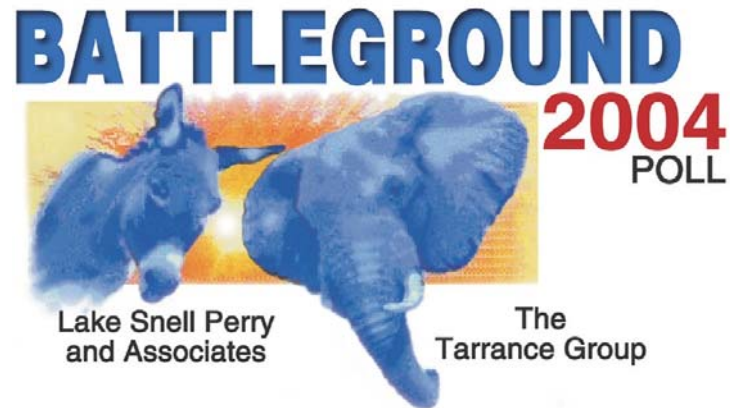


BATTLEGROUND

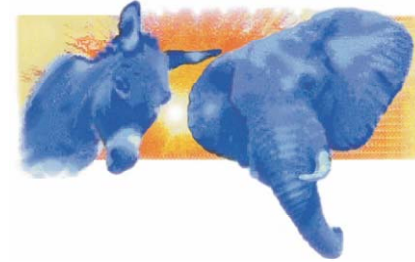
Presidential Tracking 2004

THE GEORGE WASHINGTON UNIVERSITY
WASHINGTON DC

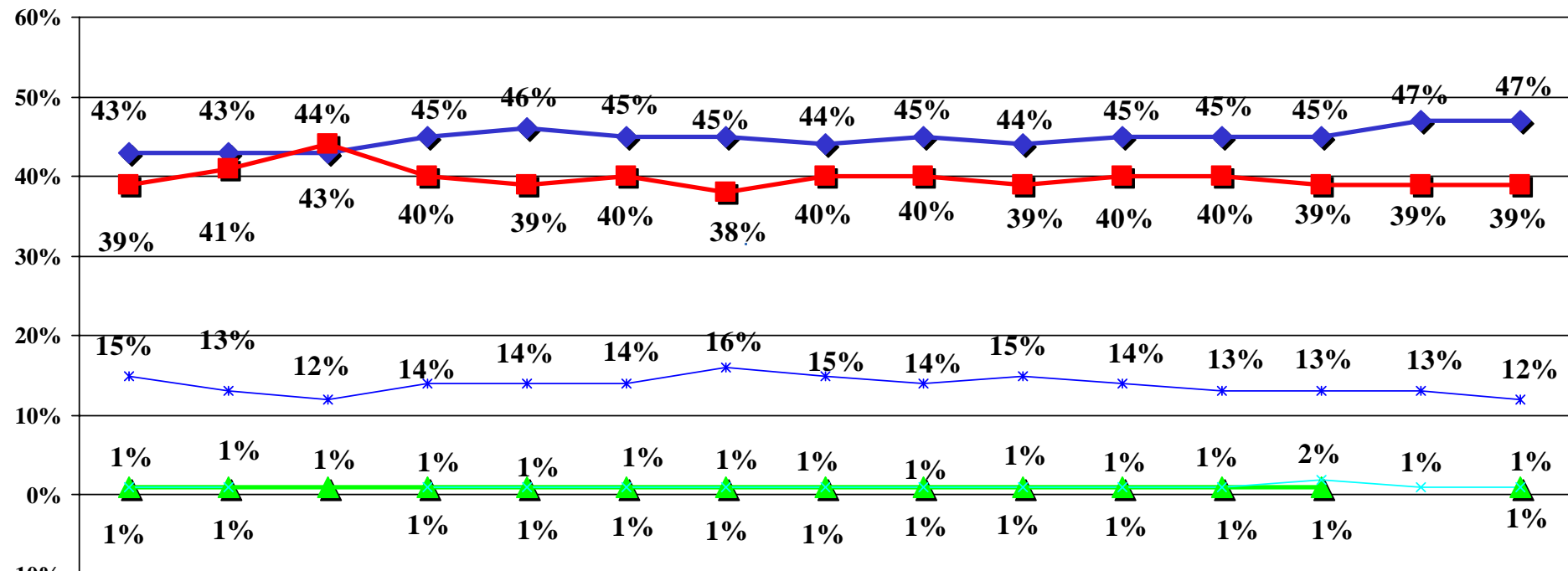


BATTLEGROUND 2004

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



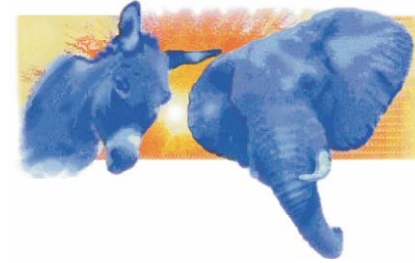
If the election for President were held today, and you had to make a choice, for which candidate would you probably vote?
[Unaided Ballot]



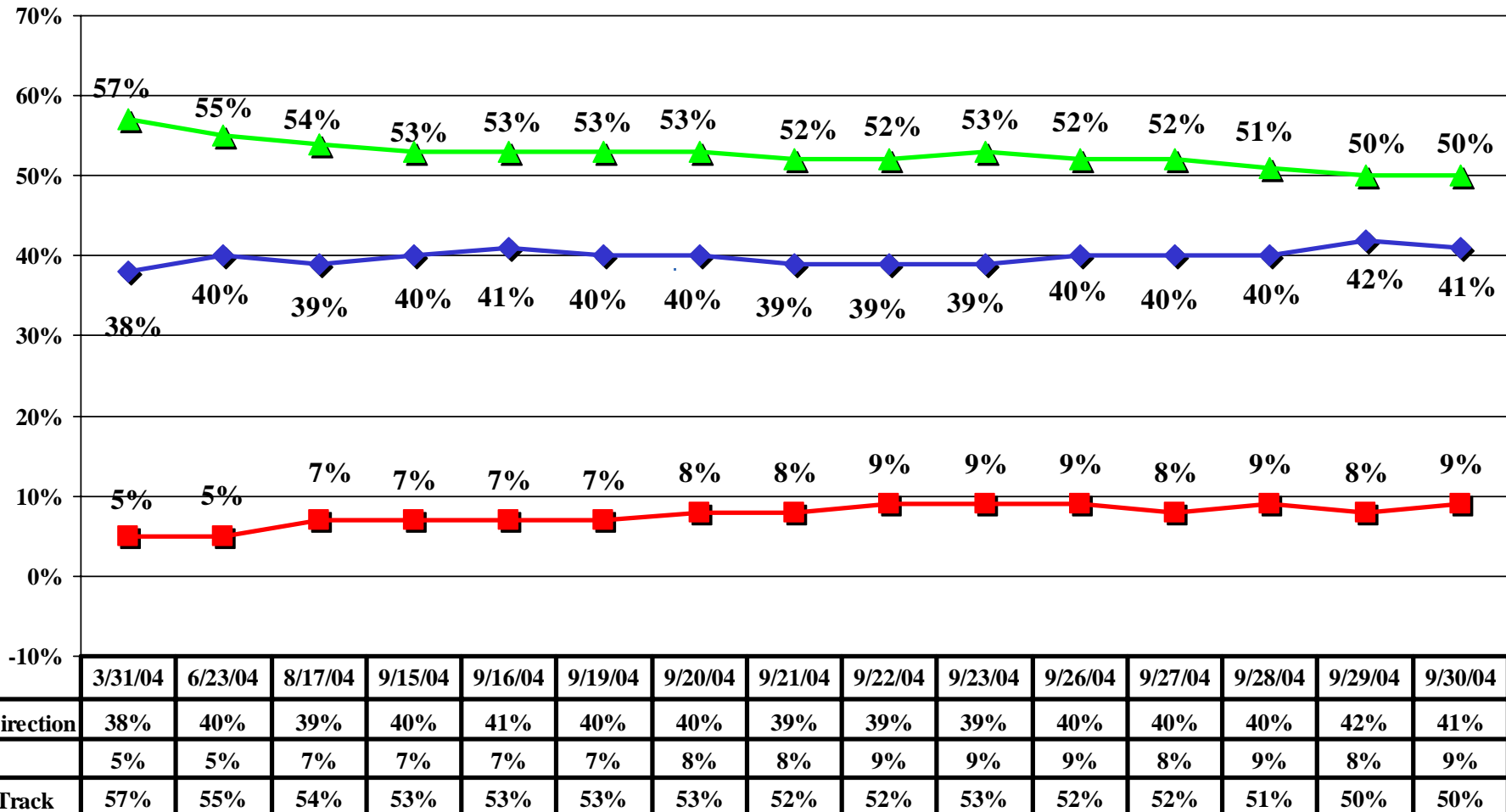
| | 3/31/04 | 6/23/04 | 8/17/04 | 9/15/04 | 9/16/04 | 9/19/04 | 9/20/04 | 9/21/04 | 9/22/04 | 9/23/04 | 9/26/04 | 9/27/04 | 9/28/04 | 9/29/04 | 9/30/04 |
|----------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|
| ◆ 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.

