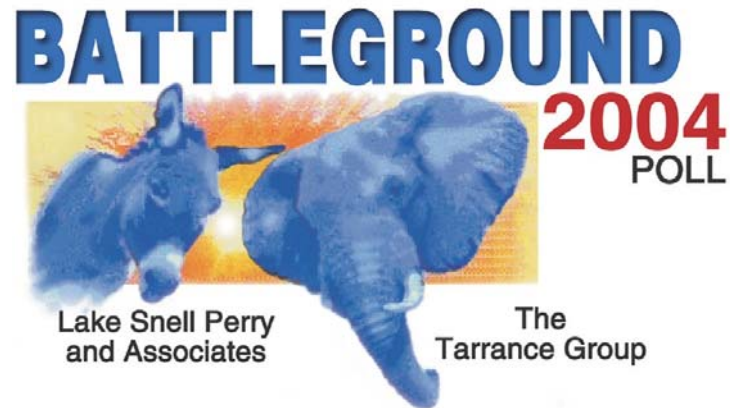


# BATTLEGROUND

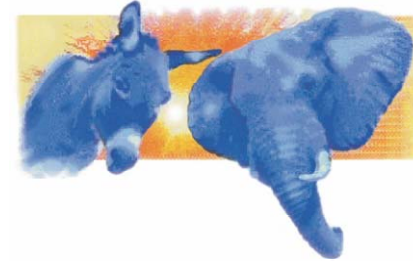
## Presidential Tracking 2004

THE GEORGE WASHINGTON UNIVERSITY  
WASHINGTON DC

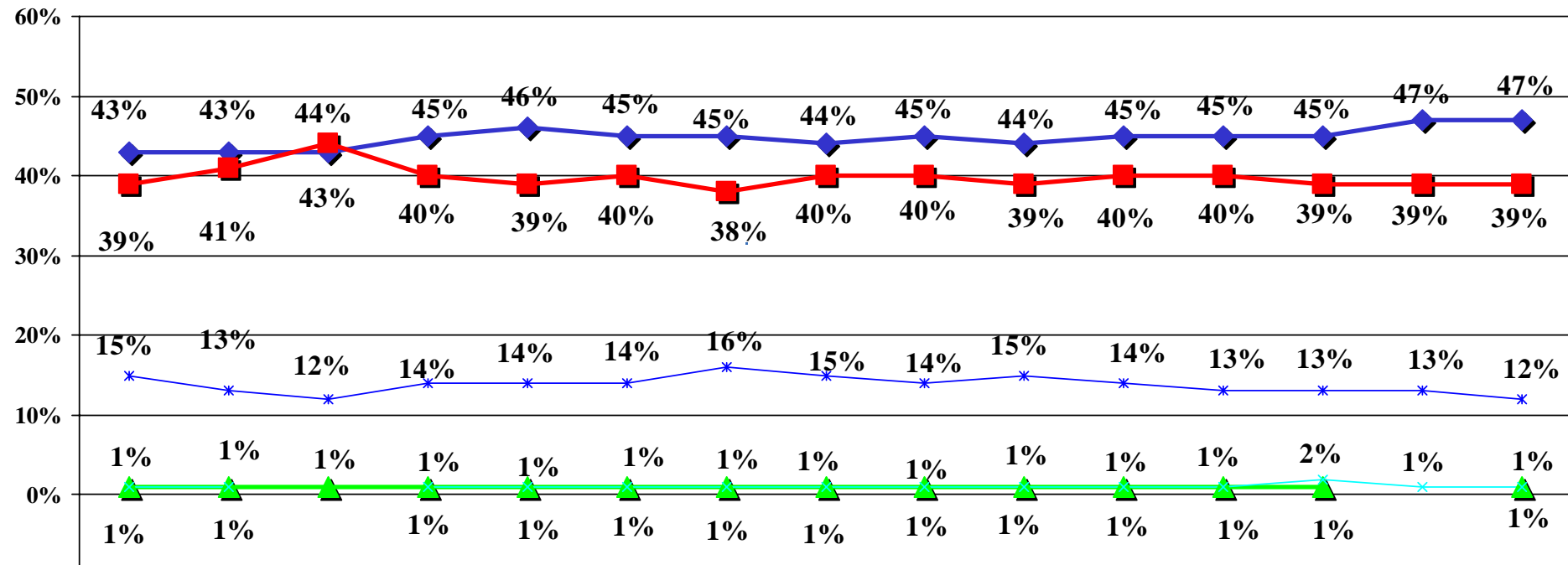


# BATTLEGROUND 2004

Fall 2004 Tracking/ N=1,000 Registered "Likely" Voters/±3.1% M.O.E.



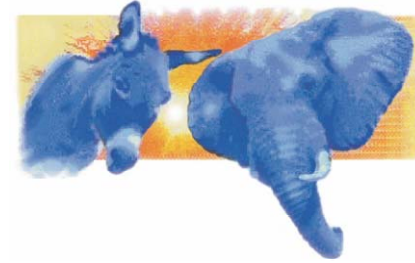
**If the election for President were held today, and you had to make a choice, for which candidate would you probably vote?  
[Unaided Ballot]**



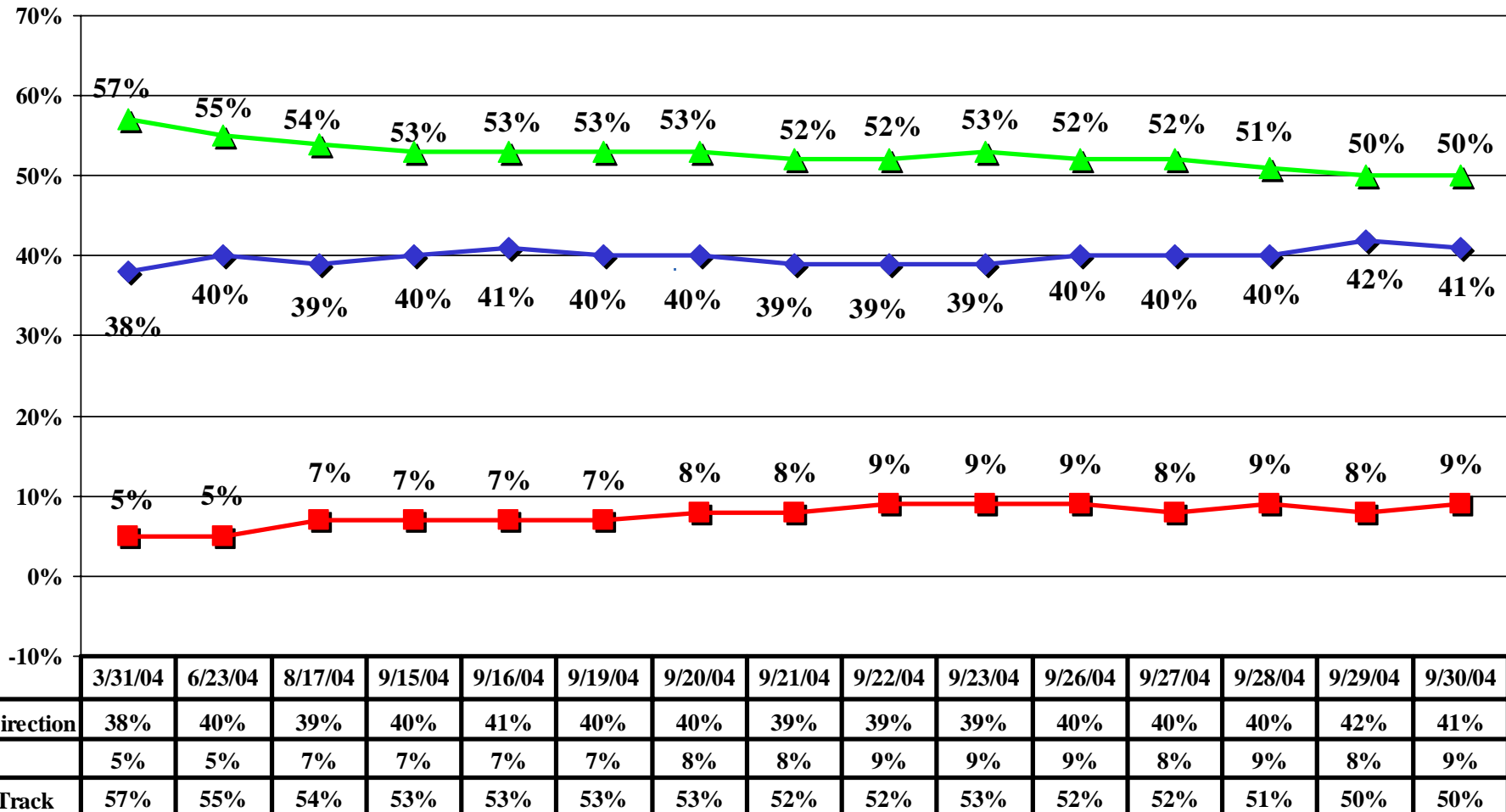
	3/31/04	6/23/04	8/17/04	9/15/04	9/16/04	9/19/04	9/20/04	9/21/04	9/22/04	9/23/04	9/26/04	9/27/04	9/28/04	9/29/04	9/30/04
◆ Bush	43%	43%	43%	45%	46%	45%	45%	44%	45%	44%	45%	45%	45%	47%	47%
■ Kerry	39%	41%	44%	40%	39%	40%	38%	40%	40%	39%	40%	40%	39%	39%	39%
▲ Nader	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%		1%
× Other	1%	1%		1%	1%	1%	1%	1%	1%	1%	1%	1%	2%	1%	1%
* Unsure	15%	13%	12%	14%	14%	14%	16%	15%	14%	15%	14%	13%	13%	13%	12%

# BATTLEGROUND 2004

Fall 2004 Tracking/ N=1,000 Registered "Likely" Voters/±3.1% M.O.E.

