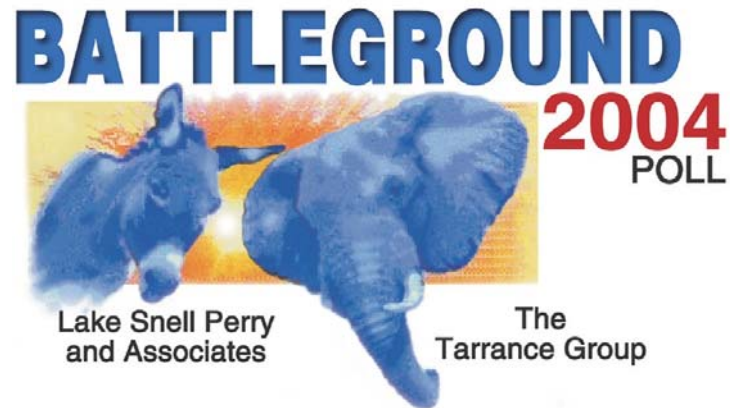


BATTLEGROUND

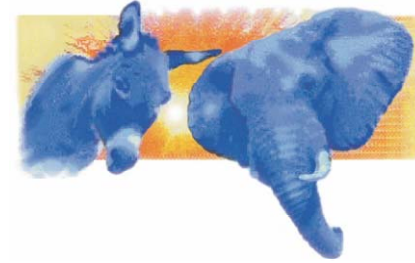
Presidential Tracking 2004

THE GEORGE WASHINGTON UNIVERSITY
WASHINGTON DC

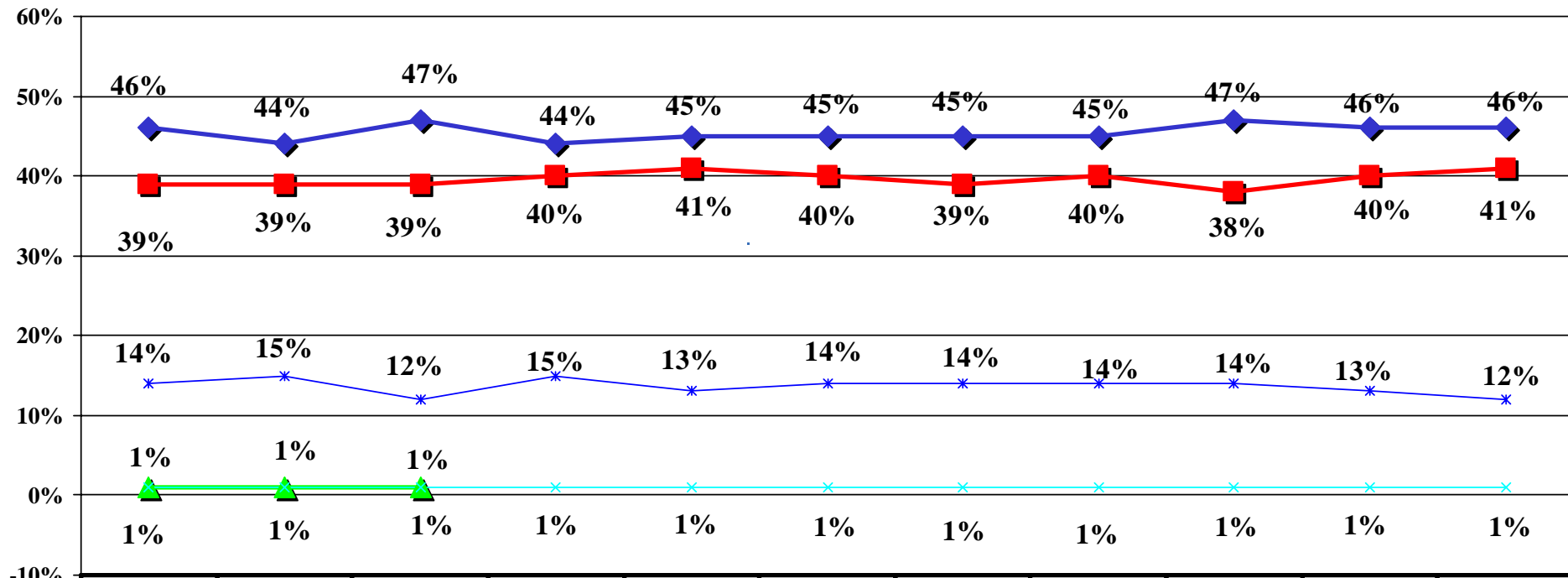


BATTLEGROUND 2004

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



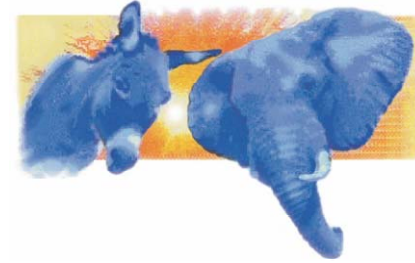
**If the election for President were held today, and you had to make a choice, for which candidate would you probably vote?
[Unaided Ballot]**



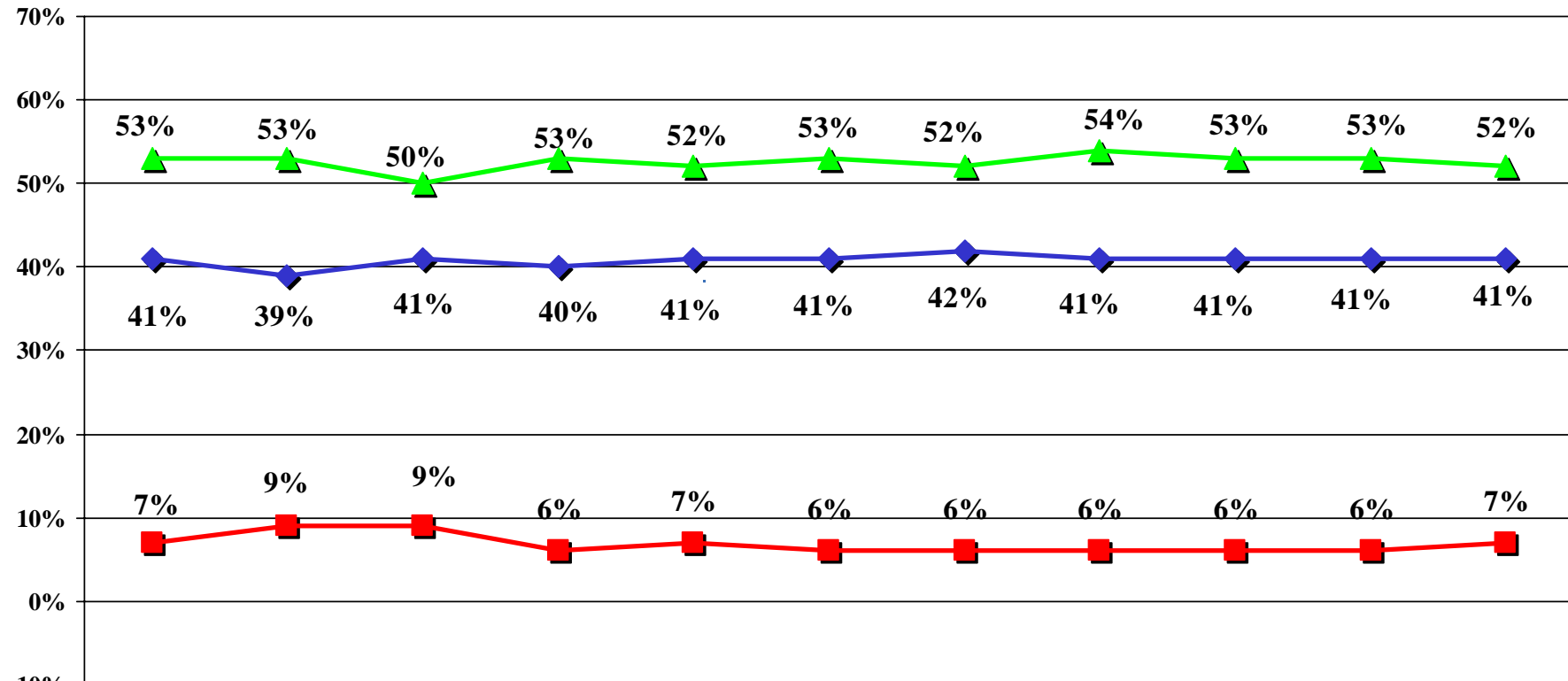
	Week 1	Week 2	Week 3	Week 4	Week 5	Week 6	10/24/04	10/25/04	10/26/04	10/27/04	10/28/04
◆ Bush	46%	44%	47%	44%	45%	45%	45%	45%	47%	46%	46%
■ Kerry	39%	39%	39%	40%	41%	40%	39%	40%	38%	40%	41%
▲ Nader	1%	1%	1%								
× Other	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%
* Unsure	14%	15%	12%	15%	13%	14%	14%	14%	14%	13%	12%

