

GREENBERG QUINLAN ROSNER RESEARCH

July 24, 2006

From New Direction to Upheaval

National Survey Results

June and July 2006



Democracy Corps

Recent studies

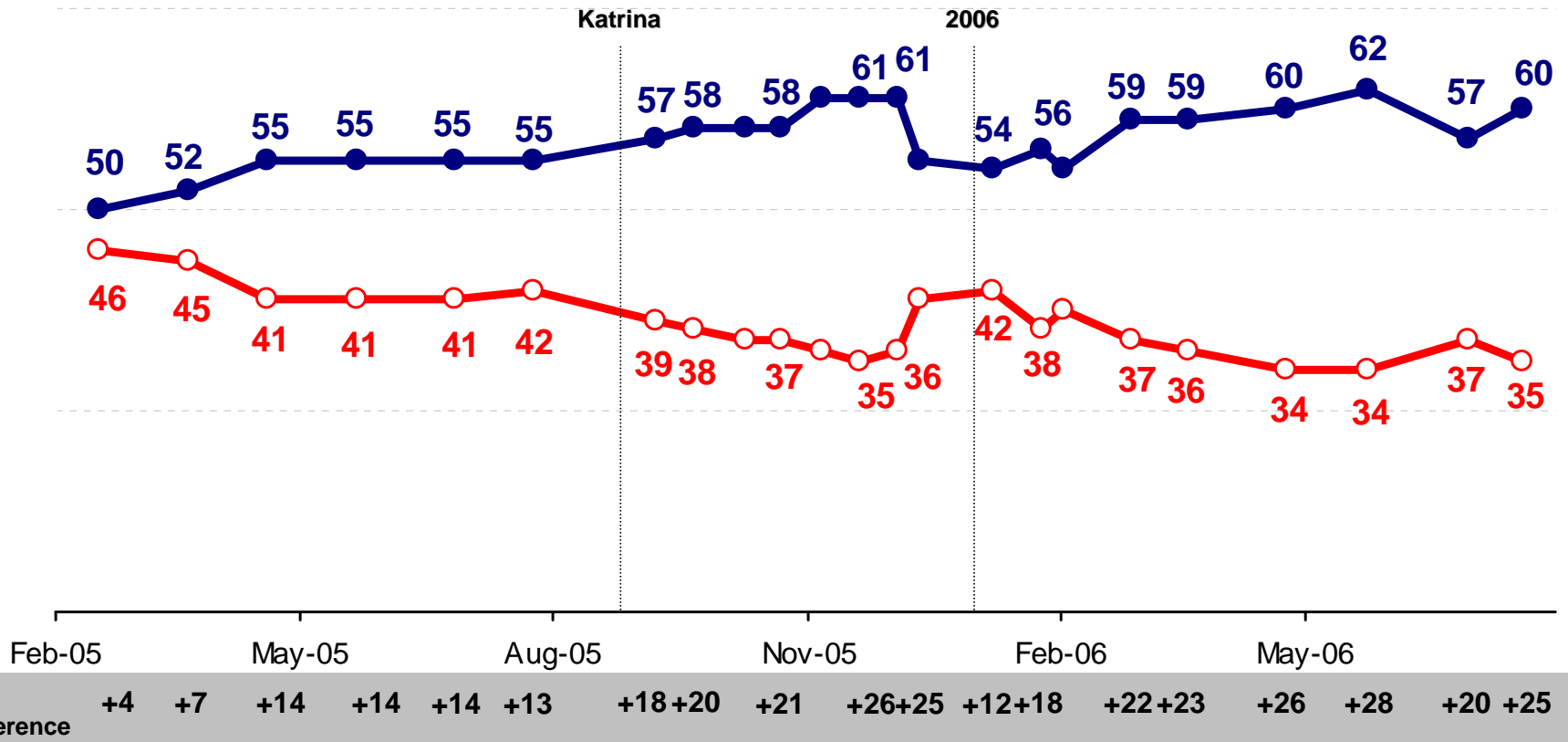
- Democracy Corps National Survey of 1000 Likely voters, conducted June 25-29, 2006
- Democracy Corps White Rural Survey of 1003 Likely rural voters, conducted July 5-12, 2006
- MoveOn National Survey of 1023 Likely voters in 57 most competitive Republican districts, conducted July 11-16, 2006
- Democracy Corps National Survey of 1000 Likely voters, conducted July 16-18, 2006

The change electorate

Bush: fixed desire for significantly new direction

Now let me ask overall, do you think the country should continue in the direction Bush is headed or go in a significantly different direction?