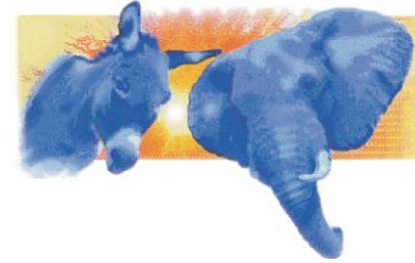


**Do you feel things in this country are going in the right direction, or have they gotten off on the wrong track?**

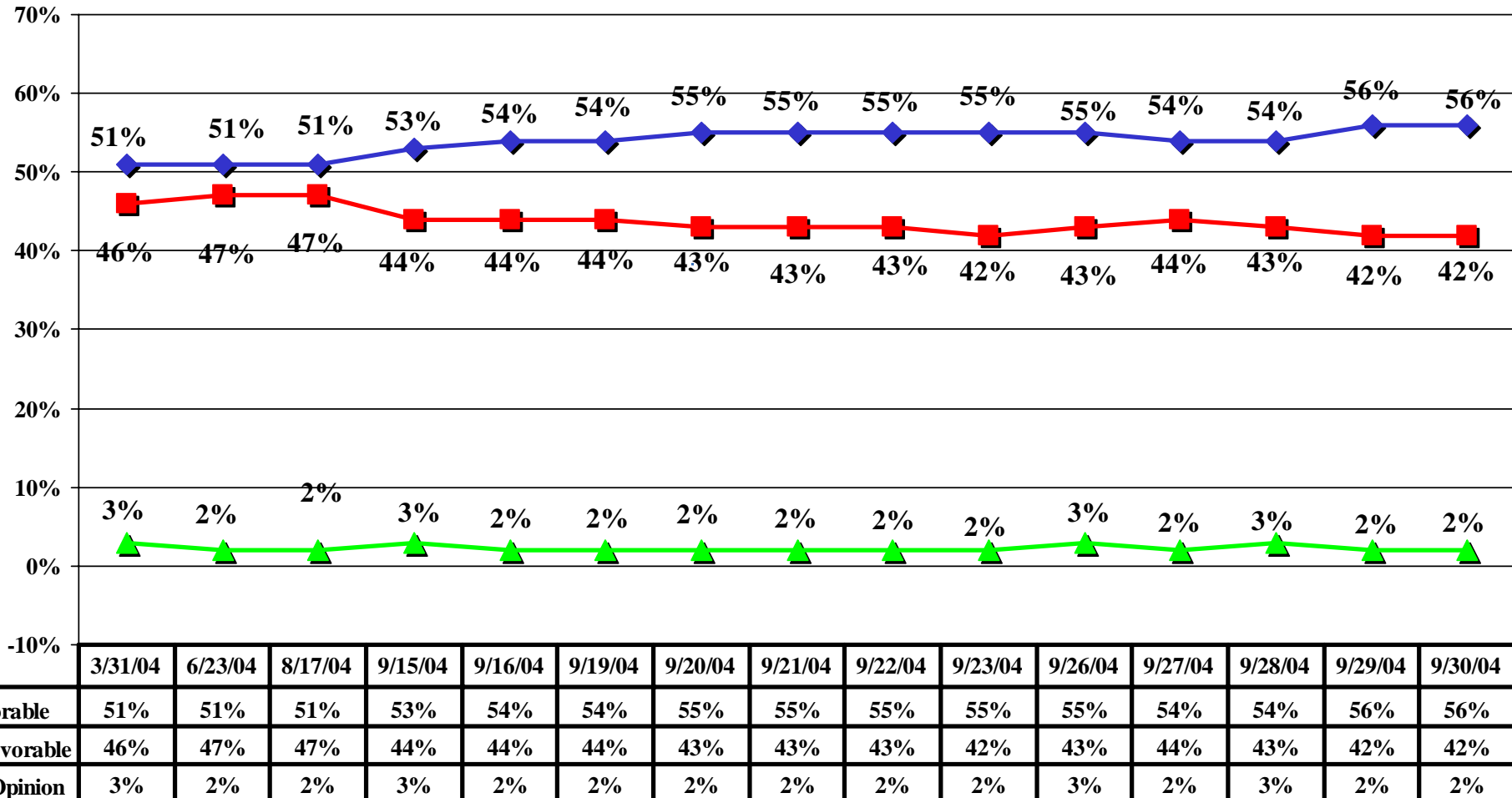


# BATTLEGROUND 2004

Fall 2004 Tracking/ N=1,000 Registered "Likely" Voters/±3.1% M.O.E.

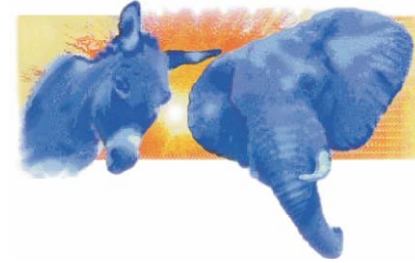


## George W. Bush Name ID

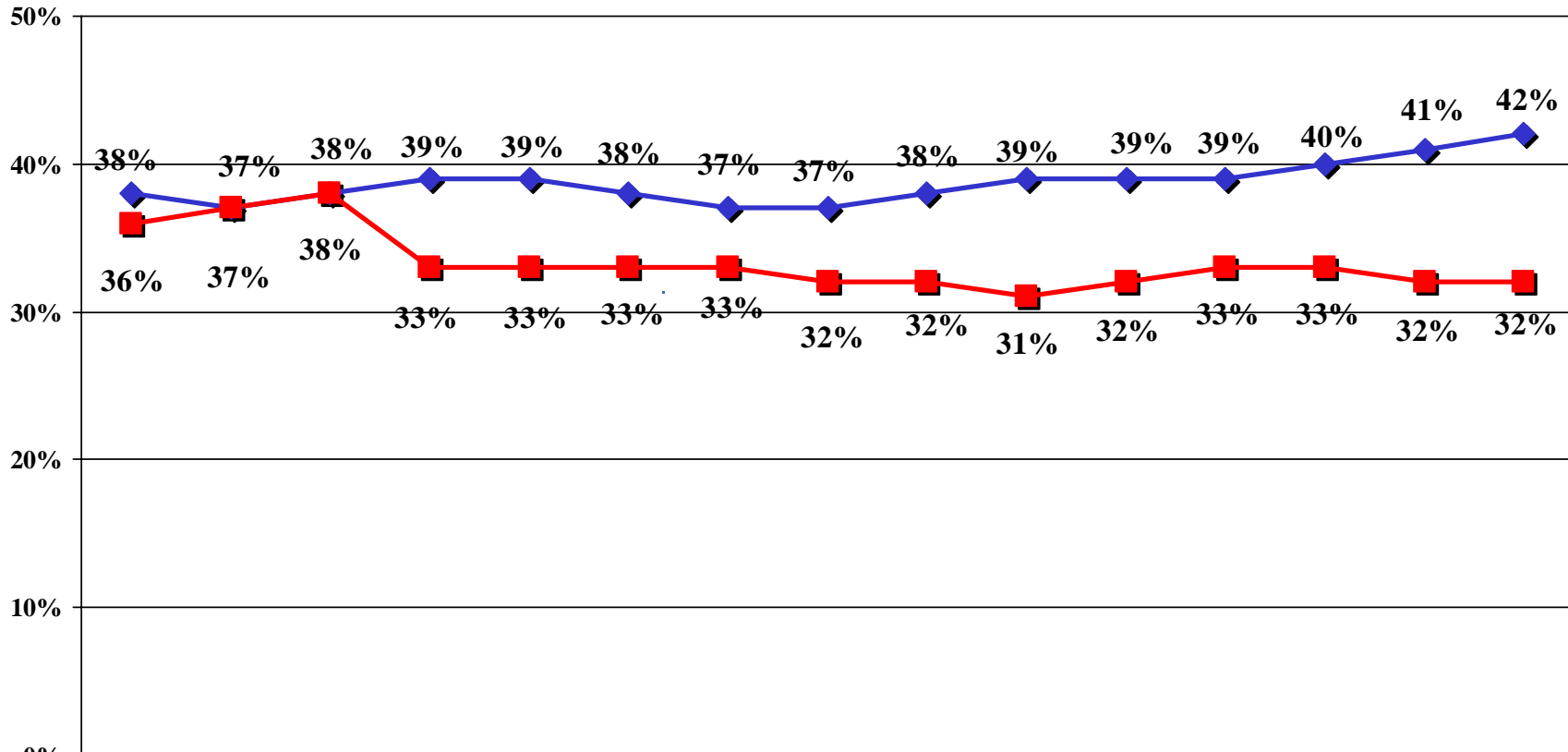


# BATTLEGROUND 2004

Fall 2004 Tracking/ N=1,000 Registered "Likely" Voters/±3.1% M.O.E.