BATTLEGROUND 2004

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



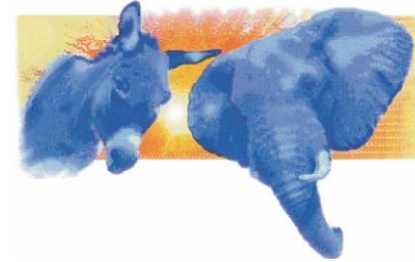
Do you feel things in this country are going in the right direction, or have they gotten off on the wrong track?



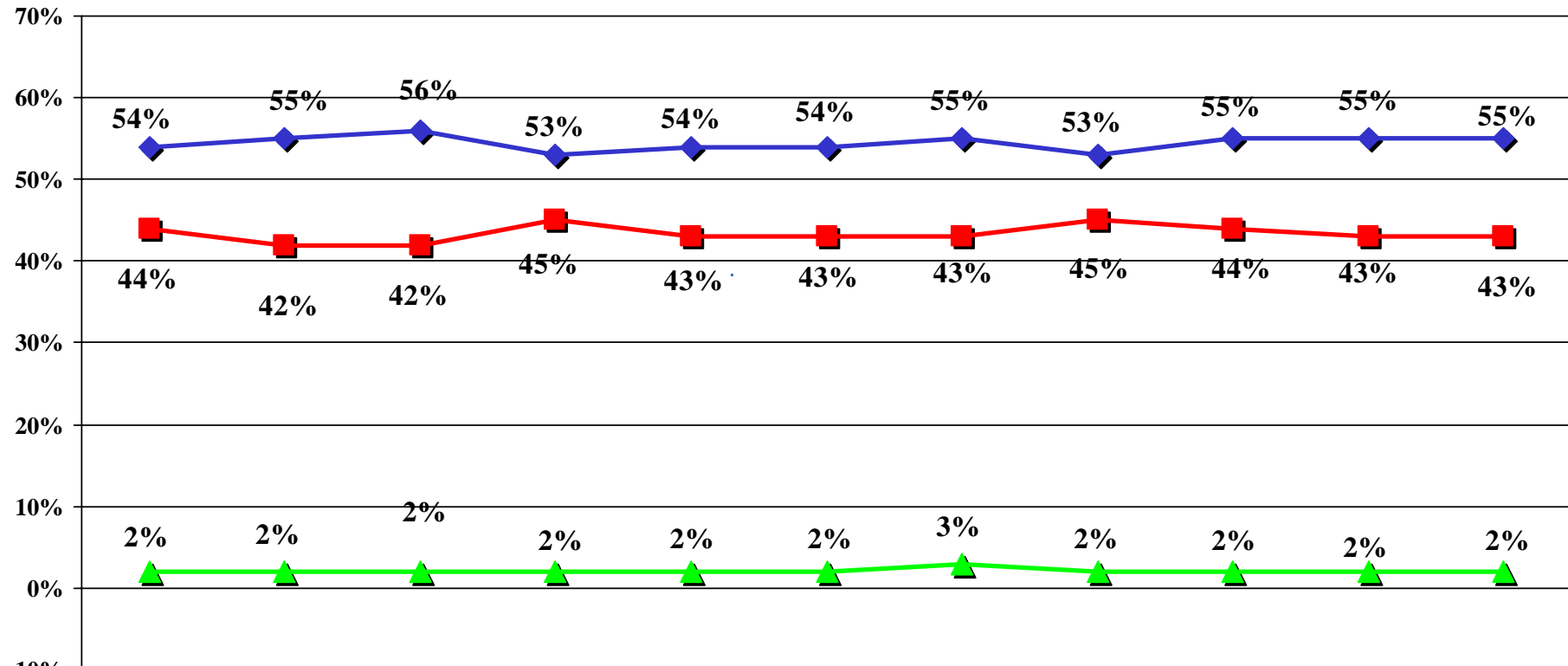
	Week 1	Week 2	Week 3	Week 4	Week 5	Week 6	10/24/04	10/25/04	10/26/04	10/27/04	10/28/04
◆ Right Direction	41%	39%	41%	40%	41%	41%	42%	41%	41%	41%	41%
■ Unsure	7%	9%	9%	6%	7%	6%	6%	6%	6%	6%	7%
▲ Wrong Track	53%	53%	50%	53%	52%	53%	52%	54%	53%	53%	52%

BATTLEGROUND 2004

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



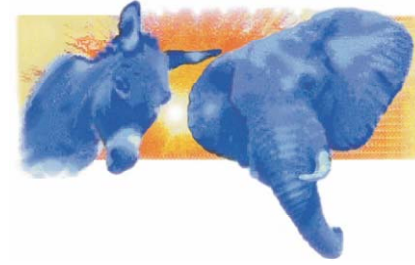
George W. Bush Name ID



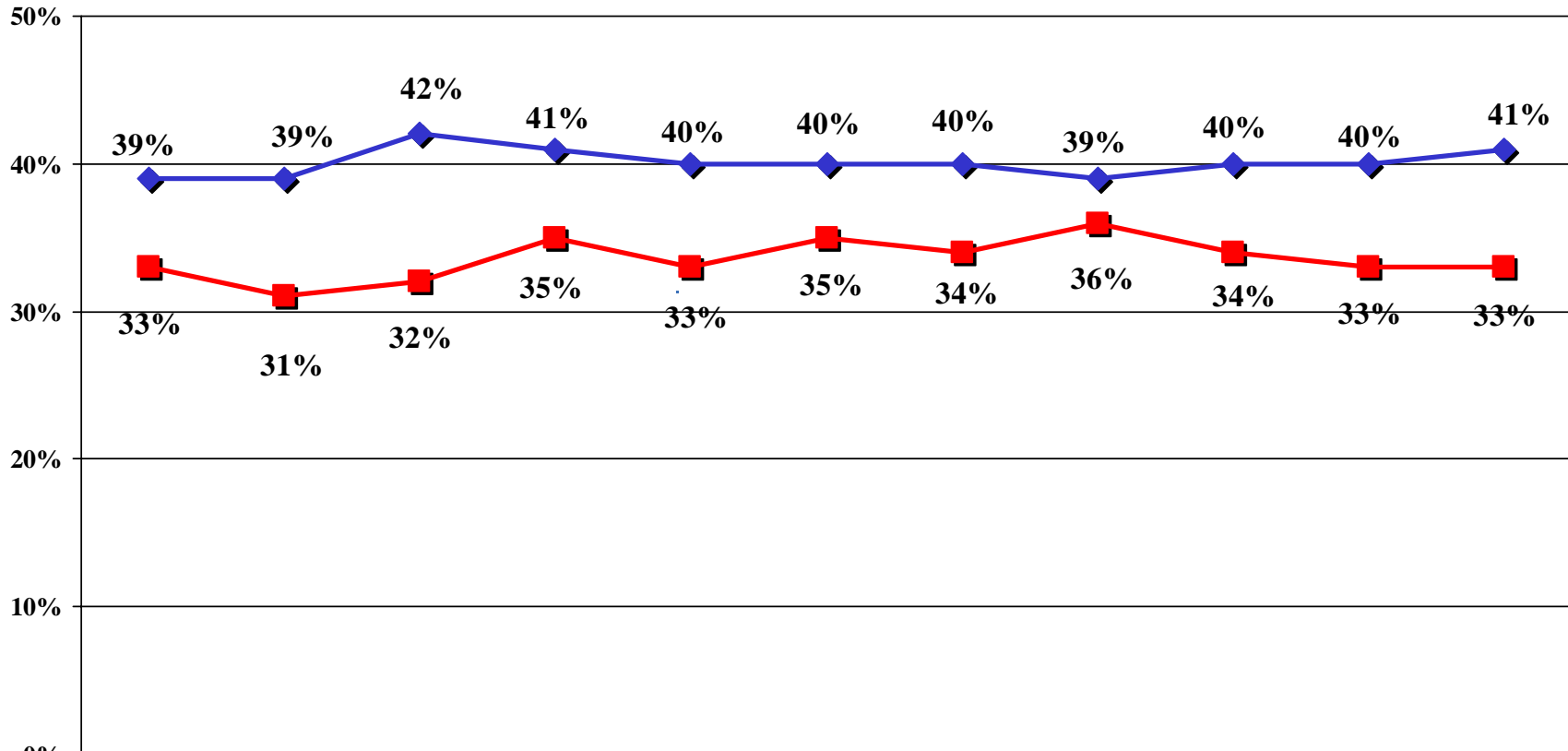
	Week 1	Week 2	Week 3	Week 4	Week 5	Week 6	10/24/04	10/25/04	10/26/04	10/27/04	10/28/04
◆ Favorable	54%	55%	56%	53%	54%	54%	55%	53%	55%	55%	55%
■ Unfavorable	44%	42%	42%	45%	43%	43%	43%	45%	44%	43%	43%
▲ No Opinion	2%	2%	2%	2%	2%	2%	3%	2%	2%	2%	2%

