

# **BATTLEGROUND**

## **Presidential Tracking 2004**

THE GEORGE WASHINGTON UNIVERSITY  
WASHINGTON DC

# **BATTLEGROUND**



Lake Snell Perry  
and Associates

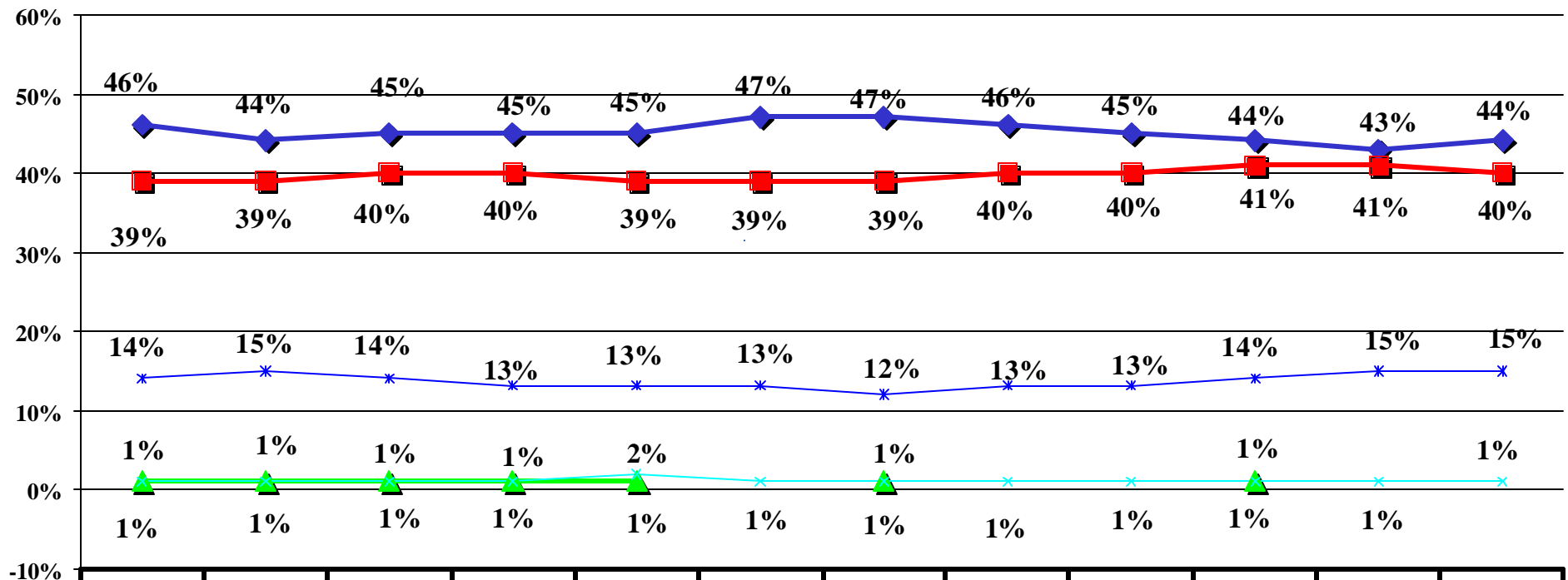
The  
Tarrance Group

# 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]**



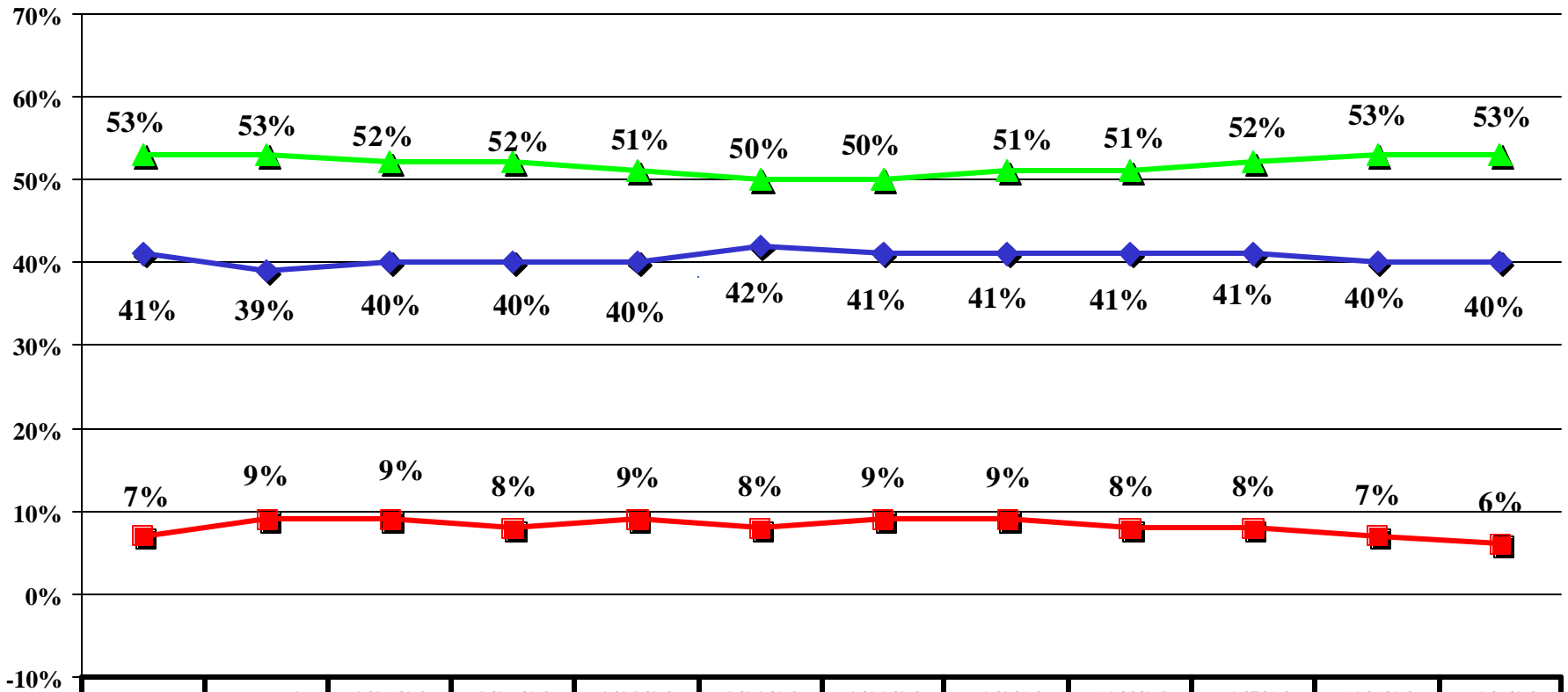
	Week 1	Week 2	9/26/04	9/27/04	9/28/04	9/29/04	9/30/04	10/3/04	10/4/04	10/5/04	10/6/04	10/7/04
◆ Bush	46%	44%	45%	45%	45%	47%	47%	46%	45%	44%	43%	44%
■ Kerry	39%	39%	40%	40%	39%	39%	39%	40%	40%	41%	41%	40%
▲ Nader	1%	1%	1%	1%	1%		1%			1%		
× Other	1%	1%	1%	1%	2%	1%	1%	1%	1%	1%	1%	1%
* Unsure	14%	15%	14%	13%	13%	13%	12%	13%	13%	14%	15%	15%

