Sure	Total Ap- prove	Total Disap- prove	Mean- Rating ¹
(ASKED OF HALF THE REGISTERED VOTERS)											
Handling foreign policy issues and the war on terrorism											
7/5-7/04	37	8	7	1	10	6	31	-	51	48	4.2
6/7-9/04	36	8	7	1	15	6	27	-	51	48	4.2
5/3-5/04	32	9	10	3	15	6	25	-	50	47	4.2
4/5-7/04	38	10	7	1	13	5	26	-	55	43	4.4
(PRIOR TO APRIL 5-7 2004, THIS ITEM WAS ASKED OF ALL THE REGISTERED VOTERS)											
3/1-3/04	36	12	6	1	13	7	25	-	54	45	4.4
2/2-4/04	35	11	8	2	14	6	24	-	53	45	4.3
1/5-7/04	39	11	9	1	13	6	20	1	60	38	4.7
(ASKED OF THE OTHER HALF OF THE REGISTERED VOTERS)											
Handling the situation in Iraq											
7/5-7/04	31	10	7	1	9	4	38	-	47	51	3.9
6/7-9/04	28	9	6	2	10	5	40	-	43	55	3.7
5/3-5/04	26	10	10	3	13	4	34	-	46	51	3.9

¹Mean rating is calculated by assigning each response except "not sure" a value from 1 to 7, with "strongly approve" receiving a value of 7, and "strongly disapprove" a value of 1.

That said, not all the advantage in the current political climate is going to Bush. Although Bush still leads Kerry in the South (52% vs. 45%), Kerry has made some advances in the region since June (39%). Kerry's national support has remained stable, and nearly two-thirds of his backers now say they will "definitely" vote for him in November – up from 55% last month and placing Kerry's definite support on par with that for Bush.

(ASKED ONLY OF THOSE WHO SELECT A CANDIDATE IN Q.)

Q. In November, will you definitely vote for that candidate, probably vote for that candidate, or do you think you could change your mind before the election in November?

	WOULD VOTE FOR BUSH				
	7/5 - 7/04	6/7 - 9/04	5/3 - 5/04	4/5 - 7/04	3/19- 21/04
Definitely will vote for candidate.....	67	64	62	65	62
Probably will vote for candidate	19	21	24	19	22
Could change mind	13	15	14	15	15
Not sure	1	-	-	1	1

	WOULD VOTE FOR KERRY				
	7/5 - 7/04	6/7 - 9/04	5/3 - 5/04	4/5 - 7/04	3/19- 21/04
Definitely will vote for candidate.....	64	55	60	59	57
Probably will vote for candidate	20	29	25	20	26
Could change mind	14	16	15	21	16
Not sure	2	-	-	-	1

REGISTERED VOTERS							
<i>BUSH VS. KERRY: HIERARCHICAL VOTE WITH "LEANERS"</i>							
	7/5 - 7/04	6/7 - 9/04	5/3 - 5/04	4/5 - 7/04	3/19- 21/04	3/1 - 3/04	1/5 - 7/04
Strong Bush	32	29	28	28	28	37	33
Weak Bush	17	17	18	17	18	9	22
TOTAL BUSH	49	46	46	45	46	46	54
Strong Kerry	28	23	24	26	24	28	13
Weak Kerry	17	22	18	19	19	17	24
TOTAL KERRY	45	45	43	44	43	45	37
Nader	3	6	7	6	5	6	NA
Undecided/other	3	3	5	4	6	3	8

Note: Independent voters – who make up just 8% of all registered voters in this survey – have defected from Nader (9%, from 26% last month), with Independents now evenly split between Bush and Kerry.

Kerry's selection of John Edwards as his running mate has been received positively, but without much of an immediate effect on levels of support. The differences between the findings from Monday and those from Tuesday and Wednesday, after the announcement was made, are statistically insignificant. Moreover, adding the vice-presidential candidates to the ticket has remarkably little effect on either overall support or strength of support.

(Q. ASKED ONLY OF 510 REGISTERED VOTERS ON JULY 6-7.)

- Q. If the election for President and VICE PRESIDENT were held today and the candidates were George W. Bush for President and Dick Cheney for Vice President, the Republicans, and John Kerry for President and John Edwards for Vice President, the Democrats, and Ralph Nader for President and Peter Camejo for Vice President, the Independents, for whom would you vote? (IF UNDECIDED/ NONE/NOT SURE, ASK:) Do you lean more toward...?

	REGISTERED VOTERS	
	<i>7/6 - 7/04</i>	<i>6/7 - 9/04¹</i>
Bush-Cheney, the Republicans	49	44
Undecided, lean Bush-Cheney	1	1
Kerry-Edwards, the Democrats	46	46
Undecided, lean Kerry-Edwards.....	-	1
Nader-Camejo, the Independents	2	6
Undecided, lean Nader-Camejo	-	-
(NOT READ) None/other candidate	1	1
Not sure	1	1
Total Would Vote/Lean Bush-Cheney	50	44
Total Would Vote/Lean Kerry-Edwards ..	46	47
Total Would Vote/Lean Nader-Camejo ...	2	6

¹In June, the question did not mention Peter Camejo.

(ASKED ONLY OF THOSE WHO SELECT A CANDIDATE)

- Q. In November, will you definitely vote for those candidates, probably vote for those candidates, or do you think you could change your mind before the election in November?

	WOULD VOTE FOR BUSH- CHENEY	WOULD VOTE FOR KERRY- EDWARDS
Definitely will vote for candidates	68	59
Probably will vote for candidates	20	27
Could change mind	11	14
Not sure.....	1	-

REGISTERED VOTERS	
<i>BUSH-CHENEY VS. KERRY-EDWARDS: HIERARCHICAL VOTE WITH "LEANERS"</i>	
Strong Bush-Cheney	34
Weak Bush-Cheney	16
TOTAL BUSH-CHENEY	50
Strong Kerry-Edwards	27
Weak Kerry-Edwards.....	19
TOTAL KERRY-EDWARDS	46
Nader-Camejo	2
Undecided/other	2

The shift toward Bush in this poll is evident even despite the continuing preference for Democratic control of Congress observed since March this year, and the prevailing view that the country is headed down the wrong track.

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

	REGISTERED VOTERS						
	7/5 - 7/04	6/7 - 9/04	5/3 - 5/04	4/5 - 7/04	3/1 - 3/04	2/2 - 4/04	1/5 - 7/04
Republicans	43	42	41	43	43	41	44
Democrats	47	47	50	46	44	44	42
Neither (VOL)	6	7	6	8	8	11	9
Not sure	4	4	3	3	5	4	5

NOTE: Prior to May 3-5, 2004, this question was asked after Q.3 and before the Q.4 series.

¹In the fourth quarter 2003, this question was asked only once in October and once in December (2,294 registered voters).

- Q. Generally speaking, would you say things in this country are heading in the right direction, or are they off on the wrong track?

	ALL ADULTS						
	7/5 - 7/04	6/7 - 9/04	5/3 - 5/04	4/5 - 7/04	3/1 - 3/04	2/2 - 4/04*	1/5 - 7/04**
Right direction	41	40	38	38	35	44	49
Wrong track	56	56	58	57	60	52	46
Not sure	3	4	4	5	5	4	5

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