BATTLEGROUND 2004

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



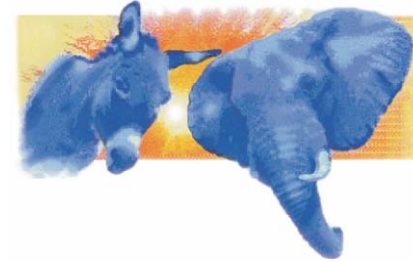
George W. Bush Name ID



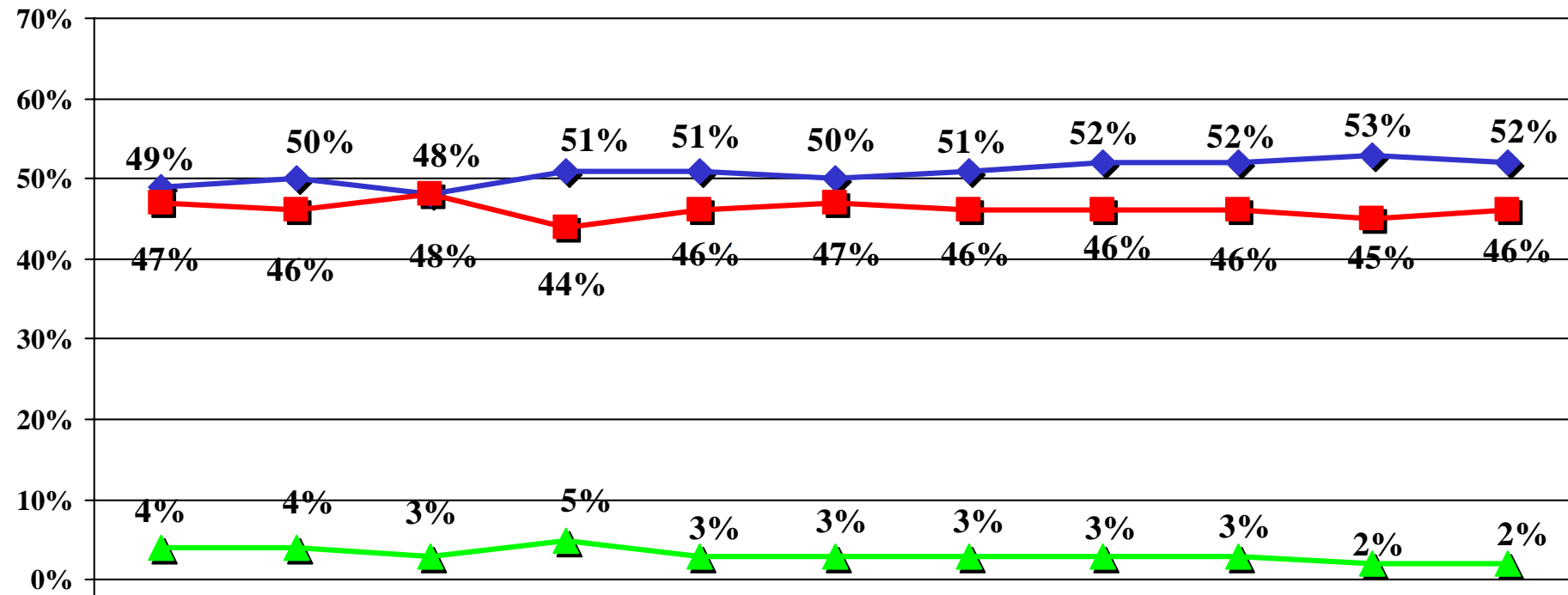
	Week 1	Week 2	Week 3	Week 4	Week 5	Week 6	10/24/04	10/25/04	10/26/04	10/27/04	10/28/04
Strongly Favorable	39%	39%	42%	41%	40%	40%	40%	39%	40%	40%	41%
Strongly Unfavorable	33%	31%	32%	35%	33%	35%	34%	36%	34%	33%	33%