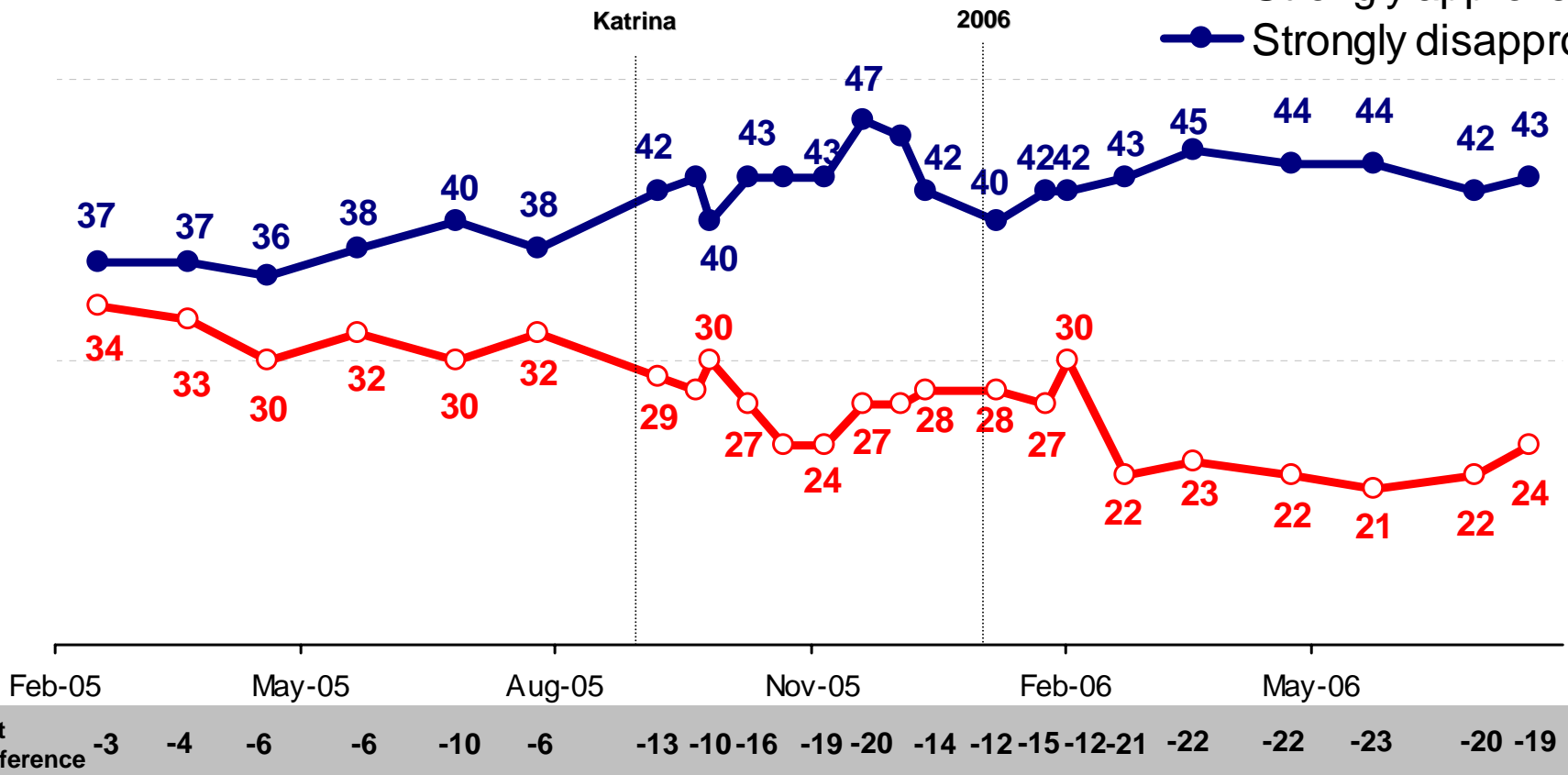
- New direction
- Bush direction



Intensity about Bush: 2:1 and unmoved for 5 months

Do you approve or disapprove of the way George Bush is handling his job as President?

