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Interview dates: July 5-22, 2004
Interviews: 350 registered voters age 18-29
Margin of error: ± 5.1

Comparative Results for All Registered Voters from AP/Ipsos Poll

Interview dates: July 5-7, 2004
Interviews: 804 registered voters
Margin of error: ± 3.5

**Newsweek.com /GENEXT/ IPSOS POLL
CONDUCTED BY IPSOS-PUBLIC AFFAIRS**

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Kerry Continues To Lead Among Young Voters

The Newsweek.com/GENEXT Poll is conducted by Ipsos-Public Affairs. Between July 5-22, 2004, Ipsos poll interviewed a representative sample of 350 registered voters age 18 to 29. The margin of error is +/- 5.1.

Washington, DC, July 26, 2004 — Kerry (48%) holds on to his lead over Bush (41%) among under-30 voters in the latest GENEXT poll conducted by Ipsos-Public Affairs for *Newsweek.com*. Among their respective supporters, Kerry and Bush have equally strong allegiance. Half of those who declare support for Kerry (54%) and Bush (57%) say they will “definitely” vote for their candidate in November.

Strong Kerry supporters tend to be found among residents of urban areas (38%) and the western U.S. (30%), those who are unmarried (30%) and have no children (29%), and renters (28%) or those living with their parents (29%). Strong Bush supporters are more common among men (27%), those in their late 20s (28% of those age 26-29), white (28%), rural residents (30%), married people (35%) and homeowners (34%).

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

	NEWSWEEK.COM POLL: REGISTERED VOTERS 18-29						AP/ IPSOS POLL: ALL REGISTERED VOTERS
	<u>7/5- 20/04</u>	<u>6/1- 15/04</u>	<u>5/3 - 20/04</u>	<u>4/5 - 20/04</u>	<u>3/1 - 17/04</u>	<u>2/2 - 17/04</u>	<u>7/5 - 7/04</u>
George W. Bush, the Republican	40	40	40	41	36	40	47
Undecided, lean Bush	1	-	1	1	2	2	2
John Kerry, the Democrat	45	47	43	45	46	54	44
Undecided, lean Kerry	3	3	2	1	1	2	1
Ralph Nader, the Independent	8	6	8	9	10	NA	3
Undecided, lean Nader	-	1	2	1	2	NA	-
(NOT READ) Other/ none	2	2	-	1	2	NA	2
Not sure	1	1	4	1	1	2	1
Total Would Vote/Lean Bush	41	40	42	42	38	41	49
Total Would Vote/Lean Kerry	48	49	44	45	47	56	45
Total Would Vote/Lean Nader	9	7	10	11	12	NA	3

(ASKED ONLY OF THOSE WHO SELECT A CANDIDATE)

- 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?

	NEWSWEEK.COM POLL: REGISTERED VOTERS 18-29				AP/ IPSOS POLL: ALL REGISTERED VOTERS
	<i>Would Vote For Bush</i>				
	<u>7/5- 20/04</u>	<u>6/1- 15/04</u>	<u>5/3- 20/04</u>	<u>4/5- 20/04</u>	<u>7/5 - 7/04</u>
Definitely will vote for candidate	57	59	60	58	67
Probably will vote for candidate	24	23	24	28	19
Could change mind	19	17	16	13	13
Not sure	-	1	-	1	1
	<i>Would Vote For Kerry</i>				
Definitely will vote for candidate	54	53	37	43	64
Probably will vote for candidate	29	32	35	27	20
Could change mind	17	15	28	30	14
Not sure	-	-	-	-	2

<i>BUSH VS. KERRY: HIERARCHICAL VOTE WITH "LEANERS"</i>							AP/ IPSOS POLL: ALL REGISTERED VOTERS
	NEWSWEEK.COM POLL: REGISTERED VOTERS 18-29						
	<u>7/5- 20/04</u>	<u>6/1- 15/04</u>	<u>5/3 - 20/04</u>	<u>4/5 - 20/04</u>	<u>3/1 - 17/04</u>	<u>2/2 - 17/04</u>	<u>7/5 - 7/04</u>
Strong Bush	23	23	24	24	27	29	32
Weak Bush	18	17	17	18	11	12	17
TOTAL BUSH	41	40	42	42	38	41	49
Strong Kerry	24	25	16	19	27	31	28
Weak Kerry	23	24	29	26	20	26	17
TOTAL KERRY	48	49	44	45	47	57	45
Nader	9	8	10	11	12	NA	3
Undecided/other	3	3	4	2	3	2	3

Half of Young Voters Will Tune In To Some of Democratic Convention

With the Democratic Party's national convention beginning today, this latest GENEXT poll shows that a quarter of registered voters under age 30 say they will watch "most" (19%) or "all" (5%) of the television coverage of the conference. Others will watch "some" (33%) or "a little" (24%) and only one in five (19%) admit they will not watch any coverage at all.