# 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?**



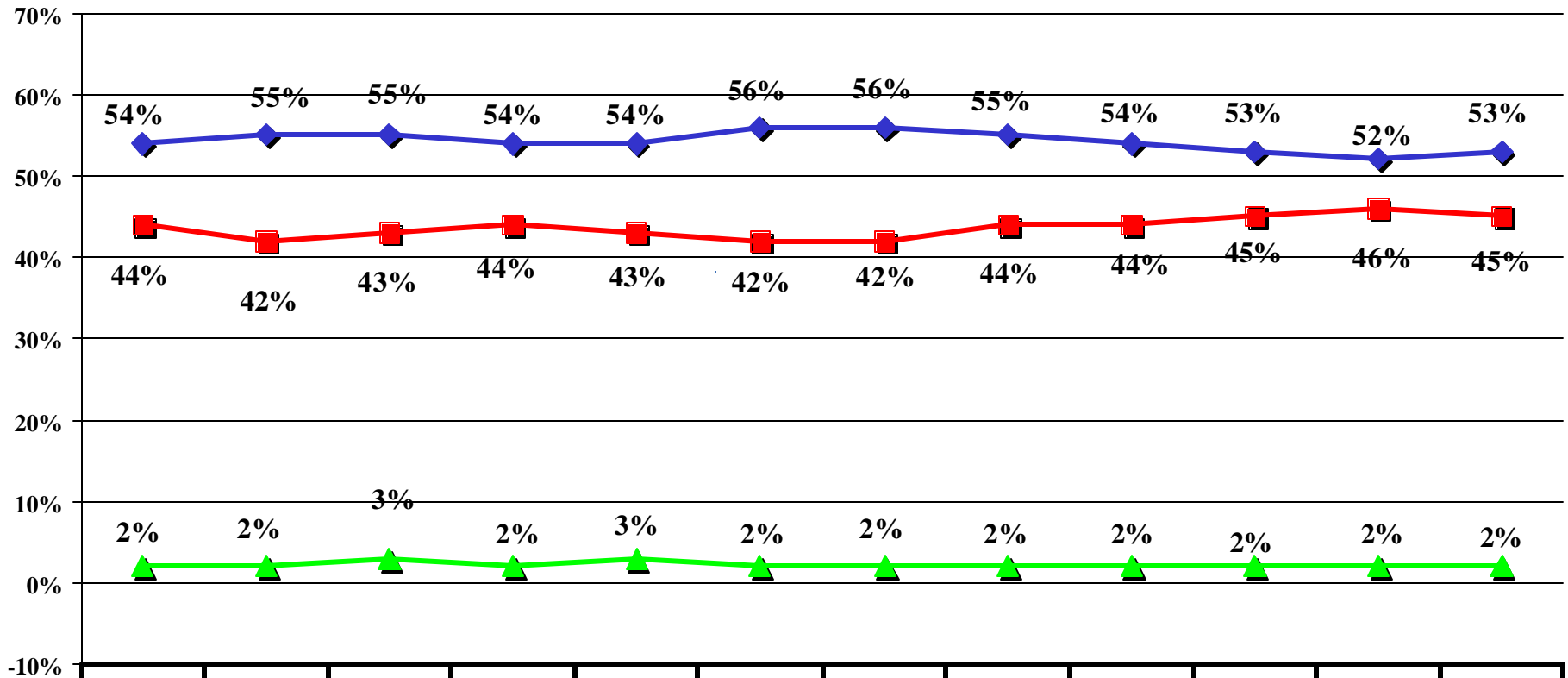
	Week 1	Week 2	9/26/04	9/27/04	9/28/04	9/29/04	9/30/04	10/3/04	10/4/04	10/5/04	10/6/04	10/7/04
◆ Right Direction	41%	39%	40%	40%	40%	42%	41%	41%	41%	41%	40%	40%
■ Unsure	7%	9%	9%	8%	9%	8%	9%	9%	8%	8%	7%	6%
▲ Wrong Track	53%	53%	52%	52%	51%	50%	50%	51%	51%	52%	53%	53%

# BATTLEGROUND 2004

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



## George W. Bush Name ID



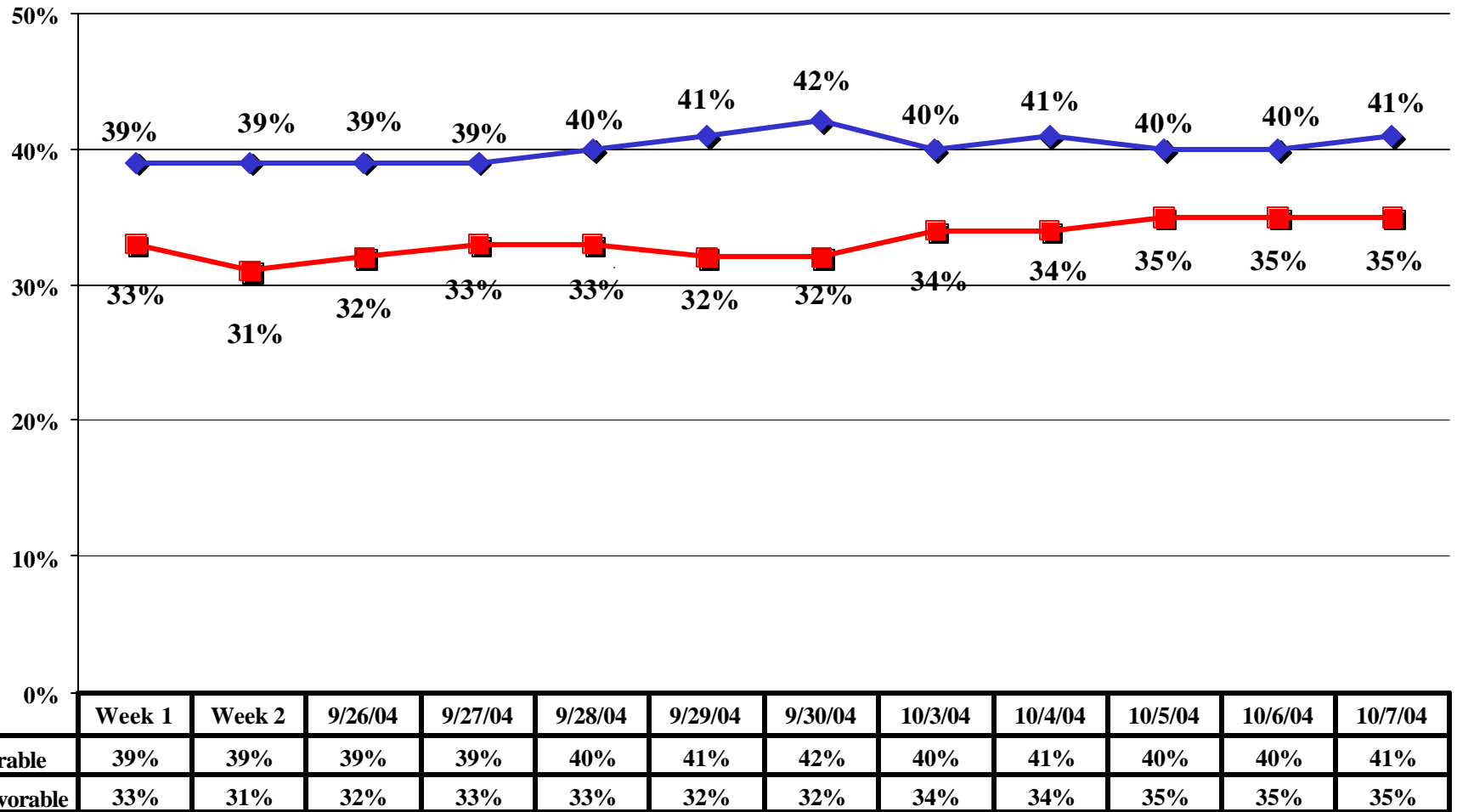
	Week 1	Week 2	9/26/04	9/27/04	9/28/04	9/29/04	9/30/04	10/3/04	10/4/04	10/5/04	10/6/04	10/7/04
◆ Favorable	54%	55%	55%	54%	54%	56%	56%	55%	54%	53%	52%	53%
■ Unfavorable	44%	42%	43%	44%	43%	42%	42%	44%	44%	45%	46%	45%
▲ No Opinion	2%	2%	3%	2%	3%	2%	2%	2%	2%	2%	2%	2%