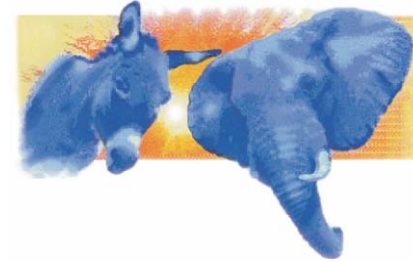
## George W. Bush Name ID



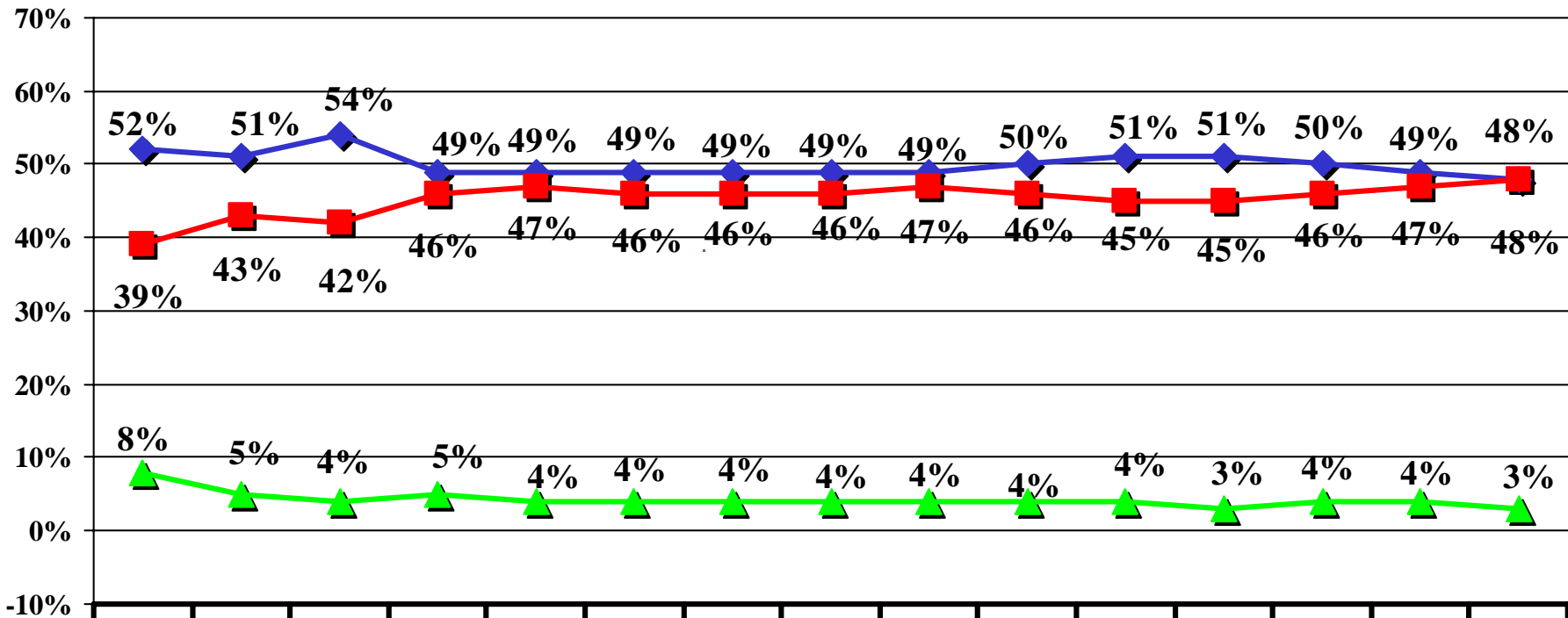
	3/31/04	6/23/04	8/17/04	9/15/04	9/16/04	9/19/04	9/20/04	9/21/04	9/22/04	9/23/04	9/26/04	9/27/04	9/28/04	9/29/04	9/30/04
Strongly Favorable	38%	37%	38%	39%	39%	38%	37%	37%	38%	39%	39%	39%	40%	41%	42%
Strongly Unfavorable	36%	37%	38%	33%	33%	33%	33%	32%	32%	31%	32%	33%	33%	32%	32%

# BATTLEGROUND 2004

Fall 2004 Tracking/ N=1,000 Registered "Likely" Voters/±3.1% M.O.E.



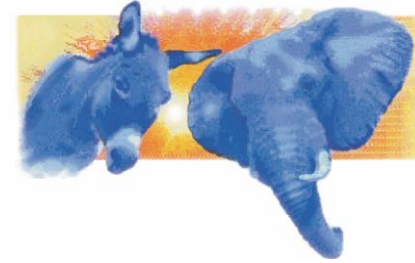
## John Kerry Name ID



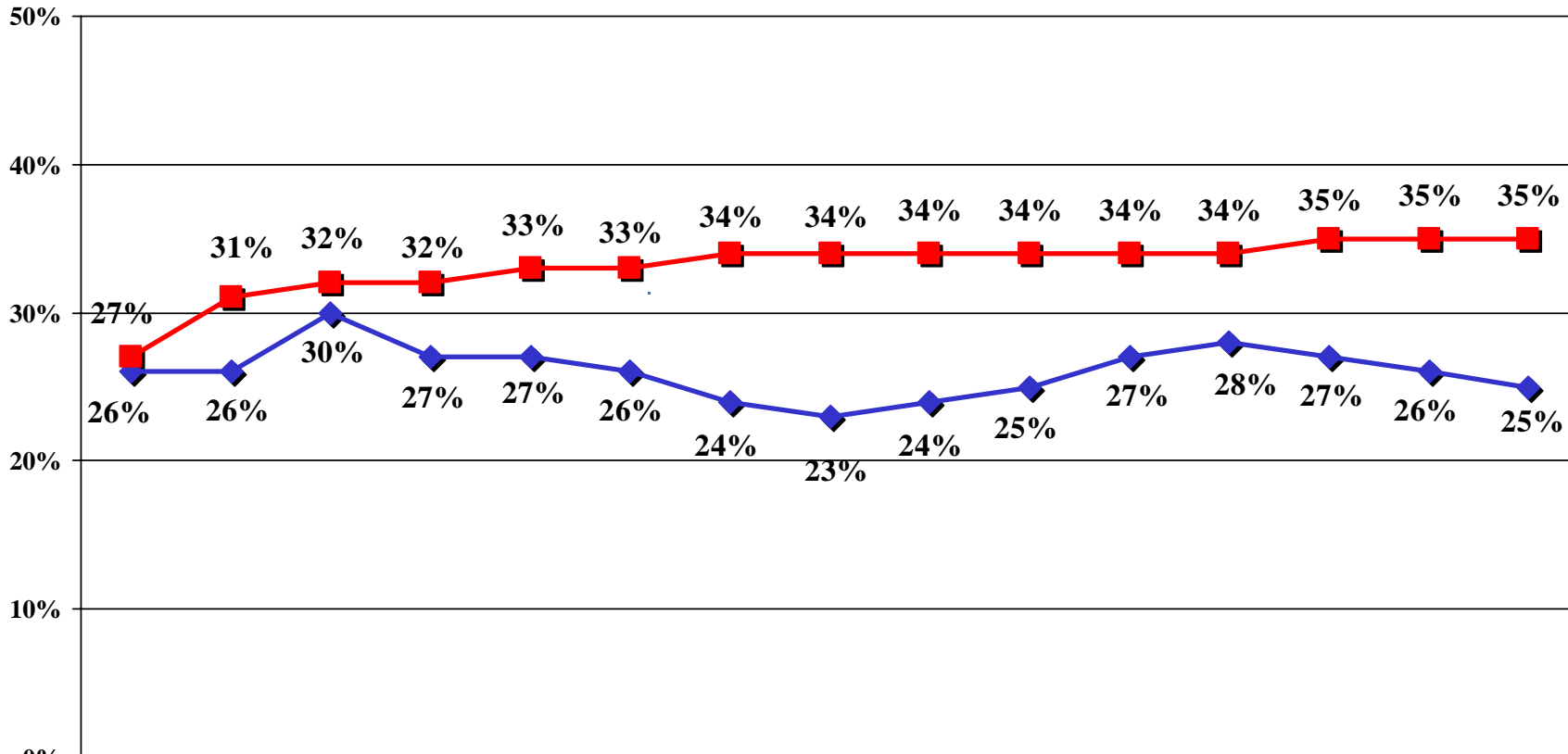
	3/31/04	6/23/04	8/17/04	9/15/04	9/16/04	9/19/04	9/20/04	9/21/04	9/22/04	9/23/04	9/26/04	9/27/04	9/28/04	9/29/04	9/30/04
<b>◆ Favorable</b>	52%	51%	54%	49%	49%	49%	49%	49%	49%	50%	51%	51%	50%	49%	48%
<b>■ Unfavorable</b>	39%	43%	42%	46%	47%	46%	46%	46%	47%	46%	45%	45%	46%	47%	48%
<b>▲ No Opinion</b>	8%	5%	4%	5%	4%	4%	4%	4%	4%	4%	4%	3%	4%	4%	3%

# BATTLEGROUND 2004

Fall 2004 Tracking/ N=1,000 Registered "Likely" Voters/±3.1% M.O.E.