BATTLEGROUND 2004

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



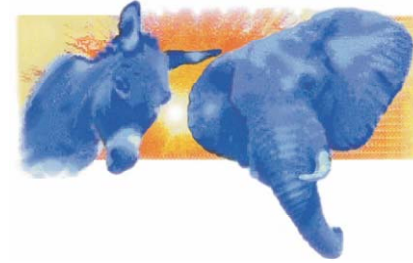
John Kerry Name ID



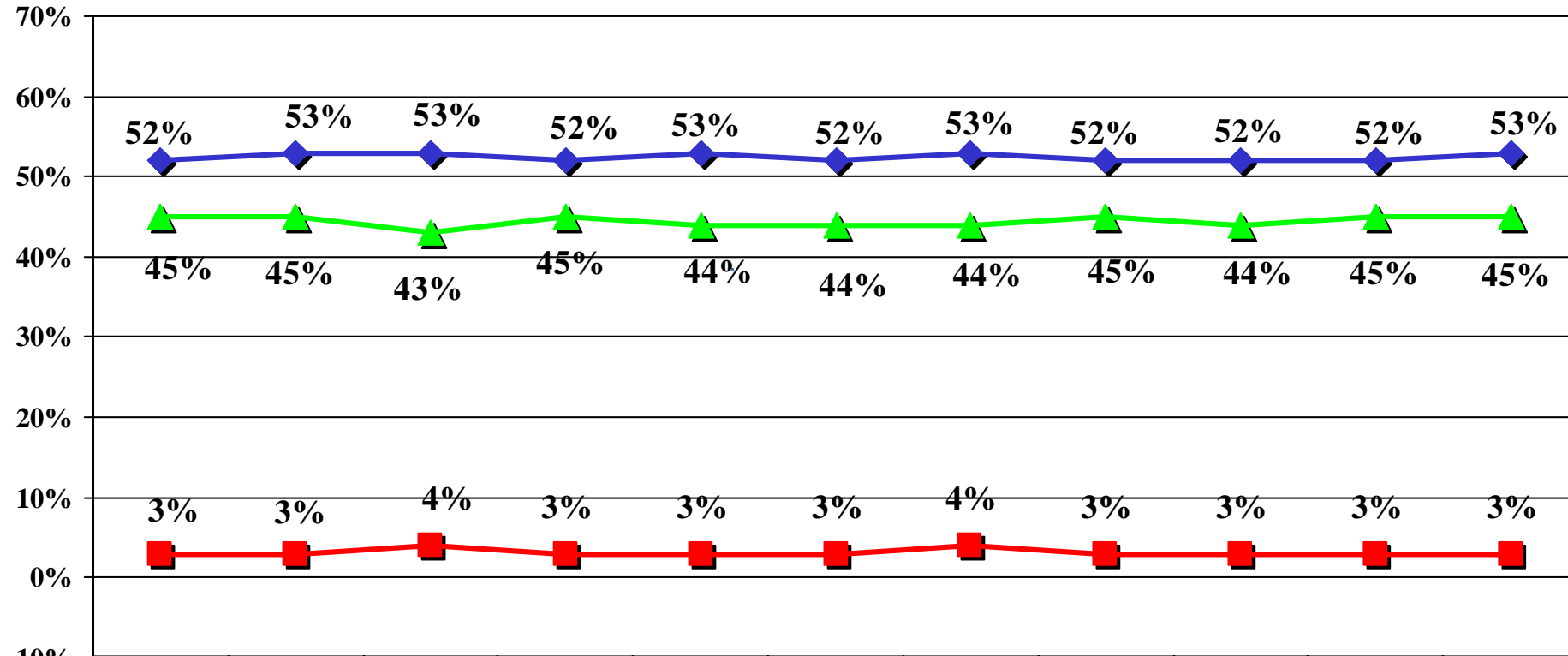
	Week 1	Week 2	Week 3	Week 4	Week 5	Week 6	10/24/04	10/25/04	10/26/04	10/27/04	10/28/04
◆ Favorable	49%	50%	48%	51%	51%	50%	51%	52%	52%	53%	52%
■ Unfavorable	47%	46%	48%	44%	46%	47%	46%	46%	46%	45%	46%
▲ No Opinion	4%	4%	3%	5%	3%	3%	3%	3%	3%	2%	2%

BATTLEGROUND 2004

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



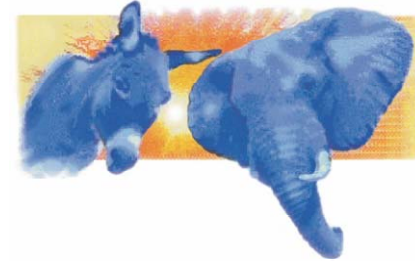
How would you rate the job George W. Bush has been doing as President? Do you approve or disapprove of the job he is doing?



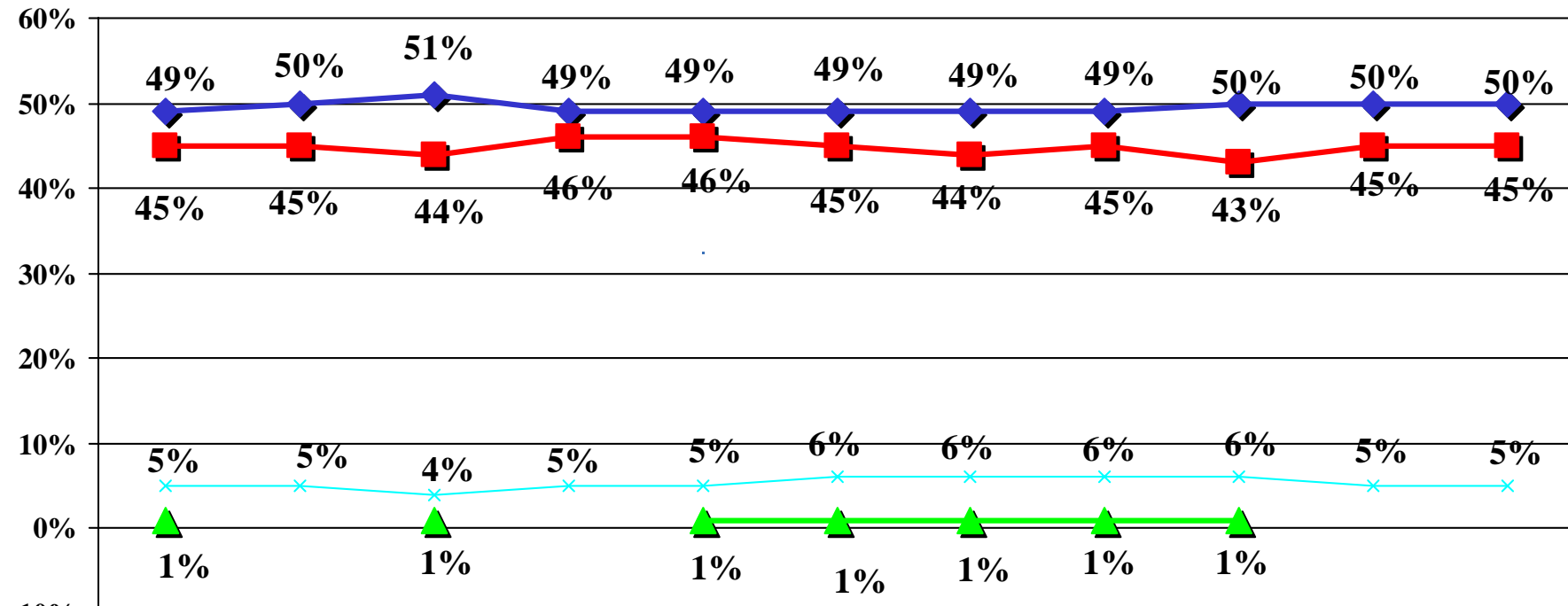
	Week 1	Week 2	Week 3	Week 4	Week 5	Week 6	10/24/04	10/25/04	10/26/04	10/27/04	10/28/04
◆ Approve	52%	53%	53%	52%	53%	52%	53%	52%	52%	52%	53%
■ Unsure	3%	3%	4%	3%	3%	3%	4%	3%	3%	3%	3%
▲ Disapprove	45%	45%	43%	45%	44%	44%	44%	45%	44%	45%	45%

BATTLEGROUND 2004

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



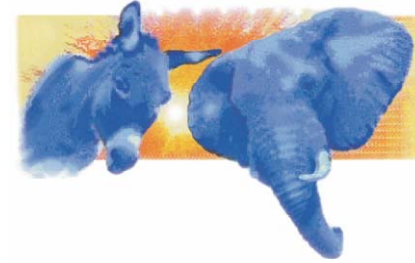
If the election was held today, and you had to make a choice, for whom would you vote...George W. Bush, the Republican, or John Kerry, the Democrat?