# BATTLEGROUND 2004

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



## George W. Bush Name ID

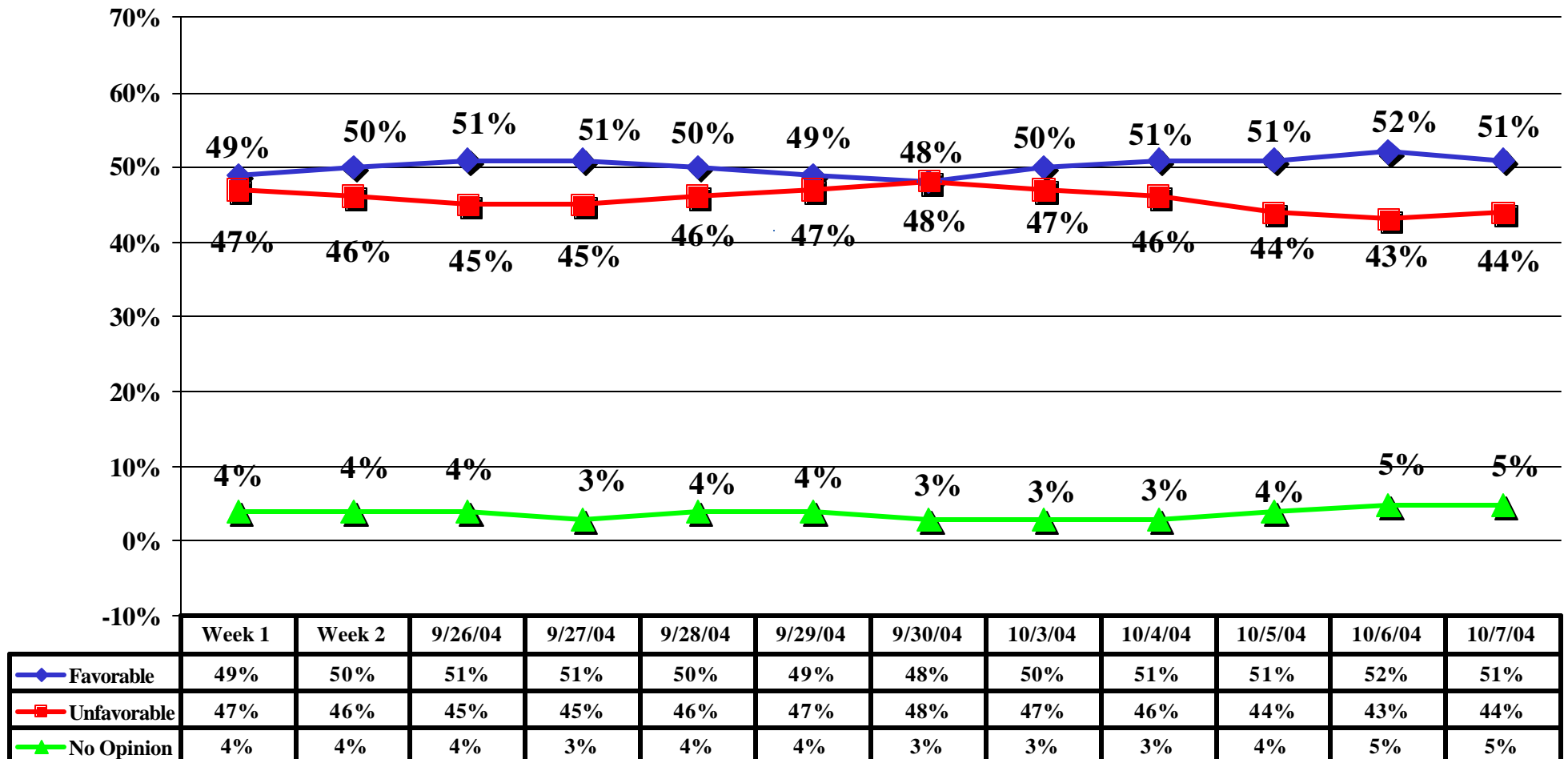


# BATTLEGROUND 2004

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



## John Kerry Name ID

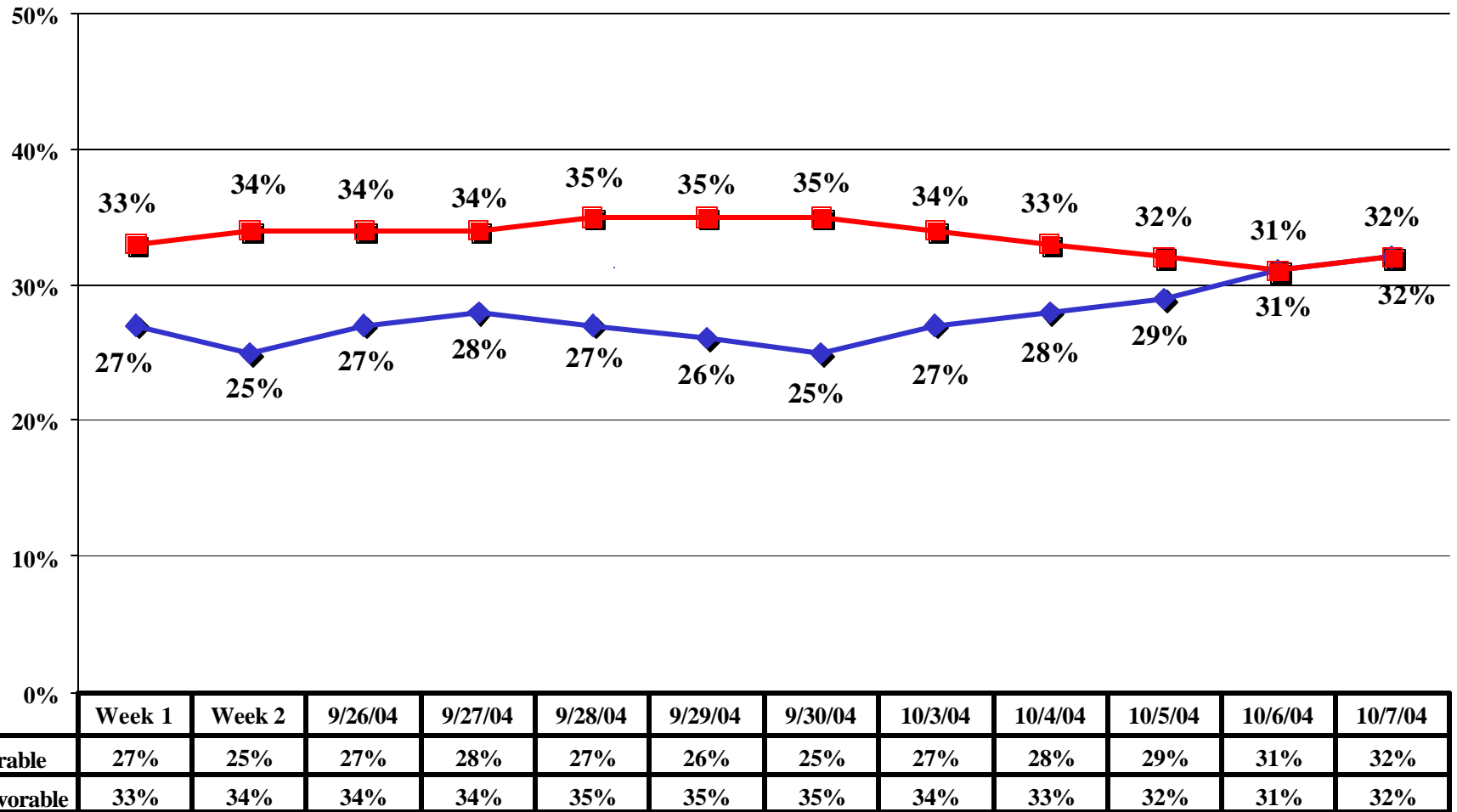


# BATTLEGROUND 2004

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



## John Kerry Name ID

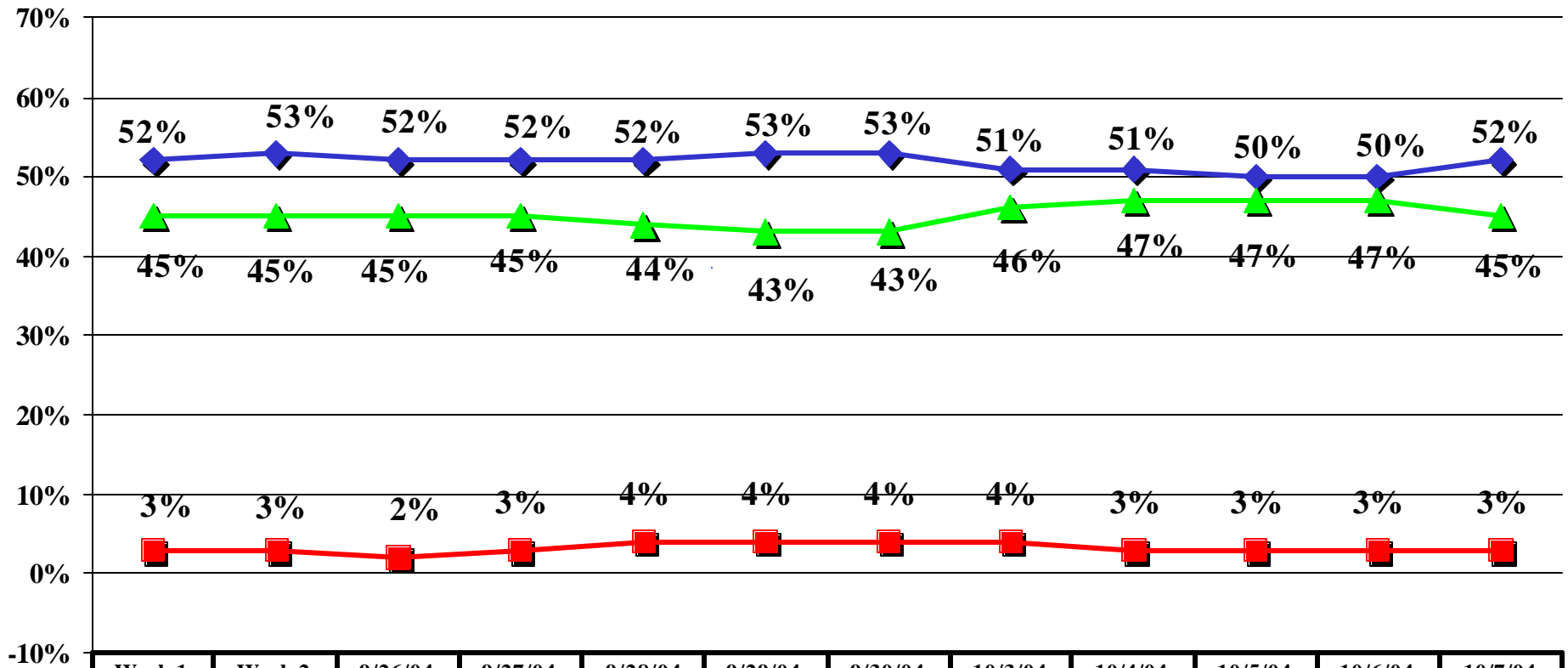


# BATTLEGROUND 2004

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	9/26/04	9/27/04	9/28/04	9/29/04	9/30/04	10/3/04	10/4/04	10/5/04	10/6/04	10/7/04