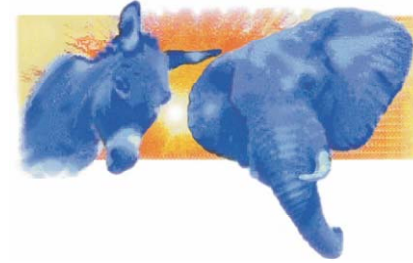
## John Kerry Name ID



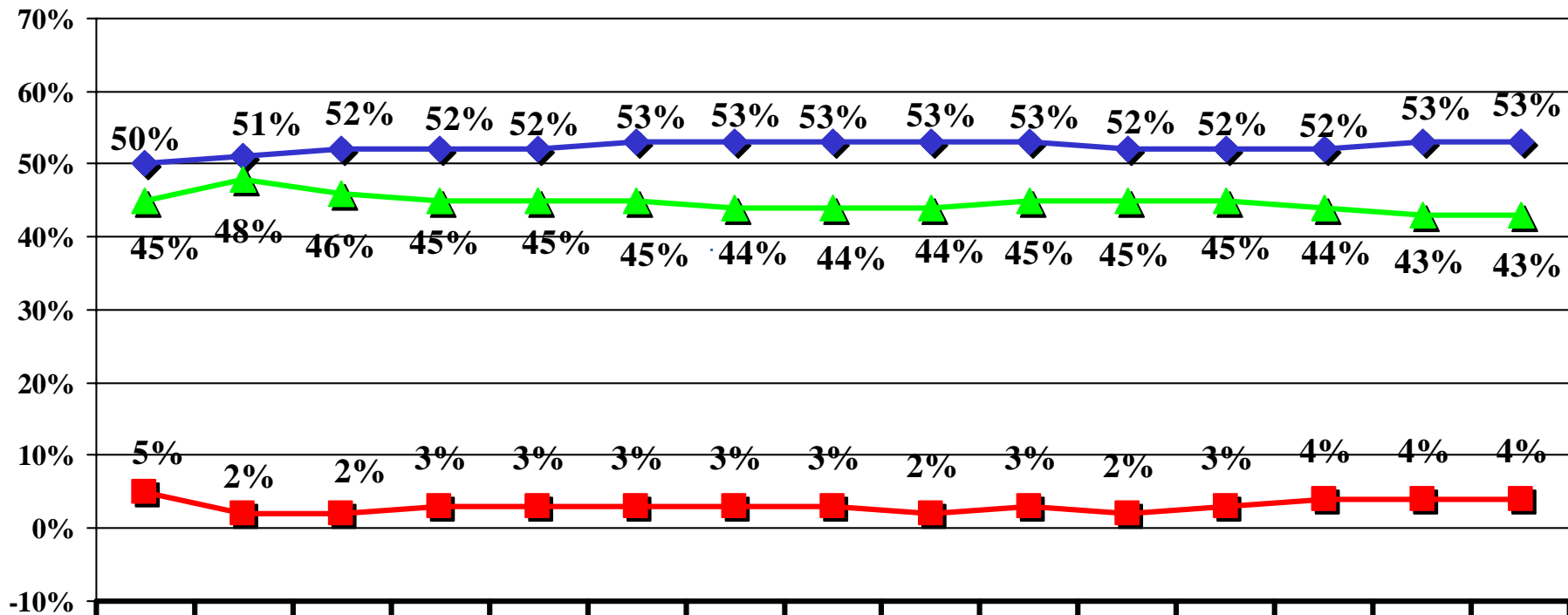
	3/31/04	6/23/04	8/17/04	9/15/04	9/16/04	9/19/04	9/20/04	9/21/04	9/22/04	9/23/04	9/26/04	9/27/04	9/28/04	9/29/04	9/30/04
Strongly Favorable	26%	26%	30%	27%	27%	26%	24%	23%	24%	25%	27%	28%	27%	26%	25%
Strongly Unfavorable	27%	31%	32%	32%	33%	33%	34%	34%	34%	34%	34%	34%	35%	35%	35%

# BATTLEGROUND 2004

Fall 2004 Tracking/ N=1,000 Registered "Likely" Voters/±3.1% M.O.E.



**How would you rate the job George W. Bush has been doing as President? Do you approve or disapprove of the job he is doing?**

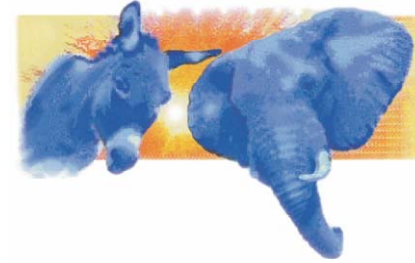


	3/31/04	6/23/04	8/17/04	9/15/04	9/16/04	9/19/04	9/20/04	9/21/04	9/22/04	9/23/04	9/26/04	9/27/04	9/28/04	9/29/04	9/30/04
Approve	50%	51%	52%	52%	52%	53%	53%	53%	53%	53%	52%	52%	52%	53%	53%
Unsure	5%	2%	2%	3%	3%	3%	3%	3%	2%	3%	2%	3%	4%	4%	4%
Disapprove	45%	48%	46%	45%	45%	45%	44%	44%	44%	45%	45%	45%	44%	43%	43%

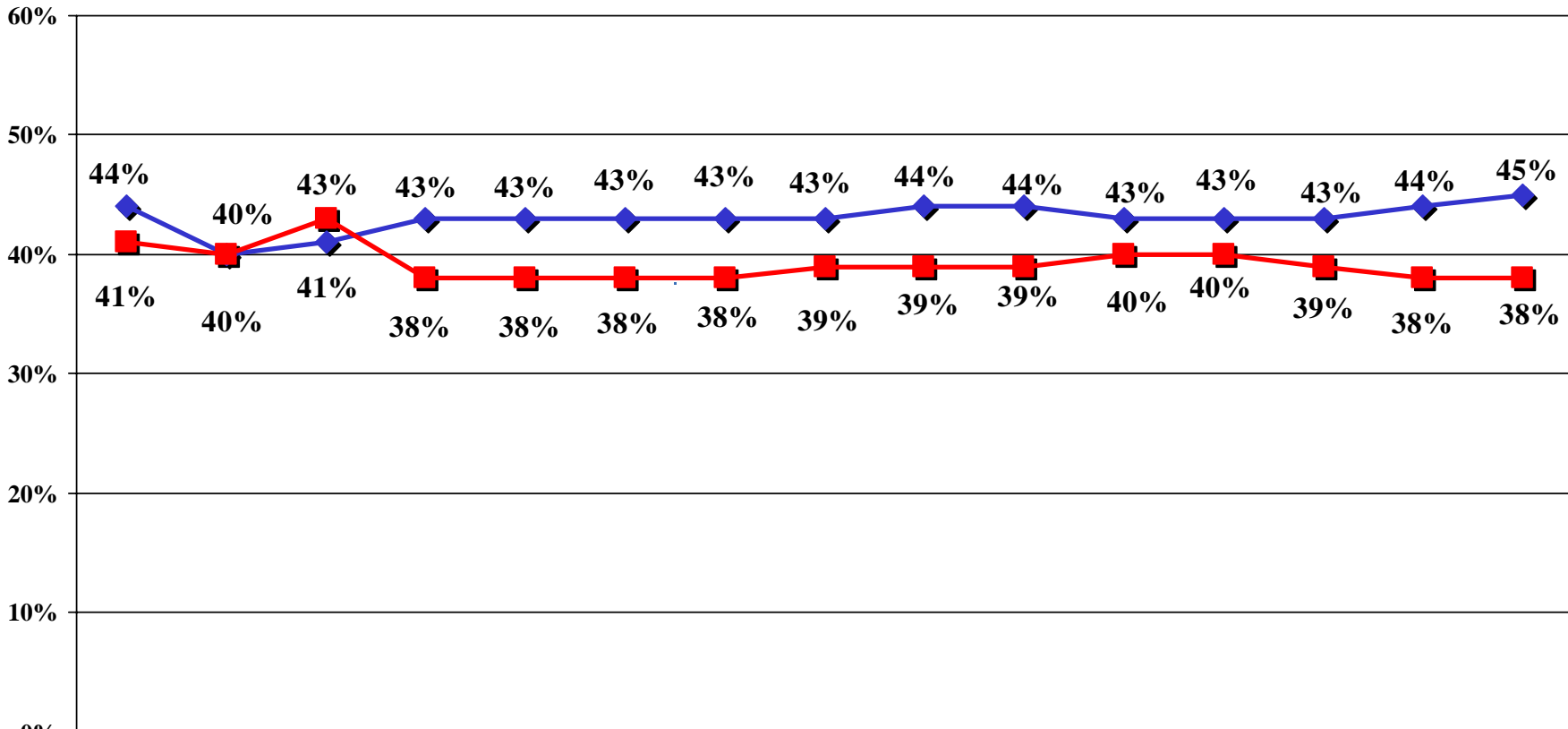


# BATTLEGROUND 2004

Fall 2004 Tracking/ N=1,000 Registered "Likely" Voters/±3.1% M.O.E.



