

**FOR IMMEDIATE RELEASE**

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## **ACT Swing State Polling**

### ***Kerry Maintains and Gains in Upper Midwest***

**Washington DC** - Brand new polling data shows John Kerry maintaining – in some cases – extending his lead against George W. Bush in three crucial presidential race swing states. The following are memos by ACT pollsters on the presidential race in Minnesota, Michigan and Wisconsin:

To: Interested Parties

From: Peter D. Hart Research

Subject The Presidential Race in Minnesota

Date: August 31, 2004

The results of our latest survey just completed among registered voters in Minnesota shows that John Kerry is in a strong position and the incumbent president faces a difficult road in this critical battleground state. The poll was conducted by Hart Research for America Coming Together (ACT) from August 23-25 and surveyed 801 Minnesotans who are registered to vote. The margin of error for the survey is +/- 3.5%.

The survey shows John Kerry leading George W. Bush by a 47% to 44% margin in a three-way trial heat with Ralph Nader receiving 2% of the vote and 7% undecided. However, Bush is in an even weaker position than this three-point deficit would suggest. He receives 44% of the vote with just another 3% of the electorate saying that while they are not currently voting for him there is a fair chance they will do so. This gives him a potential vote of 47%, falling short of what he will need to win the state. On the other hand, John Kerry starts at Bush's ceiling of 47% with another 6% saying there is a fair chance that they still might vote for him, for a potential vote of 53%.

Kerry voters are also far more motivated to vote this year compared with past presidential elections – 58% of Kerry voters say they are much or somewhat more motivated to vote, while just 44% of Bush voters answer similarly.

The mood of the Minnesota electorate also does not bode well for Bush's re-election.

Just 37% of Minnesota voters say the country is headed in the right direction while 54% say it is on the wrong track. Just 43% say the war in Iraq was worth fighting and 52% describe the state of the economy in Minnesota as just fair or poor.

A significant roadblock for the Bush campaign is that the economy and jobs are far and away the most important voting issue in Minnesota at 40%, and on issues related to this John Kerry holds a commanding lead over Bush – stopping jobs from going overseas (+38%) and the economy (+10%). In fact, Kerry has the edge on nearly all domestic issues including the environment (+29%), health care (+27%), education (+15%), retirement and Social Security (+15%), and even taxes (+4%).

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To: Interested parties  
From: Lake Snell Perry & Associates  
Subject: New polling data in Michigan  
Date: August 31, 2004

On the eve of the Republican convention, a new LSPA poll shows John Kerry winning a majority of the vote and maintaining a significant lead over George W. Bush in Michigan. The poll has a base sample of 600 likely voters (margin of error +/-4.0%).

Kerry leads Bush by 8 points in a three-way race, 51% to 43% with 1% for Ralph Nader and 5% undecided. This is up slightly from a 7-point margin in early July. The percentage believing the country is on the wrong track has increased from 47% to 51% in the same period, while only 41% now believe it is going in the right direction.

The gender gap has widened significantly in Michigan, with Kerry now leading Bush among women voters by 17 points (56% to 39%), while trailing slightly among men (46% to 48%).

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To: Interested parties  
From: Lake Snell Perry & Associates  
Subject: New polling data in Wisconsin  
Date: August 31, 2004

On the eve of the Republican convention, a new LSPA poll shows John Kerry maintaining a narrow lead over George W. Bush in Wisconsin. The poll has a base sample of 600 registered voters (margin of error +/-4.0%) including a subsample of 485 likely voters based on previous vote history (margin of error +/-4.5%).

Among registered voters, Kerry leads Bush by 4 points in a three-way race, 49% to 45%

with 2% for Ralph Nader and 5% undecided. Among likely voters, Kerry holds a 6-point advantage, 50% to 44% (1% for Nader, 4% undecided). The gender gap has widened in Wisconsin: among all voters, Kerry now holds a 10-point lead among women (53% to 43%) while trailing Bush by 3 points (46% to 49%) among men.

The “Swift Boat” attacks on Kerry’s character and military record, while highly visible to Wisconsin voters (79% have seen or heard about the Swift Boat ads), have not significantly affected his standing in the presidential race. Just 29% of voters who have heard about the ads say they have made them feel less favorable toward Kerry, while 14% actually feel more favorable and 55% say they have made no difference. Kerry’s personal thermometer rating of 52.0 (on a 0-100 scale) is slightly higher than measured in an LSPA poll in June, compared to Bush’s rating of 50.7 (also slightly up). Kerry’s ballot lead has gone from +3 points over Bush in June (48% to 45%) to a 4-point lead today.

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