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

THE ASSOCIATED PRESS POLL  
CONDUCTED BY IPSOS-PUBLIC AFFAIRS

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***Voters Express Satisfaction with the Two Major Candidates for President: Both Seen as Likeable, Compassionate, Smart, Bush, but Not Kerry, Seen as Decisive, Arrogant Intelligence is Kerry's Defining Characteristic (Along with Wealthy)***

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*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  $\pm 3.1$  for all adults,  $\pm 3.5$  for registered voters. Margin of error for subgroups may be higher.*

(WASHINGTON, DC, July 16, 2004) -- Two-in-three voters perceive President George W. Bush as decisive, while fewer than half feel Senator John Kerry fits that bill. On the other side of the same coin, however, most also see Bush as arrogant, and fewer than half feel that way about Kerry.

Four-in-five voters (83%) rate Kerry as intelligent. That characteristic defines perceptions of Kerry. A large majority of voters (63%) also rate Bush as intelligent. Bush is not considered lacking in the quality -- Kerry is just associated with the quality in the minds of a much larger majority of voters.

Both Bush and Kerry get credit for being likeable, compassionate -- and almost universally, both are perceived as wealthy.

The following table shows the percentage who say each characteristic defines Bush and Kerry.

- Q. Now I'm going to read you some words that might be used to describe a person. As I read each word, please tell me whether you think the word describes George W. Bush, or not. Now, please tell me whether you think the following words describe John Kerry, or not.

	REGISTERED VOTERS		
	<u>Yes</u>	<u>No</u>	<u>Not Sure</u>
<b>Likeable</b>			
George W. Bush .....	66	33	1
John Kerry .....	62	36	2
<b>Intelligent</b>			
George W. Bush .....	63	36	1
John Kerry .....	83	14	3
<b>Decisive</b>			
George W. Bush .....	67	31	2
John Kerry .....	45	49	6
<b>Compassionate</b>			
George W. Bush .....	59	40	1
John Kerry .....	60	33	7
<b>Honest</b>			
George W. Bush .....	53	46	1
John Kerry .....	53	40	7
<b>Arrogant</b>			
George W. Bush .....	52	47	1
John Kerry .....	44	52	4
<b>Wealthy</b>			
George W. Bush .....	90	8	2
John Kerry .....	85	9	6