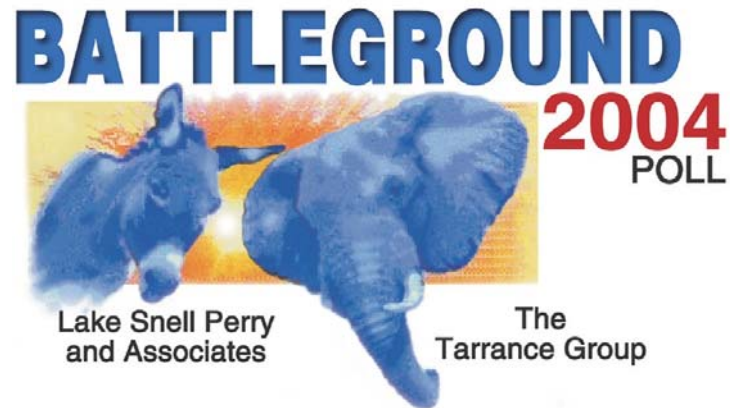


BATTLEGROUND

Presidential Tracking 2004

THE GEORGE WASHINGTON UNIVERSITY
WASHINGTON DC

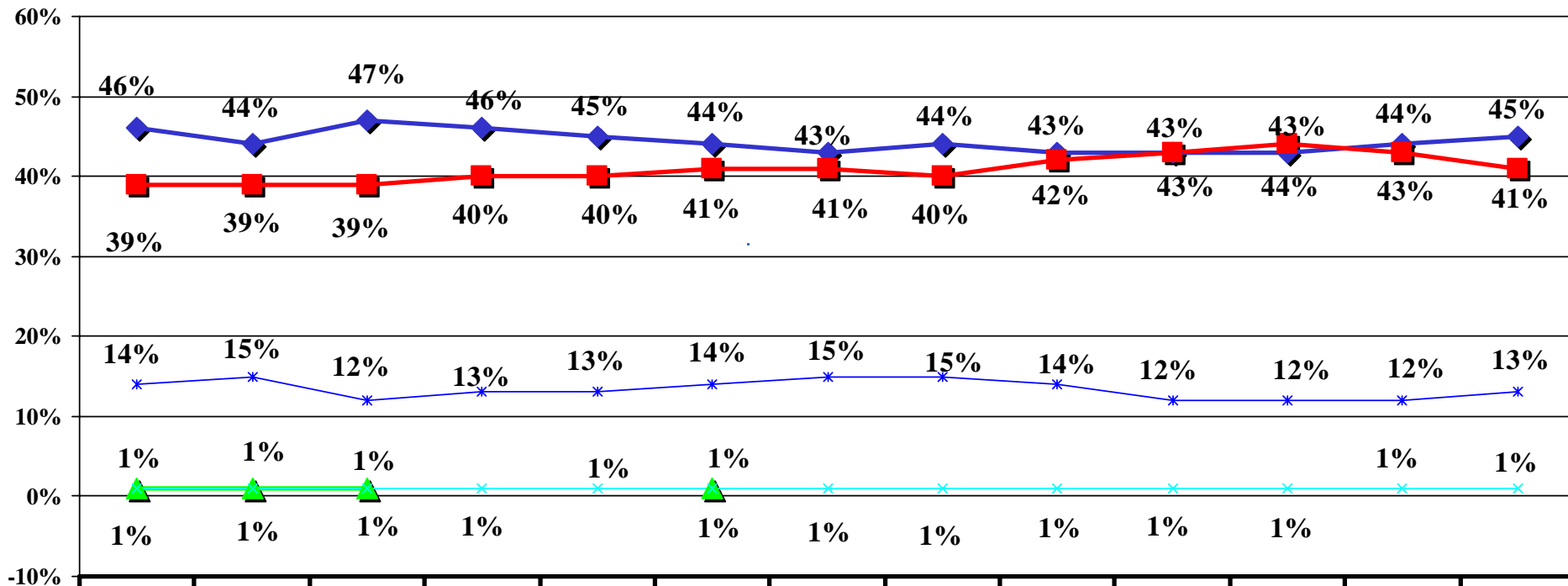


BATTLEGROUND 2004

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



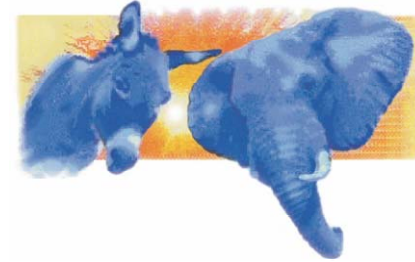
**If the election for President were held today, and you had to make a choice, for which candidate would you probably vote?
[Unaided Ballot]**



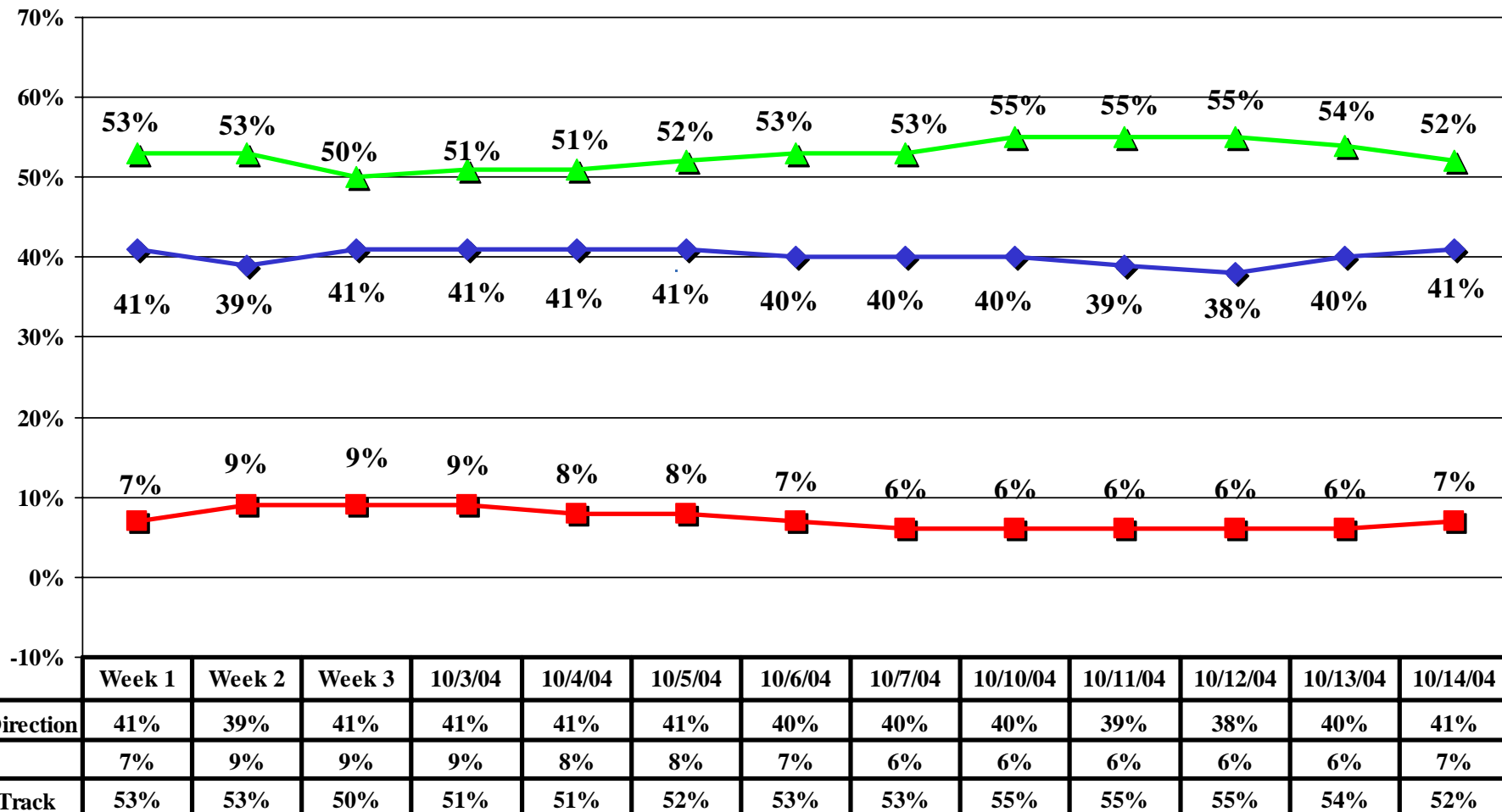
	Week 1	Week 2	Week 3	10/3/04	10/4/04	10/5/04	10/6/04	10/7/04	10/10/04	10/11/04	10/12/04	10/13/04	10/14/04
◆ Bush	46%	44%	47%	46%	45%	44%	43%	44%	43%	43%	43%	44%	45%
■ Kerry	39%	39%	39%	40%	40%	41%	41%	40%	42%	43%	44%	43%	41%
▲ Nader	1%	1%	1%			1%							
× Other	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%
* Unsure	14%	15%	12%	13%	13%	14%	15%	15%	14%	12%	12%	12%	13%