Approve	52%	53%	52%	52%	52%	53%	53%	51%	51%	50%	50%	52%
Unsure	3%	3%	2%	3%	4%	4%	4%	4%	3%	3%	3%	3%
Disapprove	45%	45%	45%	45%	44%	43%	43%	46%	47%	47%	47%	45%

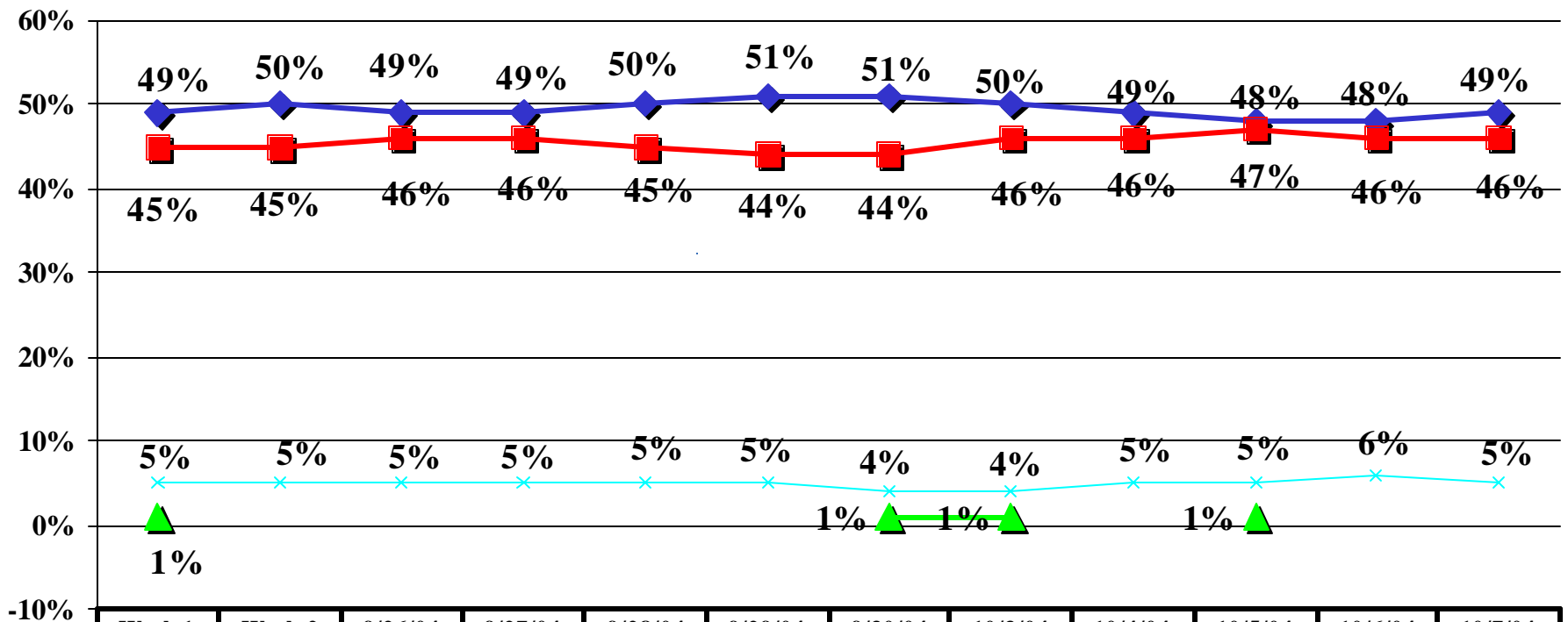


# BATTLEGROUND 2004

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?**



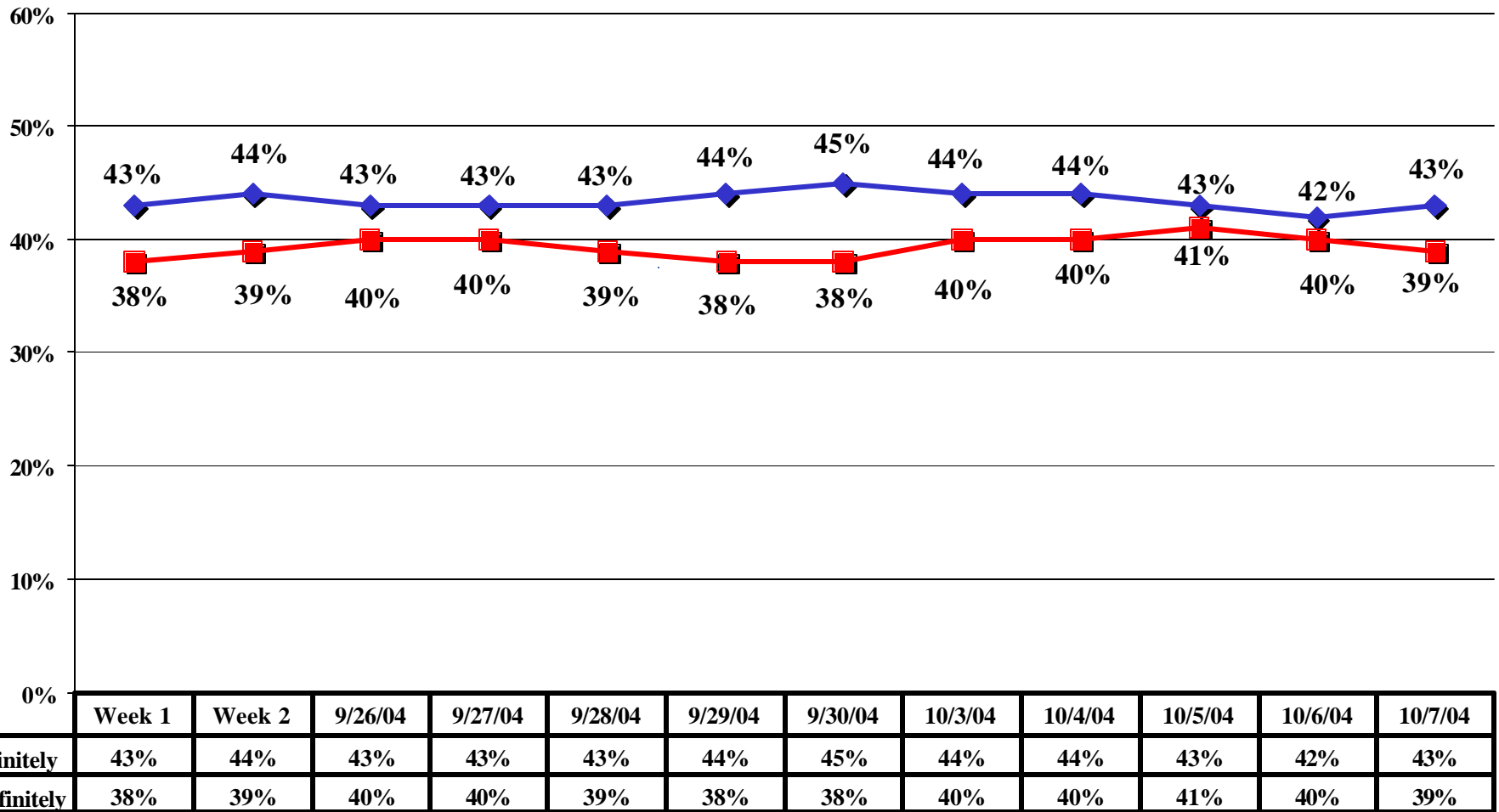
	Week 1	Week 2	9/26/04	9/27/04	9/28/04	9/29/04	9/30/04	10/3/04	10/4/04	10/5/04	10/6/04	10/7/04
◆ Bush	49%	50%	49%	49%	50%	51%	51%	50%	49%	48%	48%	49%
■ Kerry	45%	45%	46%	46%	45%	44%	44%	46%	46%	47%	46%	46%
▲ Nader	1%						1%	1%		1%		
× Other/Undecided	5%	5%	5%	5%	5%	5%	4%	4%	5%	5%	6%	5%