○ Strongly approve
● Strongly disapprove

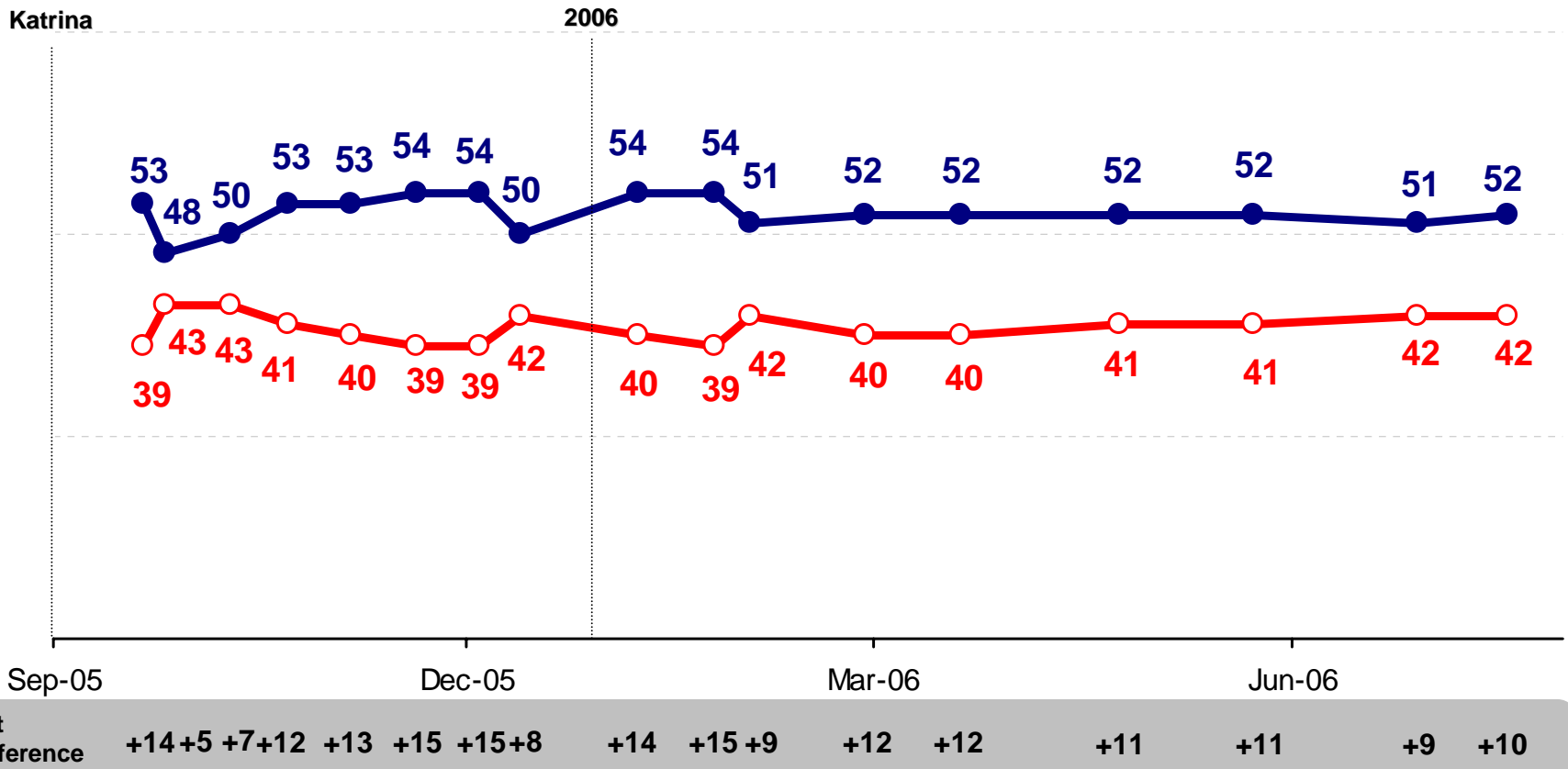


The election

Democrats holding big lead in real U.S. Senate vote

I know it is far ahead, but thinking about the election for U.S. Senate this November, if the election for U.S. Senate were held today, would you be voting for...*

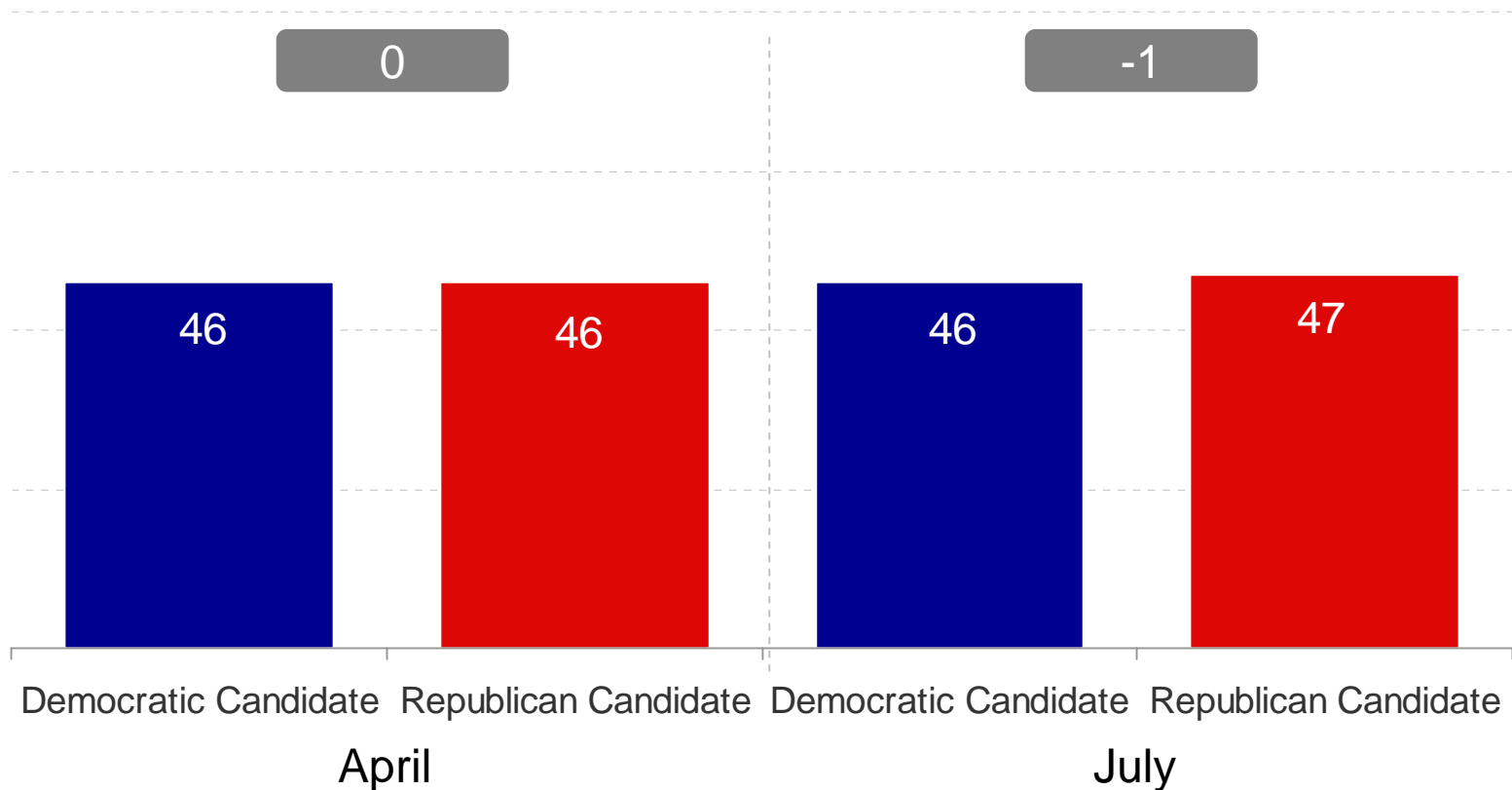
● Democratic Candidate
○ Republican Candidate