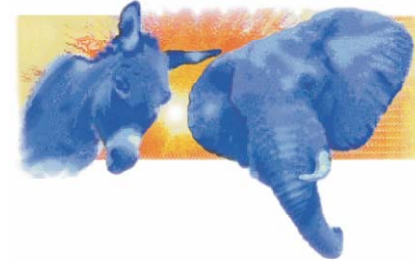


Do you feel things in this country are going in the right direction, or have they gotten off on the wrong track?

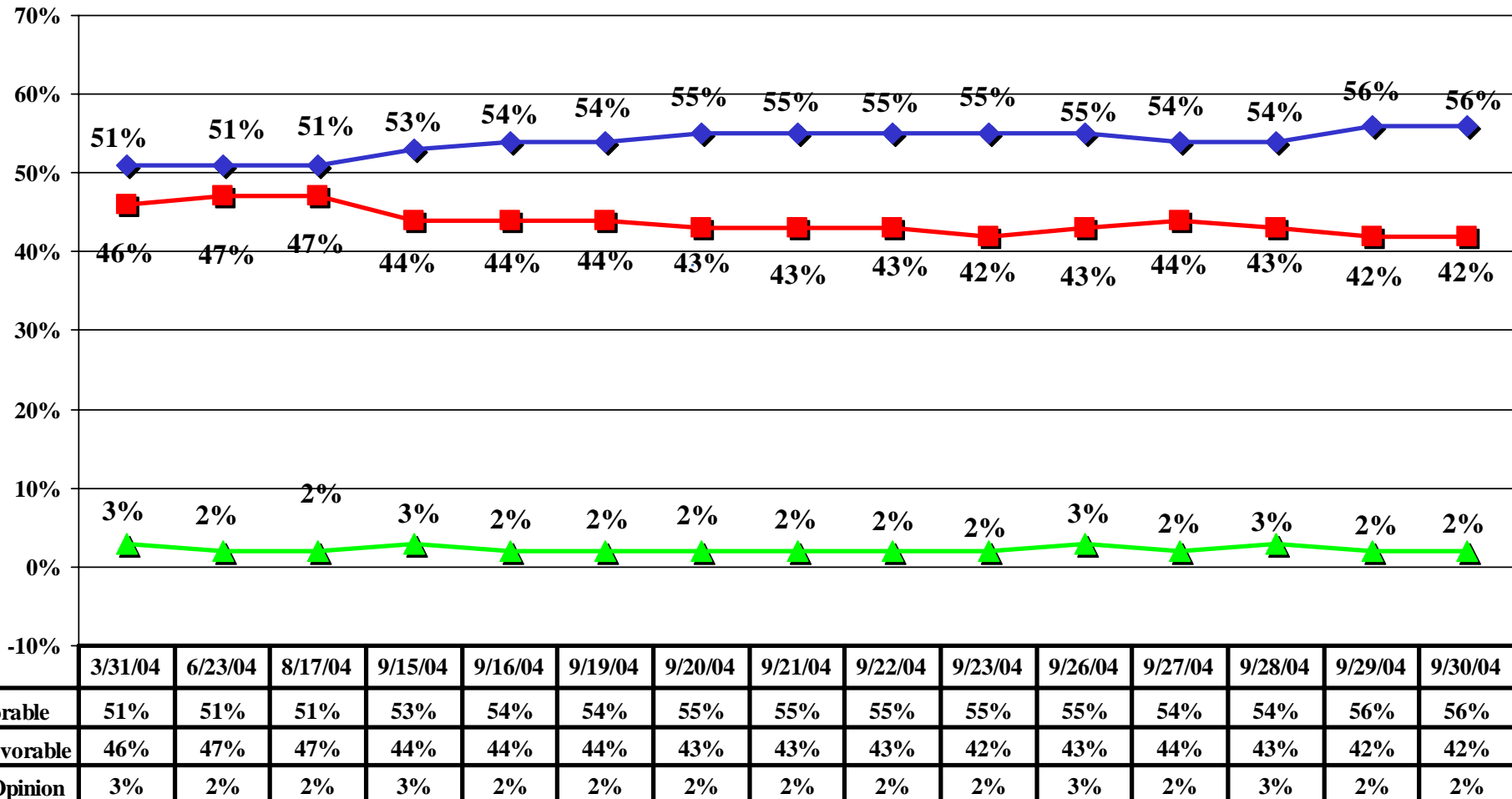


BATTLEGROUND 2004

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

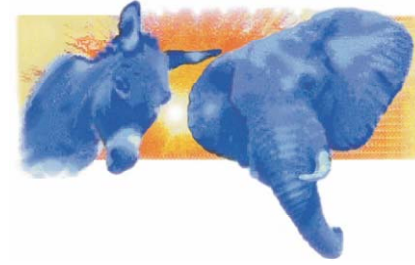


George W. Bush Name ID

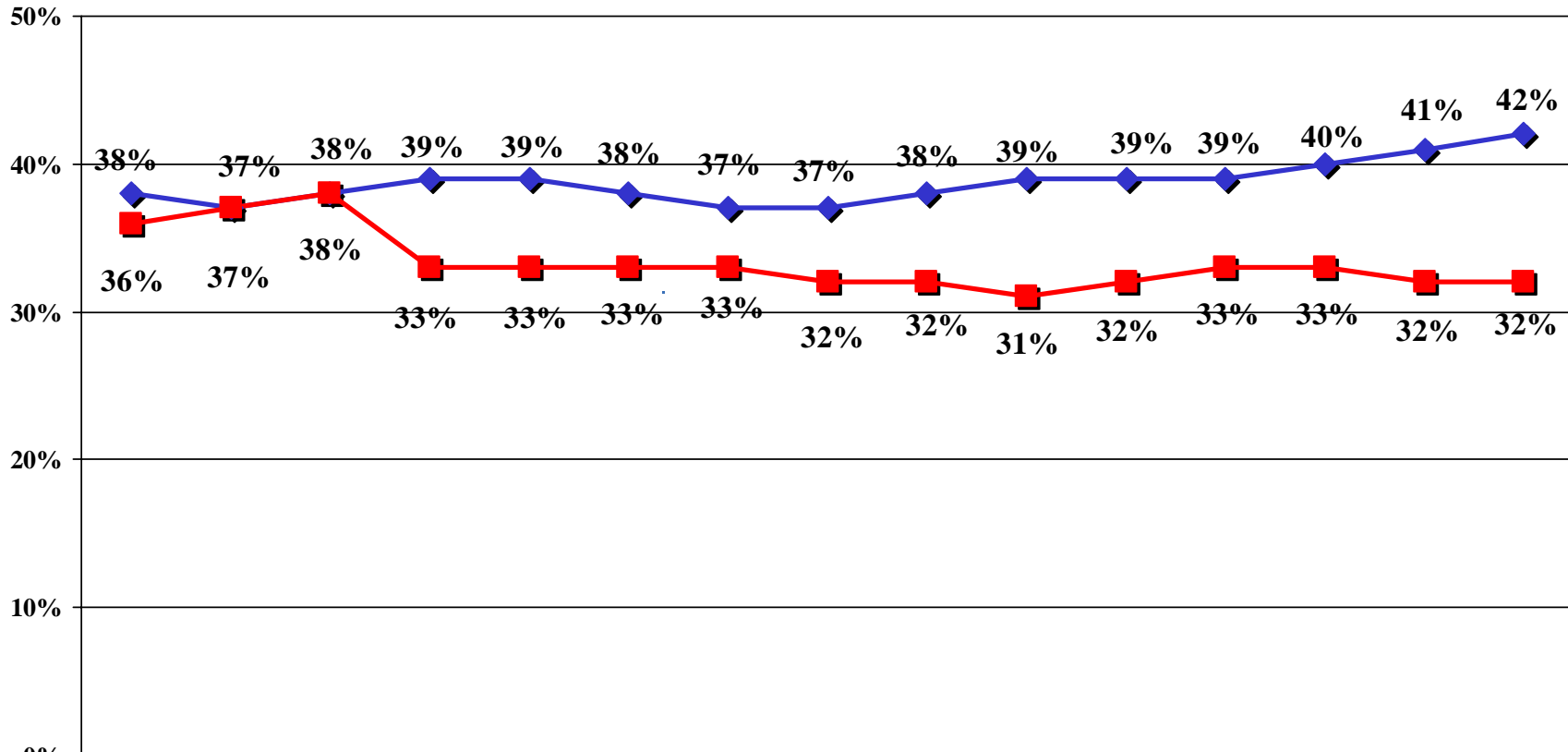


BATTLEGROUND 2004

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



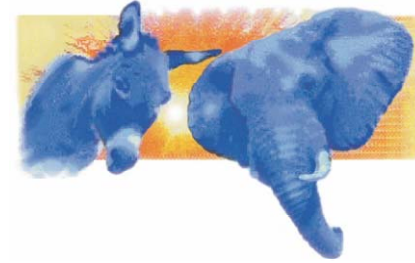
George W. Bush Name ID



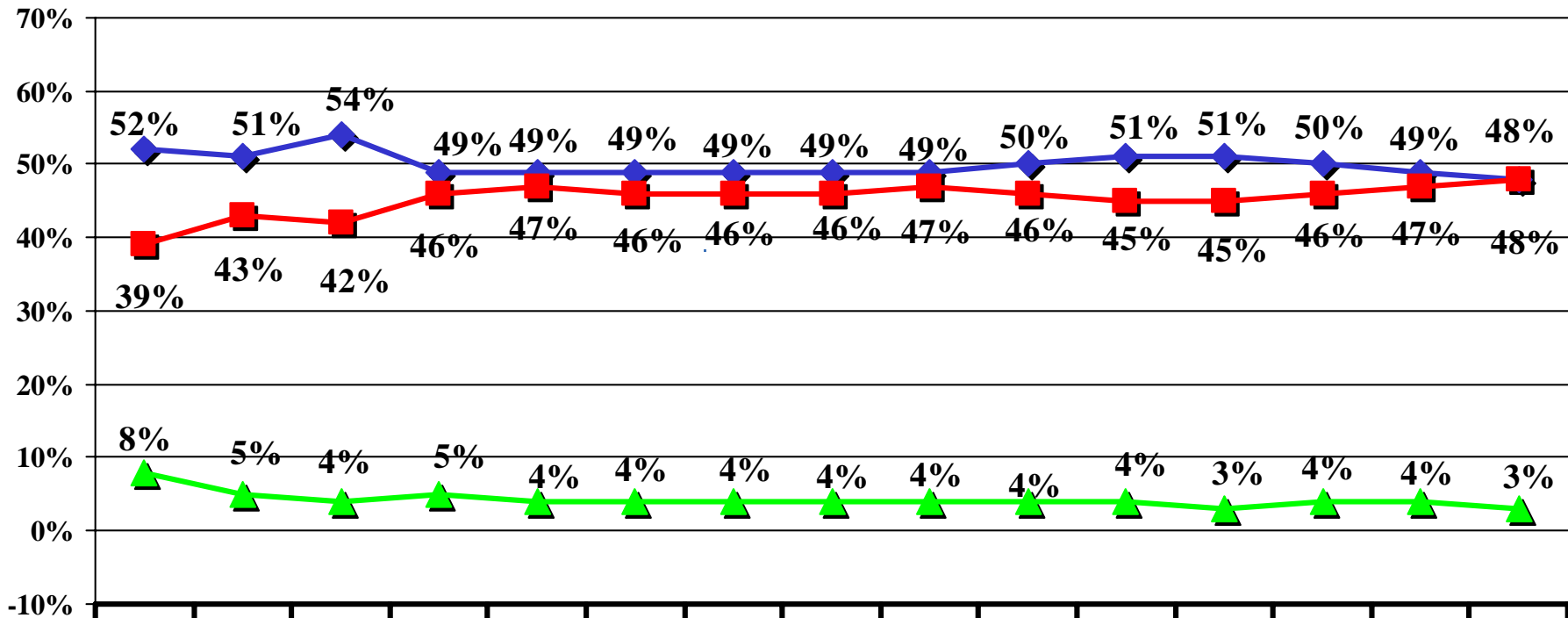
