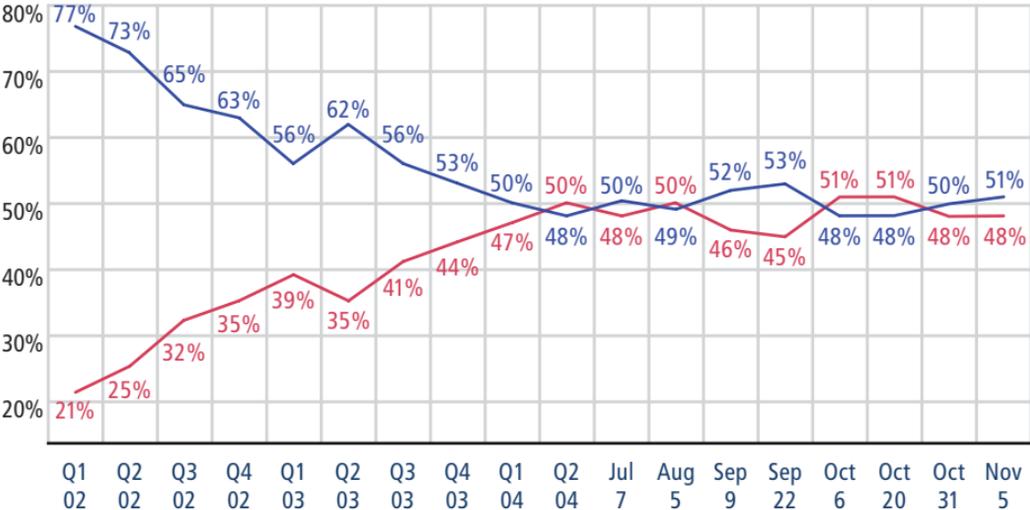


President Bush's Approval Ratings

Overall, do you approve, disapprove or have mixed feelings about the way George W. Bush is handling his job as President? (IF APPROVE OR DISAPPROVE: ASK:) Is that strongly (approve/disapprove) or somewhat (approve/disapprove)? (IF HAVE MIXED FEELINGS OR NOT SURE: ASK:) If you had to choose, do you lean more toward approve or disapprove?

■ Approve ■ Disapprove



Methodology: Interview dates: November 3 – 5, 2004 (844 U.S. registered voters)
Margin of error: ± 3.4 for registered voters

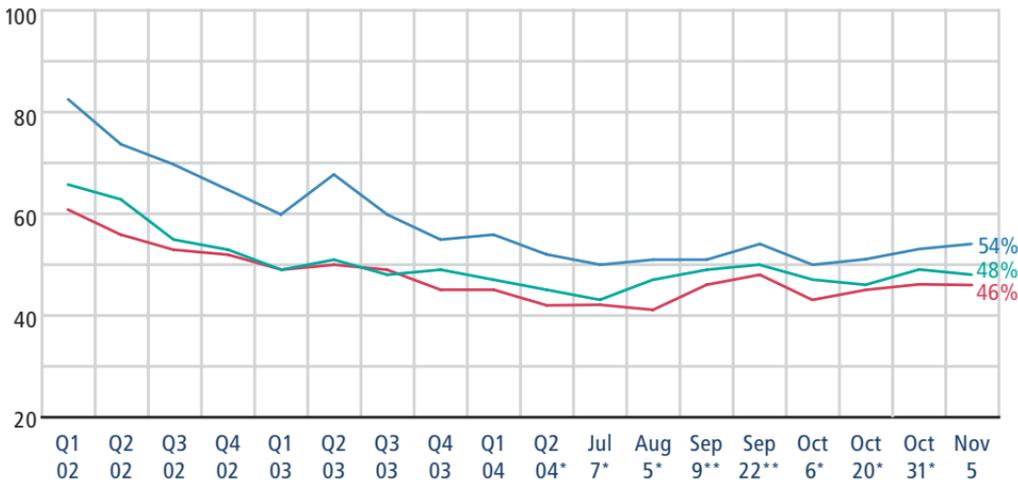
Approval Rating on Specific Issues

■ Handling Domestic Issues

■ Handling Economy

■ Handling Foreign Policy

President Bush's Handling of Issues (% Approve)