# 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?**

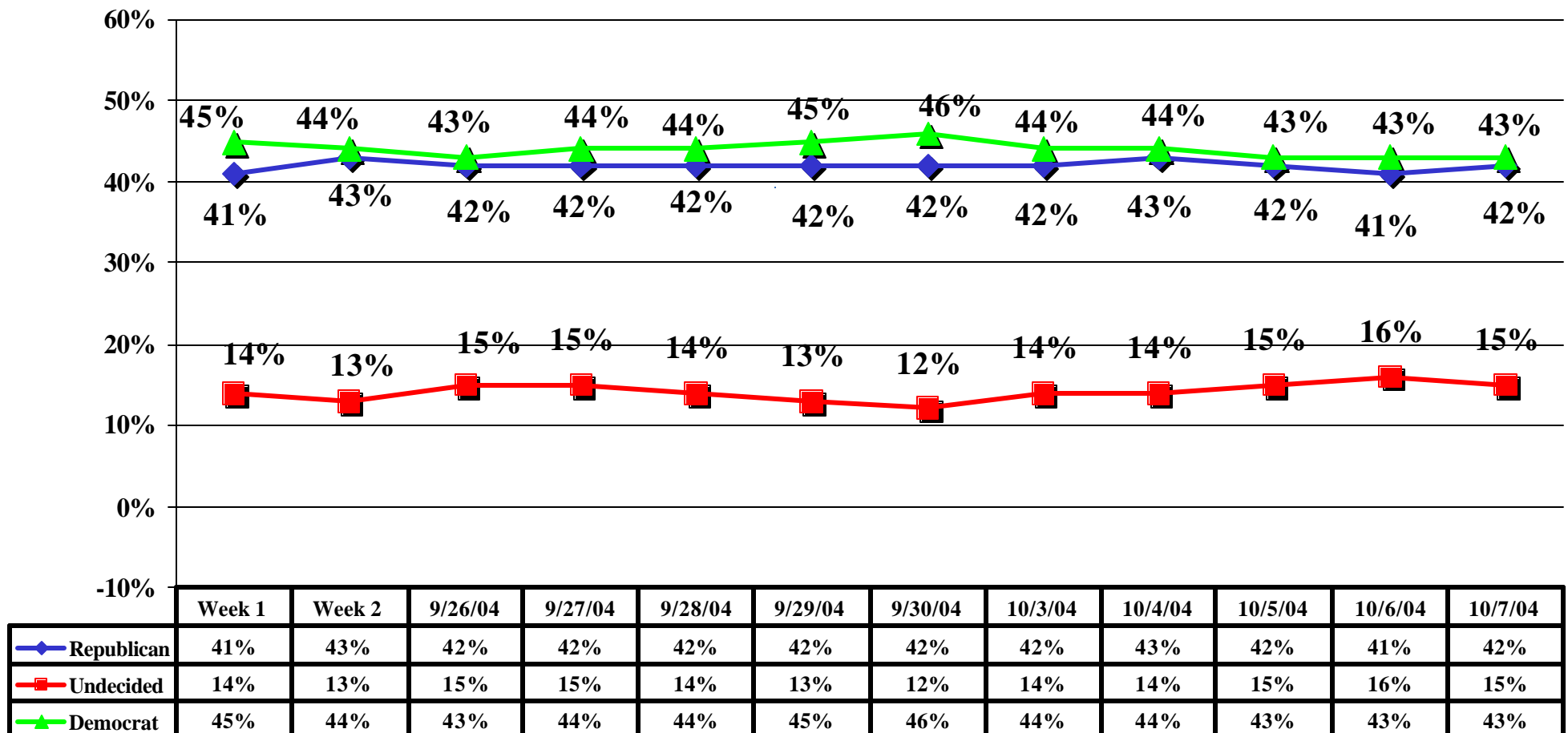


# BATTLEGROUND 2004

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?**



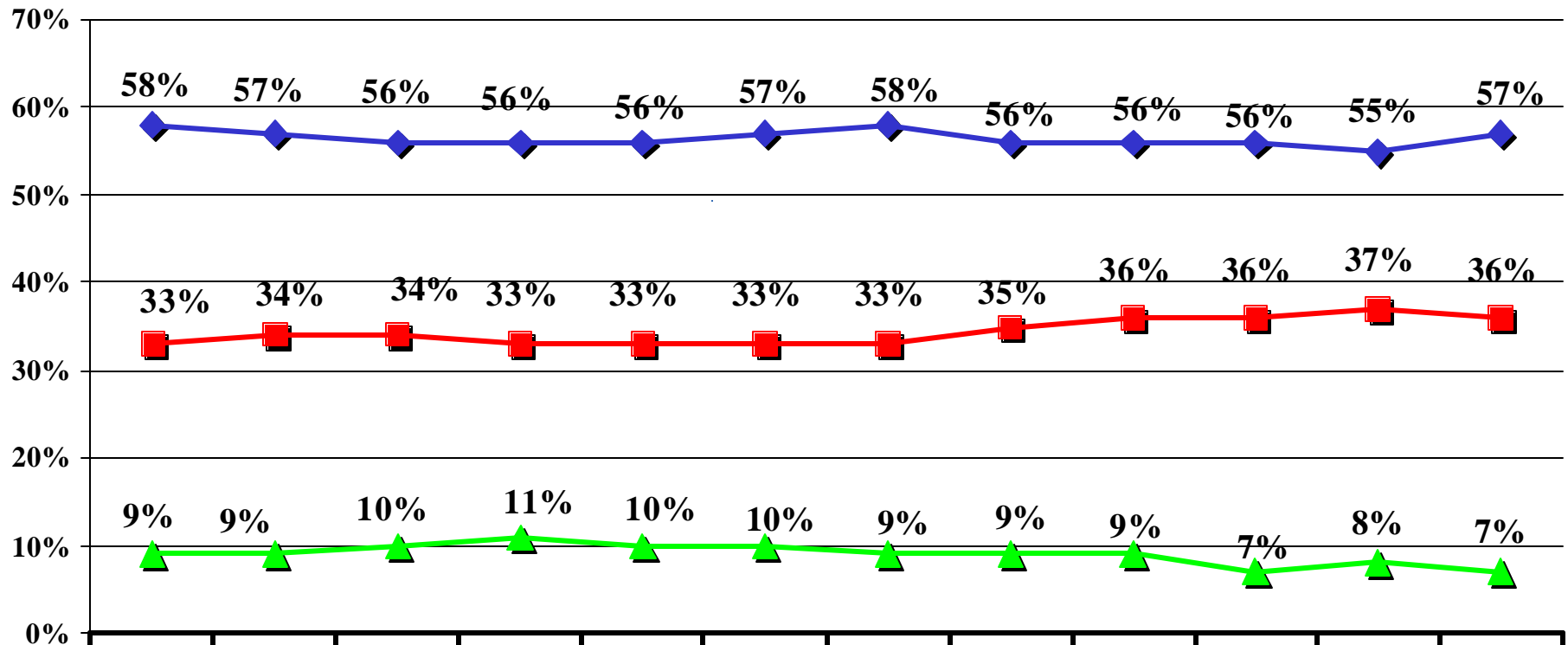
# BATTLEGROUND 2004

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	9/26/04	9/27/04	9/28/04	9/29/04	9/30/04	10/3/04	10/4/04	10/5/04	10/6/04	10/7/04
◆ Bush	58%	57%	56%	56%	56%	57%	58%	56%	56%	56%	55%	57%
■ Kerry	33%	34%	34%	33%	33%	33%	33%	35%	36%	36%	37%	36%
▲ None/ Unsure	9%	9%	10%	11%	10%	10%	9%	9%	9%	7%	8%	7%