BATTLEGROUND 2004

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

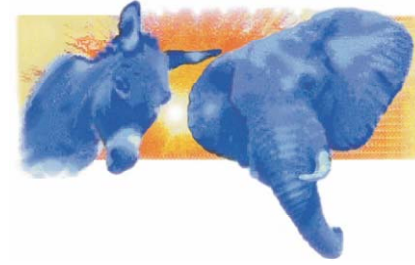


Do you feel things in this country are going in the right direction, or have they gotten off on the wrong track?

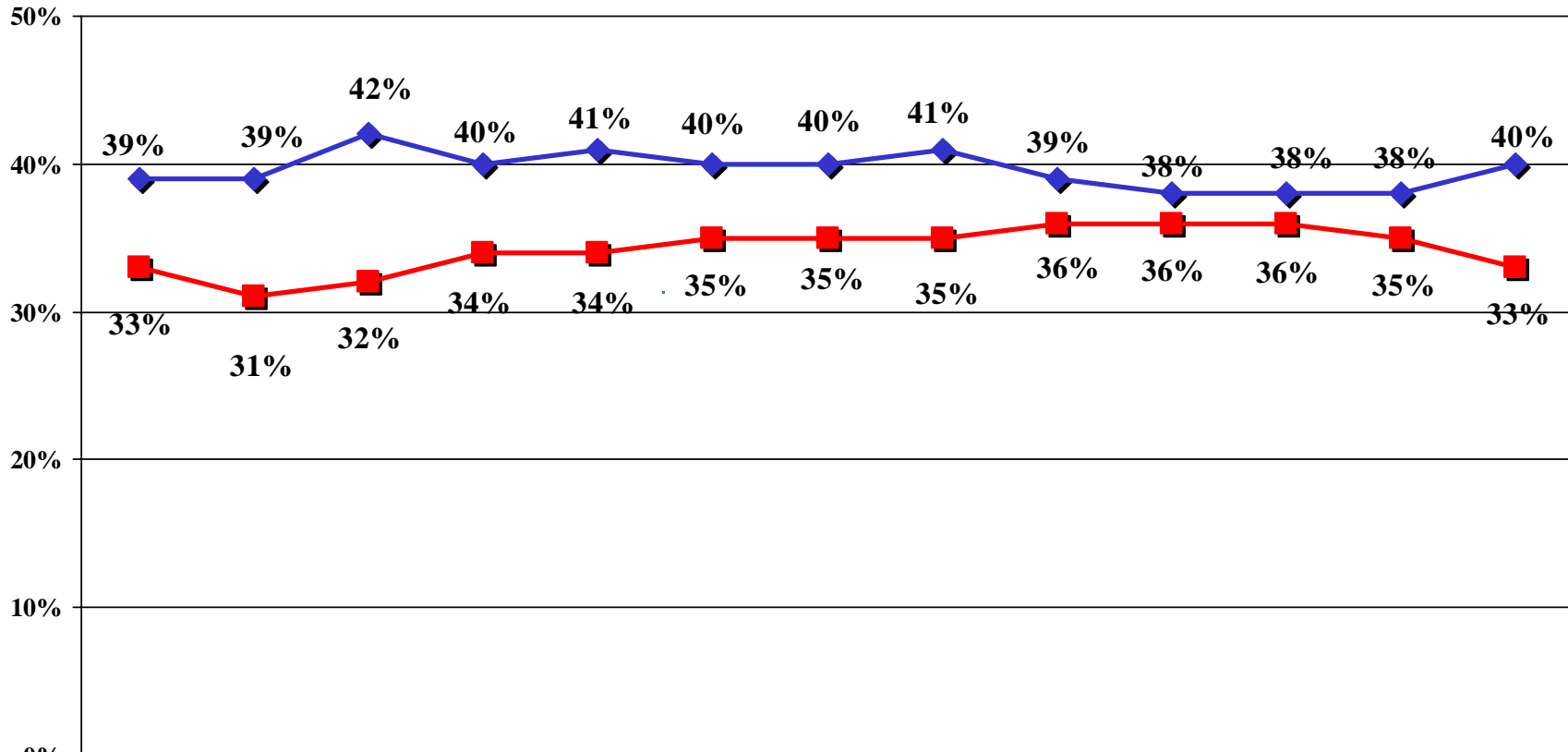


BATTLEGROUND 2004

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



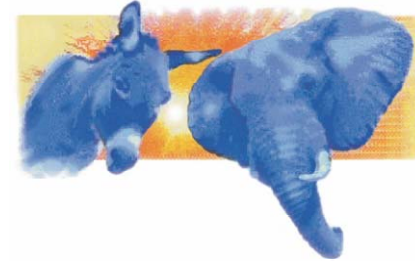
George W. Bush Name ID



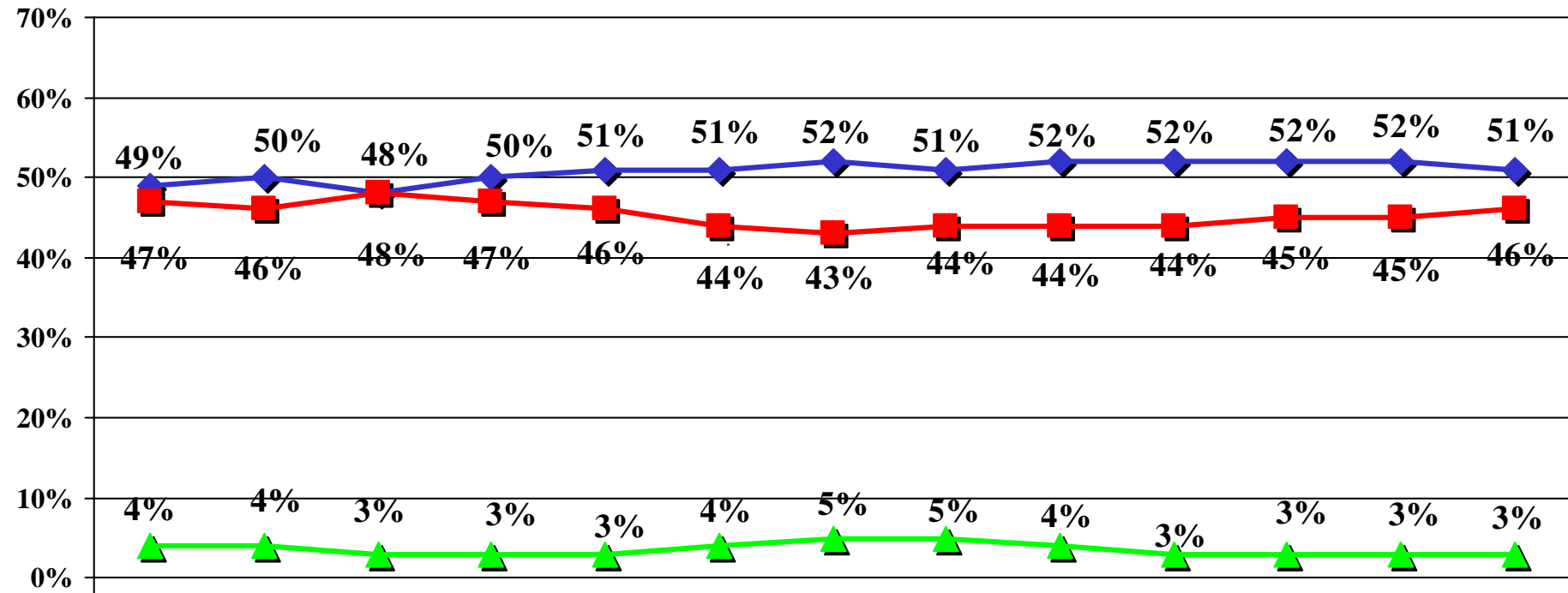
	Week 1	Week 2	Week 3	10/3/04	10/4/04	10/5/04	10/6/04	10/7/04	10/10/04	10/11/04	10/12/04	10/13/04	10/14/04