| | 3/31/04 | 6/23/04 | 8/17/04 | 9/15/04 | 9/16/04 | 9/19/04 | 9/20/04 | 9/21/04 | 9/22/04 | 9/23/04 | 9/26/04 | 9/27/04 | 9/28/04 | 9/29/04 | 9/30/04 |
|----------------------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|
| 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.



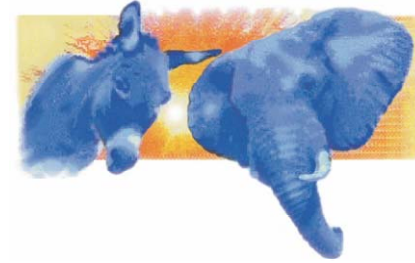
John Kerry Name ID



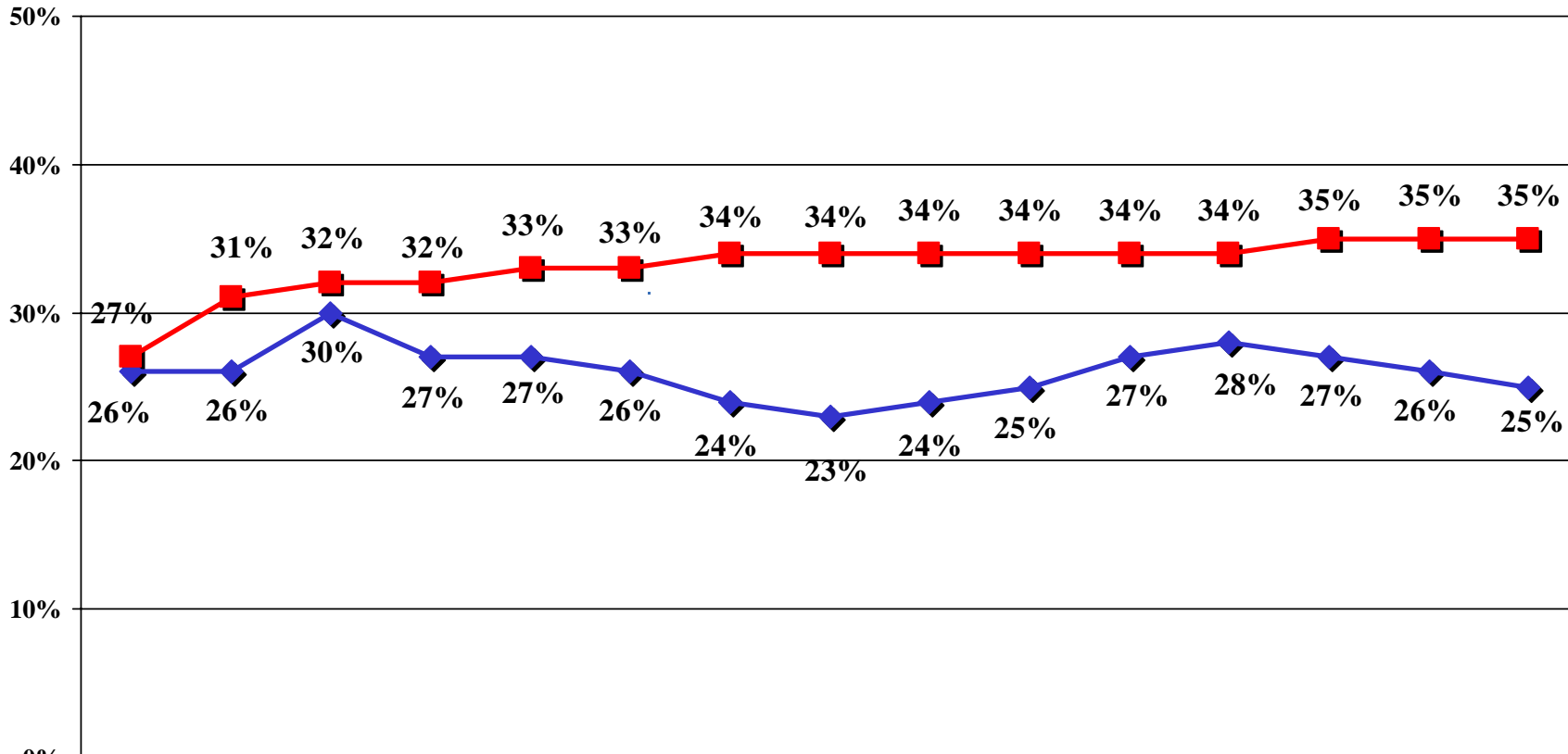
| | 3/31/04 | 6/23/04 | 8/17/04 | 9/15/04 | 9/16/04 | 9/19/04 | 9/20/04 | 9/21/04 | 9/22/04 | 9/23/04 | 9/26/04 | 9/27/04 | 9/28/04 | 9/29/04 | 9/30/04 |
|----------------------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|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