Note: Actual names of candidates and incumbents inserted into question*

Congressional vote tied in 57 most competitive Republican districts

I know it is far ahead, but thinking about the election for Congress this November, if the election for U.S. Congress were held today, would you be voting for...



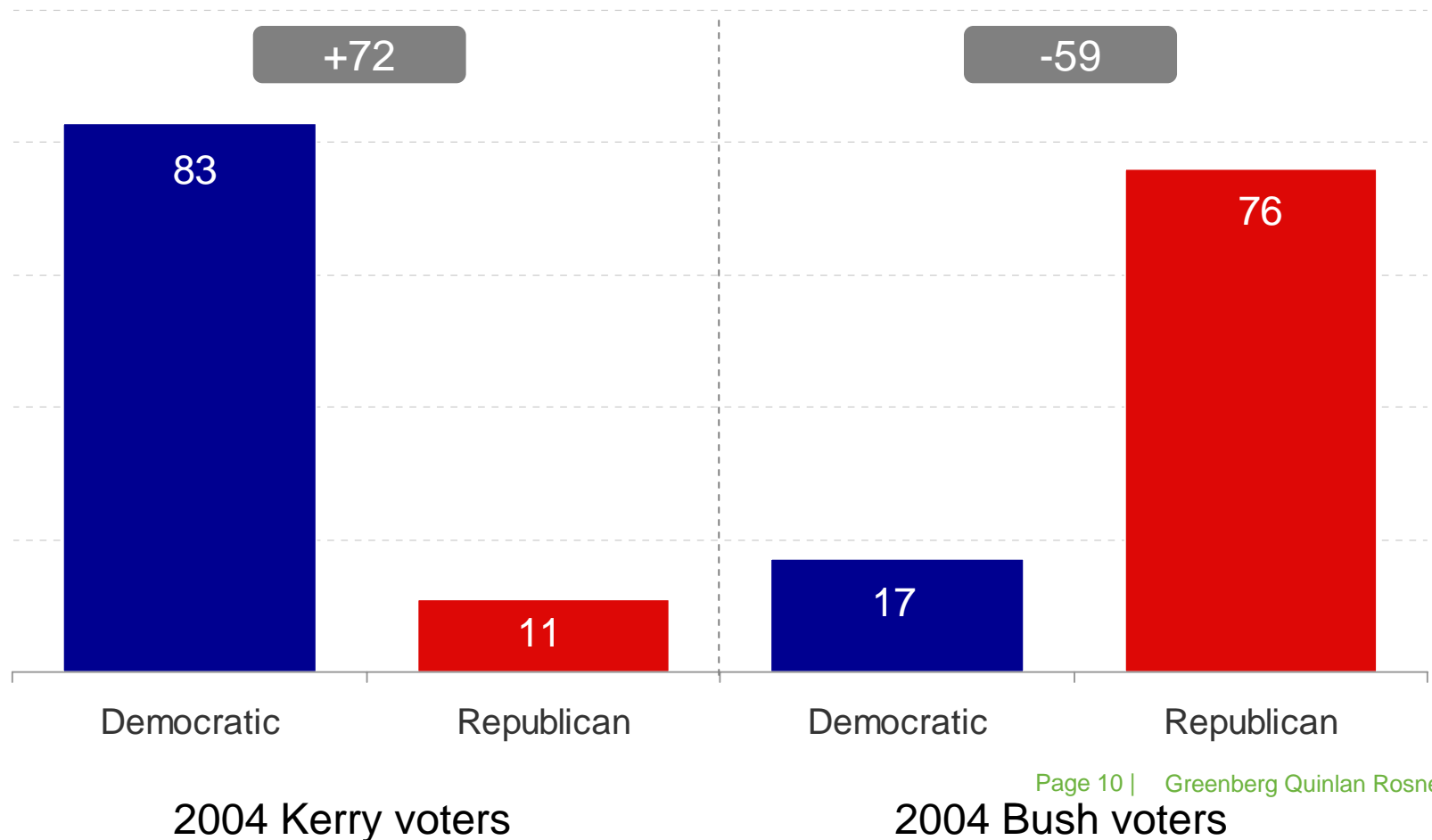
Note*: MoveOn Competitive District survey was conducted July 11-16, 2006 of 1023 likely rural voters. April survey conducted April 11-19, 2006 of 1000 likely voters, reconfigured to reflect only Republican districts