% Approve	Q1 02	Q2 02	Q3 02	Q4 02	Q1 03	Q2 03	Q3 03	Q4 03	Q1 04	Q2 04*	Jul 7*	Aug 5*	Sep 9**	Sep 22**	Oct 6*	Oct 20*	Oct 31*	Nov 5
83	74	70	65	60	68	60	55	56	52	51	51	54	54	50	51	53	54	
66	63	55	53	49	51	48	49	47	45	49	46	50	50	47	46	49	48	
61	56	53	52	49	50	49	45	45	42	46	45	46	48	43	45	46	46	

Methodology: Interview dates: November 3–5, 2004 (844 U.S. registered voters)
Margin of error: ± 3.4 for registered voters

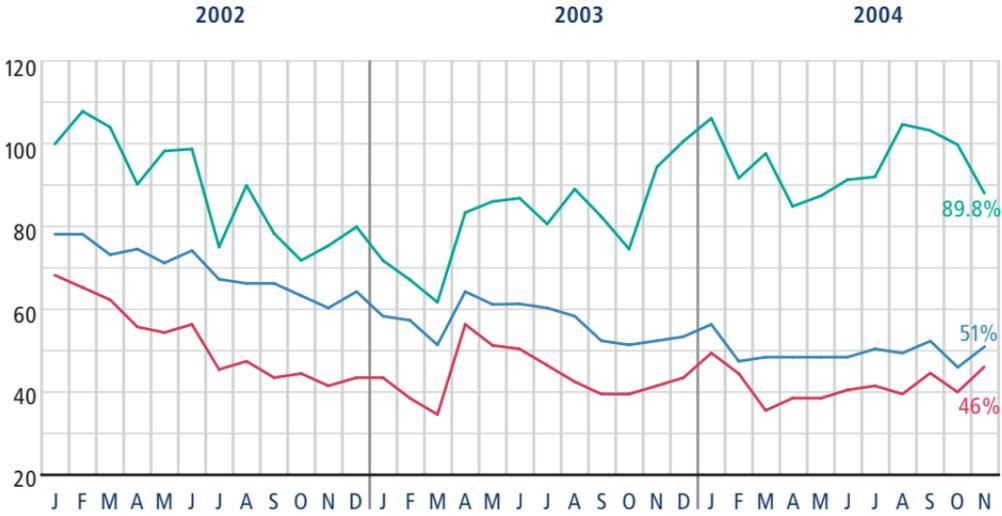
*Handling of foreign policy issues and the war on terrorism was asked of half the registered voters from April through October



Source: AP/Ipsos
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Consumer Attitudes and Political Measures

■ Overall Presidential Approval
 ■ Country Going in Right Direction
 ■ CASH Index



2002	J	F	M	A	M	J	J	A	S	O	N	D
	100	108	104.1	90.8	98.3	93.8	74.9	89.9	78.2	71.6	75.2	79.8
78	78	73	75	71	74	67	66	66	63	60	64	
66	65	62	56	54	56	45	47	43	44	41	43	

2003	J	F	M	A	M	J	J	A	S	O	N	D
	71.6	66.9	61.4	83.3	86.1	86.8	80.5	89	82.3	74.4	94.4	100.7
58	57	51	64	61	61	60	58	52	51	52	53	
43	38	34	56	51	50	46	42	39	39	41	43	

2004	J	F	M	A	M	J	J	A	S	O	N
	106.3	91.7	97.7	84.8	87.4	91.3	92	104.8	103.4	97.4	89.8
56	47	48	48	48	48	50	49	52	46	51	
49	44	36	38	38	40	41	39	44	40	46	

Methodology: Interview dates: November 3–5, 2004 (1,000 U.S. adults, 844 registered voters for presidential approval) Margin of error: ± 3.1 for all adults ± 3.4 for registered voters