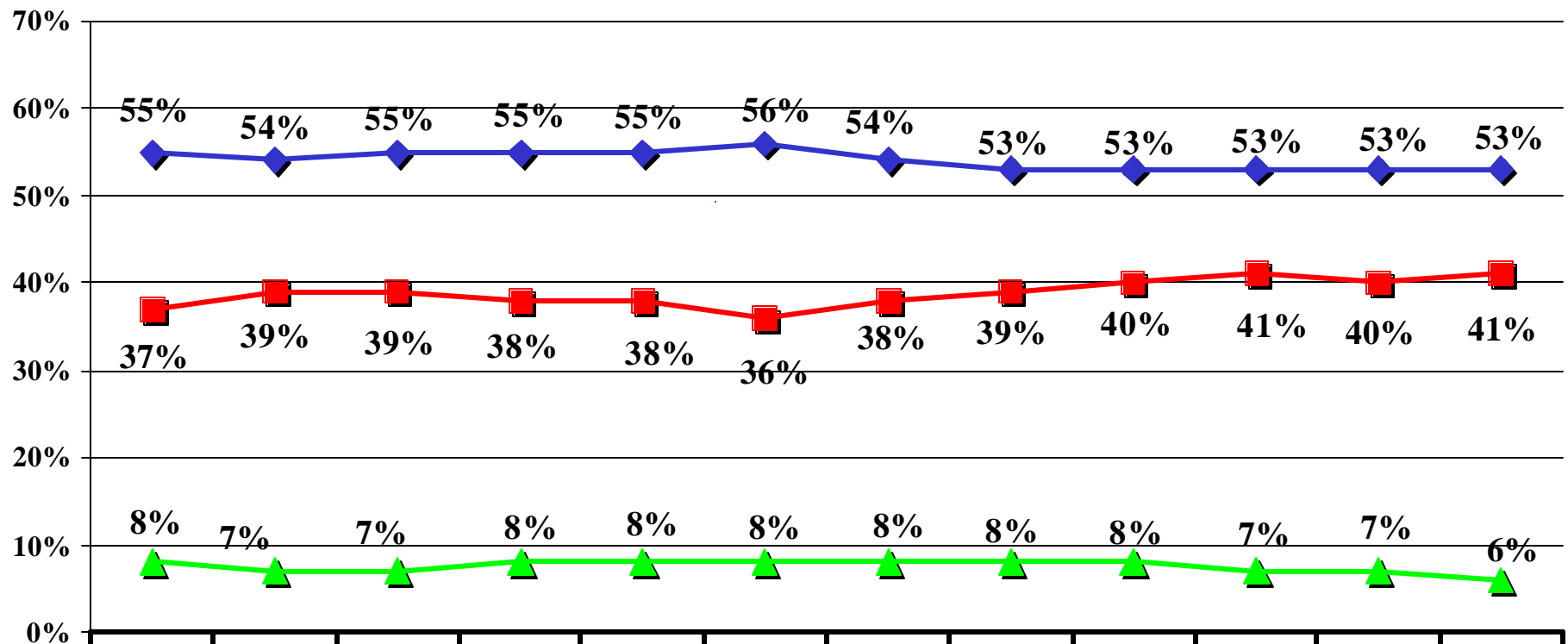
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Please tell me, for each one, who would do a better job of handling this issue -- President George W. Bush or John Kerry.

## Dealing with Iraq



	Week 1	Week 2	9/26/04	9/27/04	9/28/04	9/29/04	9/30/04	10/3/04	10/4/04	10/5/04	10/6/04	10/7/04
◆ Bush	55%	54%	55%	55%	55%	56%	54%	53%	53%	53%	53%	53%
■ Kerry	37%	39%	39%	38%	38%	36%	38%	39%	40%	41%	40%	41%
▲ None/Unsure	8%	7%	7%	8%	8%	8%	8%	8%	8%	7%	7%	6%

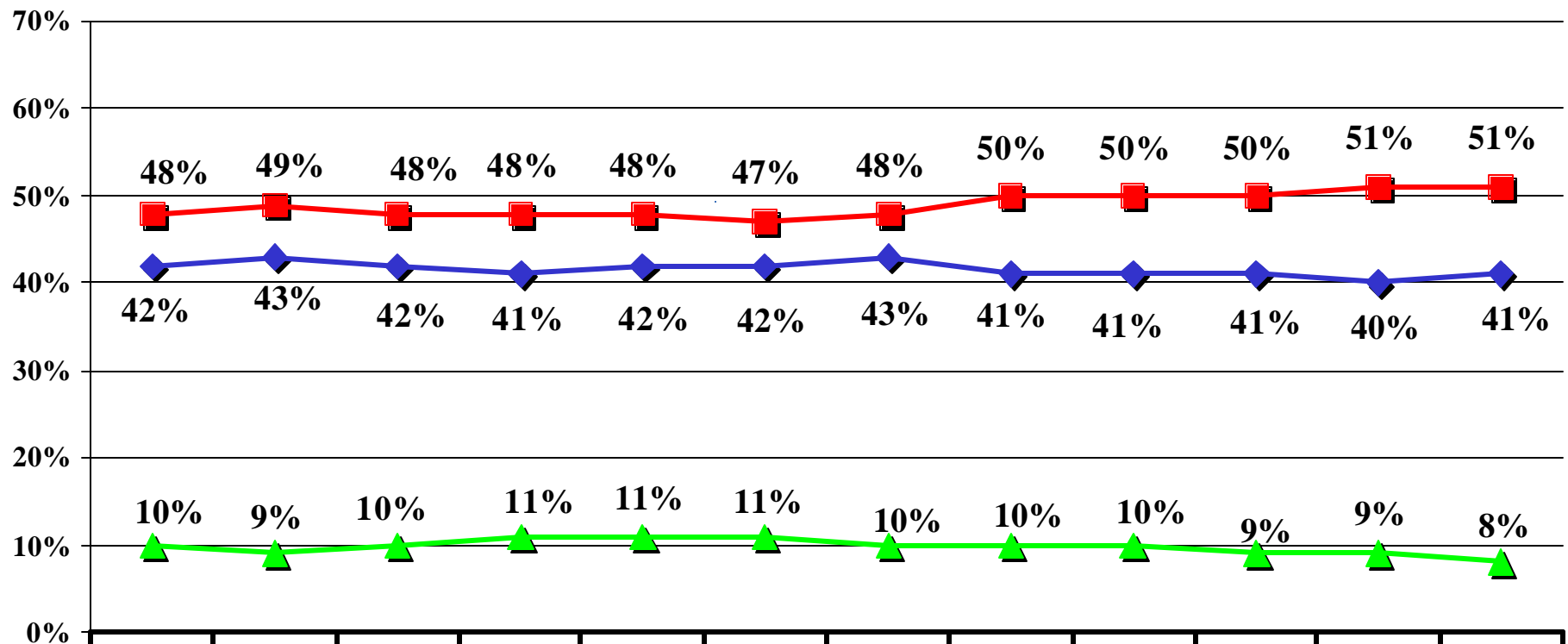
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Please tell me, for each one, who would do a better job of handling this issue -- President George W. Bush or John Kerry.

## Creating jobs



	Week 1	Week 2	9/26/04	9/27/04	9/28/04	9/29/04	9/30/04	10/3/04	10/4/04	10/5/04	10/6/04	10/7/04
◆ Bush	42%	43%	42%	41%	42%	42%	43%	41%	41%	41%	40%	41%
■ Kerry	48%	49%	48%	48%	48%	47%	48%	50%	50%	50%	51%	51%
▲ None/Unsure	10%	9%	10%	11%	11%	11%	10%	10%	10%	9%	9%	8%