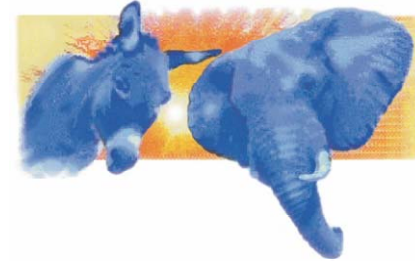
John Kerry Name ID



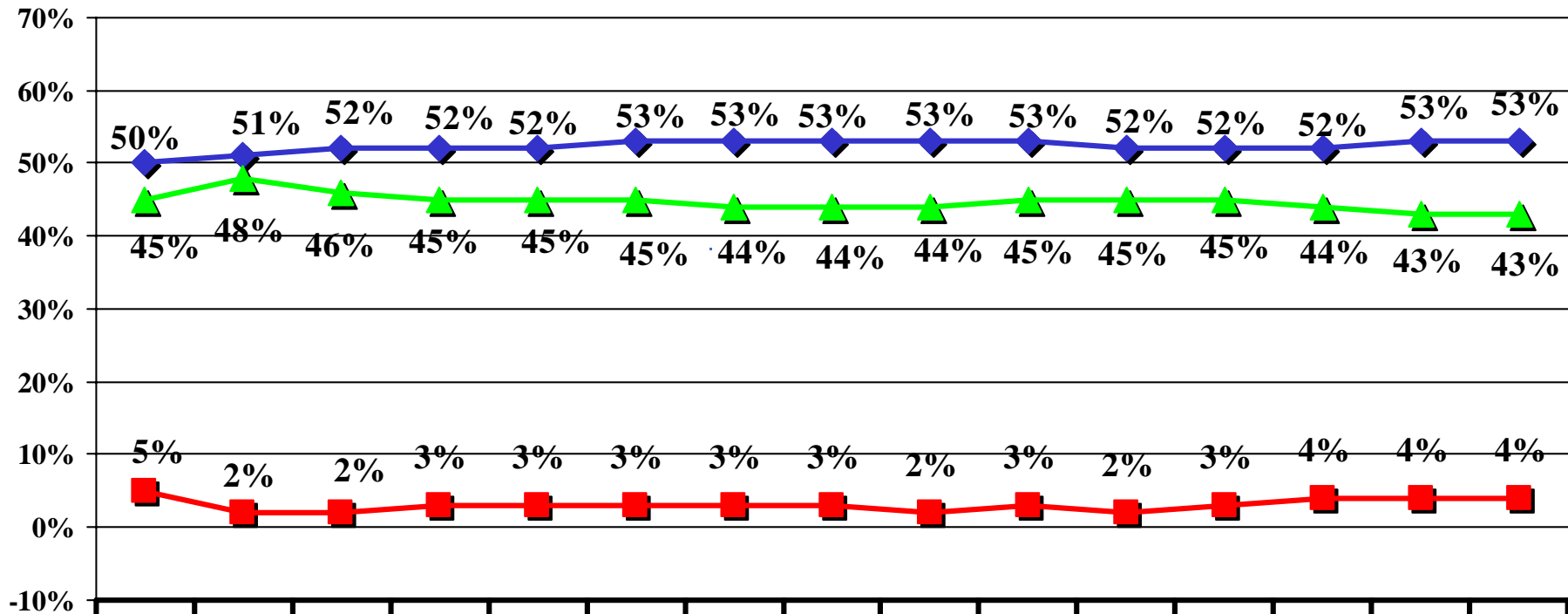
| | 3/31/04 | 6/23/04 | 8/17/04 | 9/15/04 | 9/16/04 | 9/19/04 | 9/20/04 | 9/21/04 | 9/22/04 | 9/23/04 | 9/26/04 | 9/27/04 | 9/28/04 | 9/29/04 | 9/30/04 |
|----------------------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|
| 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.



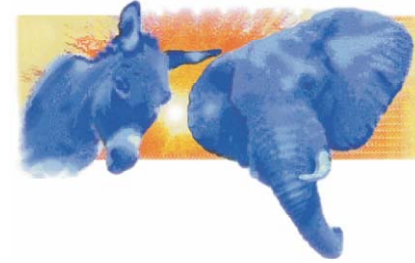
How would you rate the job George W. Bush has been doing as President? Do you approve or disapprove of the job he is doing?



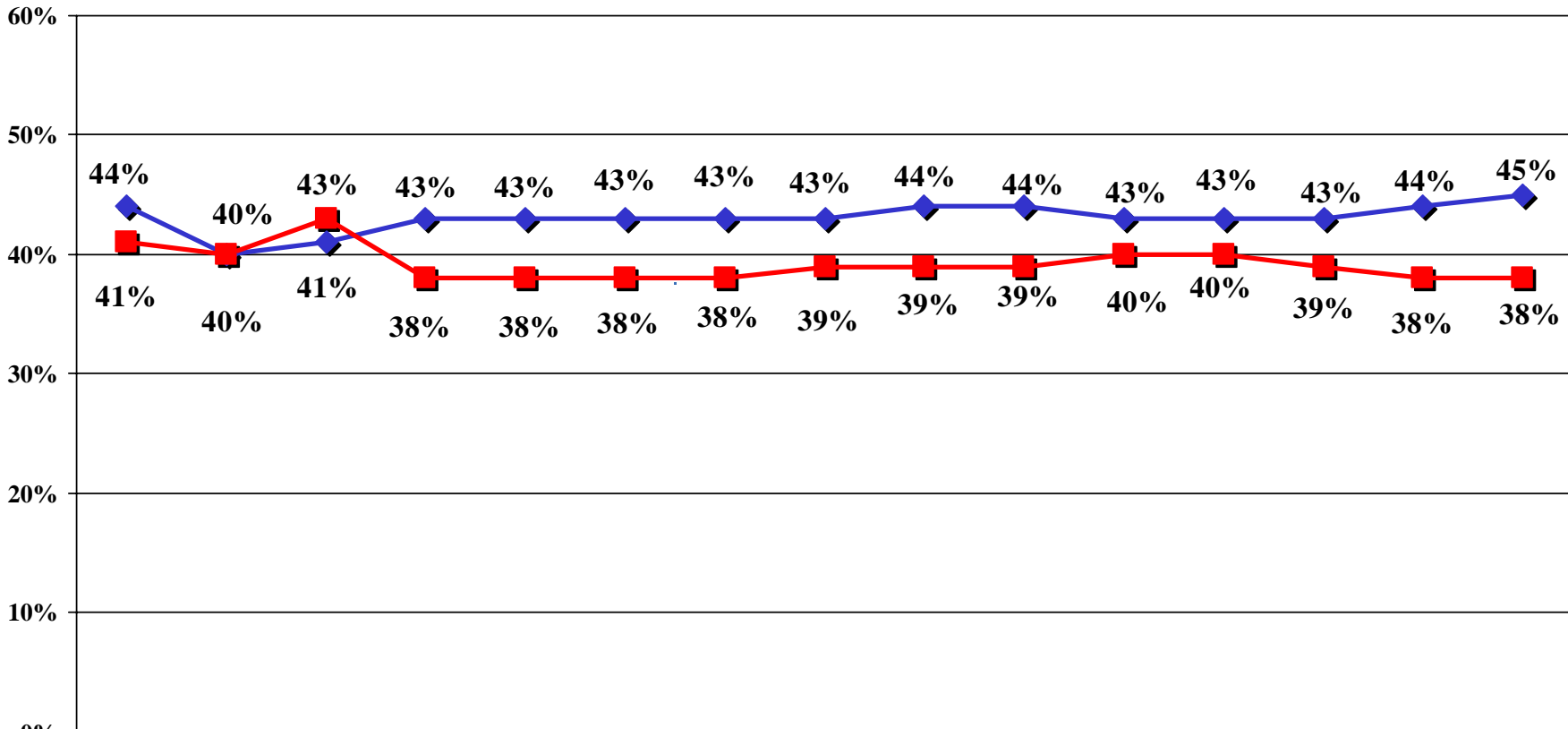
| | 3/31/04 | 6/23/04 | 8/17/04 | 9/15/04 | 9/16/04 | 9/19/04 | 9/20/04 | 9/21/04 | 9/22/04 | 9/23/04 | 9/26/04 | 9/27/04 | 9/28/04 | 9/29/04 | 9/30/04 |
|--------------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|
| ◆ 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.