Trouble in the Republican base

The problem of Bush voters: almost 1 in 5 defect

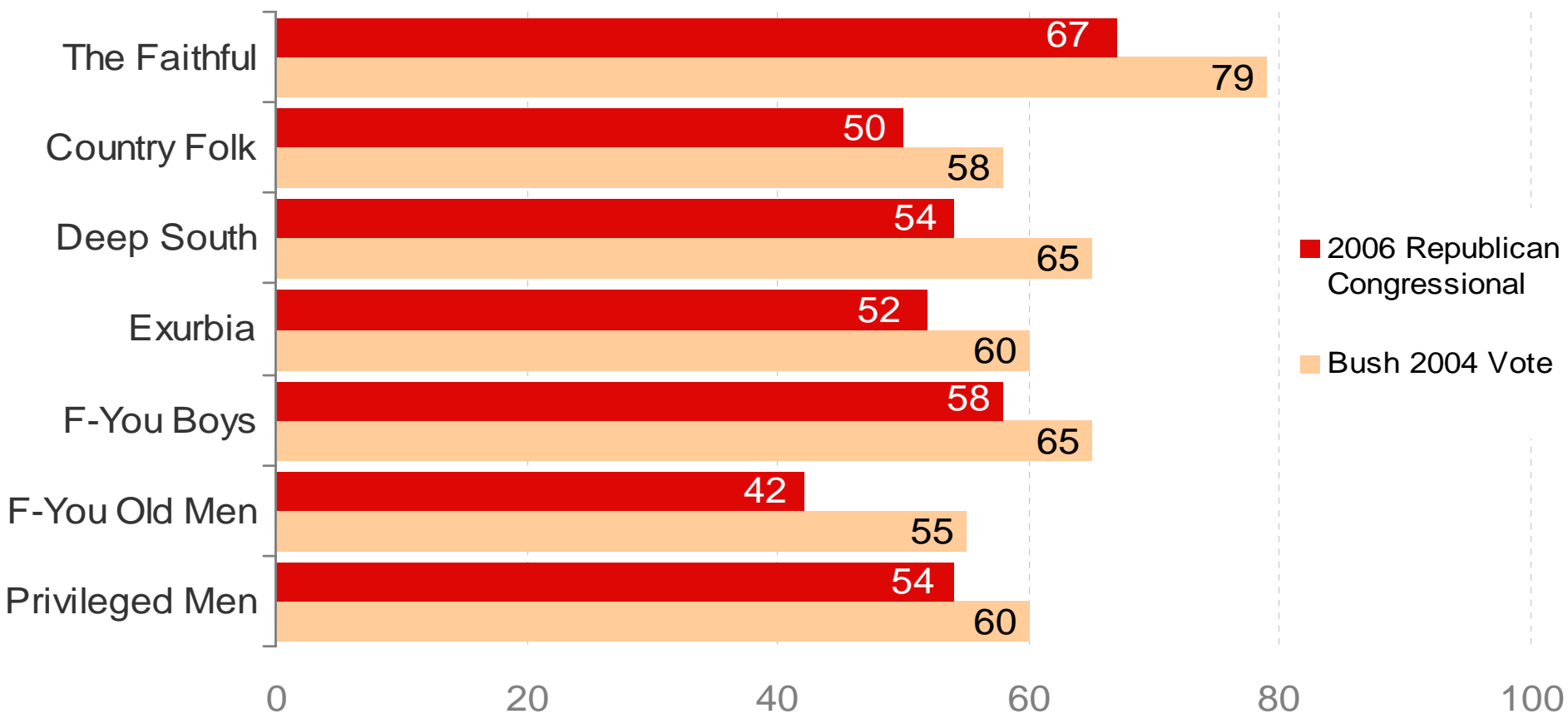
Now, once again, thinking about the election for Congress this November, if the election for U.S. Congress were held today, would you be voting for