Strongly Favorable	39%	39%	42%	40%	41%	40%	40%	41%	39%	38%	38%	38%	40%
Strongly Unfavorable	33%	31%	32%	34%	34%	35%	35%	35%	36%	36%	36%	35%	33%

BATTLEGROUND 2004

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



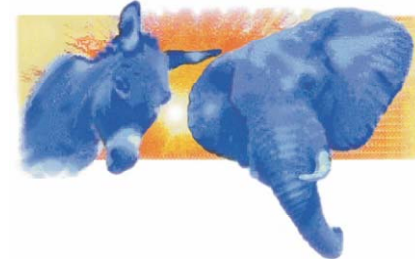
John Kerry Name ID



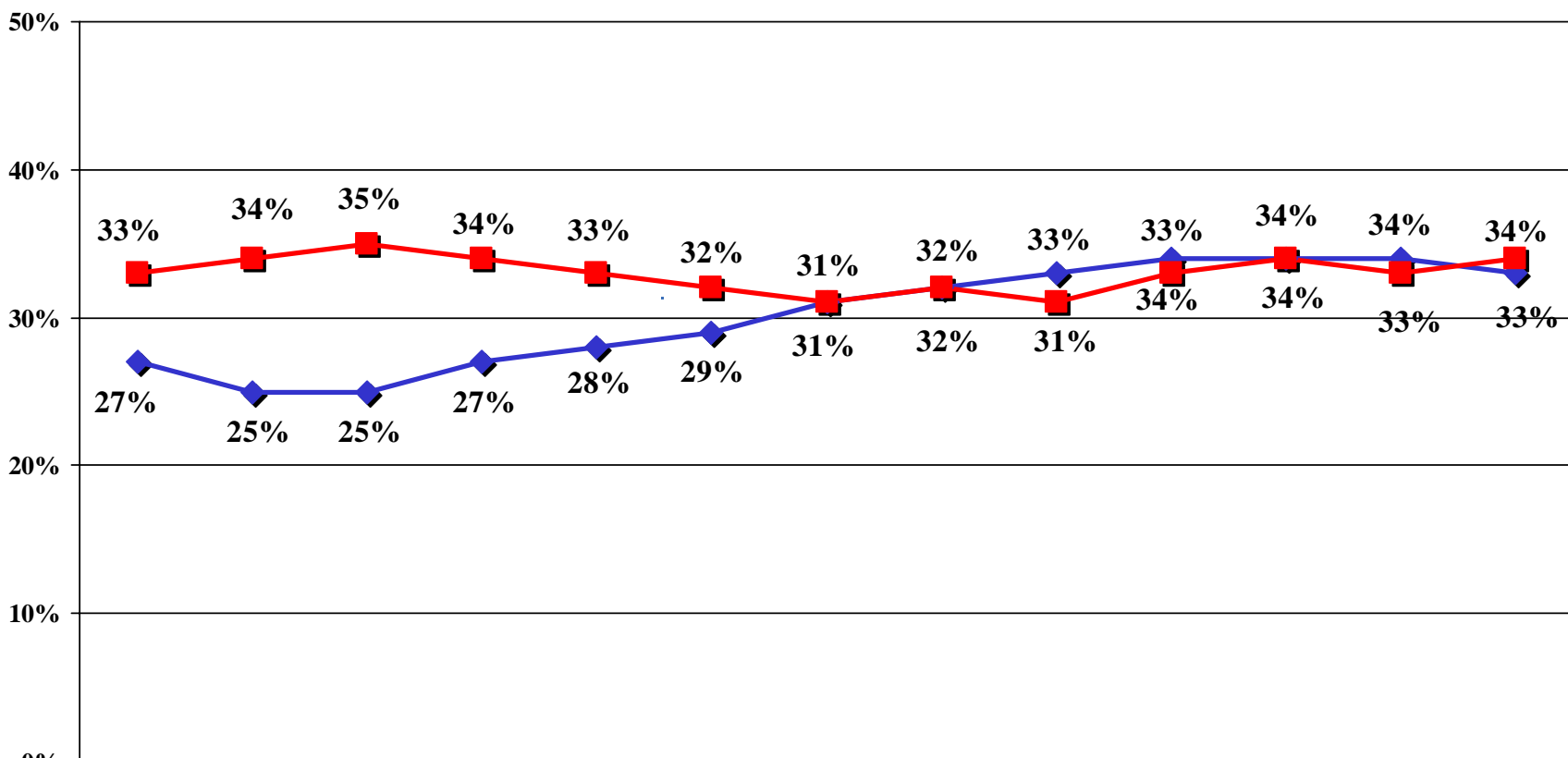
	Week 1	Week 2	Week 3	10/3/04	10/4/04	10/5/04	10/6/04	10/7/04	10/10/04	10/11/04	10/12/04	10/13/04	10/14/04
◆ Favorable	49%	50%	48%	50%	51%	51%	52%	51%	52%	52%	52%	52%	51%
■ Unfavorable	47%	46%	48%	47%	46%	44%	43%	44%	44%	44%	45%	45%	46%
▲ No Opinion	4%	4%	3%	3%	3%	4%	5%	5%	4%	3%	3%	3%	3%

