



1101 Connecticut Avenue NW, Suite 200
Washington, DC 20036
(202) 463-7300

Interview dates: August 3-5, 2004
Interviews: 1,001 adults, 798 registered voters
Margin of error: ± 3.1 for all adults, ± 3.5 for registered voters

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

CONTACT: Janice Bell, Director, Washington Office, Ipsos Public Affairs
202-463-7300 Janice.Bell@Ipsos-NA.com

***AP/Ipsos Poll: Bush and Kerry Remain in Dead Heat;
Kerry Improves Profile on Security***

The Associated Press Poll is conducted by Ipsos-Public Affairs. Between August 3-5, 2004, the AP/Ipsos poll interviewed a representative sample of 1,001 adults nationwide, including 798 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., August 12, 2004 — As President George W. Bush prepares for the GOP convention later this month, the latest Associated Press/Ipsos Public Affairs poll shows that he is statistically tied with Democratic candidate John Kerry, and has as many supporters as detractors of his job so far as President. Moreover, Bush is facing a group of persuadable voters who are even more negative than the average toward his performance.

Narrow Shifts Leave Presidential Race Tied

The last AP/Ipsos poll, conducted after the Democratic National Convention, puts Bush-Cheney and Kerry-Edwards nearly even, with the two candidates and tickets running as closely as they have been each month since March (see the July 5-7 poll for Bush-Kerry trends).

- 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		
	8/3 - 5/04	7/6 - 7/04	6/7 - 9/04 ¹
Bush-Cheney, the Republicans.....	44	49	44
Undecided, lean Bush-Cheney	2	1	1
Kerry-Edwards, the Democrats	45	46	46
Undecided, lean Kerry-Edwards	2	-	1
Nader-Camejo, the Independents	3	2	6
Undecided, lean Nader-Camejo	1	-	-
(NOT READ) None/other candidate	2	1	1
Not sure	1	1	1
Total Would Vote/Lean Bush-Cheney	45	50	44
Total Would Vote/Lean Kerry-Edwards ..	48	46	47
Total Would Vote/Lean Nader-Camejo ...	3	2	6

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

Bush's support can be characterized along several lines:

- His strongest support comes from adults age 30-50 (51%), while he trails Kerry among those over age 50 and particularly those under age 30 (33% Bush – 59% Kerry).
- The suburban vote is tied, with suburban men supporting Bush (51%) and suburban women narrowly supporting Kerry (49%). Overall, however, there is very little gender gap.
- The biggest gap is between married and unmarried voters. Married men (53%) and women (52%) back Bush-Cheney, while unmarried men (56%) and women (58%) prefer Kerry-Edwards.
- Catholics are a key swing group, evenly divided between (48% Bush – 47% Kerry). This is despite the fact that Kerry is only the third Roman Catholic ever to run for President as the Democratic nominee.

Hardening Support For Each Candidate

One thing that has changed is the intensity of support for each candidate. Compared to last month, supporters of both Bush-Cheney and Kerry-Edwards are more likely to say they will “definitely vote for” their candidates.

(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	
	8/3 - 5/04	7/6 - 7/04	8/3 - 5/04	7/6 - 7/04
Definitely will vote for candidates.....	72	68	68	59
Probably will vote for candidates	18	20	22	27
Could change mind.....	9	11	9	14
Not sure	1	1	1	-

Bush voters are almost as firm as Kerry voters at this stage, and as a result, the number of strong Bush supporters approximately equals the number of strong Kerry voters, a big change since the last poll prior to the Democratic convention, when AP/Ipsos found 34% strong Bush voters and 27% strong Kerry voters.

REGISTERED VOTERS		
<i>BUSH-CHENEY VS. KERRY-EDWARDS: HIERARCHICAL VOTE WITH “LEANERS”</i>		
	8/3 - 5/04	7/6 - 7/04
Strong Bush-Cheney.....	32	34
Weak Bush-Cheney	14	16
TOTAL BUSH-CHENEY	45	50
Strong Kerry-Edwards.....	31	27
Weak Kerry-Edwards	17	19
TOTAL KERRY-EDWARDS.....	48	46
Nader-Camejo	3	2
Undecided/other	3	2

Can Kerry Swing the “Persuadables”?

Overall, just over a third of registered voters can be described as “persuadables” – weak supporters of Bush or Kerry plus those who do not side with any candidate.