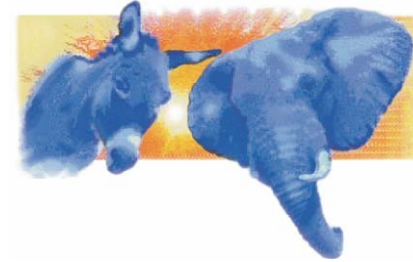
**If the election was held today, and you had to make a choice, for whom would you vote...George W. Bush, the Republican, or John Kerry, the Democrat?**



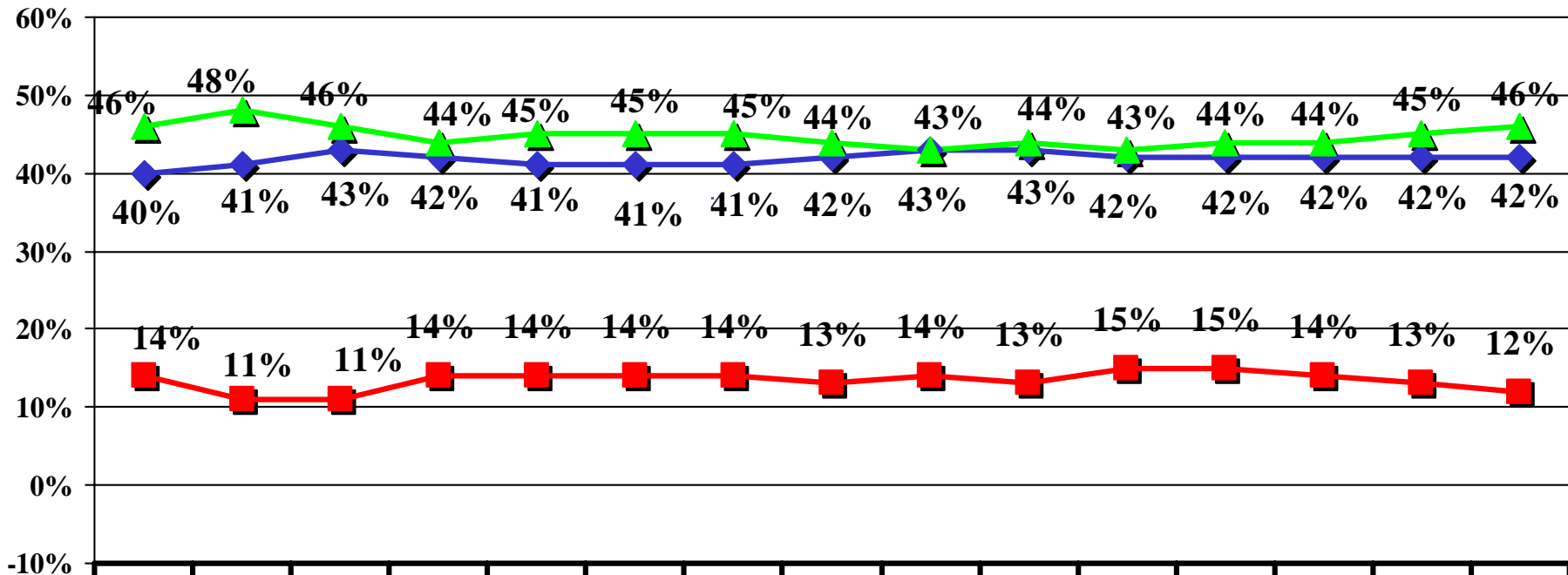
	3/31/04	6/23/04	8/17/04	9/15/04	9/16/04	9/19/04	9/20/04	9/21/04	9/22/04	9/23/04	9/26/04	9/27/04	9/28/04	9/29/04	9/30/04
<b>◆ Bush Definitely</b>	44%	40%	41%	43%	43%	43%	43%	43%	44%	44%	43%	43%	43%	44%	45%
<b>■ Kerry Definitely</b>	41%	40%	43%	38%	38%	38%	38%	39%	39%	39%	40%	40%	39%	38%	38%

# BATTLEGROUND 2004

Fall 2004 Tracking/ N=1,000 Registered "Likely" Voters/±3.1% M.O.E.



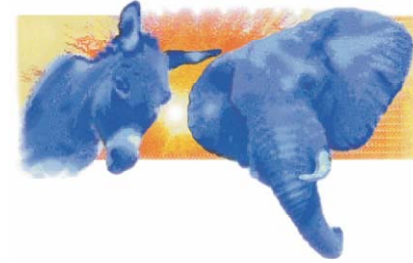
**If the election for Congress were being held today, & you had to make a choice, would you be voting for the Republican candidate or the Democratic candidate in your district?**



	3/31/04	6/23/04	8/17/04	9/15/04	9/16/04	9/19/04	9/20/04	9/21/04	9/22/04	9/23/04	9/26/04	9/27/04	9/28/04	9/29/04	9/30/04
◆ Republican	40%	41%	43%	42%	41%	41%	41%	42%	43%	43%	42%	42%	42%	42%	42%
■ Undecided	14%	11%	11%	14%	14%	14%	14%	13%	14%	13%	15%	15%	14%	13%	12%
▲ Democrat	46%	48%	46%	44%	45%	45%	45%	44%	43%	44%	43%	44%	44%	45%	46%

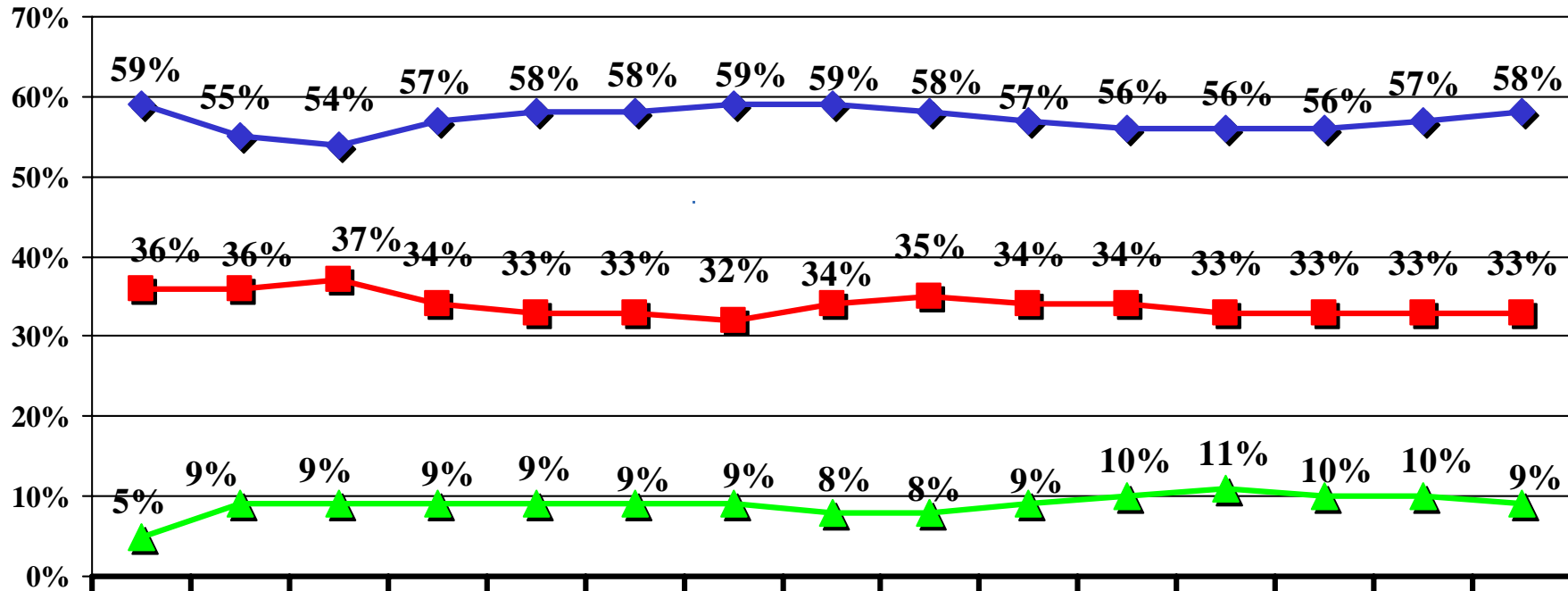
# BATTLEGROUND 2004

Fall 2004 Tracking/ N=1,000 Registered "Likely" Voters/±3.1% M.O.E.



Please tell me, for each one, who would do a better job of handling this issue -- President George W. Bush or John Kerry.

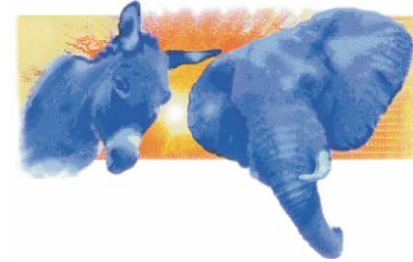
## *Safeguarding America from a terrorist threat*



	3/31/04	6/23/04	8/17/04	9/15/04	9/16/04	9/19/04	9/20/04	9/21/04	9/22/04	9/23/04	9/26/04	9/27/04	9/28/04	9/29/04	9/30/04
◆ Bush	59%	55%	54%	57%	58%	58%	59%	59%	58%	57%	56%	56%	56%	57%	58%
■ Kerry	36%	36%	37%	34%	33%	33%	32%	34%	35%	34%	34%	33%	33%	33%	33%
▲ None/Unsure	5%	9%	9%	9%	9%	9%	9%	8%	8%	9%	10%	11%	10%	10%	9%