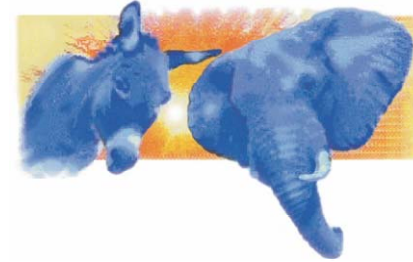
If the election was held today, and you had to make a choice, for whom would you vote...George W. Bush, the Republican, or John Kerry, the Democrat?



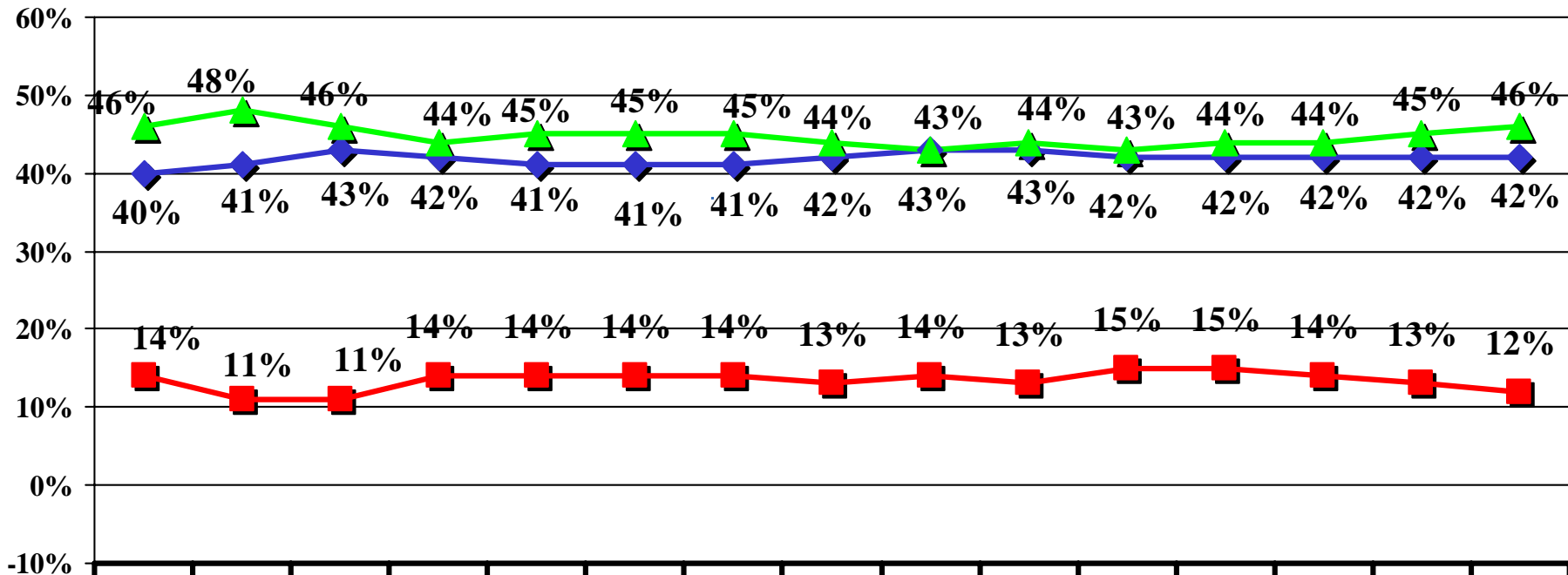
| | 3/31/04 | 6/23/04 | 8/17/04 | 9/15/04 | 9/16/04 | 9/19/04 | 9/20/04 | 9/21/04 | 9/22/04 | 9/23/04 | 9/26/04 | 9/27/04 | 9/28/04 | 9/29/04 | 9/30/04 |
|--------------------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|
| ◆ Bush Definitely | 44% | 40% | 41% | 43% | 43% | 43% | 43% | 43% | 44% | 44% | 43% | 43% | 43% | 44% | 45% |
| ■ Kerry Definitely | 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.



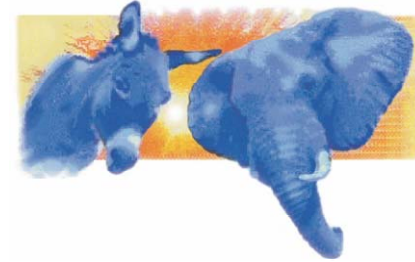
If the election for Congress were being held today, & you had to make a choice, would you be voting for the Republican candidate or the Democratic candidate in your district?



| | 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% |

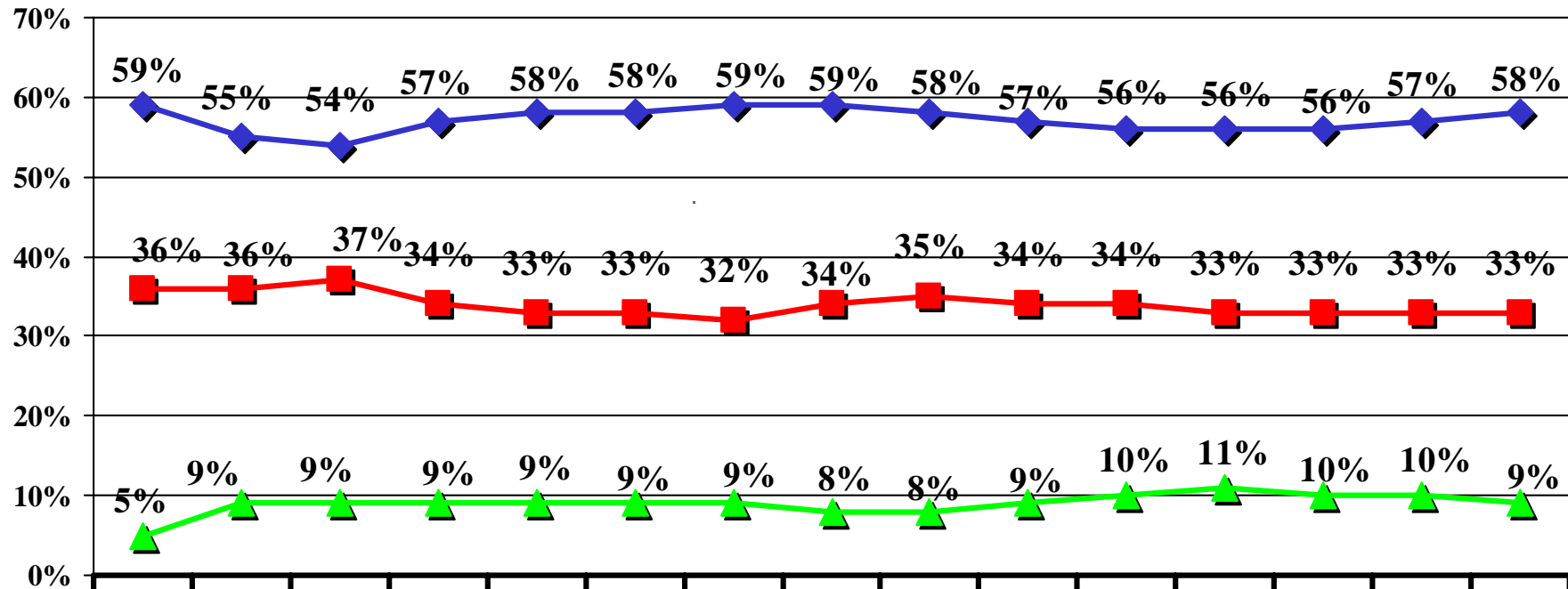
BATTLEGROUND 2004

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.