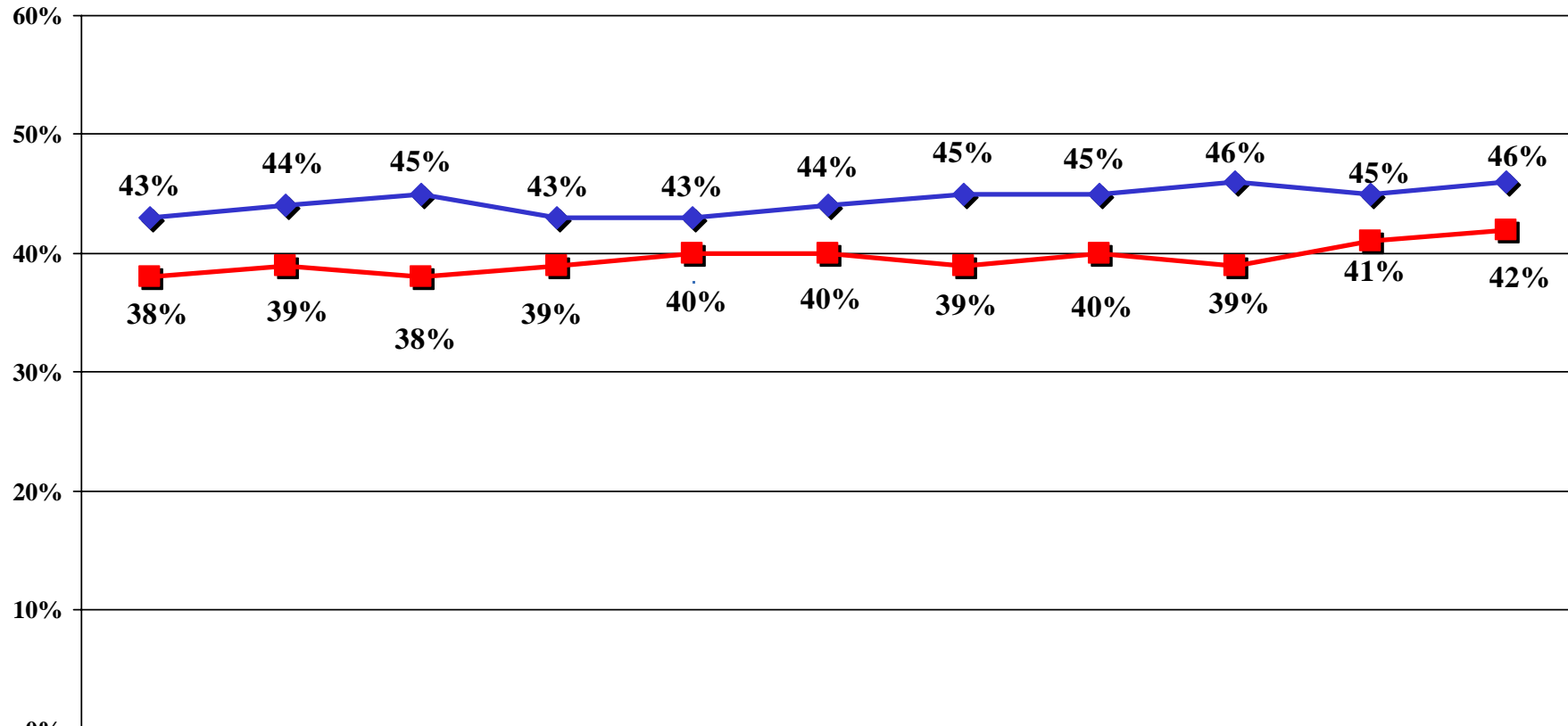
	Week 1	Week 2	Week 3	Week 4	Week 5	Week 6	10/24/04	10/25/04	10/26/04	10/27/04	10/28/04
◆ Bush	49%	50%	51%	49%	49%	49%	49%	49%	50%	50%	50%
■ Kerry	45%	45%	44%	46%	46%	45%	44%	45%	43%	45%	45%
▲ Nader	1%		1%		1%	1%	1%	1%	1%		
× Other/Undecided	5%	5%	4%	5%	5%	6%	6%	6%	6%	5%	5%

BATTLEGROUND 2004

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



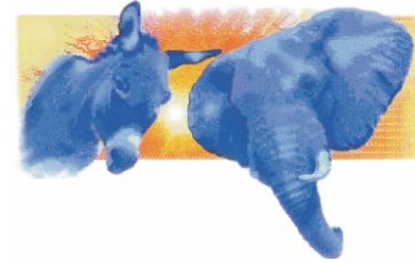
If the election was held today, and you had to make a choice, for whom would you vote...George W. Bush, the Republican, or John Kerry, the Democrat?



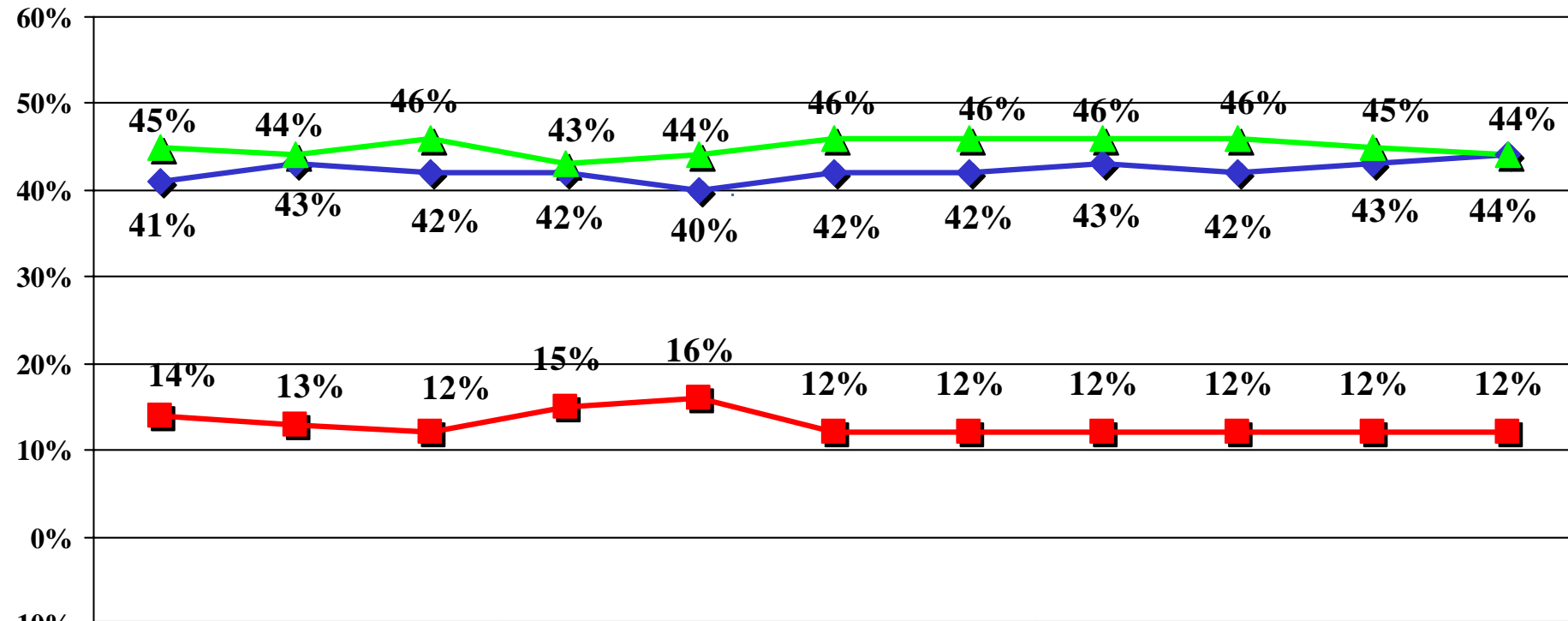
	Week 1	Week 2	Week 3	Week 4	Week 5	Week 6	10/24/04	10/25/04	10/26/04	10/27/04	10/28/04
Bush Definitely	43%	44%	45%	43%	43%	44%	45%	45%	46%	45%	46%
Kerry Definitely	38%	39%	38%	39%	40%	40%	39%	40%	39%	41%	42%

BATTLEGROUND 2004

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



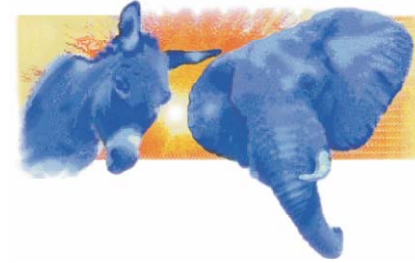
If the election for Congress were being held today, & you had to make a choice, would you be voting for the Republican candidate or the Democratic candidate in your district?



