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Interview dates: October 4-6, 2004
Regular sample interviews: 1,000 adults, 821 registered voters
Regular sample margin of error: ± 3.1 for all adults, ± 3.4 registered voters
With additional interviews, 1,541 adults, 1,273 registered voters, 944 likely voters
Full sample margin of error: ± 2.5 for all adults, ± 2.7 registered voters, ± 3.2 likely voters

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

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Kerry Rebounds In Latest AP/Ipsos Poll

The Associated Press Poll is conducted by Ipsos-Public Affairs. Between October 4-6, 2004, the AP-Ipsos poll interviewed a representative sample of 1,541 adults nationwide, including 1,273 registered voters, 944 likely voters. The margin of error is ± 2.5 for all adults, ± 2.7 for registered voters, and $\pm 3.2\%$ for likely voters. Margin of error for subgroups may be higher.

Washington, D.C., October 8, 2004 — The first presidential debate on September 30 appears to have evaporated President Bush's post-convention advantage. The latest Associated Press/Ipsos-Public Affairs poll indicates that the shape of the contest has changed, as Democratic challengers Kerry-Edwards (50%) edge narrowly ahead of Bush-Cheney (46%) among likely voters.

<i>BUSH-CHENEY VS. KERRY-EDWARDS: HIERARCHICAL VOTE WITH "LEANERS"</i>					
	LIKELY VOTERS			REGISTERED VOTERS	
	10/4 - 6/04	9/20 - 22/04	9/7 - 9/04	8/3 - 5/04	7/6 - 7/04
Strong Bush-Cheney	38	43	40	32	34
Weak Bush-Cheney	7	9	10	14	16
TOTAL BUSH-CHENEY	46	52	51	45	50
Strong Kerry-Edwards	39	33	35	31	27
Weak Kerry-Edwards	11	11	12	17	19
TOTAL KERRY-EDWARDS	50	45	46	48	46
Nader-Camejo	2	1	1	3	2
Undecided/other	3	3	2	3	2

Some of the more dramatic shifts in likely voters' preferences since the September 20-22 poll have occurred among:

- Seniors – support for Kerry has risen from 36% to 55% now;
- Women age 45 or older; a majority now favor Kerry (53%, Bush 42%), where last month the race was a tie (Bush 49%, Kerry 46%);
- Rural voters – Bush's majority has softened substantially (54%, from 68%);
- Independents – Kerry support is at 56%, from 41%;
- People with the lowest household income – 63% now back Kerry, up from 47% in September;
- Generation X voters – a majority now prefer Kerry (55%, from 44%) over Bush (42%; 56% in late September);
- Battleground states – the advantage is now leaning toward Kerry (41% Bush, 54% Kerry), whereas last month Bush had the momentum (51%; 45% Kerry).

With only three weeks remaining until Election Day, the race is clearly heating up, as demonstrated by interest in the first presidential debate. A strong majority of registered voters (60%) and nearly three-quarters (72%) of likely voters reported they watched the debate. An additional 10% said they watched or listened to at least part of the debate.

Q. Did you happen to watch or listen to the debate about foreign policy issues between George W. Bush and John Kerry last Thursday night, or not?

	LIKELY VOTERS	REGISTERED VOTERS
Yes, watched/listened to the debate	72	60
No, did not watch/listen to the debate.....	18	28
(NOT READ) Watched/listened to only part of the debate	10	12
Not sure	-	-

John Kerry appeared to reap the most benefit from the debate, with four-in-ten (39%) likely voters reporting they now have a more favorable opinion of Kerry. Only 14% report their impression of Kerry is less favorable since the debate. While two-thirds (64%) say their impression of Bush has not changed since the debate, one-quarter (27%) state they have a less favorable impression. Fewer than one-in-ten (8%) likely voters reported a more favorable impression of Bush after the debate.

Q. (IF DID NOT WATCH/LISTEN TO DEBATE, SAY: *Based on what you may have read, seen, or heard about the debate...*) (ASK ALL:) How did the debate change your opinion about George W. Bush/John Kerry? Is your opinion about George W. Bush/John Kerry now more favorable, less favorable, or about the same?

	More Favorable	Less Favorable	About the Same	Not Sure
George W. Bush				
Likely voters	8	27	64	1
Registered voters.....	9	24	66	1
John Kerry				
Likely voters	39	14	47	-
Registered voters.....	34	15	50	1

Excitement about the race is also up. The percentage of likely voters is up from 54% in September. In addition, 5% of voters have already cast their votes, taking advantage of early voting procedures in some states (2% for Kerry, 2% for Bush, a total of 5% voting with the difference due to rounding.)

