

**Sent:** Fri, 31 Oct 2003 11:57:56 -0500

**From:** "Besanceney, Brian R." </O=EOP/OU=FIRST ADMINISTRATIVE  
GROUP/CN=RECIPIENTS/CN=BRIAN\_R.\_BESANCENEY>

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**Subject:** An Analysis from the WH Office of Strategic Initiatives  
[03.10.31 by the numbers.pdf](#)

## **Strong Ratings for President Bush, Economic Optimism on Rise Even Before GDP Report**

Recent surveys reveal:

### **Democrat poll finds two-thirds say President honest, strong leader.**

- 65% believe President Bush does what he says. – Democracy Corps
- 64% rate him as strong leader. – Democracy Corps

### **Two-thirds say President making U.S. safer.**

- 66% believe President Bush making U.S. safer. – Democracy Corps
- 61% to 33% margin approves President's handling of war on terrorism. – CBS

### **Young Americans overwhelmingly support President.**

- Americans age 18-29 approve of President by 62% to 35% margin, compared to 53% to 42% margin among adults overall. – CNN/*USA Today*/Gallup
- College students approve of President by similarly high 61% to 38% margin. – Harvard University Institute of Politics

### **Economic optimism on the rise.**

- Americans rate stock market positively by 62% to 26% margin, up from 49% to 34% margin in August. – CBS



- UBS/Gallup Index of Investor Optimism rose 15 points in October to 69, compared to October 2002 level of 29. – Gallup
- Conference Board Consumer Confidence Index rose 4.1 points in October to 81.1, exceeding predictions it would reach 80.0. Lynn Franco, Director of The Conference Board's Consumer Research Center said, "A more favorable job market was a major factor in the turnaround." – The Conference Board

**Republicans in Congress rated positively, Democrats rated negatively.**

- Americans give Republicans in Congress 51% to 44% approval rating, compared to 45% to 48% rating for Congressional Democrats. – CNN/*USA Today*/Gallup (October 10-12 Survey)

Sources: CBS News, October 20-21 (N=751 Adults); CNN/*USA Today*/Gallup, October 24-26 (N=1,006 Adults); CNN/*USA Today*/Gallup, October 24-27 (N=421 Adults Under 30); CNN/*USA Today*/Gallup, October 10-12 (N=1,004 Adults); The Conference Board, October Survey (N=5,000 U.S. Households); Harvard University Institute of Politics, October 3-12 (N=1,202 College Undergraduates); UBS/Gallup Index of Investor Optimism, October 1-16 (N=802 Adult Investors)



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