	Week 1	Week 2	Week 3	Week 4	Week 5	Week 6	10/24/04	10/25/04	10/26/04	10/27/04	10/28/04
◆ Republican	41%	43%	42%	42%	40%	42%	42%	43%	42%	43%	44%
■ Undecided	14%	13%	12%	15%	16%	12%	12%	12%	12%	12%	12%
▲ Democrat	45%	44%	46%	43%	44%	46%	46%	46%	46%	45%	44%

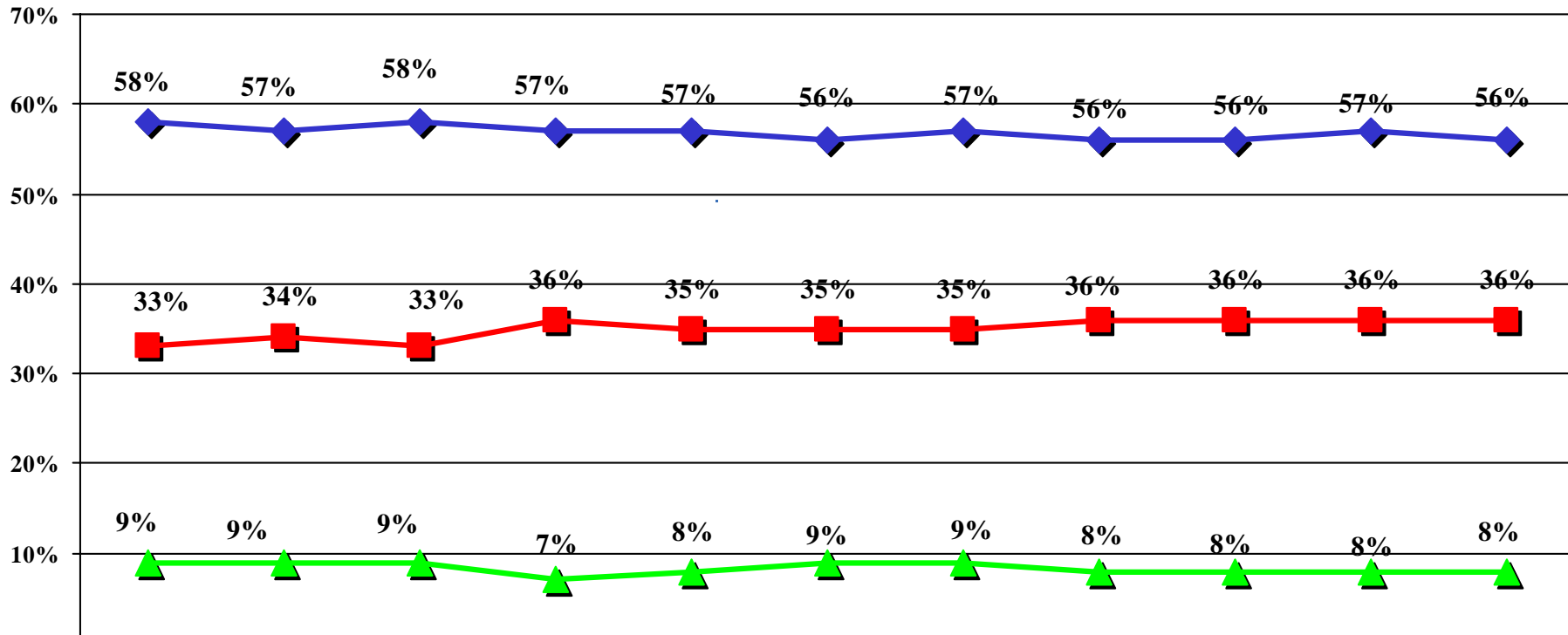
BATTLEGROUND 2004

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.

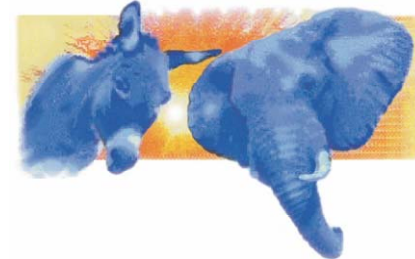
Safeguarding America from a terrorist threat



	Week 1	Week 2	Week 3	Week 4	Week 5	Week 6	10/24/04	10/25/04	10/26/04	10/27/04	10/28/04
—●— Bush	58%	57%	58%	57%	57%	56%	57%	56%	56%	57%	56%
—■— Kerry	33%	34%	33%	36%	35%	35%	35%	36%	36%	36%	36%
—▲— None/Unsure	9%	9%	9%	7%	8%	9%	9%	8%	8%	8%	8%
Bush +/-	25	23	25	21	22	21					20

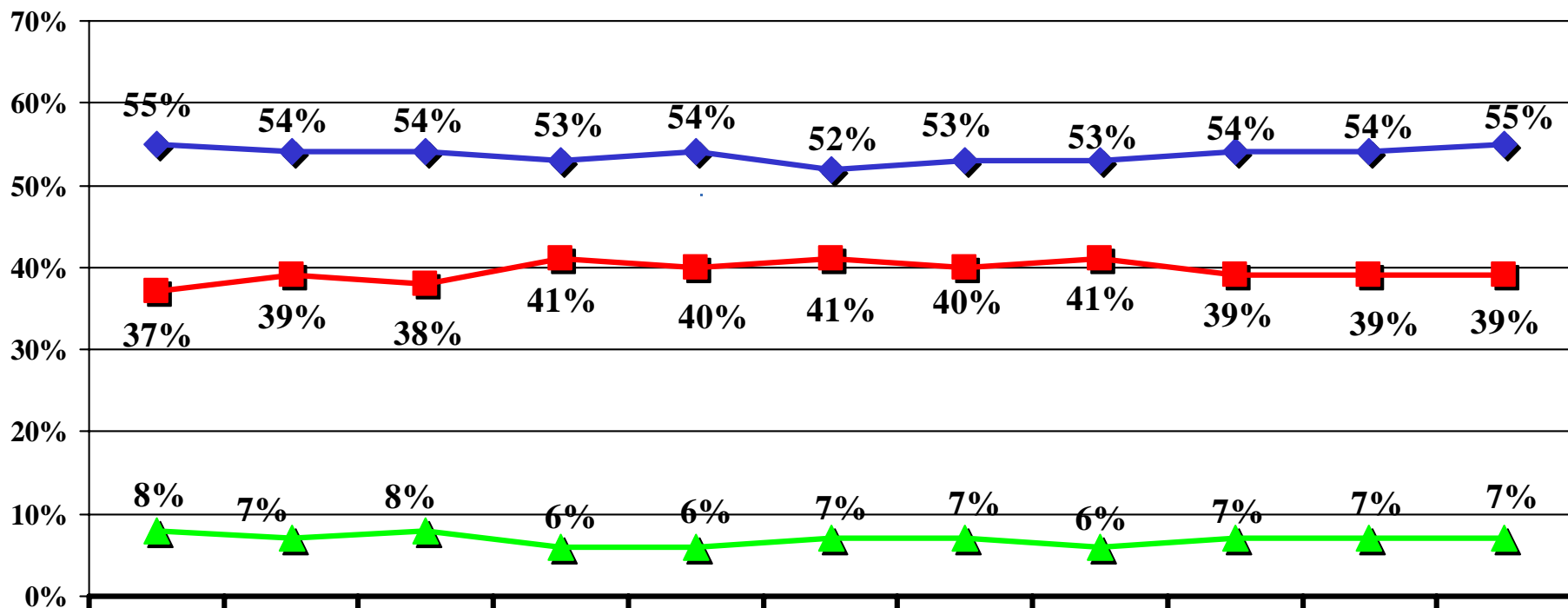
BATTLEGROUND 2004

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.