Likely voters - (61%) Respondents who say they have a great deal or quite a bit of interest in following news about the campaign (Q.LV3) AND one of the following:

- Voted in 2000 (Q.LV1) AND rating of 8-10 (Q.LV2), OR;
- Did not vote in 2000 because too young to vote (Q.LV1) AND rating of 8-10, OR;
- Did not vote in 2000 for reason other than too young AND rating of 10.

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...?

	LIKELY VOTERS			REGISTERED VOTERS			
	10/4 - 6/04	9/20 - 22/04	9/7 - 9/04	8/3 - 5/04	7/6 - 7/04	6/7 - 9/04 ¹	2 nd Quarter AMJ 04
TOTAL BUSH-CHENEY	46	52	51	45	50	44	46
- Bush-Cheney, the Republicans	43	51	50	44	49	44	44
- Already voted for Bush-Cheney	2	N/A	N/A	N/A	N/A	N/A	N/A
- Undecided, lean Bush-Cheney	1	1	1	2	1	1	1
TOTAL KERRY-EDWARDS	50	45	46	48	46	47	42
- Kerry-Edwards, the Democrats	47	43	45	45	46	46	42
- Already voted for Kerry-Edwards	2	N/A	N/A	N/A	N/A	N/A	N/A
- Undecided, lean Kerry-Edwards	1	1	1	2	-	1	2
TOTAL NADER-CAMEJO	2	1	1	3	2	6	6
- Nader-Camejo, the Independents	2	1	1	3	2	6	6
- Already voted for Kerry-Edwards	-	N/A	N/A	N/A	N/A	N/A	N/A
- Undecided, lean Nader-Camejo	-	1	-	1	-	-	1
(NOT READ) None/other candidate	1	1	1	2	1	1	3
Not sure	1	1	1	1	1	1	1
Already voted, other/(DK/REF)	-	N/A	N/A	N/A	N/A	N/A	N/A

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

Support for both candidates among likely voters remains incredibly strong. Only 4% of declared Bush supporters and 7% of Kerry supporters say they could change their mind between now and election day.

(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?

	LIKELY VOTERS					
	Would Vote for Bush-Cheney			Would Vote for Kerry-Edwards		
	10/4 - 6/04	9/20 - 22/04	9/7 - 9/04	10/4 - 6/04	9/20 - 22/04	9/7 - 9/04
Definitely will vote for candidates	86	84	81	78	77	77
Probably will vote for candidates	10	12	14	15	17	17
Could change mind	4	4	5	7	6	6
Not sure	-	-	-	-	-	-

Both in the aggregate and on key election issues, Bush's approval ratings have fallen among likely voters. Whereas over the month of September, there was net approval of Bush's handling of his job as president, now a majority (53%) disapprove. While overall approval has slipped since September among all registered voters, this shift is seen most acutely among seniors (41% approve, down from 59%), women (42% approve, down from 50%), whites (49% approve, down from 60%), those with college degrees (44% approve, down from 54%), as well as in the key battleground states (42% approve, down from 53%).

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?

	LIKELY VOTERS		
	10/4 - 6/04	9/20 - 22/04	9/7 - 9/04
Strongly approve	34	37	37
Somewhat approve	7	9	9
Lean toward approval	5	7	6
Still have mixed feelings	1	1	1
Lean toward disapproval	10	8	10
Somewhat disapprove	5	4	3
Strongly disapprove	38	34	34
Not sure	-	-	-
Total Approve	46	54	52
Total Disapprove	53	46	48
<i>Mean Rating¹</i>	<i>3.9</i>	<i>4.2</i>	<i>4.1</i>

The first presidential debate, on foreign policy, appears to have raised public concerns about the situation in Iraq and accentuated its role in the campaign. Majority support for Bush's handling of foreign policy issues and the war on terrorism has slipped toward disapproval, and a solid majority now disapprove of Bush's handling of Iraq. One of the most striking shifts in support for Bush's handling of foreign policy issues is among undecided voters, with only 38% approval – compared with 63% approval in late September. Bush, however, is making some gains among young people; a majority of those in Generation Next (57%) now approve of Bush's handling of foreign policy issues, compared with only 40% approving in September. Regarding the situation in Iraq, men are demonstrating a change in approval – only 47% now approve compared with a solid majority (57% approve) in September.

