



Republican convention benefits Bush-Cheney in voting intentions says Leger Marketing/Le Devoir poll

Latest poll results released on September 1st, 2004 through its New York City office by Leger Marketing, the largest independent Canadian owned research firm. Leger Marketing poll conducted for the Canadian daily newspaper Le Devoir through telephone interviews on August 30-31, 2004 with a total of 1001 Americans including 796 likely voters nation-wide. 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. Republicans lead 4 points over Democrats

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/Le Devoir (Aug 31)	51%	47%	1%

2. 75% 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 40% might still change their mind.

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	75%	55%	75%	82%	77%	80%	77%
Might change	18%	40%	19%	13%	17%	14%	13%
Do not know	6%	5%	6%	6%	6%	7%	9%

3. Colin Powell and Rudolph Giuliani are the most well liked

OPINION OF POLITICAL FIGURES

Do you have a good or poor opinion of the following political figures? Or are you not familiar enough with them to form an opinion?

	Total	Republicans	Democrats	Nader
Colin Powell	Awareness: 94%			
Good opinion	72%	89%	62%	71%
Poor opinion	13%	5%	23%	7%
Not familiar at all	6%	3%	3%	-
Do not know/Refusal	9%	4%	11%	22%
Rudolph Giuliani	Awareness: 88%			
Good opinion	64%	83%	50%	67%
Poor opinion	12%	3%	24%	18%
Not familiar at all	12%	8%	7%	15%
Do not know/Refusal	12%	6%	19%	-
John McCain	Awareness: 82%			
Good opinion	56%	67%	53%	100%
Poor opinion	9%	6%	13%	-
Not familiar at all	18%	16%	16%	-
Do not know/Refusal	16%	11%	17%	-
Arnold Schwarzeneger	Awareness: 93%			
Good opinion	50%	67%	31%	70%
Poor opinion	23%	7%	39%	30%
Not familiar at all	7%	7%	6%	-
Do not know/Refusal	21%	20%	24%	-
Dick Cheney	Awareness: 91%			
Good opinion	45%	78%	15%	23%
Poor opinion	34%	8%	67%	47%
Not familiar at all	9%	5%	6%	26%
Do not know/Refusal	12%	10%	11%	5%
Jeb Bush	Awareness: 81%			
Good opinion	31%	57%	9%	23%
Poor opinion	29%	4%	63%	35%
Not familiar at all	19%	17%	12%	37%
Do not know/Refusal	21%	22%	16%	5%
George Pataki	Awareness: 42%			
Good opinion	21%	32%	15%	28%
Poor opinion	11%	5%	18%	35%
Not familiar at all	48%	45%	42%	20%
Do not know/Refusal	20%	18%	24%	17%

A majority believes Bush-Cheney will win the presidential election

PERCEPTION ON ELECTION RESULTS

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

	Total	Republicans	Democrats	Nader
Bush-Cheney	48%	86%	12%	45%
Kerry-Edwards	35%	6%	70%	39%
Do not know	17%	7%	19%	16%

4. 6 in ten Americans will watch George W. Bush's speech at the convention

INTENTION TO WATCH BUSH'S SPEECH

Do you intend to watch George W. Bush's speech during the convention or not?

	Total	Republicans	Democrats	Nader
Yes	59%	78%	46%	31%
No	35%	18%	49%	69%
Do not know	6%	4%	4%	-

5. 12% of Democrats could be convinced by Bush's speech

IMPACT OF BUSH'S SPEECH

Is there a possibility that George W. Bush's speech might convince you to vote Republican?

	Total	Democrats	Nader
	Excluding Republicans		
Yes	16%	12%	15%
No	75%	84%	85%
Do not know	9%	4%	-

6. Americans do not feel one party's convention is more interesting than the other

INTEREST FOR CONVENTIONS

Which convention do you find more interesting between the Republican and the Democratic?

	Total	Republicans	Democrats	Nader
Democratic	26%	9%	48%	5%
Republican	25%	48%	6%	23%
Neither	26%	23%	26%	67%
Do not know	23%	21%	20%	6%

7. Powell perceived as the most interesting Republican candidate for presidency in 2008

POTENTIAL CANDIDATES FOR 2008 PRESIDENCY

If George W. Bush were to be re-elected in November and knowing this would be his last term, which of the following political personalities, in your opinion, could take over as the 2008 Republican candidate for presidency?

	Total	Republicans	Democrats	Nader
Colin Powell	26%	29%	20%	-
John McCain	21%	18%	31%	44%
Rudolph Giuliani	16%	21%	12%	34%
Jeb Bush	5%	6%	2%	-
Bill Frist	2%	3%	1%	7%
Mitt Romney	2%	2%	2%	-
George Pataki	1%	1%	2%	11%
Other	2%	4%	1%	-
None	6%	2%	12%	-
Do not know/Refusal	20%	13%	16%	5%

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 show our final predictions on the latest Canadian federal election.

Le Devoir is considered one of the most important French daily newspapers in Canada providing quality political, economical, international, technological and cultural information.

For more information on this poll contact Christian Bourque at 514 581-2464 or Jean-Marc Leger at 514-592-6563. Poll results available at www.legermarketing.com