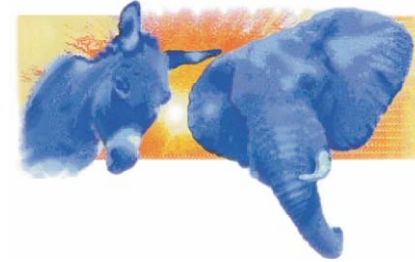
Safeguarding America from a terrorist threat



| | 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% |

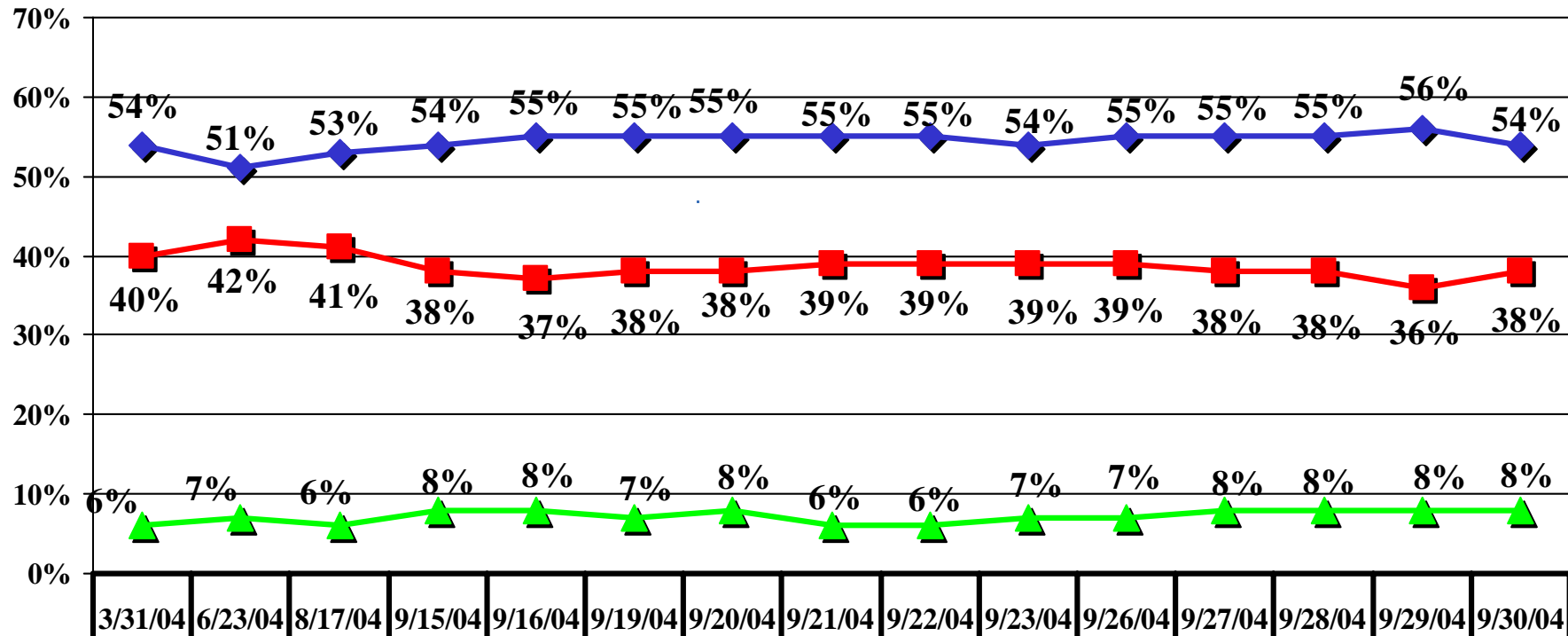
BATTLEGROUND 2004

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.

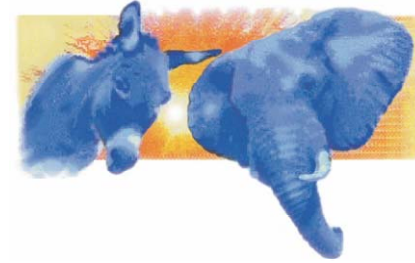
Dealing with Iraq



| | | | | | | | | | | | | | | | |
|---------------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| ◆ 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% |

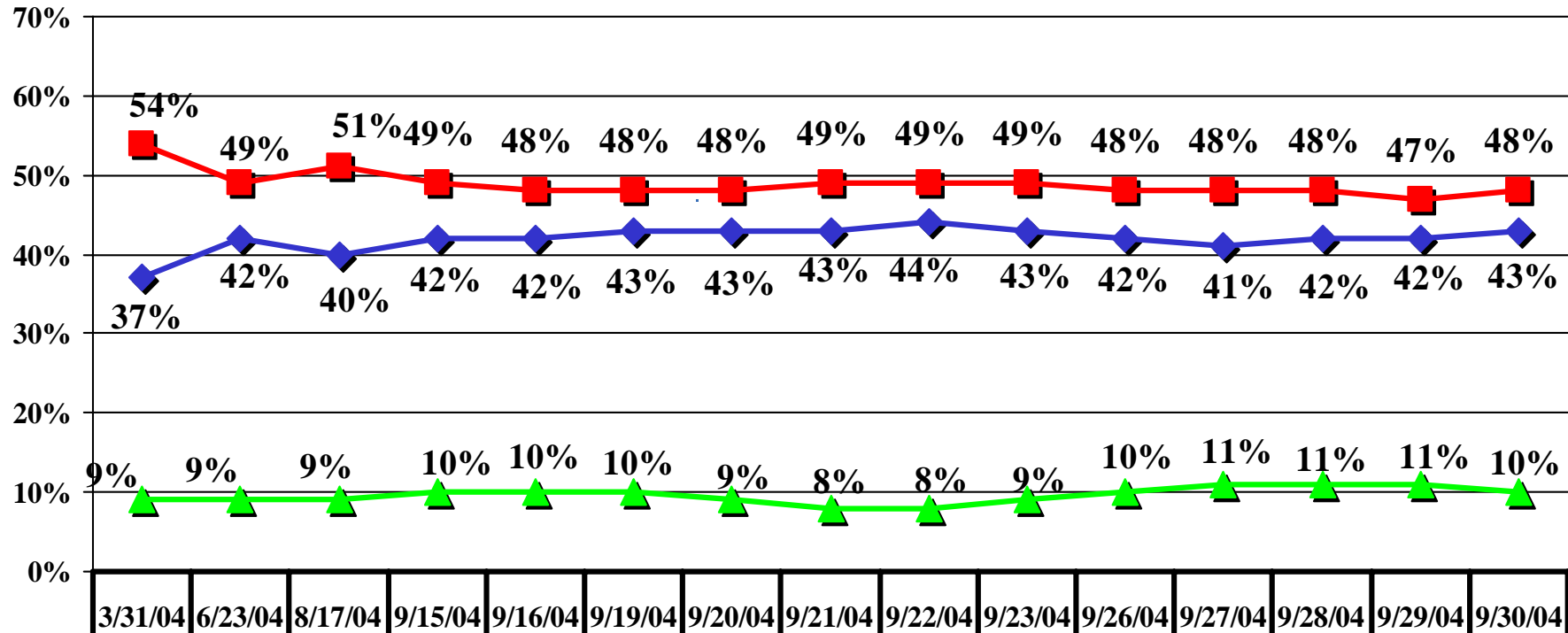
BATTLEGROUND 2004

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.