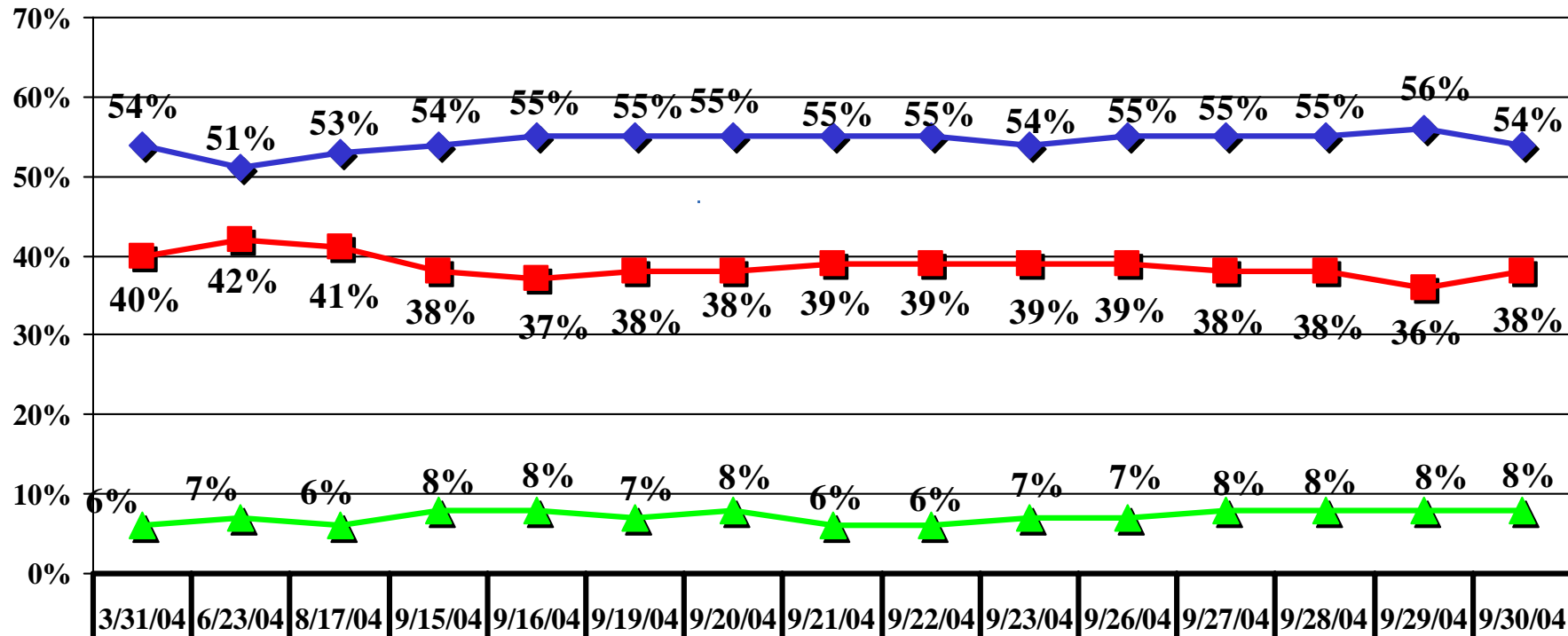
# BATTLEGROUND 2004

Fall 2004 Tracking/ N=1,000 Registered "Likely" Voters/±3.1% M.O.E.



Please tell me, for each one, who would do a better job of handling this issue -- President George W. Bush or John Kerry.

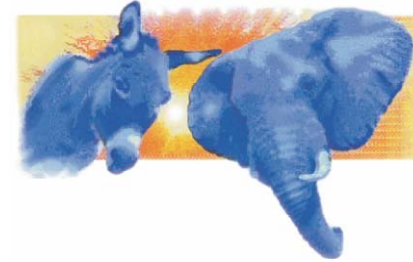
## Dealing with Iraq



◆ Bush	54%	51%	53%	54%	55%	55%	55%	55%	55%	54%	55%	55%	55%	56%	54%
■ Kerry	40%	42%	41%	38%	37%	38%	38%	39%	39%	39%	39%	38%	38%	36%	38%
▲ None/Unsure	6%	7%	6%	8%	8%	7%	8%	6%	6%	7%	7%	8%	8%	8%	8%

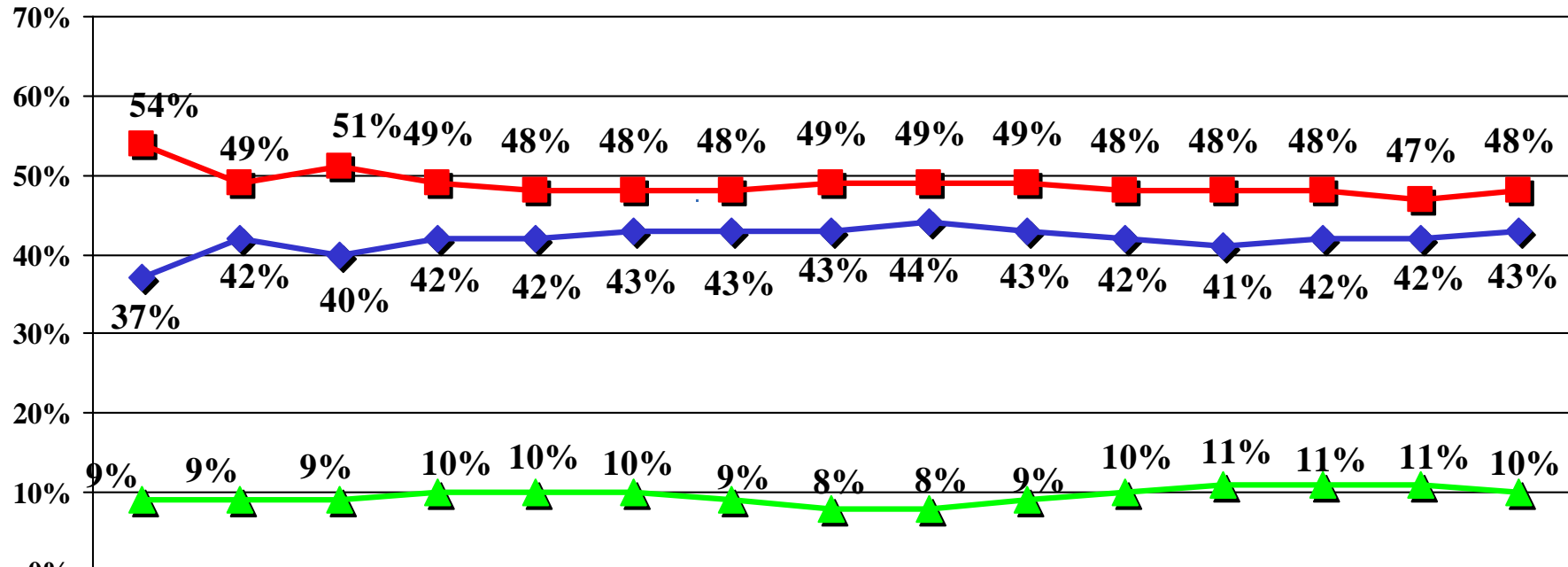
# BATTLEGROUND 2004

Fall 2004 Tracking/ N=1,000 Registered "Likely" Voters/±3.1% M.O.E.



Please tell me, for each one, who would do a better job of handling this issue -- President George W. Bush or John Kerry.

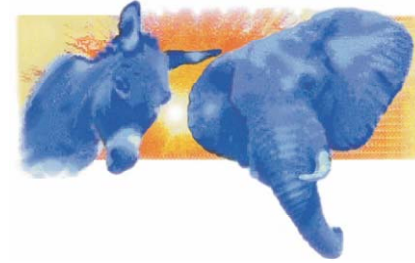
## Creating jobs



	3/31/04	6/23/04	8/17/04	9/15/04	9/16/04	9/19/04	9/20/04	9/21/04	9/22/04	9/23/04	9/26/04	9/27/04	9/28/04	9/29/04	9/30/04
◆ Bush	37%	42%	40%	42%	42%	43%	43%	43%	44%	43%	42%	41%	42%	42%	43%
■ Kerry	54%	49%	51%	49%	48%	48%	48%	49%	49%	49%	48%	48%	48%	47%	48%
▲ None/Unsure	9%	9%	9%	10%	10%	10%	9%	8%	8%	9%	10%	11%	11%	11%	10%