BATTLEGROUND 2004

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



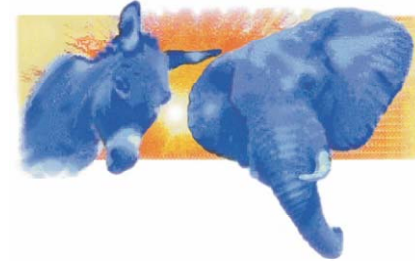
John Kerry Name ID



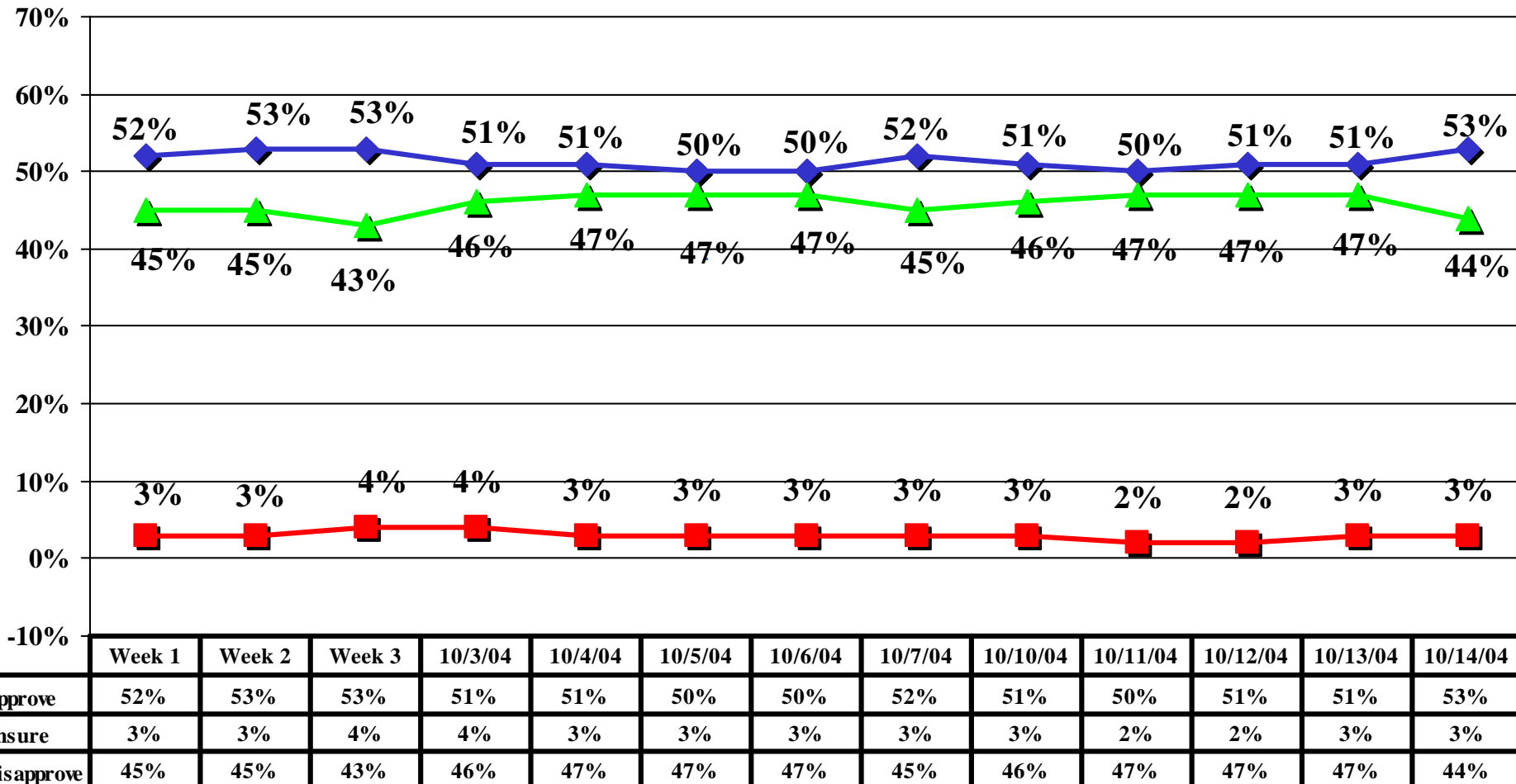
	Week 1	Week 2	Week 3	10/3/04	10/4/04	10/5/04	10/6/04	10/7/04	10/10/04	10/11/04	10/12/04	10/13/04	10/14/04
Strongly Favorable	27%	25%	25%	27%	28%	29%	31%	32%	33%	34%	34%	34%	33%
Strongly Unfavorable	33%	34%	35%	34%	33%	32%	31%	32%	31%	33%	34%	33%	34%

BATTLEGROUND 2004

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

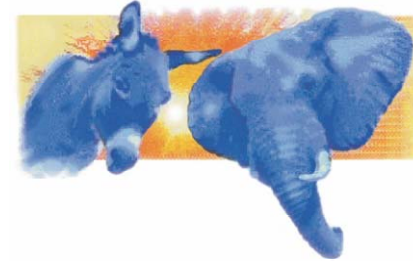


How would you rate the job George W. Bush has been doing as President? Do you approve or disapprove of the job he is doing?

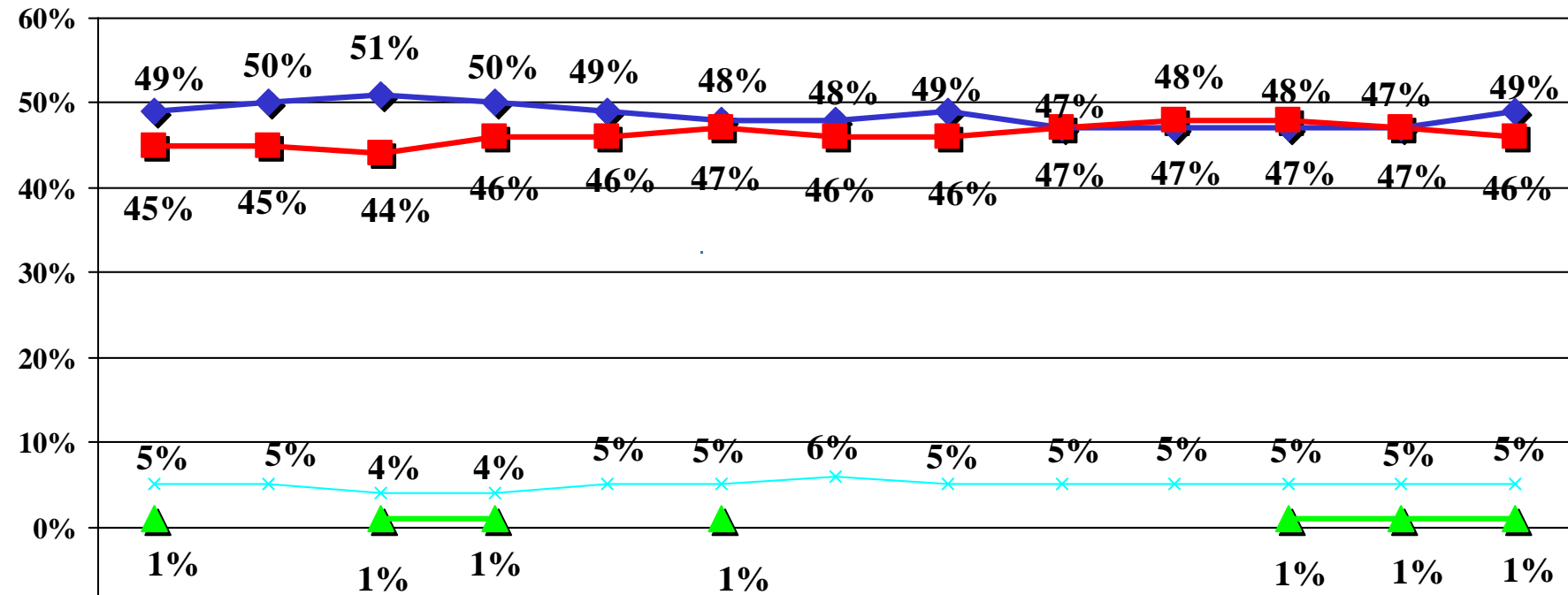


BATTLEGROUND 2004

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



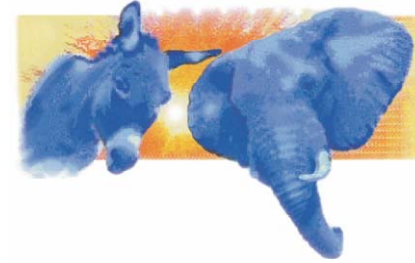
If the election was held today, and you had to make a choice, for whom would you vote...George W. Bush, the Republican, or John Kerry, the Democrat?