■ Democrat ■ Republican



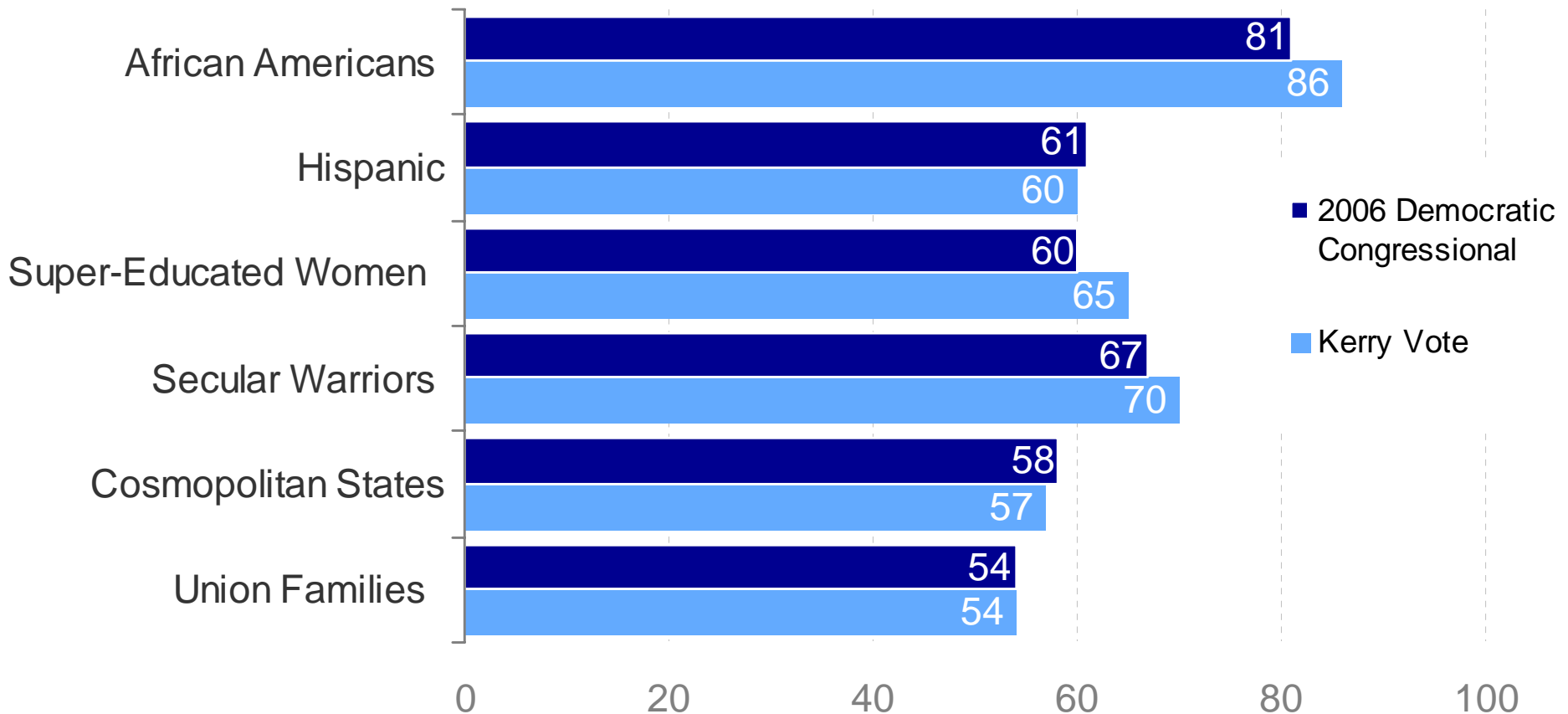
Republicans lagging in '06 vote among all loyalists

■ Biggest drops in the Faithful, F-You Old Men



Democratic loyalists consolidated

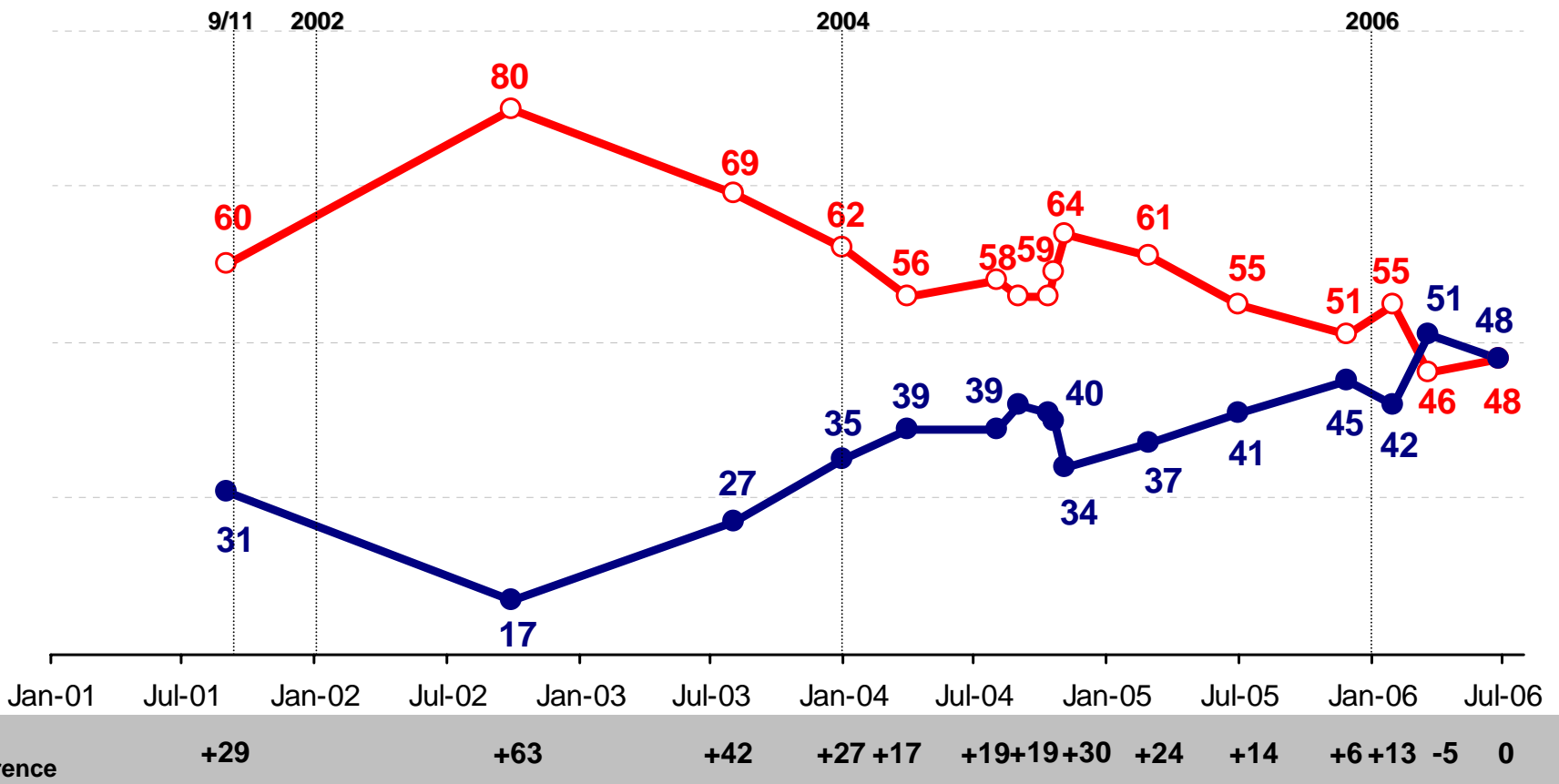
■ Compared to '04 vote, support from Super-educated women and African Americans have dropped the most



