

FOR IMMEDIATE RELEASE

April 12, 2004

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“GW-BATTLEGROUND 2004 POLL” REVEALS SHARPLY DIVIDED ELECTORATE

Top Pollsters Celinda Lake and Ed Goeas To Announce Findings of Survey, Including Attitudes on the Direction of the Country, the State of the Economy and the Race for President

WHAT: **The George Washington University Battleground 2004 Poll:** Celinda Lake, Lake Snell Perry and Associates, and Ed Goeas, The Tarrance Group, will reveal survey findings. Christopher Arterton, dean of GW’s Graduate School of Political Management, will serve as moderator.

WHEN: 9:30 a.m., Wednesday, April 14, 2004
Doors open at 8:30 a.m.

WHERE: The Zenger Room, National Press Club
National Press Building
14th and F Streets, NW – 13th Floor, Washington, D.C.

BACKGROUND:

The Tarrance Group and Lake Snell Perry & Associates conducted a national survey of 1,000 likely voters between March 28-31, 2004. The survey explores the political environment heading into the 2004 elections, including attitudes on the direction of the country, the state of the economy and the race for President. The survey also measures more nuanced opinions of President Bush and Sen. John Kerry.

“It would appear in this latest Battleground Poll that the partisan divisions we saw in the final weeks of the 2000 elections, but which were less pronounced in 2002, appear to have re-emerged,” said Goeas. “The country is not just divided along the two Party’s political philosophies and principles, but there truly have become two distinct views of America and the world around it.”

"With an electorate so closely divided, understanding attitudes toward Bush and Kerry on key issues and their personal characteristics provides important clues as to how voters will determine their choice for President in November," said Lake.

The George Washington University recently became the sponsor of the “2004 Battleground Poll,” a highly regarded, bi-partisan election survey conducted by top polling firms Lake Snell Perry and Associates and The Tarrance Group. GW’s role in the Battleground Polls will be guided by **GW’s Graduate School of Political Management**. Initiated in June 1991, the Battleground Polls have gained widespread media recognition as reliable leading indicators of national opinion and voters’ intentions. This nationally recognized series of scientific surveys is unique to the industry, in that it offers the distinct perspectives of two top pollsters from different sides of the aisle.

**For more news about GW and the “GW-Battleground 2004 Poll,”
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