	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											
LIKELY VOTERS											
10/4-6/04	38	5	6	1	10	6	34	-	49	50	4.1
9/20-22/04	43	9	3	-	8	5	32	-	55	45	4.4
9/7-9/04	45	6	4	-	7	6	31	1	54	45	4.4
(ASKED OF THE OTHER HALF OF THE REGISTERED VOTERS)											
Handling the situation in Iraq											
LIKELY VOTERS											
10/4-6/04	33	5	6	2	8	4	42	-	44	54	3.7
9/20-22/04	37	6	8	1	7	6	35	-	51	48	4.1

Likewise, 52% of likely voters say going to war in Iraq was a mistake. Compared to previous data from registered voters and the overall public, the picture is a slow erosion of support for the war over time.

Q. All in all, thinking about how things have gone in Iraq since the United States went to war there in March 2003, do you think the United States...

	LIKELY VOTERS	REGISTERED VOTERS	ALL ADULTS		
	10/4 - 6/04	10/4 - 6/04	8/3 - 5/04 ¹	4/16- 18/04	12/15- 17/03
Made the right decision in going to war in Iraq	47	49	48	57	64
Made a mistake in going to war in Iraq	52	50	50	40	34
Not sure	1	1	2	3	2

¹Prior to October 2004, only half the respondents were asked if the United States had made the right decision/mistake.

Over the course of the campaign, the issue of Iraq has been an increasingly contentious issue, and today, voters are evenly divided over whether Bush (49%) or Kerry (46%) would be a better job of handling Iraq. Nearly all Republican voters trust Bush (91%; 7% Kerry) and Democratic voters trust Kerry (84%; 10% Bush). Independent voters are evenly divided (47% each), as are persuadable voters (44%-46%).

Q. Who do you trust to do a better job of handling the situation in Iraq?

	<u>LIKELY VOTERS</u>	<u>REGISTERED VOTERS</u>
George W. Bush	49	51
John Kerry	46	43
(NOT READ) Both would do well.....	-	-
(NOT READ) Neither	3	4
Not sure	2	2

On the economy and domestic issues, approval of Bush also showed signs that the post-convention bump is now gone. Bush's slim margin of approval on his handling of the economy has disappeared, with a majority now disapproving (52% disapprove, 47% approve). Importantly, approval on the economy slipped in key areas – a majority of Midwesterners now disapprove of Bush's handling of the economy (44% approve, 55% disapprove; compared with 54% approve and 44% disapprove in September), as do residents of battleground states (43% approve, 56% disapprove; compared with 50% approve and 49% disapprove in September).

On domestic issues like health care, education, the environment and energy, approval of Bush has continued to drift downward (with exception of late September, when Bush rebounded slightly). A solid majority (56%) now disapprove of Bush's handling of domestic issues. This shift is seen especially among seniors (41% approve, down from 58%), college graduates (40% approve, down from 49%), women age 45 or older (39% approve, down from 47%), and among residents of battleground states (39% approve, down from 46%).

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?

	<u>Strongly Ap- prove</u>	<u>Some- what Ap- prove</u>	<u>Lean Toward Ap- proval</u>	<u>Still Have Mixed Feelings</u>	<u>Lean Toward Disap- proval</u>	<u>Some- what Disap- prove</u>	<u>Strongly Disap- prove</u>	<u>Not Sure</u>	<u>Total Ap- prove</u>	<u>Total Disap- prove</u>	<u>Mean- Rating¹</u>
Handling the economy	LIKELY VOTERS										
10/4-6/04	28	11	7	1	8	7	38	-	47	52	3.8
9/20-22/04	33	13	6	1	8	7	32	-	53	46	4.2
9/7-9/04	31	13	7	1	7	6	35	-	51	48	4.0

Q. (cont.)

Handling domestic
issues like health care,
education, the
environment and energy

	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
LIKELY VOTERS											
10/4-6/04	23	13	8	1	8	7	40	-	43	56	3.6
9/20-22/04	25	15	10	1	8	7	34	-	50	49	3.9
9/7-9/04	24	15	10	1	6	7	37	-	48	50	3.8

A majority of likely voters (54%) think that Kerry would do a better job of creating jobs (versus 40% for Bush), but protecting the country is still the more important issue in deciding how to vote for president (65% protecting the country versus 26% creating jobs).

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

	LIKELY VOTERS	REGISTERED VOTERS				
	10/4 - 6/04	10/4 - 6/04	9/7- 9/04	8/3- 5/04	3/19- 21/04	
George W. Bush	40	39	44	39	37	
John Kerry	54	53	50	55	53	
(NOT READ) Both would do well	1	1	1	1	1	
(NOT READ) Neither	3	4	3	3	6	
Not sure	2	3	2	2	3	

Q. In general, if you had to choose, which of the following issues would be more important to you in deciding how you will vote for president...