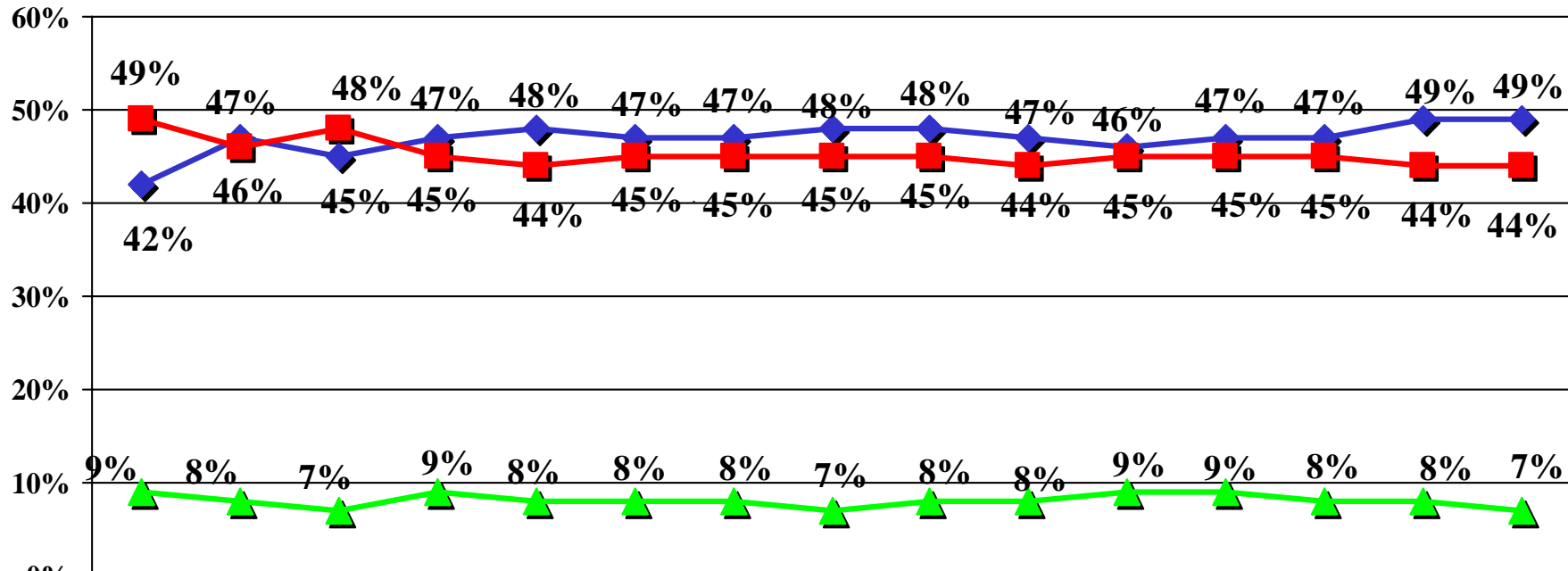
# BATTLEGROUND 2004

Fall 2004 Tracking/ N=1,000 Registered "Likely" Voters/±3.1% M.O.E.



Please tell me, for each one, who would do a better job of handling this issue -- President George W. Bush or John Kerry.

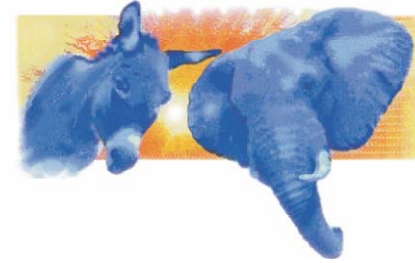
## *Keeping America prosperous*



	3/31/04	6/23/04	8/17/04	9/15/04	9/16/04	9/19/04	9/20/04	9/21/04	9/22/04	9/23/04	9/26/04	9/27/04	9/28/04	9/29/04	9/30/04
◆ Bush	42%	47%	45%	47%	48%	47%	47%	48%	48%	47%	46%	47%	47%	49%	49%
■ Kerry	49%	46%	48%	45%	44%	45%	45%	45%	45%	44%	45%	45%	45%	44%	44%
▲ None/Unsure	9%	8%	7%	9%	8%	8%	8%	7%	8%	8%	9%	9%	8%	8%	7%

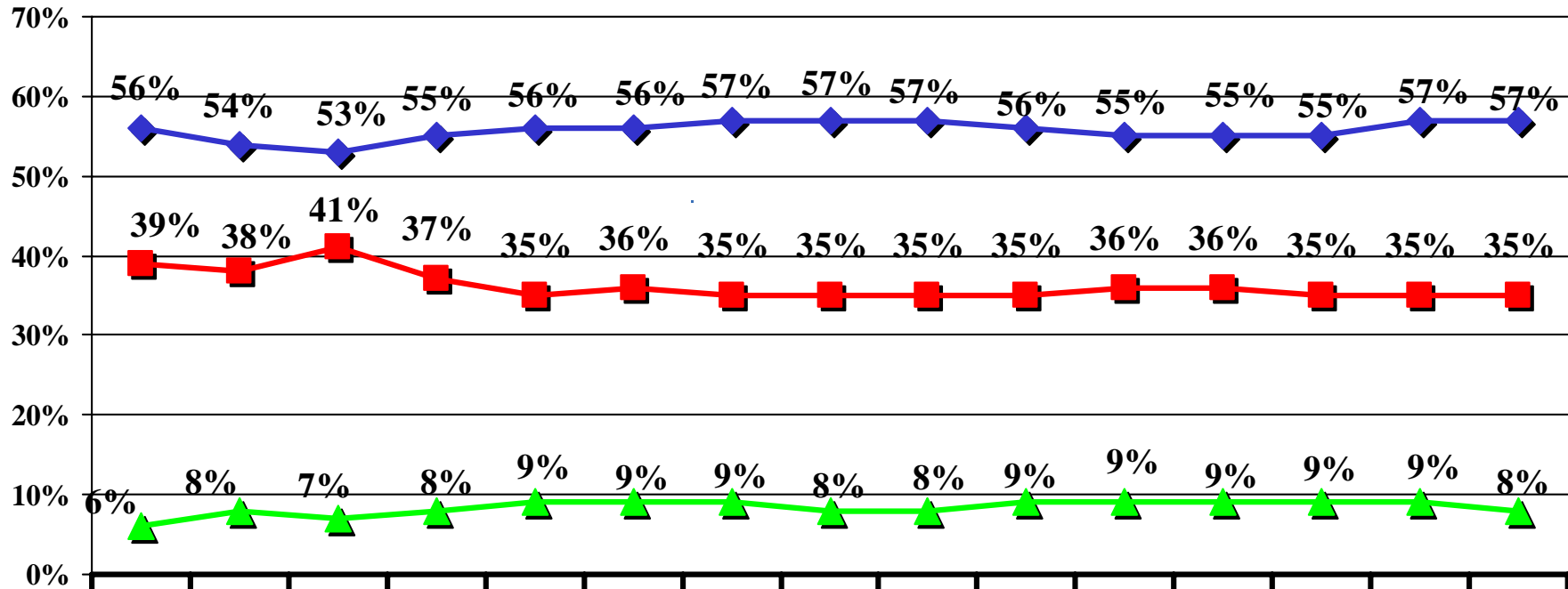
# BATTLEGROUND 2004

Fall 2004 Tracking/ N=1,000 Registered "Likely" Voters/±3.1% M.O.E.



Please tell me, for each one, who would do a better job of handling this issue -- President George W. Bush or John Kerry.

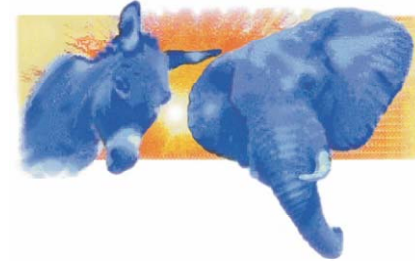
*Is a strong leader*



	3/31/04	6/23/04	8/17/04	9/15/04	9/16/04	9/19/04	9/20/04	9/21/04	9/22/04	9/23/04	9/26/04	9/27/04	9/28/04	9/29/04	9/30/04
◆ Bush	56%	54%	53%	55%	56%	56%	57%	57%	57%	56%	55%	55%	55%	57%	57%
■ Kerry	39%	38%	41%	37%	35%	36%	35%	35%	35%	35%	36%	36%	35%	35%	35%
▲ None/Unsure	6%	8%	7%	8%	9%	9%	9%	8%	8%	9%	9%	9%	9%	9%	8%

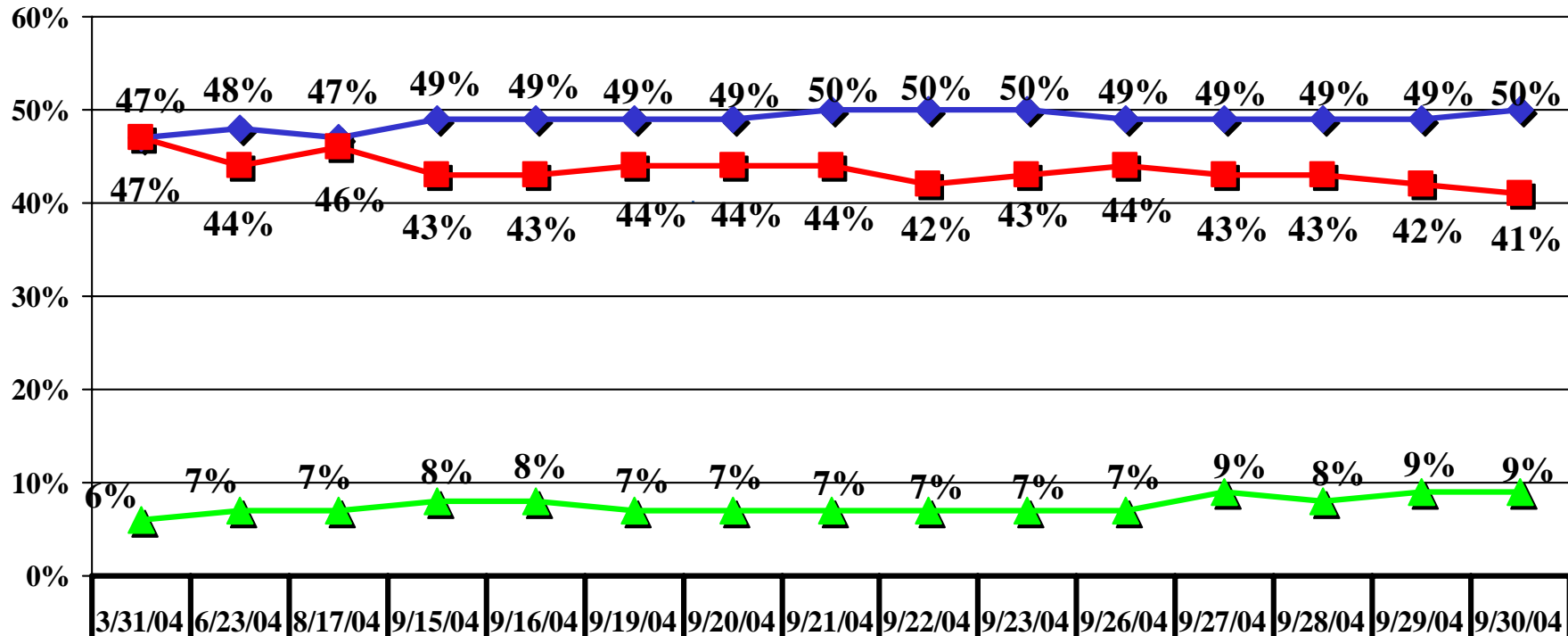
# BATTLEGROUND 2004

Fall 2004 Tracking/ N=1,000 Registered "Likely" Voters/±3.1% M.O.E.