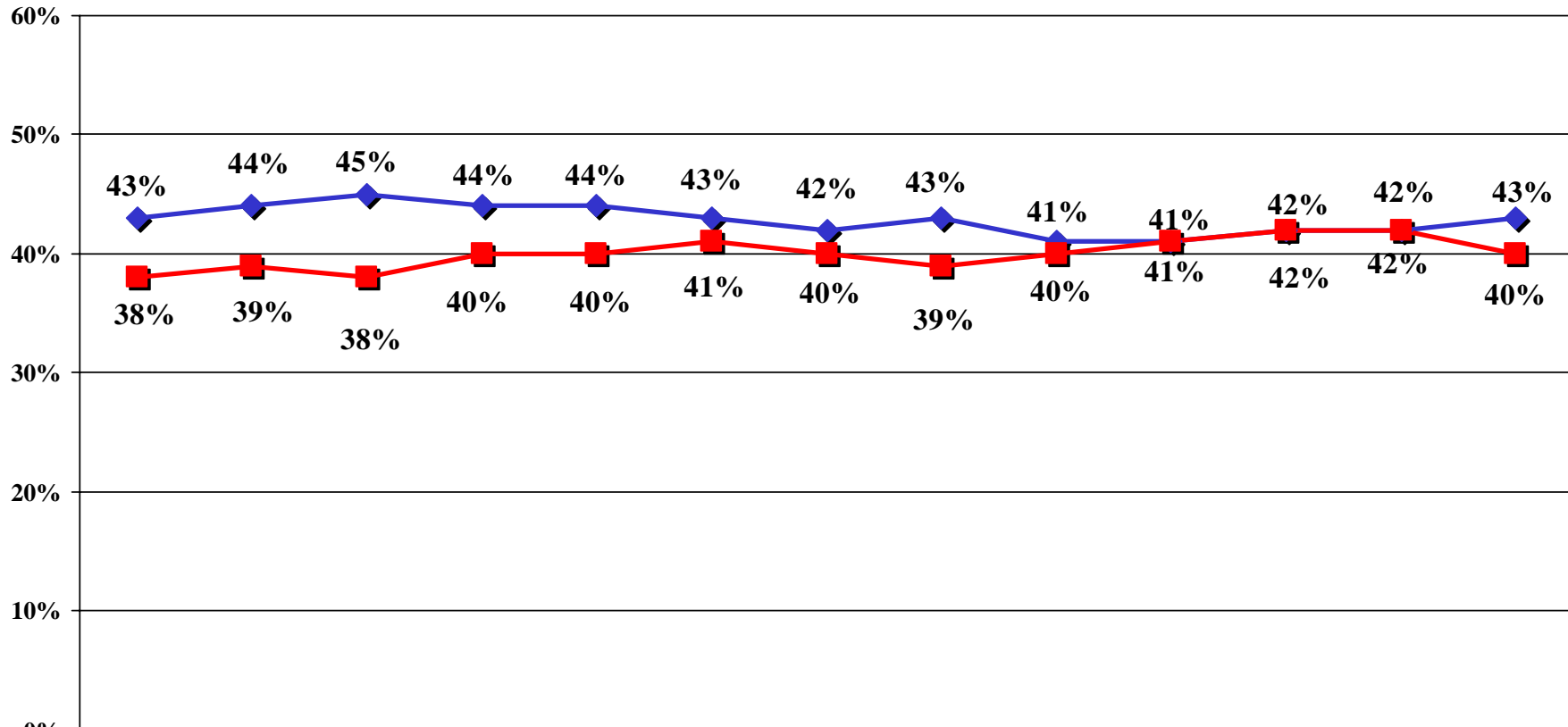
	Week 1	Week 2	Week 3	10/3/04	10/4/04	10/5/04	10/6/04	10/7/04	10/10/04	10/11/04	10/12/04	10/13/04	10/14/04
◆ Bush	49%	50%	51%	50%	49%	48%	48%	49%	47%	47%	47%	47%	49%
■ Kerry	45%	45%	44%	46%	46%	47%	46%	46%	47%	48%	48%	47%	46%
▲ Nader	1%		1%	1%		1%					1%	1%	1%
× Other/Undecided	5%	5%	4%	4%	5%	5%	6%	5%	5%	5%	5%	5%	5%

BATTLEGROUND 2004

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



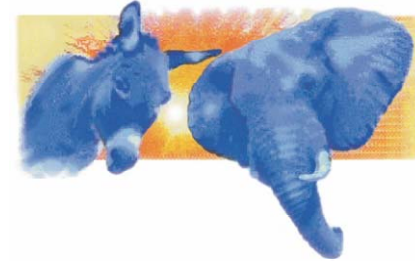
If the election was held today, and you had to make a choice, for whom would you vote...George W. Bush, the Republican, or John Kerry, the Democrat?



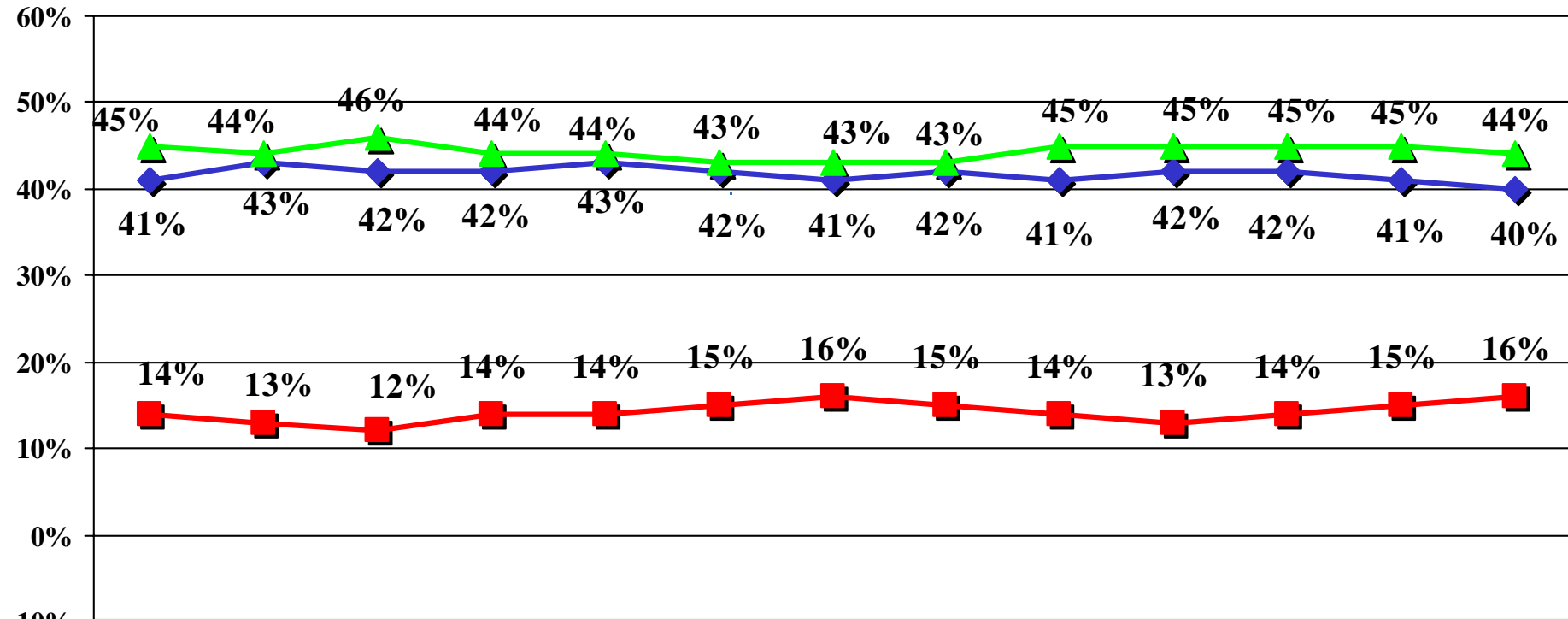
	Week 1	Week 2	Week 3	10/3/04	10/4/04	10/5/04	10/6/04	10/7/04	10/10/04	10/11/04	10/12/04	10/13/04	10/14/04
◆ Bush Definitely	43%	44%	45%	44%	44%	43%	42%	43%	41%	41%	42%	42%	43%
■ Kerry Definitely	38%	39%	38%	40%	40%	41%	40%	39%	40%	41%	42%	42%	40%