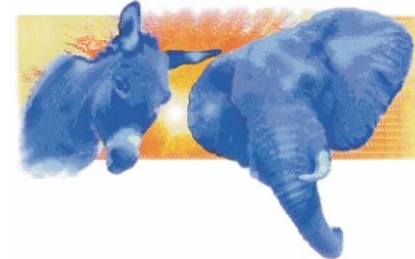
Creating jobs



| | | | | | | | | | | | | | | | |
|---------------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| ◆ 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% |

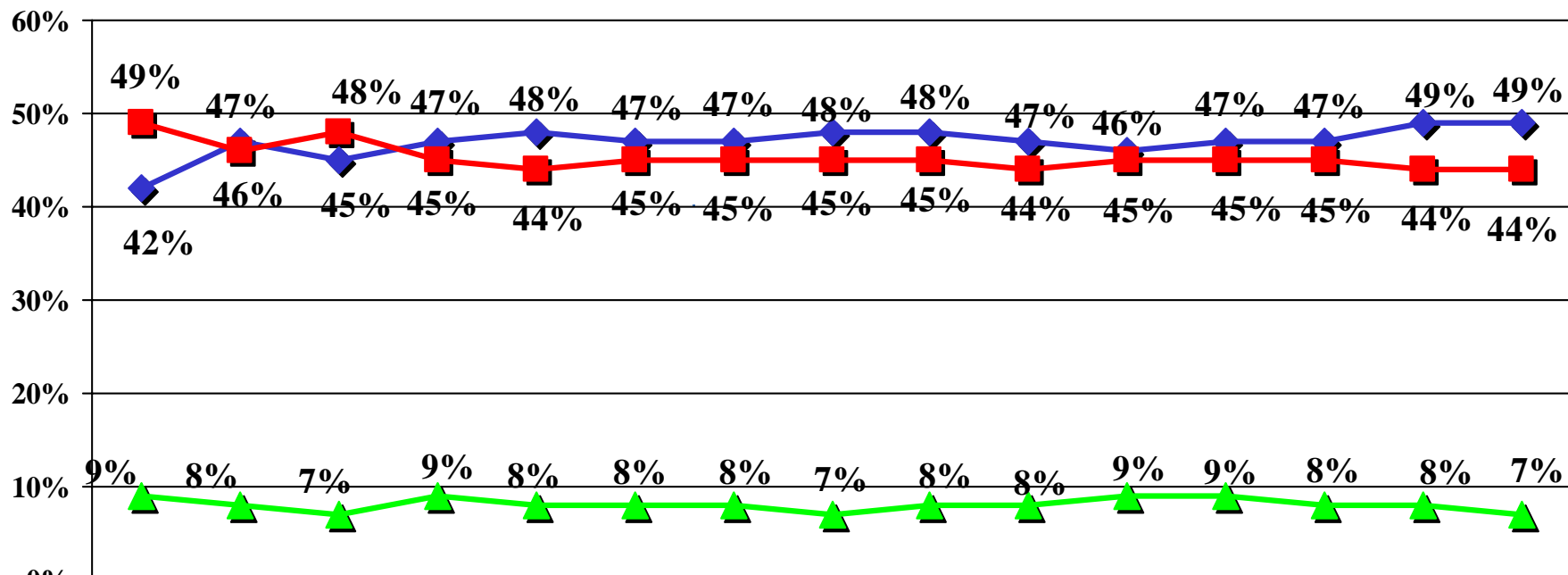
BATTLEGROUND 2004

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.

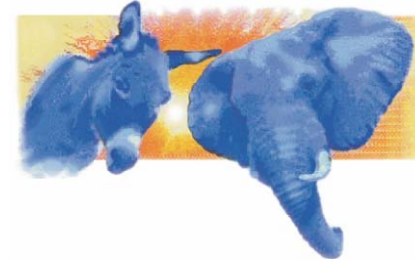
Keeping America prosperous



| | 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% |

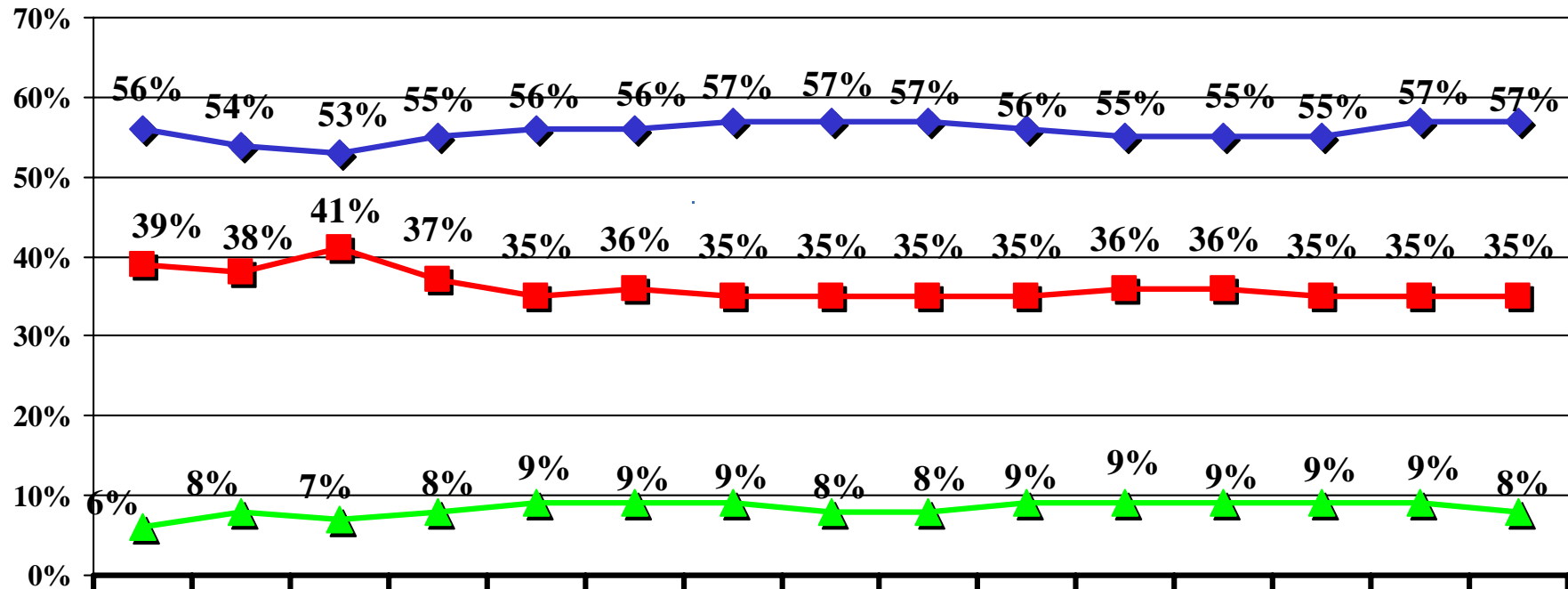
BATTLEGROUND 2004

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.

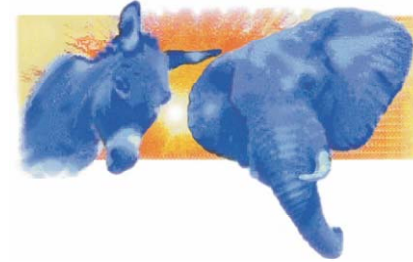
Is a strong leader



| | 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% |

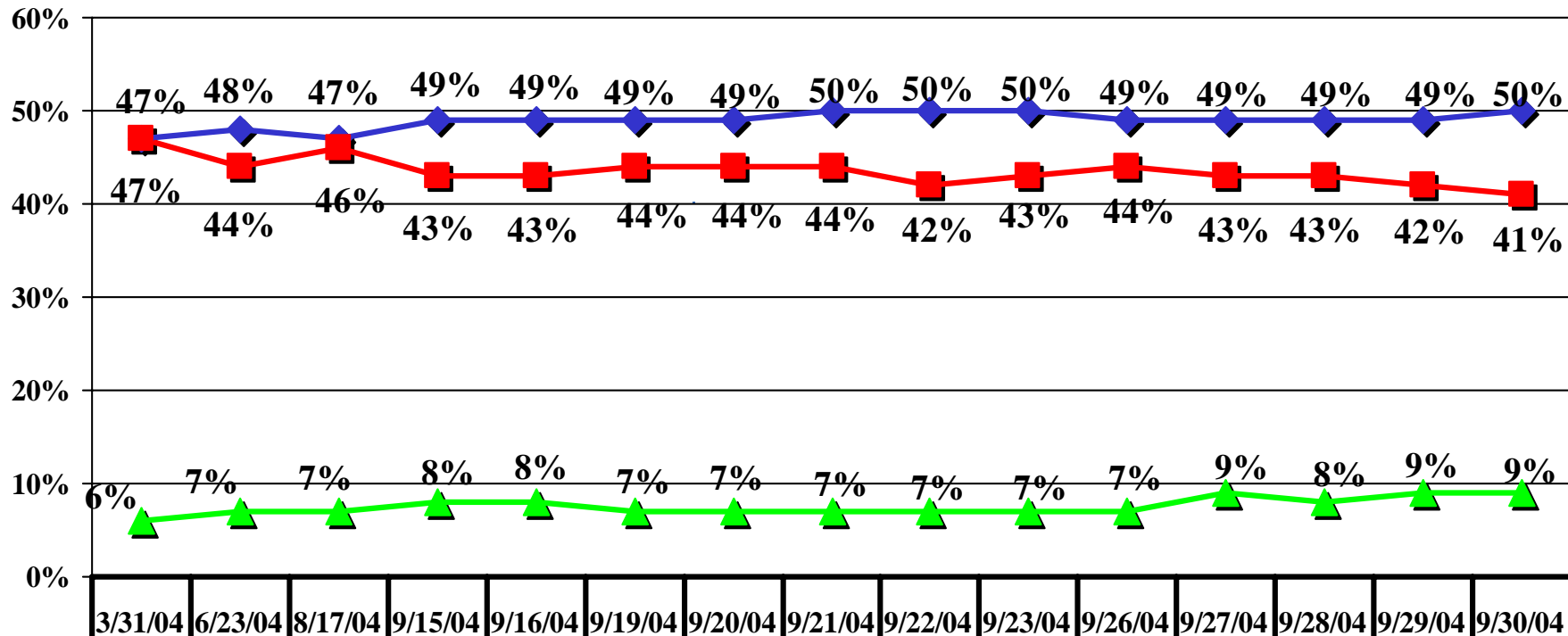
BATTLEGROUND 2004

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.