Rural America: Bush approval – from loyalists to contested

Do you approve or disapprove of the way George Bush is handling his job as President?

○ Approve
● Disapprove

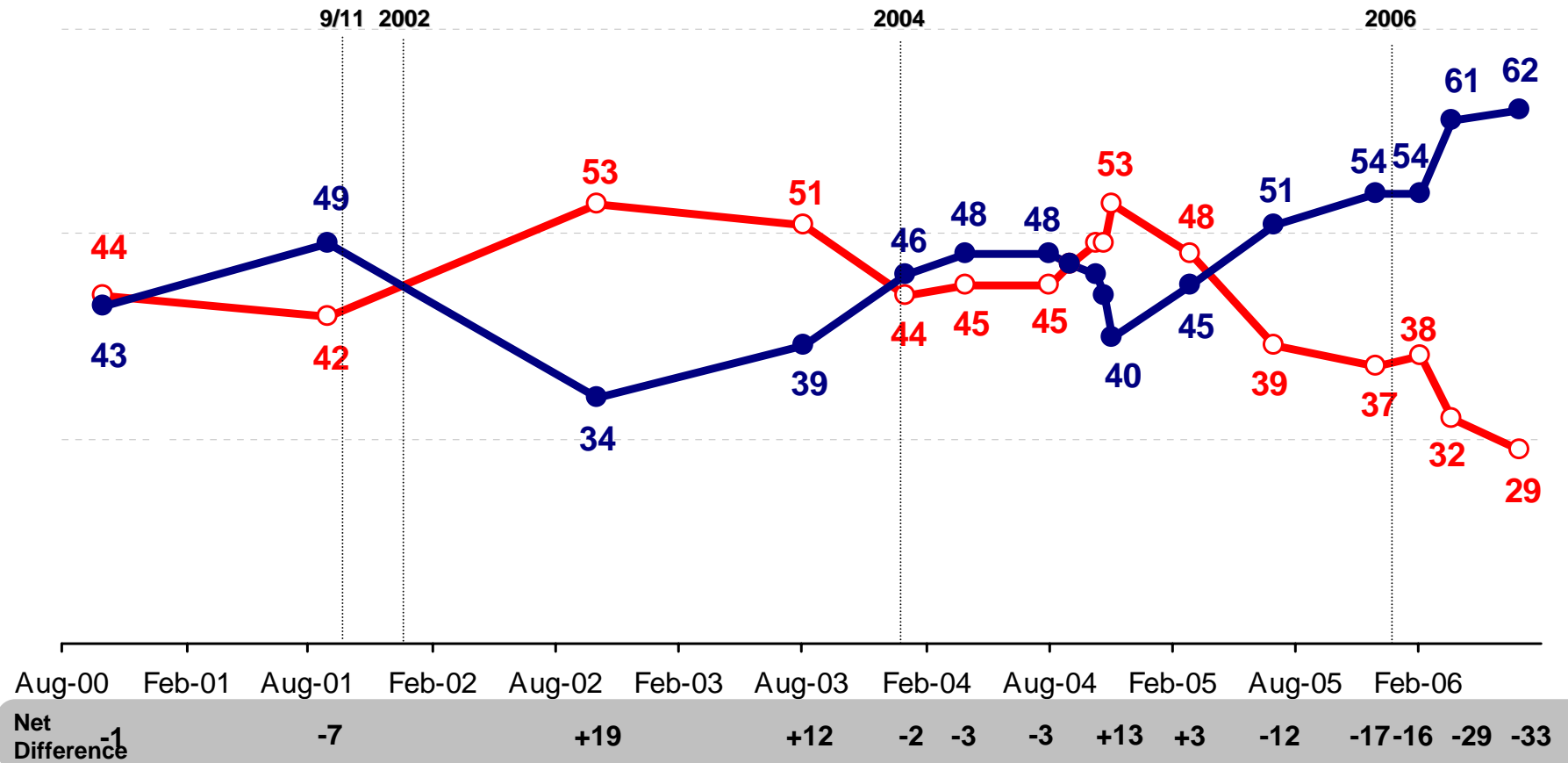


Note*: Democracy Corps Rural Survey was conducted July 5-12, 2006 of 1003 likely rural voters

Rural America: from status quo to change voters

Generally speaking, do you think things in the country are going in the right direction, or do you feel things have gotten pretty seriously off on the wrong track?