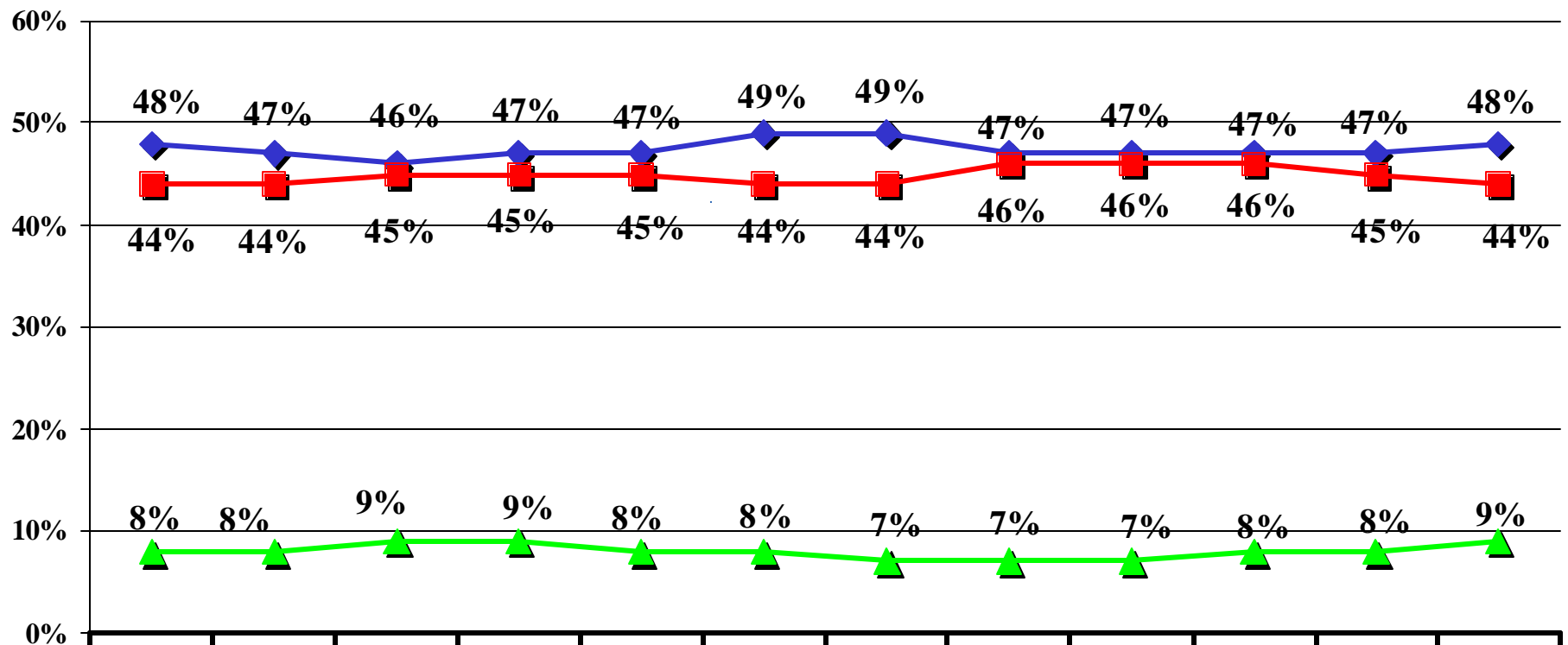
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Please tell me, for each one, who would do a better job of handling this issue -- President George W. Bush or John Kerry.

## *Keeping America prosperous*



	Week 1	Week 2	9/26/04	9/27/04	9/28/04	9/29/04	9/30/04	10/3/04	10/4/04	10/5/04	10/6/04	10/7/04
◆ Bush	48%	47%	46%	47%	47%	49%	49%	47%	47%	47%	47%	48%
■ Kerry	44%	44%	45%	45%	45%	44%	44%	46%	46%	46%	45%	44%
▲ None/Unsure	8%	8%	9%	9%	8%	8%	7%	7%	7%	8%	8%	9%

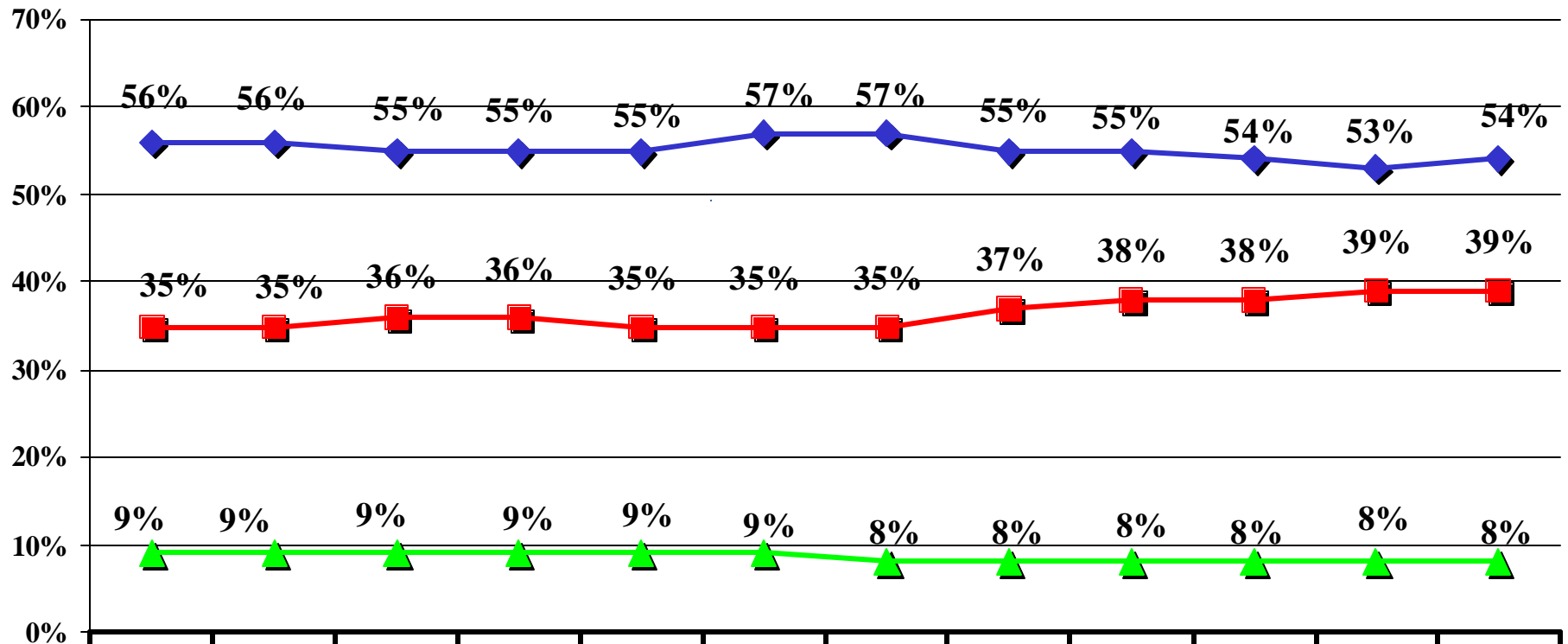
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Please tell me, for each one, who would do a better job of handling this issue -- President George W. Bush or John Kerry.

## *Is a strong leader*



	Week 1	Week 2	9/26/04	9/27/04	9/28/04	9/29/04	9/30/04	10/3/04	10/4/04	10/5/04	10/6/04	10/7/04
◆ Bush	56%	56%	55%	55%	55%	57%	57%	55%	55%	54%	53%	54%
■ Kerry	35%	35%	36%	36%	35%	35%	35%	37%	38%	38%	39%	39%
▲ None/ Unsure	9%	9%	9%	9%	9%	9%	8%	8%	8%	8%	8%	8%



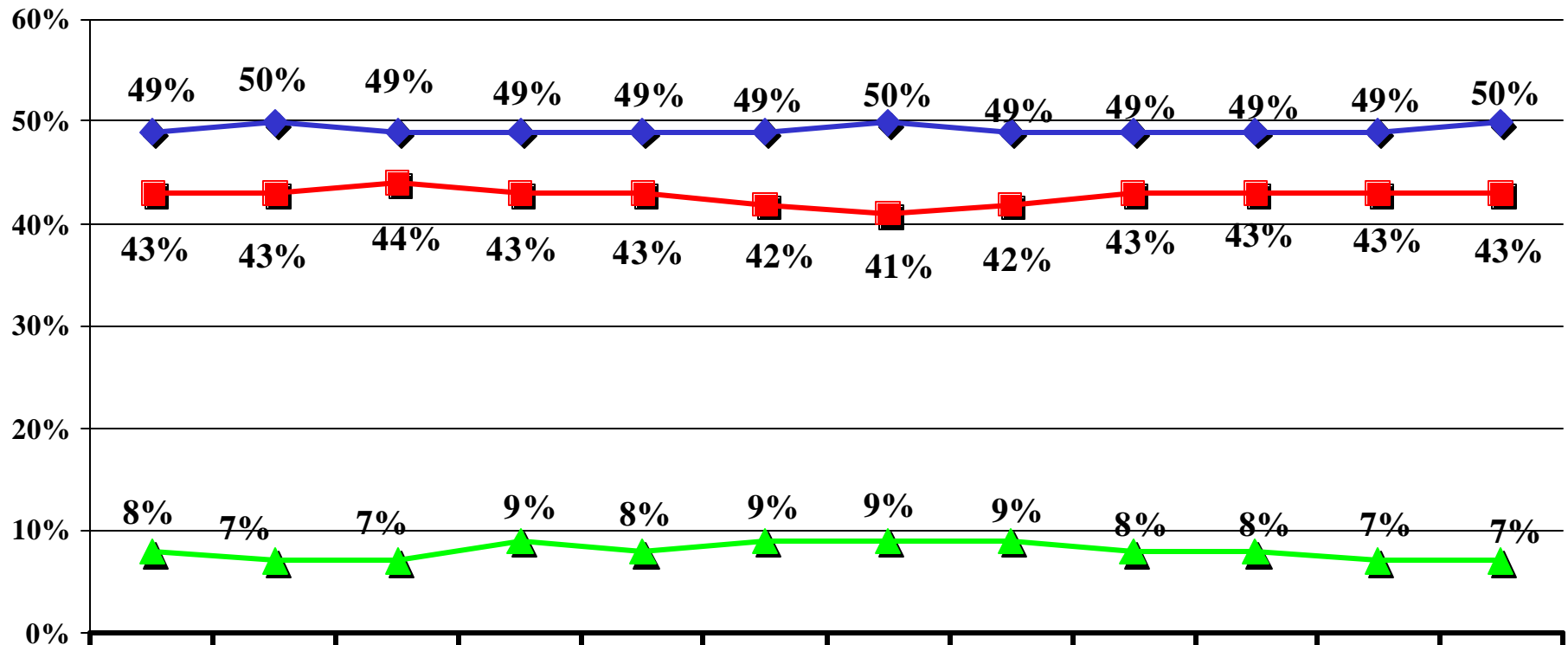
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Please tell me, for each one, who would do a better job of handling this issue -- President George W. Bush or John Kerry.