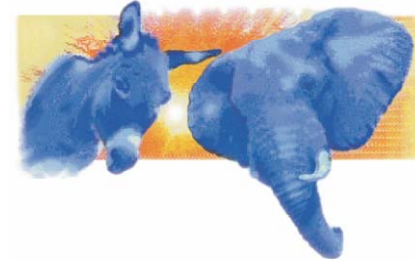
Dealing with Iraq



	Week 1	Week 2	Week 3	Week 4	Week 5	Week 6	10/24/04	10/25/04	10/26/04	10/27/04	10/28/04
◆ Bush	55%	54%	54%	53%	54%	52%	53%	53%	54%	54%	55%
■ Kerry	37%	39%	38%	41%	40%	41%	40%	41%	39%	39%	39%
▲ None/Unsure	8%	7%	8%	6%	6%	7%	7%	6%	7%	7%	7%
Bush +/-	18	15	16	12	14	11					16

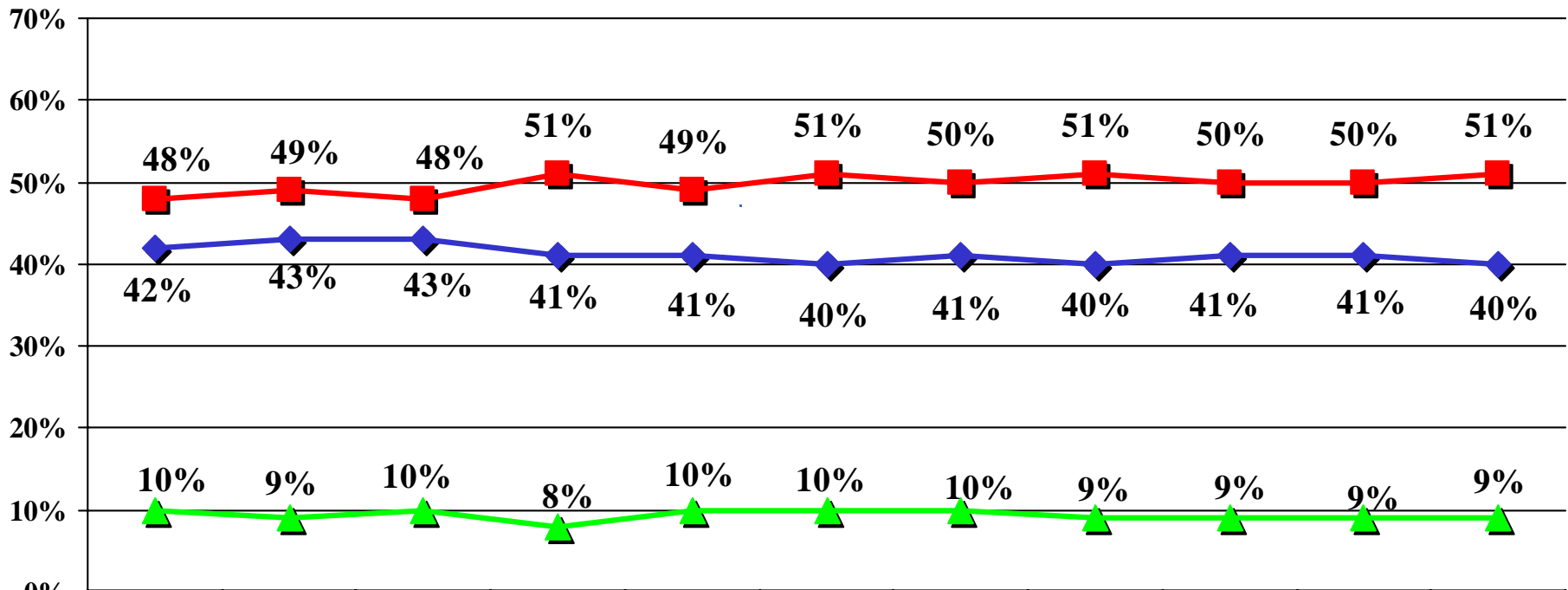
BATTLEGROUND 2004

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.

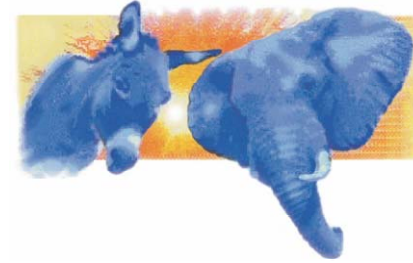
Creating jobs



	Week 1	Week 2	Week 3	Week 4	Week 5	Week 6	10/24/04	10/25/04	10/26/04	10/27/04	10/28/04
◆ Bush	42%	43%	43%	41%	41%	40%	41%	40%	41%	41%	40%
■ Kerry	48%	49%	48%	51%	49%	51%	50%	51%	50%	50%	51%
▲ None/Unsure	10%	9%	10%	8%	10%	10%	10%	9%	9%	9%	9%
Bush +/-	-6	-6	-5	-10	-8	-11					-11

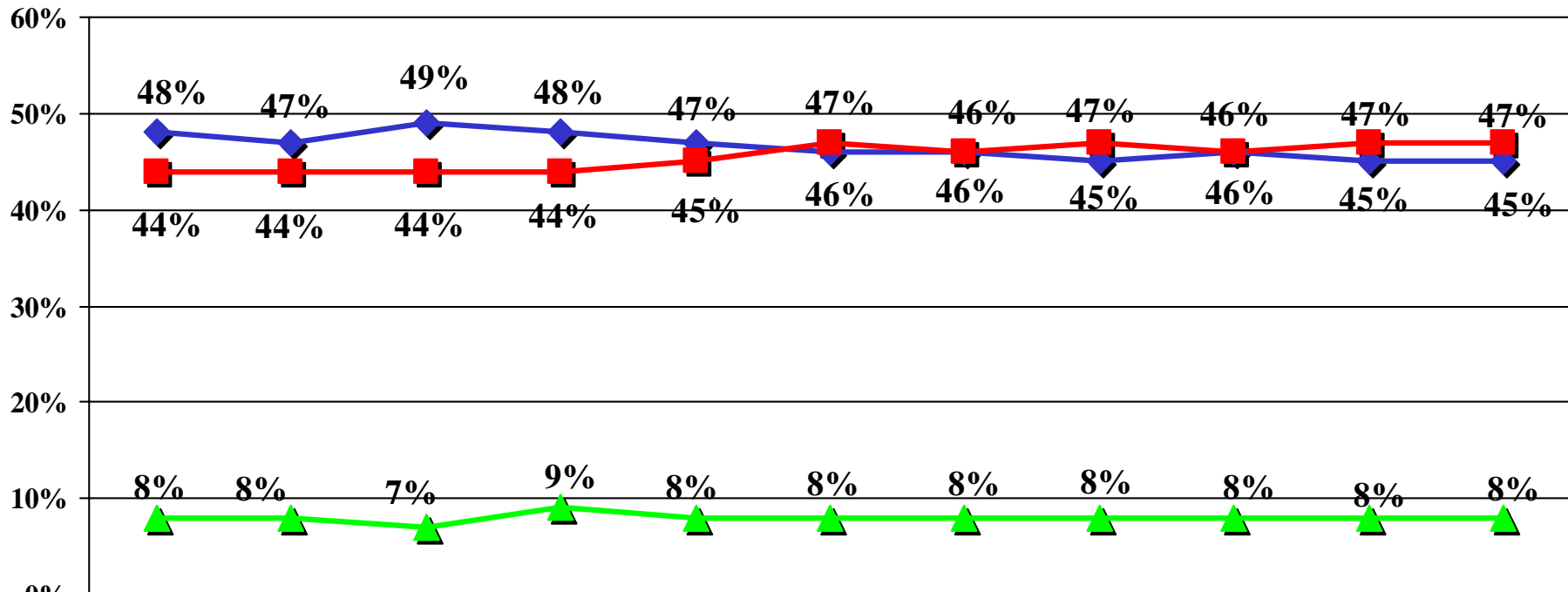
BATTLEGROUND 2004

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.

