



Voting intentions cannot get any closer says Leger Marketing

Latest poll results released through Canadian Press on October 27, 2004 by Leger Marketing's New York office, the largest independent Canadian owned research firm. This Leger Marketing poll was conducted over the telephone with a total of 1000 Americans including 721 likely voters nation-wide between October 22 and October 26, 2004. The maximum margin of error obtained for a sample of this size is of $\pm 3.5\%$, 19 times out of 20. The results were weighted according to geographic location, gender and race to ensure a sample representative of the entire adult U.S. population.

1. Bush and Kerry tied at 49%

VOTING INTENTIONS among likely voters

If the presidential election were held today would you vote for...? If the respondent does not have an opinion, the following question should be asked: Even if you have not made up your mind, would you be more likely vote for...?

	Bush-Cheney	Kerry-Edwards	Nader-Camejo
Leger Marketing/CP poll (Oct 26) (total likely voters)	49%	49%	2%
Male	51%	47%	3%
Female	48%	51%	1%
White	59%	39%	2%
Black	11%	89%	-
Hispanic	33%	67%	-
18 to 34 years of age	40%	58%	2%
35 to 54 years of age	53%	46%	1%
55 years of age or more	53%	45%	2%

2. 80% of Americans have made up their mind

Even though three quarters of Americans say they have made up their mind as to whom they will vote for, it should be noted that the younger generation is still hesitating as 24% might still change their mind. From a voting intention perspective, 6% of likely voters who intend to vote for Bush-Cheney said they could still change their minds, while this proportion reaches 11% for Kerry-Edwards.

FINAL DECISION ON VOTING INTENTION

Is your decision to vote for this party definite or you might still change your mind?

	Total	18-24	25-34	35-44	45-54	55-64	65+
Definite	80%	66%	83%	80%	80%	84%	85%
Might change	11%	24%	10%	13%	13%	10%	9%
Do not know	8%	10%	7%	7%	6%	6%	6%

3. Homeland security the top issue for Bush supporters, getting rid of President Bush is top priority of Kerry supporters

PRIORITIES

Among the following choices, which one best reflects your priorities on election day? Is it...

	Total	Likely to vote Bush-Cheney	Likely to vote Kerry-Edwards
Making America safe from terrorism	31%	44%	19%
Getting rid of George Bush	22%	-	52%
Making sure Kerry is not elected	10%	23%	-
Protecting jobs	9%	5%	10%
Winning the war in Iraq	7%	5%	8%
Reducing your taxes	7%	5%	8%
Other (do not read)	7%	9%	3%
Do not know/Refusal	7%	7%	5%



4. Bush-Cheney will win the presidential election according to respondents

PERCEPTION ON ELECTION RESULTS

In your opinion, who will win the November presidential election? Is it...

	Total	Likely to vote Bush- Cheney	Likely to vote Kerry- Edwards	Nader
Bush-Cheney	47%	80%	19%	14%
Kerry-Edwards	29%	19%	62%	50%
Do not know	24%	17%	20%	37%

5. Opinions from outside the US do not influence Americans

IMPACT OF WORLD OPINION

Recent surveys show that the population of several countries in the world support the candidacy of John Kerry for President. Would you say that this fact will motivate you to vote for ...

	Total	Likely to vote Bush- Cheney	Likely to vote Kerry- Edwards
George W. Bush	33%	75%	2%
John Kerry	31%	1%	68%
Ralph Nader	1%		
Do not know	34%	24%	30%

6. A majority of Americans know someone that has served in Afghanistan or Iraq

In total, 52% of respondents said they know someone close to them (family member or close friend) who has served in Afghanistan or Iraq, compared to 47% who did not. Of those who know someone that has served in one of these conflicts, 44% said they will support the Bush-Cheney ticket, while 29% would support Kerry-Edwards (remaining 27% are undecided, will not vote or refuse to answer).

Inversely, 50% of those who don't know someone who has served in one of these conflicts are Kerry supporters compared to 40% who support Bush.

Founded in 1986, Leger Marketing is the largest independent research firm in Canada with 350 employees spread over its offices in Montreal, Toronto, New York and Shanghai. Our record of accuracy is unsurpassed, as our final predictions in the latest Canadian federal election have shown.

For more information on this poll, please contact Jean-Marc Leger at 514-982-2464 or Christian Bourque at 514-982-2464. Poll results available at www.legermarketing.com