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Interview dates: September 7-22, 2004  
Interviews: 354 registered voters age 18-29  
Margin of error:  $\pm 5.0$

**Comparative Results for All Registered Voters from AP/Ipsos Poll**

Interview dates: September 20-22, 2004  
Interviews: 1,302 registered voters  
Margin of error:  $\pm 2.7$

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

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***Ipsos/GENEXT Poll: Presidential Race All Tied Up,  
So It Comes Down To “Who’s More Fun?”***

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*The Newsweek.com/GENEXT Poll is conducted by Ipsos-Public Affairs. Between September 7-22, 2004, Ipsos interviewed a representative sample of 354 registered voters age 18 to 29. The margin of error is +/- 5.0 percent. Comparative results for all registered voters contained in this report are from The Associated Press/Ipsos Poll conducted between September 20-22, 2004 of 1,302 registered voters with a margin of error of +/- 2.7.*

**Even Race Between Bush and Kerry among Young Voters**

**Washington, D.C., September 27, 2004** — After months in which John Kerry held a narrow but consistent lead among registered voters under age 30, the September Newsweek.com GENEXT Poll conducted by Ipsos Public Affairs shows that the Bush-Cheney has pulled even with their Democratic challengers. Since the August poll, Bush-Cheney have gained slightly among young voters (+3 percentage points), while Kerry-Edwards have lost support (-5 points). This is the best result we have seen for Bush since polling started in January, while Kerry’s support is near the low observed in April-May.

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...?

	NEWSWEEK.COM POLL: REGISTERED VOTERS 18-29		AP/ IPSOS POLL: ALL REGISTERED VOTERS
	9/7 - 22/04	8/3 - 17/04	9/20 - 22/04
Bush-Cheney, the Republicans	43	41	50
Undecided, lean Bush-Cheney	1	-	1
Kerry-Edwards, the Democrats	43	48	41
Undecided, lean Kerry-Edwards	2	2	1
Nader-Camejo, the Independents	5	3	1
Undecided, lean Nader-Camejo	1	2	1
(NOT READ) None/other candidate	4	3	3
Not sure	1	1	2
<b>Total Would Vote/Lean Bush-Cheney</b>	<b>44</b>	<b>41</b>	<b>51</b>
<b>Total Would Vote/Lean Kerry-Edwards</b>	<b>45</b>	<b>50</b>	<b>42</b>
<b>Total Would Vote/Lean Nader-Camejo</b>	<b>6</b>	<b>5</b>	<b>2</b>

### Past Polls

Kerry enjoyed a significant lead among young registered voters in June, July and August.

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
	7/5- 20/04	6/1- 15/04	5/3 - 20/04	4/5 - 20/04	3/1 - 17/04	2/2 - 17/04	7/5 - 7/04
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
<b>Total Would Vote/Lean Bush</b>	<b>41</b>	<b>40</b>	<b>42</b>	<b>42</b>	<b>38</b>	<b>41</b>	<b>49</b>
<b>Total Would Vote/Lean Kerry</b>	<b>48</b>	<b>49</b>	<b>44</b>	<b>45</b>	<b>47</b>	<b>56</b>	<b>45</b>
<b>Total Would Vote/Lean Nader</b>	<b>9</b>	<b>7</b>	<b>10</b>	<b>11</b>	<b>12</b>	<b>NA</b>	<b>3</b>

### Foreign Policy and War on Terrorism

Despite the upward tick in support for Bush-Cheney, this month's results show a sharp rise in disapproval of Bush's handling of foreign policy issues and the war on terrorism (58% disapprove, 44% last month).

	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 <sup>1</sup>
<b>(ASKED OF HALF THE REGISTERED VOTERS 18-29.)</b>											
<b>Handling foreign policy issues and the war on terrorism</b>											
Registered voters 18-29											
9/7-22/04	26	11	4	-	16	8	34	1	41	58	3.7
8/3-17/04	35	12	7	2	8	7	29	-	54	44	4.3
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
<b>(PRIOR TO APRIL 5-20, 2004 - THIS ITEM WAS ASKED OF EVERY REGISTERED VOTER AGE 18-29)</b>											
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	39	11	5	1	10	4	30	-	54	45	4.3

### Who's Better, Bush or Kerry?

Bush is rated as better on protecting the country and dealing with crime, while Kerry outscores Bush on health insurance, college affordability, inspiring young people to get involved in the community, and creating new jobs. In the overall vote and on the issue of domestic violence, the leading candidates are in a dead heat.

Nationally among likely voters, Nader's support has dropped to just 1% or 2%, but he continues to win 6% of the vote among young registered voters in this poll—and 14% of these young voters say Nader is best at inspiring community involvement.

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

	George W. <u>Bush</u>	John <u>Kerry</u>	Ralph <u>Nader</u>	Net score: <u>Kerry-Bush</u>
Would most help young people to get health insurance	27	53	8	+26
Would do more to help make college more affordable	29	47	8	+18
Would be best at inspiring young people to get involved in their community	31	47	14	+16
Would be best at creating jobs	36	51	5	+15

**Q. continued**

<b>VOTE:</b>	<b>44</b>	<b>45</b>	<b>6</b>	<b>+1</b>
Would be best at dealing with the issue of domestic violence	43	41	6	-2
Would do the most to help reduce crime	49	35	5	-14
Would do the best job of protecting the country	56	36	2	-20

The two candidates are also essentially tied on the important question of who's more fun—41% say Kerry and 39% Bush, with 10% selecting the dour Ralph Nader as the most fun, one of Nader's best showings in the poll.

	George W. <u>Bush</u>	John <u>Kerry</u>	Ralph <u>Nader</u>	All of <u>Them</u>	None of <u>Them</u>	Not <u>Sure</u>
Who is more fun	39	41	10	1	3	6

Women, young voters under age 26, non-whites, and those in the Northeast think Kerry sounds more fun. Men, voters age 26-29, whites, and those outside Kerry's home region of the Northeast tend to find Bush more their style when it comes to fun.

Who is more fun?	Total Registered Voters 18-29	Gender		Age			Whites	Non-whites	Region			
		Male	Female	18-21	22-25	26-29			North-east	Mid-west	South	West
George W. Bush	<b>39%</b>	<b>43%</b>	35%	36%	39%	<b>42%</b>	<b>43%</b>	31%	27%	<b>43%</b>	<b>42%</b>	<b>43%</b>
John Kerry	<b>41%</b>	38%	<b>44%</b>	<b>41%</b>	<b>44%</b>	38%	35%	<b>56% F</b>	<b>53%</b>	38%	39%	36%
Ralph Nader	<b>10%</b>	10%	11%	13%	9%	10%	10%	11%	11%	7%	11%	12%

Among these younger registered voters, those who are married with kids, who endorse the direction the country is taking, and who earn \$50,000 or more a year like Bush's style of fun. Those with doubts about the direction the country is taking, and those with no kids prefer Kerry.

Who is more fun?	Young voters who are...		Direction of Country		Household Income		
	Married parents	Not parents	Right direction	Wrong track	Under \$25K	\$25K- <\$50K	\$50K+
George W. Bush	<b>50%</b>	37%	<b>62%</b>	19%	30%	34%	<b>47%</b>
John Kerry	36%	42%	25%	<b>57%</b>	<b>52%</b>	<b>49%</b>	33%
Ralph Nader	2%	<b>14%</b>	5%	<b>15%</b>	9%	12%	10%

## **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 Francisco, 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.

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