*Shares your values*



	Week 1	Week 2	9/26/04	9/27/04	9/28/04	9/29/04	9/30/04	10/3/04	10/4/04	10/5/04	10/6/04	10/7/04
◆ Bush	49%	50%	49%	49%	49%	49%	50%	49%	49%	49%	49%	50%
■ Kerry	43%	43%	44%	43%	43%	42%	41%	42%	43%	43%	43%	43%
▲ None/ Unsure	8%	7%	7%	9%	8%	9%	9%	9%	8%	8%	7%	7%

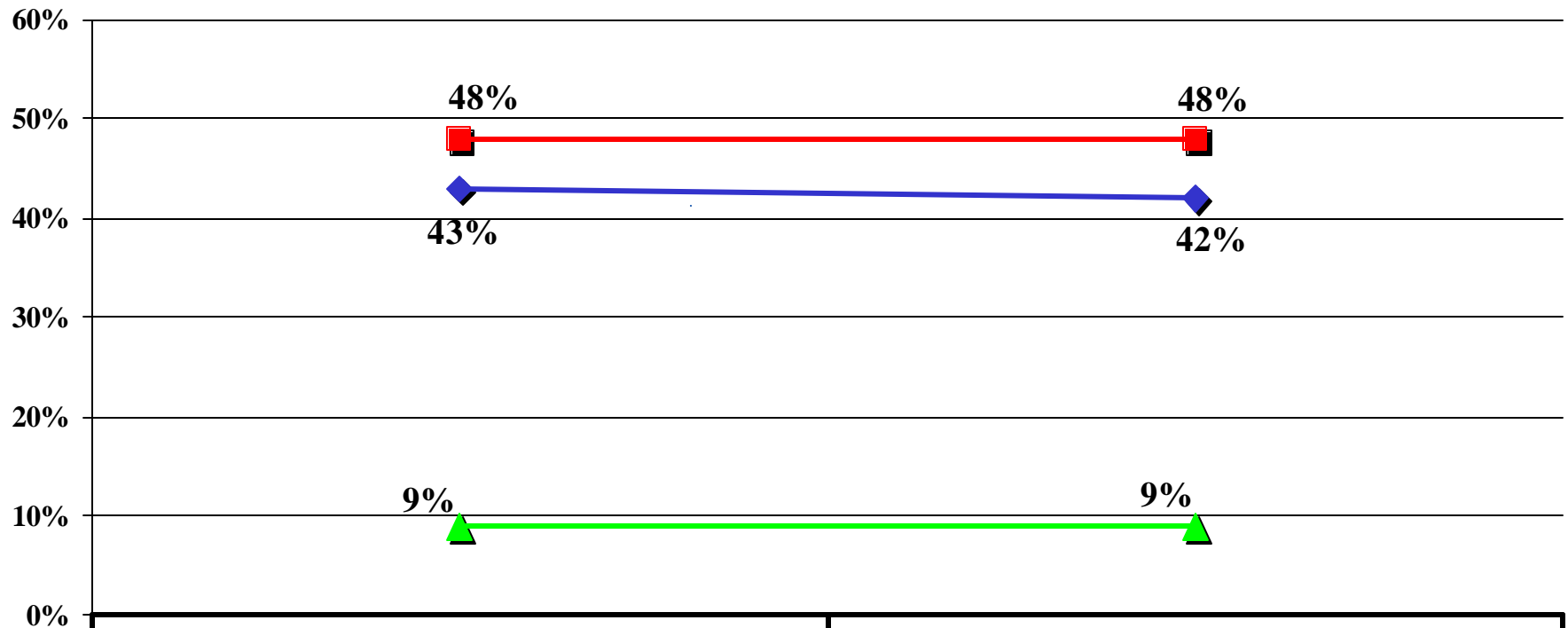
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Fall 2004 Tracking/ N=1,000 Registered "Likely" Voters/±3.1% M.O.E.



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%

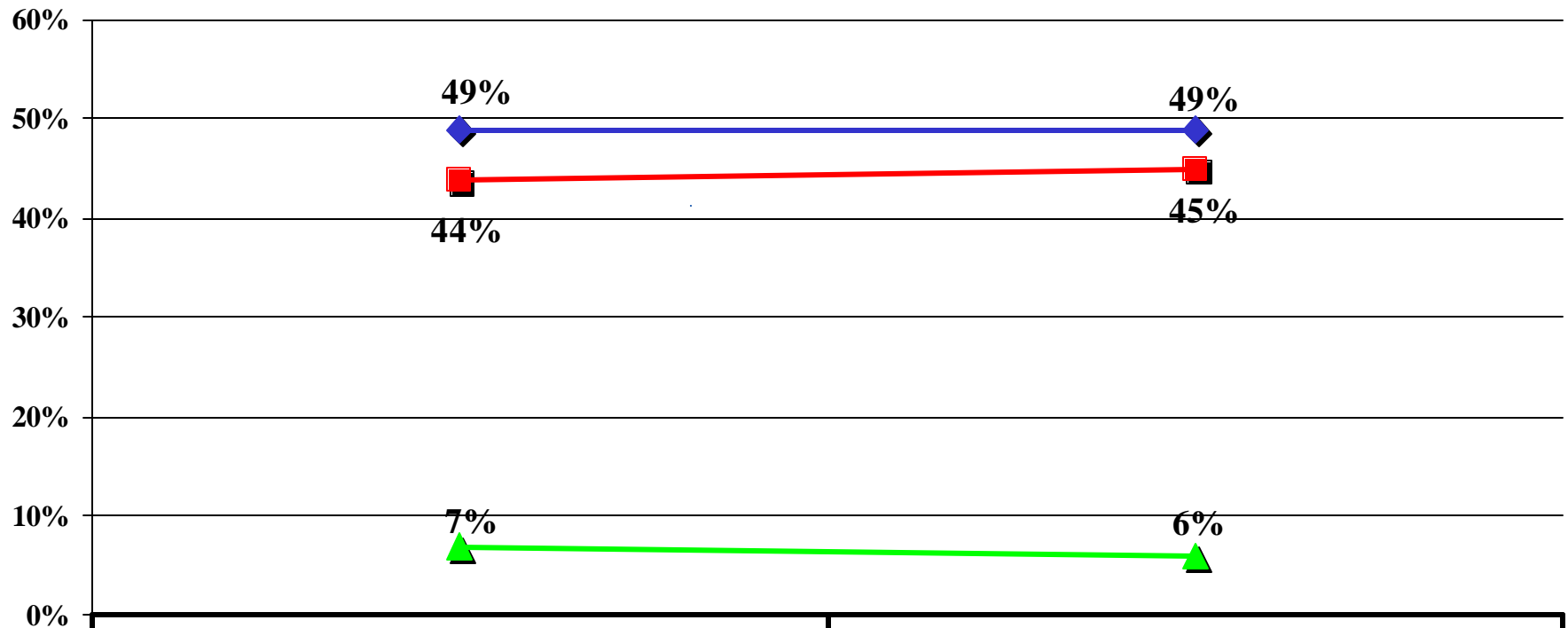
# BATTLEGROUND 2004

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%	49%
■ Kerry	44%	45%
▲ None/ Unsure	7%	6%