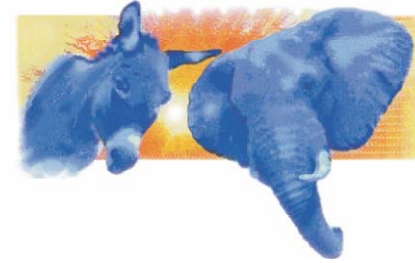
Keeping America prosperous



	Week 1	Week 2	Week 3	Week 4	Week 5	Week 6	10/24/04	10/25/04	10/26/04	10/27/04	10/28/04
◆ Bush	48%	47%	49%	48%	47%	46%	46%	45%	46%	45%	45%
■ Kerry	44%	44%	44%	44%	45%	47%	46%	47%	46%	47%	47%
▲ None/Unsure	8%	8%	7%	9%	8%	8%	8%	8%	8%	8%	8%
Bush +/-	4	3	5	4	2	-1					-2

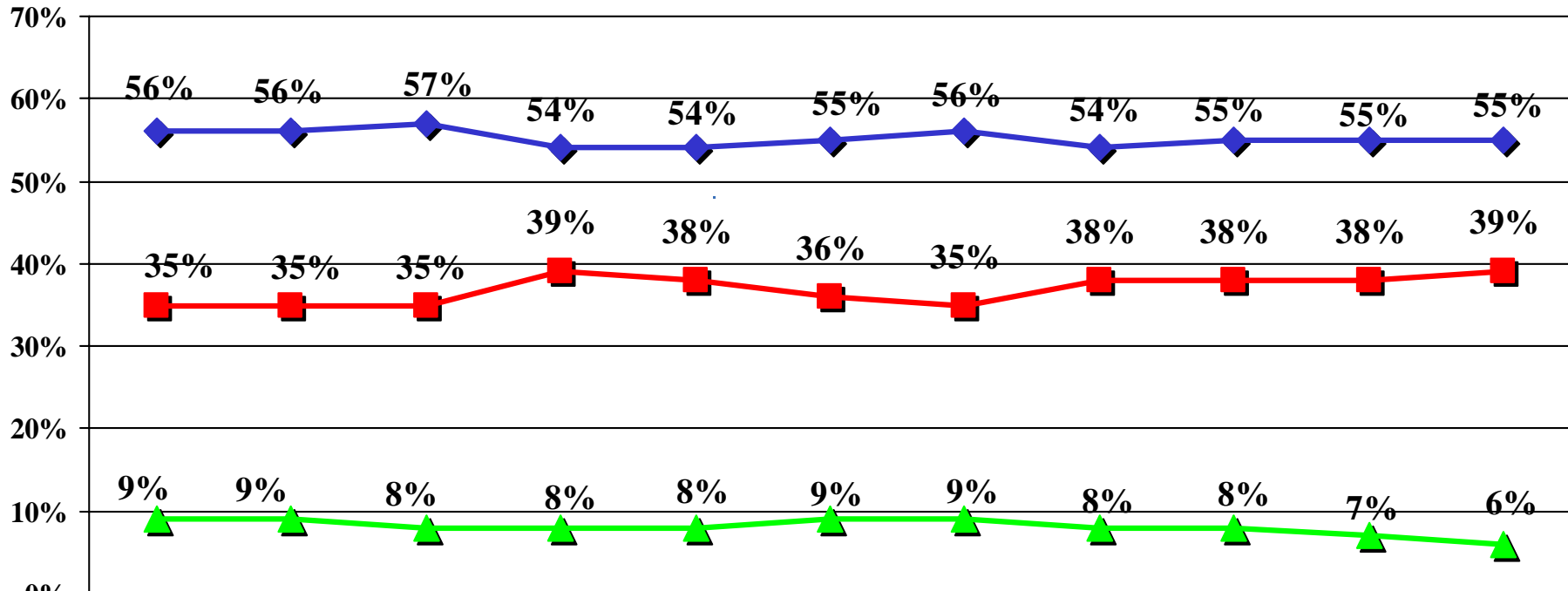
BATTLEGROUND 2004

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.

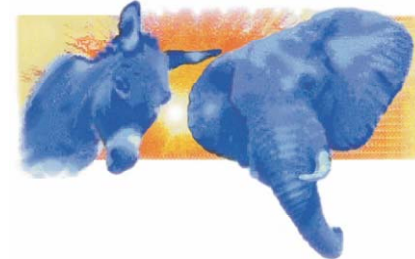
Is a strong leader



	Week 1	Week 2	Week 3	Week 4	Week 5	Week 6	10/24/04	10/25/04	10/26/04	10/27/04	10/28/04
◆ Bush	56%	56%	57%	54%	54%	55%	56%	54%	55%	55%	55%
■ Kerry	35%	35%	35%	39%	38%	36%	35%	38%	38%	38%	39%
▲ None/ Unsure	9%	9%	8%	8%	8%	9%	9%	8%	8%	7%	6%
Bush +/-	21	21	22	15	16	19					16

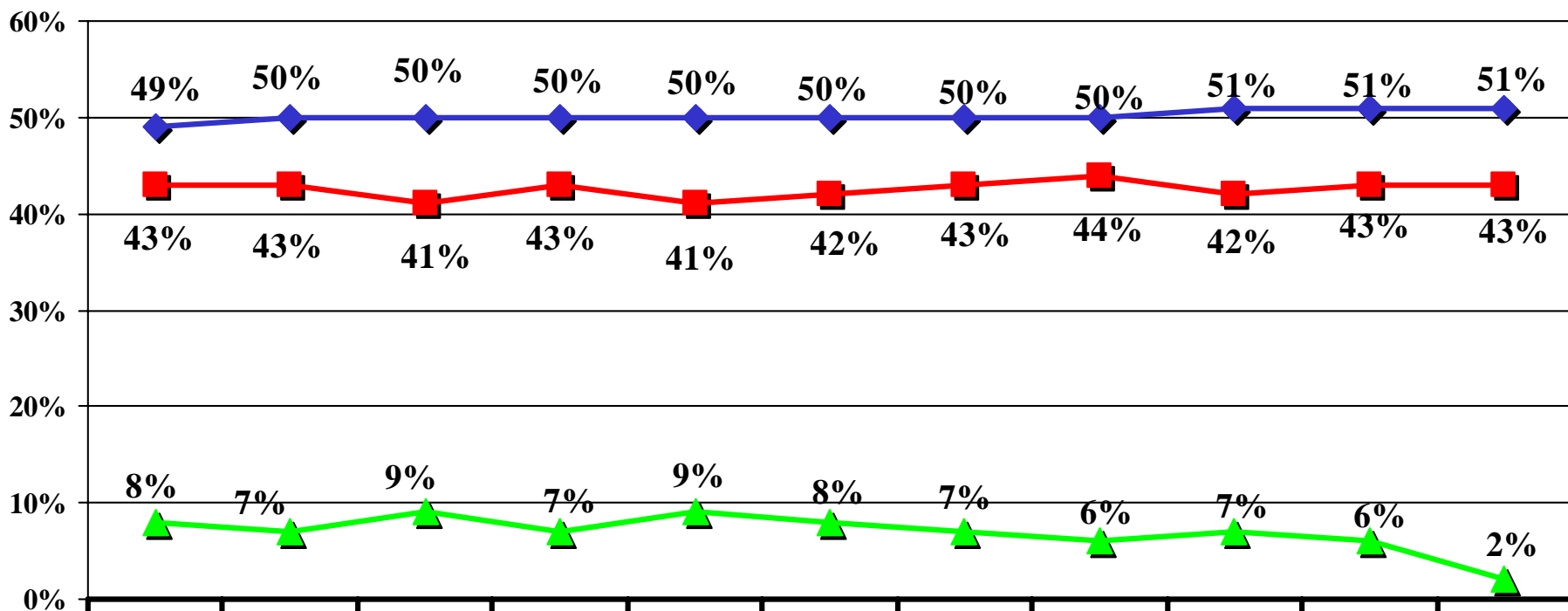
BATTLEGROUND 2004

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	Week 4	Week 5	Week 6	10/24/04	10/25/04	10/26/04	10/27/04	10/28/04
◆ Bush	49%	50%	50%	50%	50%	50%	50%	50%	51%	51%	51%
■ Kerry	43%	43%	41%	43%	41%	42%	43%	44%	42%	43%	43%
▲ None/ Unsure	8%	7%	9%	7%	9%	8%	7%	6%	7%	6%	2%
Bush +/-	6	7	9	7	9	8					8