Please tell me, for each one, who would do a better job of handling this issue -- President George W. Bush or John Kerry.

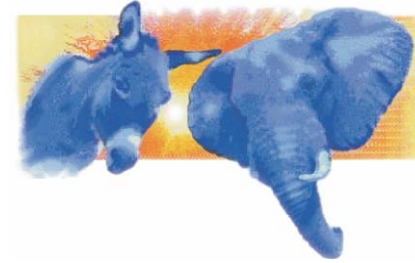
*Shares your values*



◆ Bush	47%	48%	47%	49%	49%	49%	49%	50%	50%	50%	49%	49%	49%	49%	50%
■ Kerry	47%	44%	46%	43%	43%	44%	44%	44%	42%	43%	44%	43%	43%	42%	41%
▲ None/Unsure	6%	7%	7%	8%	8%	7%	7%	7%	7%	7%	7%	9%	8%	9%	9%

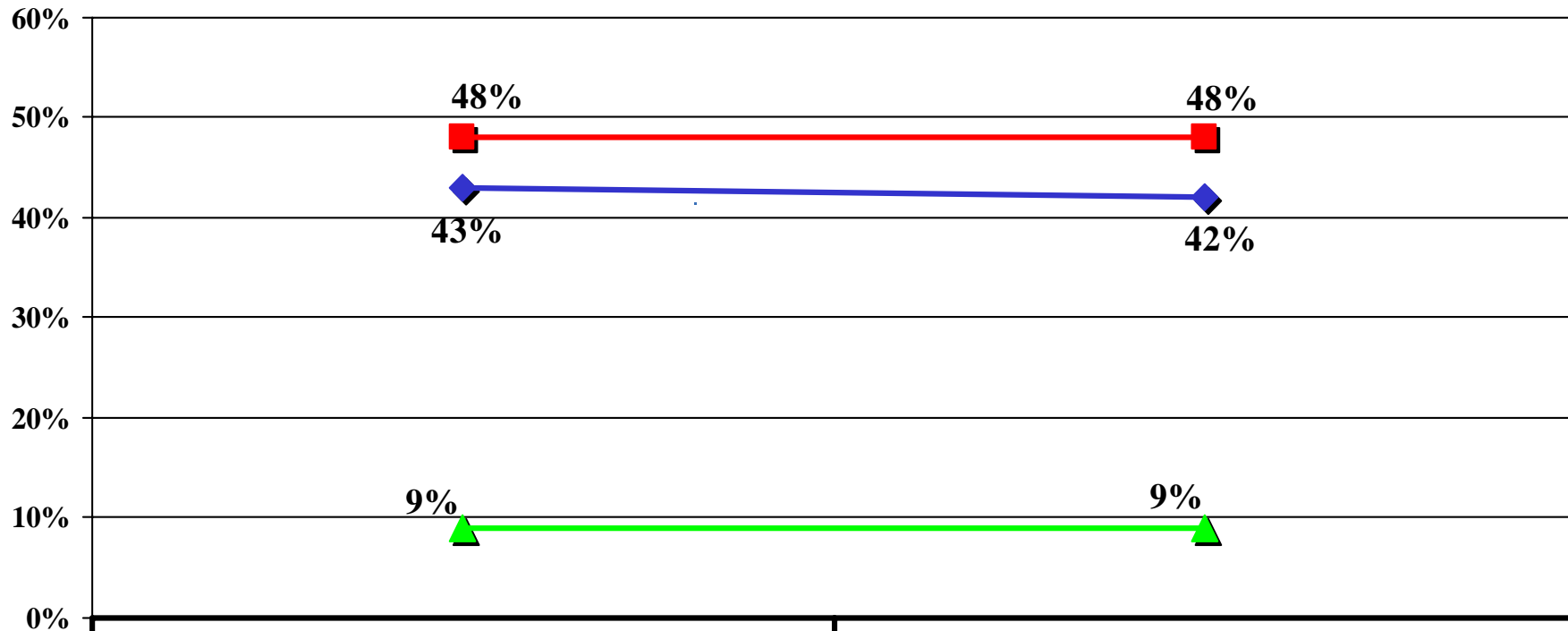
# BATTLEGROUND 2004

Fall 2004 Tracking/ N=1,000 Registered "Likely" Voters/±3.1% M.O.E.



Please tell me, for each one, who would do a better job of handling this issue -- President George W. Bush or John Kerry.

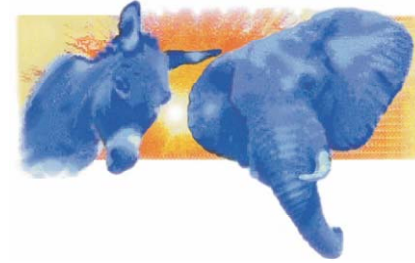
*Representing middle class values*



	Week 1	Week 3
◆ Bush	43%	42%
■ Kerry	48%	48%
▲ None/ Unsure	9%	9%

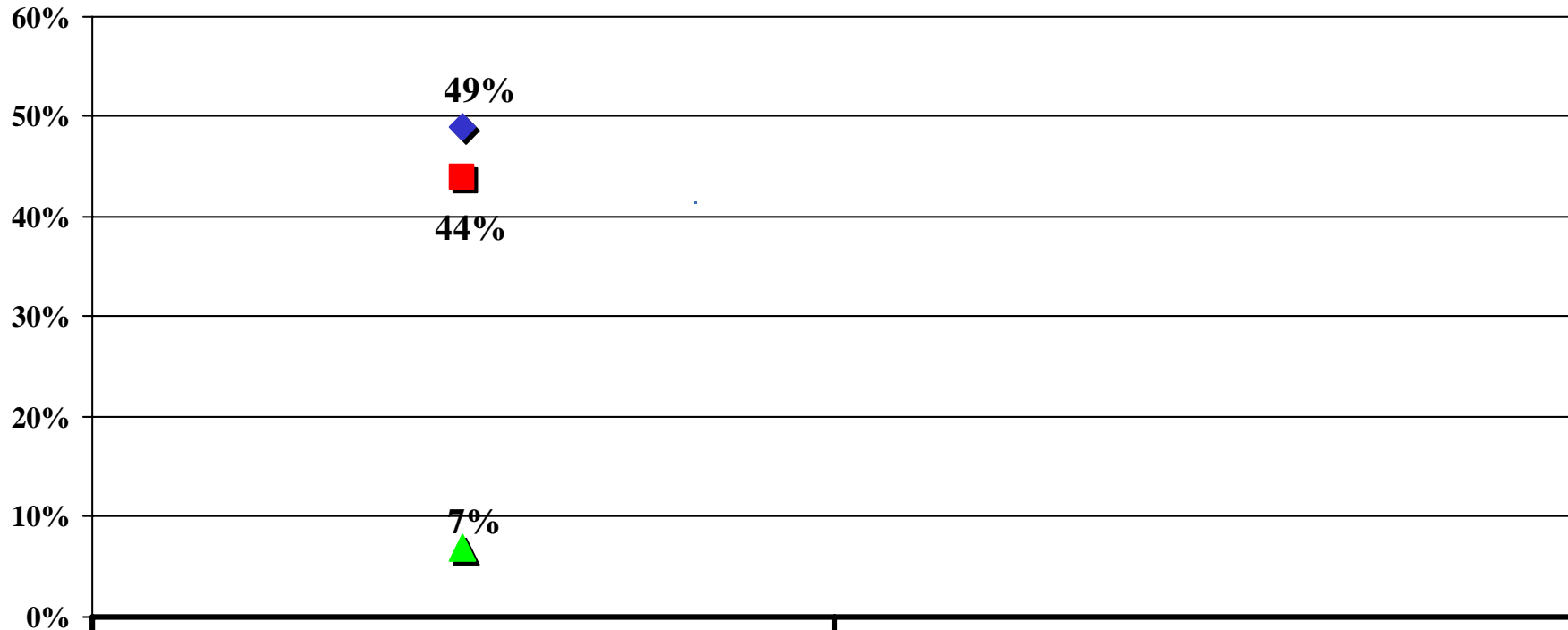
# BATTLEGROUND 2004

Fall 2004 Tracking/ N=1,000 Registered "Likely" Voters/±3.1% M.O.E.



Please tell me, for each one, who would do a better job of handling this issue -- President George W. Bush or John Kerry.

## *Leading America in the Right Direction*



	Week 2	Week 4
◆ Bush	49%	
■ Kerry	44%	
▲ None/ Unsure	7%	