BATTLEGROUND 2004

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



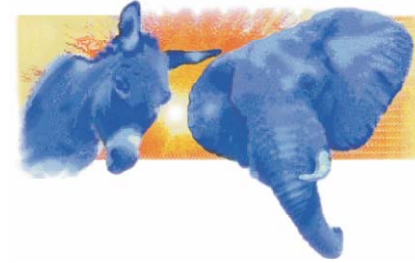
If the election for Congress were being held today, & you had to make a choice, would you be voting for the Republican candidate or the Democratic candidate in your district?



	Week 1	Week 2	Week 3	10/3/04	10/4/04	10/5/04	10/6/04	10/7/04	10/10/04	10/11/04	10/12/04	10/13/04	10/14/04
◆ Republican	41%	43%	42%	42%	43%	42%	41%	42%	41%	42%	42%	41%	40%
■ Undecided	14%	13%	12%	14%	14%	15%	16%	15%	14%	13%	14%	15%	16%
▲ Democrat	45%	44%	46%	44%	44%	43%	43%	43%	45%	45%	45%	45%	44%

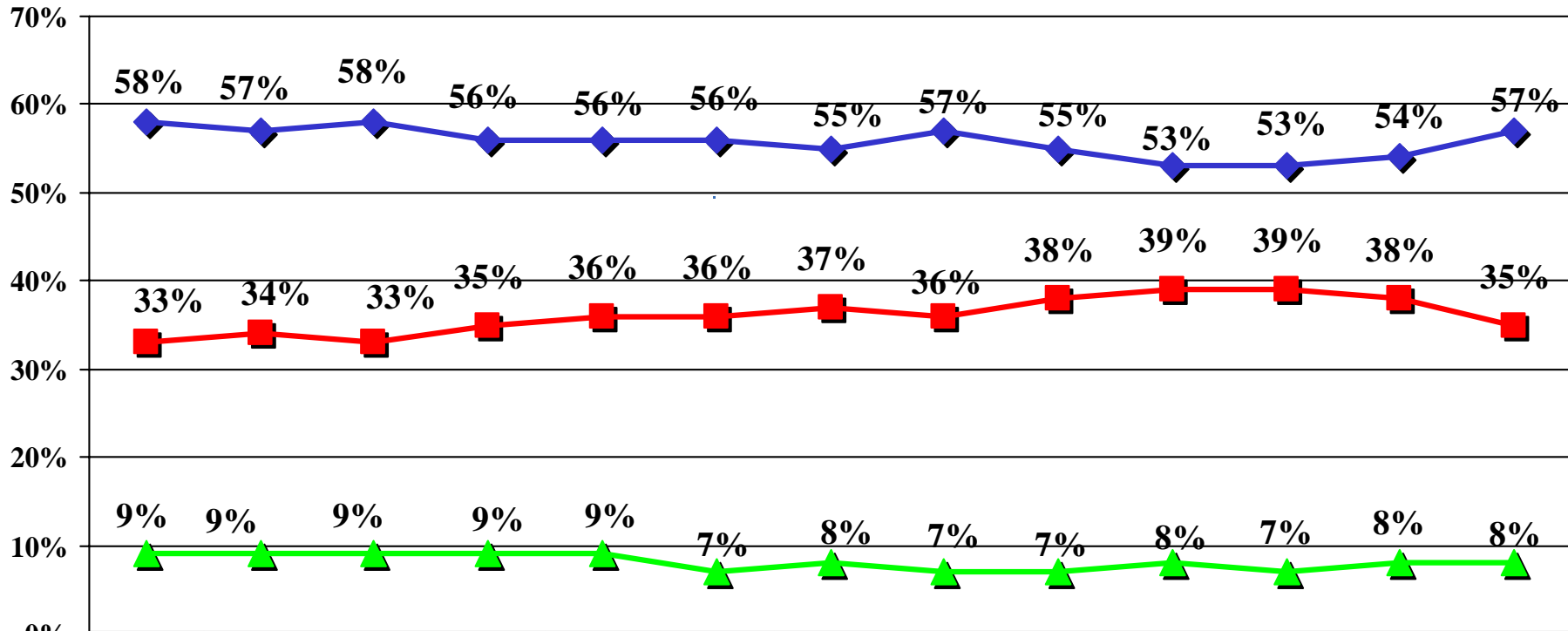
BATTLEGROUND 2004

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.

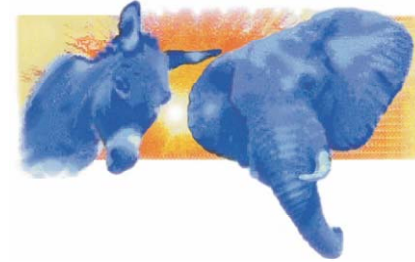
Safeguarding America from a terrorist threat



	Week 1	Week 2	Week 3	10/3/04	10/4/04	10/5/04	10/6/04	10/7/04	10/10/04	10/11/04	10/12/04	10/13/04	10/14/04
◆ Bush	58%	57%	58%	56%	56%	56%	55%	57%	55%	53%	53%	54%	57%
■ Kerry	33%	34%	33%	35%	36%	36%	37%	36%	38%	39%	39%	38%	35%
▲ None/Unsure	9%	9%	9%	9%	9%	7%	8%	7%	7%	8%	7%	8%	8%