The viewers will not all be Democrats, either. Sizeable minorities of Republicans (17% most or all) as well as Democrats (29%) plan to watch a good part of the coverage. The least interested are declared Independents (41% none).

Q. How closely will you follow the television coverage of the Democratic National Convention on July 26th through 29th? Will you watch ...

All the coverage.....	5
Most of the coverage.....	19
Some of the coverage	33
Only a little.....	24
None at all	19
Not sure.....	-

Democrats Seen To Care About Young Voters' Issues,

Although the Democratic Party's convention isn't receiving very strong interest from young voters, six in ten (62%) say the party "cares about the issues facing people my age." This includes not only most Democrats (73%) but also half of Republicans (48%). Agreement that the Democratic Party cares about issues relevant to young adults also tends to be found among:

- Women (69%) – evidence that the gender gap persists
- Younger voters (73% age 18-21)
- Women with a high school education or less (73%)
- Those who are employed part time (75%)
- As well as strong Kerry supporters (75%).

One implication suggested by these findings is that one young, working class and less educated women can be won over by the Democrats, although they face the challenge of getting this group to come out and vote on the day. The belief that the Democratic Party does not care about issues relevant to young people is most prevalent among Republicans (50%) and more specifically, strong Bush supporters (64% disagree).

Q. Now I am going to read you a series of statements. For each, tell me whether you strongly agree, somewhat agree, somewhat disagree or strongly disagree with the statement.

THIS TABLE IS RANKED BY THE PERCENTAGE WHO SAY STRONGLY OR SOMEWHAT AGREE

	Strongly <u>Agree</u>	Some- what <u>Agree</u>	Some- what <u>Disagree</u>	Strongly <u>Disagree</u>	Not <u>Sure</u>	Total <u>Agree</u>	Total <u>Disagree</u>
The Democratic Party cares about the issues facing people my age.....	19	42	23	13	3	62	36
The Democratic Party is too much under the control of special interests such as the labor unions, trial lawyers and minority group representatives.....	26	32	25	13	4	58	38
The Democratic Party is too liberal in its approach to the issues	25	28	24	21	2	53	45
Kerry talks too much about Vietnam and that makes him seem out of date to me.....	19	24	31	21	5	43	52

More young voters agree (53%) than disagree (45%) that the Democratic Party is "too liberal." It is no surprise that 86% of Republicans say the Democratic Party is "too liberal," but 28% of Democratic voters and 47% of Independents agree with them.

Responses on whether or not the Democratic Party is too indebted to special interests or whether Kerry dates himself by talking about Vietnam appear driven by partisan leanings, but not as intensely as the issue of being “too liberal.”

It Matters Who Wins in November

Hands down, young voters say it matters who will be giving the inauguration speech next January. Nine in ten (90%) say it matters who wins the presidential election this year, seven in ten (69%) say it matters “a great deal.”

Belief that the election matters “a great deal” is stronger among:

- Democratic women (81%)
- Those saying the country is “on the wrong track” (75%)
- Strong Kerry supporters (86%) and strong Bush supporters (80%)
- Residents of the western U.S. (78%)

Q. Does it matter who wins the presidential election this year? (IF MATTERS, ASK:) Does it matter a great deal, quite a bit, or only a little?

IT MATTERS	90
- A great deal	69
- Quite a bit.....	17
- Only a little	4
- Don't know how much it matters ...	-
IT DOESN'T MATTER	9
Not sure.....	1

This month's *Newsweek.com*/Ipsos GENEXT poll shows that attitudes toward the Bush administration are slightly less negative than a month ago. A narrow majority continues to think the country is headed down the wrong track, and more continue to disapprove than approve of the President's handling of his job as President. However, the share who “strongly disapprove” of Bush's overall job as president (35%) is as high as it has been since the start of the year.

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

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	<u>7/5- 20/04</u>	<u>6/1- 15/04</u>	<u>5/3 - 20/04</u>	<u>4/5 - 20/04</u>	<u>3/1 - 17/04</u>	<u>2/2 - 18/04</u>	<u>1/2 - 18/04</u>	<u>7/5 - 7/04</u>
Right direction	43	40	40	44	39	40	48	41
Wrong track.....	54	58	58	56	58	58	49	56
Not sure	3	2	2	-	3	2	3	3

- 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?