	LIKELY VOTERS	REGISTERED VOTERS	
	10/4 - 6/04	10/4 - 6/04	9/7 - 9/04
Protecting the country	65	63	64
Creating jobs	26	27	31
(NOT READ) Both equally	8	9	4
Not sure	1	1	1

A majority (51%) still think that George W. Bush would do a better job protecting the country, but Kerry has made steady progress on this front since the Republican convention.

More than four-in-ten (45%) likely voters now think that John Kerry would do a better job protecting the country.

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

	LIKELY VOTERS	REGISTERED VOTERS				
	10/4 - 6/04	10/4 - 6/04	9/7 - 9/04	8/3 - 5/04	4/5 - 7/04	3/19 - 21/04
George W. Bush.....	51	53	59	52	53	58
John Kerry.....	45	41	36	43	37	35
(NOT READ) Both would do well	1	1	1	1	1	1
(NOT READ) Neither.....	2	3	2	3	5	4
Not sure.....	1	2	2	1	4	2

Despite strong views on the importance of protecting the country, adults are less certain about the direction of the country. A solid majority (56%) now think things in this country are headed off on the wrong track, compared to 40% who believe things are headed in the right direction.

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						
	10/4 - 6/04	9/20 - 22/04	9/7 - 9/04	8/3 - 5/04	7/5 - 7/04	6/7 - 9/04	5/3 - 5/04
Right direction.....	40	45	44	39	41	40	38
Wrong track	56	52	52	59	56	56	58
Not sure	4	3	4	2	3	4	4
	4/5 - 7/04	3/1 - 3/04	2/2 - 4/04*	1/5 - 7/04**	12/15 - 17/03**	12/1 - 3/03	11/18 - 20/03
	38	35	44	49	47	43	38
	57	60	52	46	48	51	56
	5	5	4	5	5	6	6
	2 nd Quarter AMJ 04	1 st Quarter JFM 04	4 th Quarter OND 03	3 rd Quarter JAS 03	2 nd Quarter AMJ 03	1 st Quarter JFM 03	1 Year Ago 10/7 - 9/03
	39	44	43	41	52	41	39
	57	52	51	53	42	50	54
	4	4	6	6	6	9	7

* Half of sample was asked this question at start of interview, half after questions about the economy. There was no significant difference in the results.

** These results reflect responses among half the respondents.

Perceptions of the personal qualities of the presidential candidates has also changed a little in Kerry's favor.

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.

	<u>Yes</u>	<u>No</u>	<u>Not Sure</u>
Likeable - George W. Bush			
LIKELY VOTERS			
10/4-6/04.....	67	33	-
REGISTERED VOTERS			
10/4-6/04.....	68	31	1
9/7-9/04.....	70	30	-
8/3-5/04.....	67	32	1
7/5-7/04.....	66	33	1
Likeable - John Kerry			
LIKELY VOTERS			
10/4-6/04.....	68	32	-
REGISTERED VOTERS			
10/4-6/04.....	67	32	1
9/7-9/04.....	60	39	1
8/3-5/04.....	67	32	1
7/5-7/04.....	62	36	2
Decisive - George W. Bush			
LIKELY VOTERS			
10/4-6/04.....	73	26	1
REGISTERED VOTERS			
10/4-6/04.....	73	26	1
9/7-9/04.....	75	24	1
8/3-5/04.....	68	30	2
7/5-7/04.....	67	31	2
Decisive - John Kerry			
LIKELY VOTERS			
10/4-6/04.....	43	55	2
REGISTERED VOTERS			
10/4-6/04.....	41	56	3
9/7-9/04.....	37	61	2
8/3-5/04.....	46	50	4
7/5-7/04.....	45	49	6

Q. (cont.)	<u>Yes</u>	<u>No</u>	<u>Not Sure</u>
Honest - George W. Bush			
LIKELY VOTERS			
10/4-6/04.....	53	46	1
REGISTERED VOTERS			
10/4-6/04.....	53	45	2
9/7-9/04.....	56	43	1
8/3-5/04.....	53	45	2
7/5-7/04.....	53	46	1
Honest - John Kerry			
LIKELY VOTERS			
10/4-6/04.....	59	40	1
REGISTERED VOTERS			
10/4-6/04.....	56	42	2
9/7-9/04.....	54	44	2
8/3-5/04.....	60	37	3
7/5-7/04.....	53	40	7

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