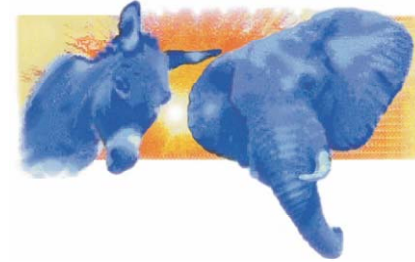
Shares your values



| | | | | | | | | | | | | | | | |
|---------------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| ◆ 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% |

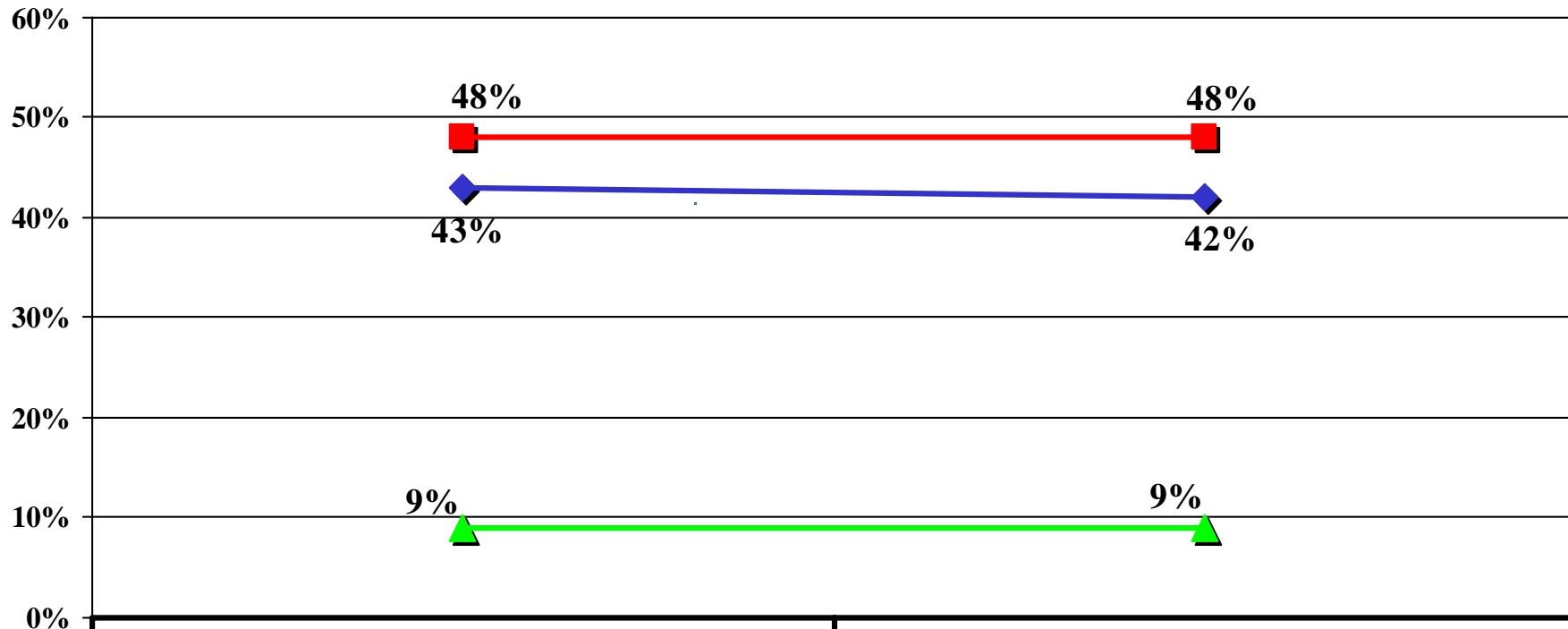
BATTLEGROUND 2004

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.

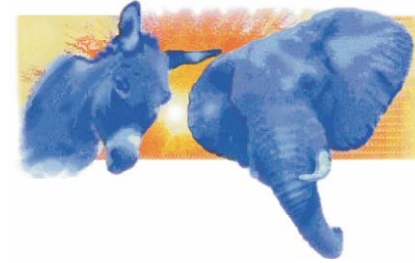
Representing middle class values



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

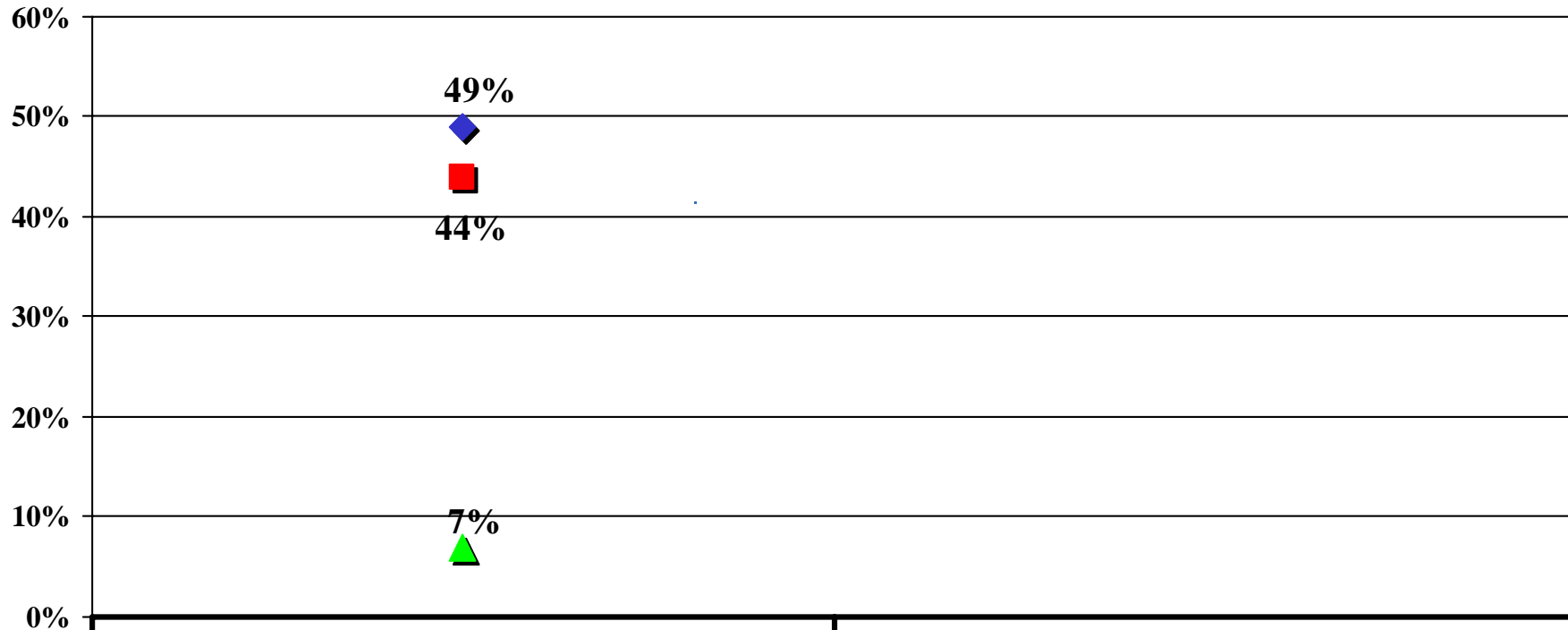
BATTLEGROUND 2004

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% | |