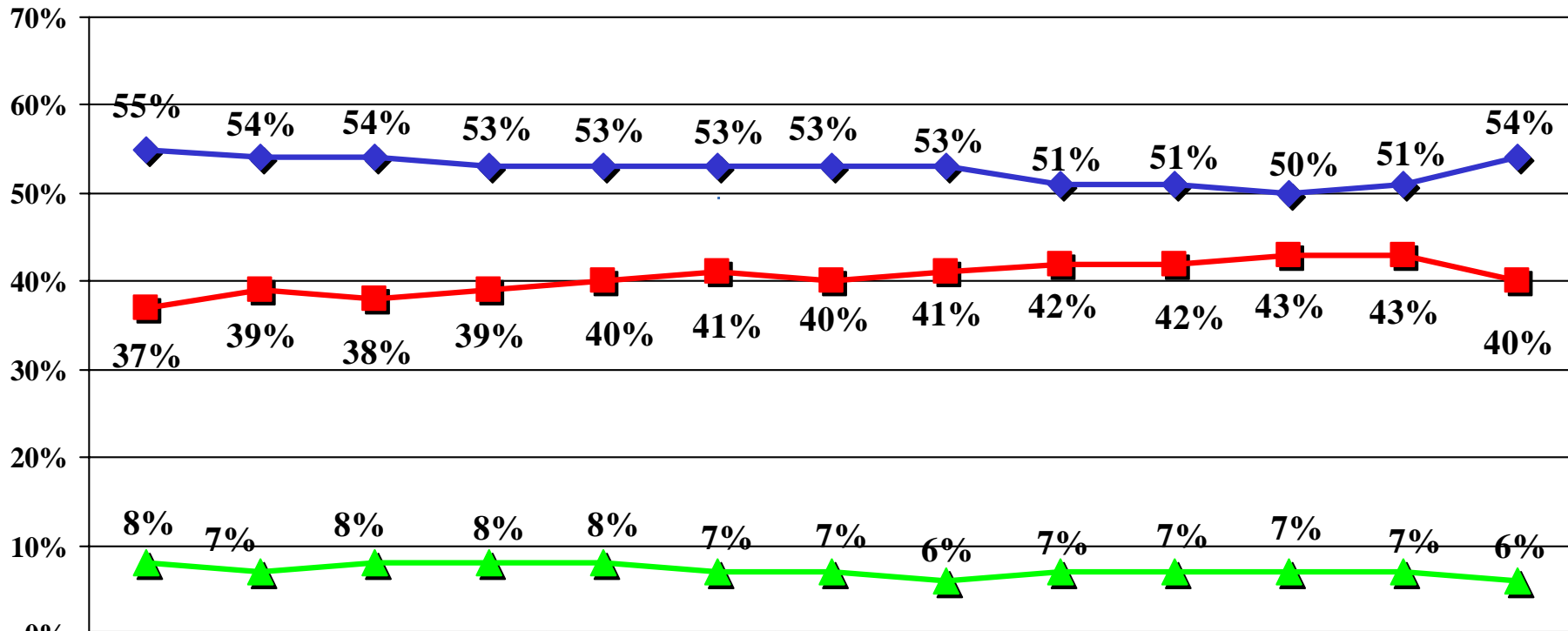
BATTLEGROUND 2004

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.

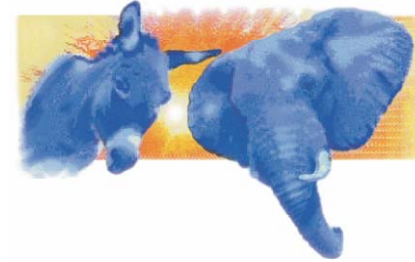
Dealing with Iraq



	Week 1	Week 2	Week 3	10/3/04	10/4/04	10/5/04	10/6/04	10/7/04	10/10/04	10/11/04	10/12/04	10/13/04	10/14/04
◆ Bush	55%	54%	54%	53%	53%	53%	53%	53%	51%	51%	50%	51%	54%
■ Kerry	37%	39%	38%	39%	40%	41%	40%	41%	42%	42%	43%	43%	40%
▲ None/Unsure	8%	7%	8%	8%	8%	7%	7%	6%	7%	7%	7%	7%	6%

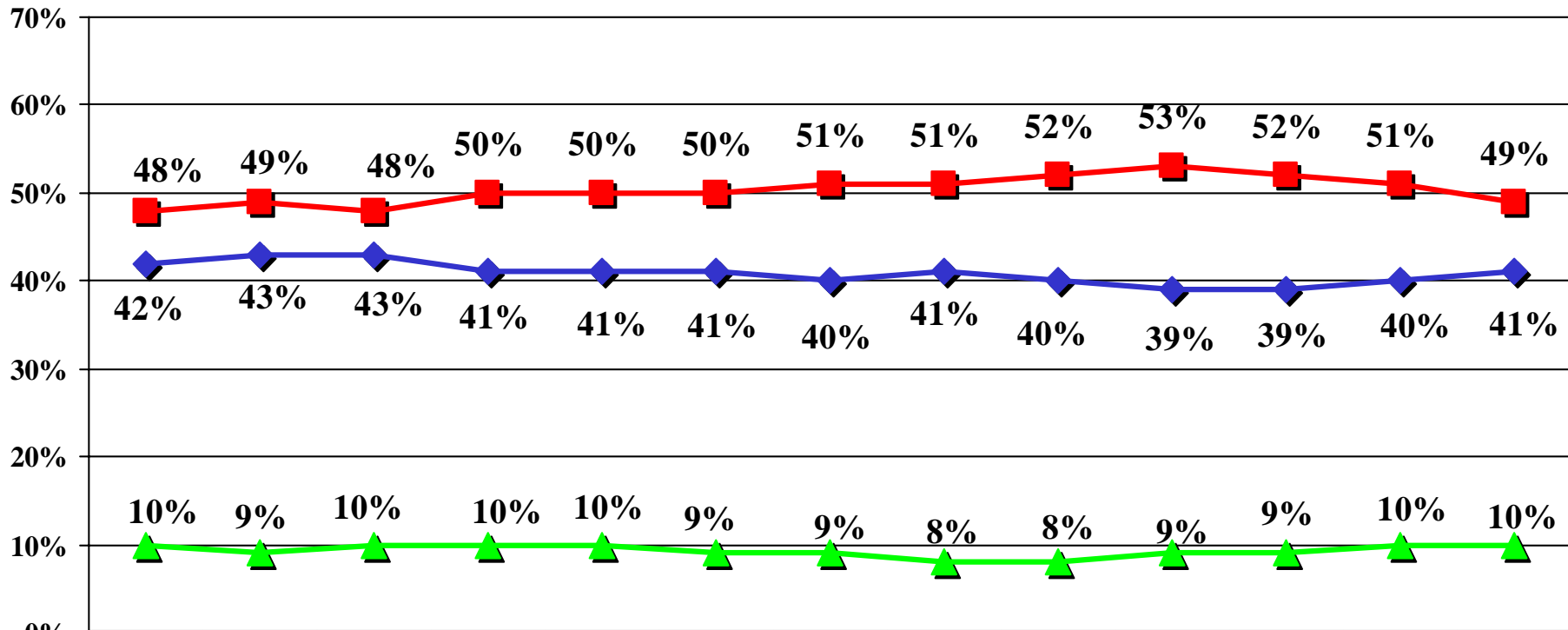
BATTLEGROUND 2004

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.

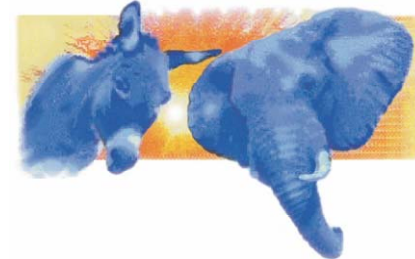
Creating jobs



	Week 1	Week 2	Week 3	10/3/04	10/4/04	10/5/04	10/6/04	10/7/04	10/10/04	10/11/04	10/12/04	10/13/04	10/14/04
◆ Bush	42%	43%	43%	41%	41%	41%	40%	41%	40%	39%	39%	40%	41%
■ Kerry	48%	49%	48%	50%	50%	50%	51%	51%	52%	53%	52%	51%	49%
▲ None/Unsure	10%	9%	10%	10%	10%	9%	9%	8%	8%	9%	9%	10%	10%