Demographically, persuadable voters resemble registered voters, although with a slightly greater tendency to be under 30, non-white, and neither fundamentalist nor born-again Christian. While they are somewhat difficult to pin down demographically, their outlook on several key issues places them closer to the Democrats than Republicans. For instance, persuadables:

- Say the country is headed down the wrong track (64%).
- Disapprove of Bush’s handling of the economy (56%) and other domestic issues (61%).
- Prefer Democratic (49%) to Republican (37%) control of Congress.

However, they are divided on Bush’s overall job performance (46% approve, 51% disapprove), and his handling of foreign policy issues and the war on terrorism (51%-47%). In addition, while most persuadables say they voted in the 2000 election, they (84%) are somewhat less likely than registered voters overall (93%) to say it is very likely they will vote in the 2004 election.

Kerry’s Convention Focus Boost His Credibility on Security

Bush's team will look at the current shape of the race and the profile of the persuadables to finalize their strategy for the Republican convention, just as Kerry made the choice to focus during the Democratic convention on his war record from over 30 years ago, rather than his current values or his plans for the economy. The effects of Kerry’s focus show – he made great progress since March in terms of which candidate will better protect the U.S. (+8 points), but no progress on values (+1) or the ability to create jobs (+2).

Now, thinking about some issues -- no matter whom you might vote for in the presidential election...

Q. Who do you trust to do a BETTER job of protecting the country?

	REGISTERED VOTERS	
	8/3- 5/04	3/19- 21/04
George W. Bush	52	58
John Kerry	43	35
(NOT READ) Both would do well.....	1	1
(NOT READ) Neither	3	4
Not sure	1	2

Q. Who is MORE LIKELY to share your values?

	REGISTERED VOTERS	
	8/3- 5/04	3/19- 21/04
George W. Bush	47	47
John Kerry	48	47
(NOT READ) Both would do well.....	1	1
(NOT READ) Neither	3	3
Not sure	1	2

Q. Who do you think will be BETTER at creating jobs?

	REGISTERED VOTERS	
	8/3- 5/04	3/19- 21/04
George W. Bush	39	37
John Kerry	55	53
(NOT READ) Both would do well.....	1	1
(NOT READ) Neither	3	6
Not sure	2	3

Another series taken before and after the Democratic convention shows that people are more likely now to describe Kerry as honest and likeable. He continues to be seen as intelligent – the one quality where he has a decisive advantage over Bush (63%) – but he is still seen as less decisive than Bush (68%).

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 John Kerry, or not.

<i>Kerry</i>	REGISTERED VOTERS			Net Change
	<u>Yes</u>	<u>No</u>	<u>Not Sure</u>	
Honest				
8/3-5/04	60	37	3	+7
7/5-7/04	53	40	7	
Likeable				
8/3-5/04	67	32	1	+5
7/5-7/04	62	36	2	
Intelligent				
8/3-5/04	86	13	1	+3
7/5-7/04	83	14	3	
Decisive				
8/3-5/04	46	50	4	+1
7/5-7/04	45	49	6	

About Ipsos Public Affairs

Ipsos Public Affairs, headquartered in Washington D.C., is a non-partisan, objective, survey-based research company made up of campaign and political polling veterans as well as seasoned research professionals. The company conducts strategic research initiatives for a diverse number of American and international organizations, based not only on public opinion research but often elite stakeholder, corporate, and media opinion research. It has offices in New York City, Chicago, San Ramon (CA), and Washington, with affiliates around the world. Ipsos Public Affairs conducts national and international public opinion polling on behalf of The Associated Press, the world's oldest and largest news organization, and conducts the young voters poll for Newsweek.com. Ipsos Public Affairs is an Ipsos company, a leading global survey-based market research group.

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

About Ipsos

Ipsos is a leading global survey-based market research company, owned and managed by research professionals. Ipsos helps interpret, simulate, and anticipate the needs and reactions of consumers, customers, and citizens around the world.

Member companies assess market potential and interpret market trends. They develop and build brands. They help clients build long-term relationships with their customers. They test advertising and study audience responses to various media. They measure public opinion around the globe.

Ipsos member companies offer expertise in advertising, customer loyalty, marketing, media, and public affairs research, as well as forecasting and modeling and consulting. Ipsos has a full line of custom, syndicated, omnibus, panel, and online research products and services, guided by industry experts and bolstered by advanced analytics and methodologies. The company was founded in 1975 and has been publicly traded since 1999. In 2003, Ipsos generated global revenues of \$644.2 million U.S.

Visit www.ipsos.com to learn more about Ipsos offerings and capabilities.