	NEWSWEEK.COM POLL: REGISTERED VOTERS 18-29							AP/ IPSOS POLL: ALL REGISTERED VOTERS
	7/5- 20/04	6/1- 15/04	5/3 - 20/04	4/5 - 20/04	3/1 - 17/04	2/2 - 18/04	1/2 - 18/04	7/5 - 7/04
Strongly approve	22	24	26	25	22	21	29	31
Somewhat approve.....	9	9	9	10	10	11	14	9
Lean toward approval	15	10	13	12	12	14	11	10
Still have mixed feelings	1	2	1	1	2	2	2	1
Lean toward disapproval	13	16	16	19	15	17	17	11
Somewhat disapprove	4	6	4	8	5	5	6	5
Strongly disapprove	35	33	31	25	34	30	21	33
Not sure.....	1	-	-	-	-	-	-	-
Total Approve	46	43	47	47	44	46	54	50
Total Disapprove	52	55	52	51	54	51	44	48
<i>Mean Rating¹</i>	3.7	3.7	3.9	4.0	3.7	3.8	4.3	4.0

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.

Bush has gained some points among young voters for his handling of domestic policy. Approval of Bush's handling of the economy is up 5 points from last month (48%, from 43%), and approval of his handling of other domestic issues is also up (45%, from 40%). Young voters continue to rate the President's handling of foreign policy and the war on terrorism remain more negatively than positively. A majority (56%) disapprove of Bush's handling of Iraq (60% in June, 55% in May), with strong disapproval gaining ground over time.

- 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?

	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											
Registered voters 18-29											
7/5-20/04	23	15	10	2	12	7	30	1	48	50	3.9
6/1-15/04	20	13	9	1	14	15	28	-	43	56	3.7
5/3-20/04	18	14	10	3	21	10	24	-	42	56	3.8
4/5-20/04	22	13	11	-	12	11	31	-	46	54	3.8
3/1-17/04	19	15	12	1	10	11	32	-	46	53	3.7
2/2-18/04	14	16	10	3	15	11	30	1	40	56	3.6
1/2 -18/04	18	21	16	1	11	7	25	1	54	44	4.1
All registered voters	29	13	7	1	10	9	31	-	49	50	4.0

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											
Registered voters 18-29											
7/5-20/04	18	17	10	1	13	11	29	1	45	53	3.7
6/1-15/04	14	15	11	2	13	14	29	2	40	56	3.6
5/3-20/04	14	16	15	2	17	8	27	1	46	52	3.8
4/5-20/04	14	16	11	2	13	13	31	-	41	56	3.5
3/1-17/04	15	14	14	2	13	9	33	-	43	55	3.5
2/2-18/04	13	13	14	2	16	13	29	-	39	58	3.5
1/2 -18/04	13	22	15	1	13	11	25	-	50	48	3.9
All registered voters	20	16	10	1	10	7	36	-	46	52	3.7
(ASKED OF HALF THE REGISTERED VOTERS)											
Handling foreign policy issues and the war on terrorism											
Registered voters 18-29											
7/5-20/04	25	10	11	3	11	6	34	-	46	52	3.8
6/1-15/04	29	9	9	-	15	7	30	1	47	52	3.9
5/3-20/04	32	12	10	1	15	4	26	-	55	44	4.3
4/5-20/04	31	8	7	1	17	10	26	-	47	53	4.0
(PRIOR TO APRIL 5-20, 2004 - THIS ITEM WAS ASKED OF EVERY REGISTERED VOTER AGE 18-29)											
3/1-17/04	29	12	9	1	15	6	28	-	50	48	4.1
2/2-18/04	32	12	7	1	14	9	25	-	50	48	4.2
1/2 -18/04	37	11	9	1	13	7	22	-	57	42	4.5
All registered voters	37	8	7	1	10	6	31	-	51	48	4.2
(ASKED OF THE OTHER HALF OF THE REGISTERED VOTERS)											
Handling the situation in Iraq											
Registered voters 18-29											
7/5-20/04	26	7	10	1	9	6	41	-	42	56	3.6
6/1-15/04	25	6	7	1	14	10	37	-	39	60	3.5
5/3-20/04	23	10	11	1	13	11	31	-	44	55	3.7
All registered voters	31	10	7	1	9	4	38	-	47	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.

NOTE: Registered voters 18-29 year-old from *Newsweek.com*/Ipsos Poll.
All registered voters from AP/Ipsos Poll. National poll of voters of all ages.

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