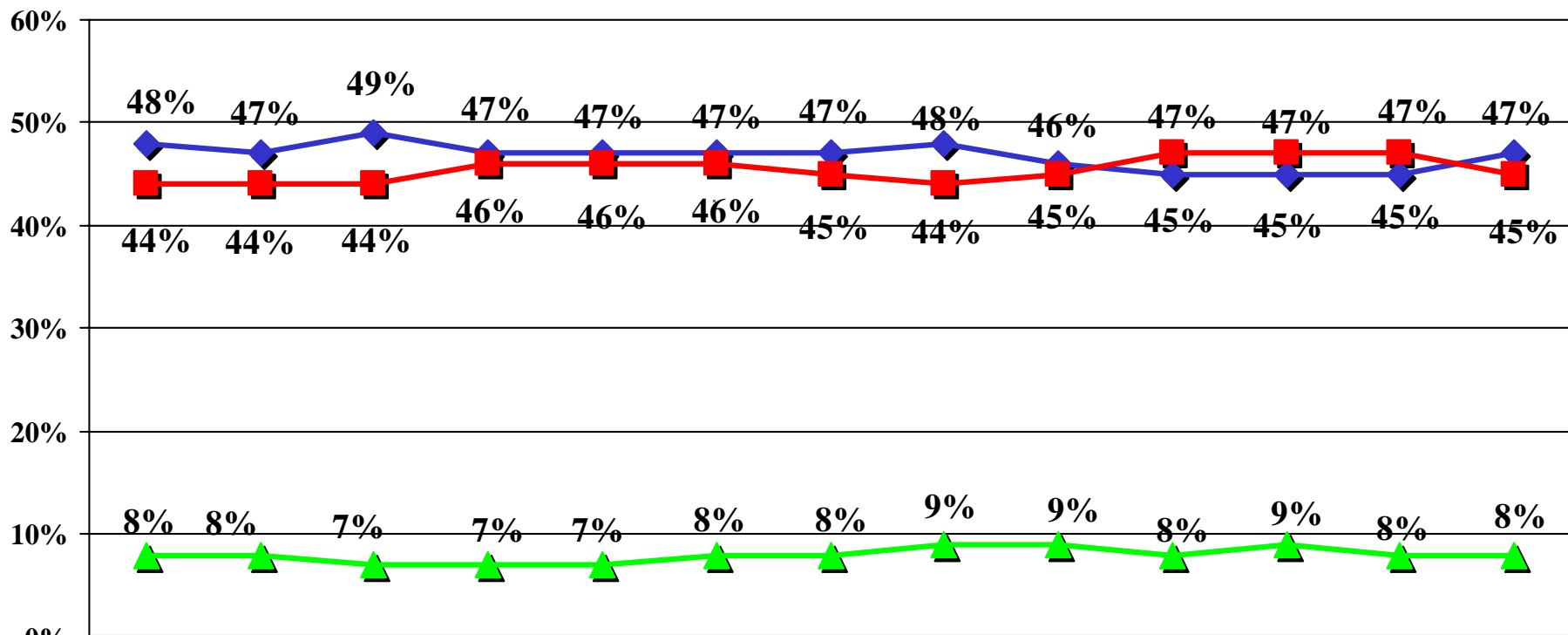
BATTLEGROUND 2004

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.

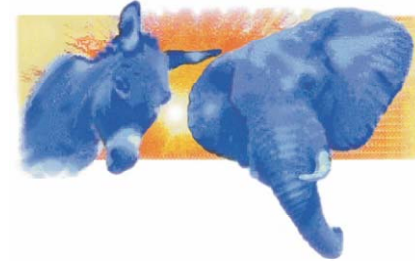
Keeping America prosperous



	Week 1	Week 2	Week 3	10/3/04	10/4/04	10/5/04	10/6/04	10/7/04	10/10/04	10/11/04	10/12/04	10/13/04	10/14/04
◆ Bush	48%	47%	49%	47%	47%	47%	47%	48%	46%	45%	45%	45%	47%
■ Kerry	44%	44%	44%	46%	46%	46%	45%	44%	45%	47%	47%	47%	45%
▲ None/Unsure	8%	8%	7%	7%	7%	8%	8%	9%	9%	8%	9%	8%	8%

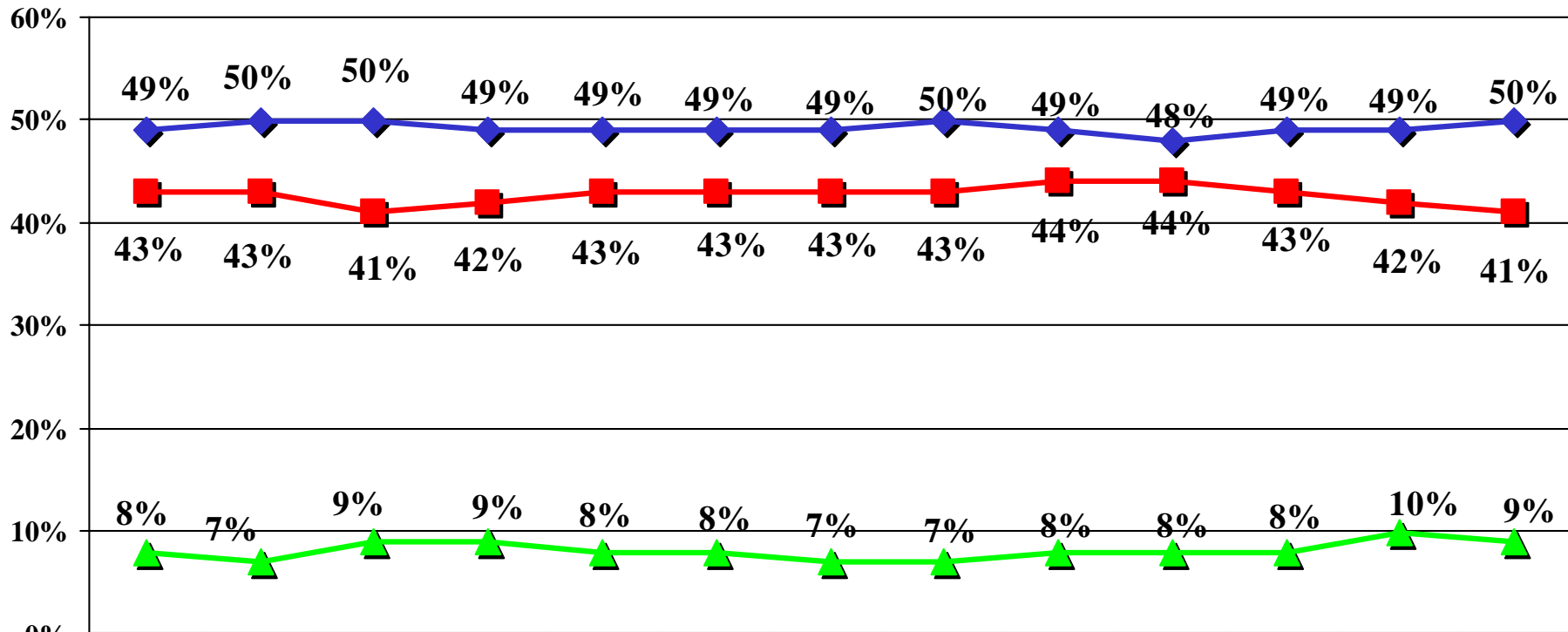
BATTLEGROUND 2004

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.

Shares your values



	Week 1	Week 2	Week 3	10/3/04	10/4/04	10/5/04	10/6/04	10/7/04	10/10/04	10/11/04	10/12/04	10/13/04	10/14/04
◆ Bush	49%	50%	50%	49%	49%	49%	49%	50%	49%	48%	49%	49%	50%
■ Kerry	43%	43%	41%	42%	43%	43%	43%	43%	44%	44%	43%	42%	41%
▲ None/Unsure	8%	7%	9%	9%	8%	8%	7%	7%	8%	8%	8%	10%	9%