- Right direction
- Wrong track

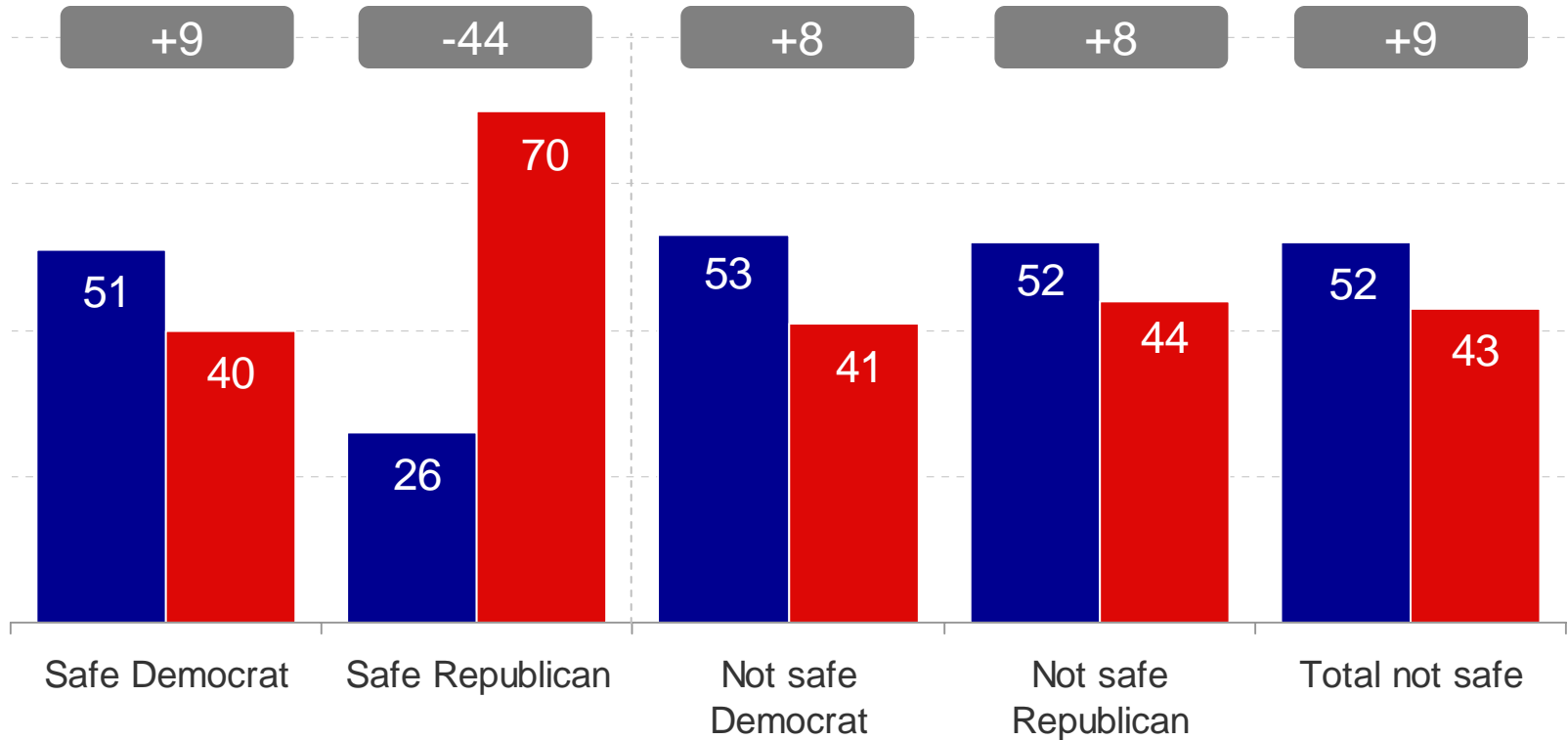


Note*: Democracy Corps Rural Survey was conducted July 5-12, 2006 of 1003 likely rural voters

Rural: Democrats strong lead in competitive Senate districts

I know it is far ahead, but thinking about the election for U.S. Senate this November, if the election for U.S. Senate were held today, would you be voting for...

■ Democrat ■ Republican

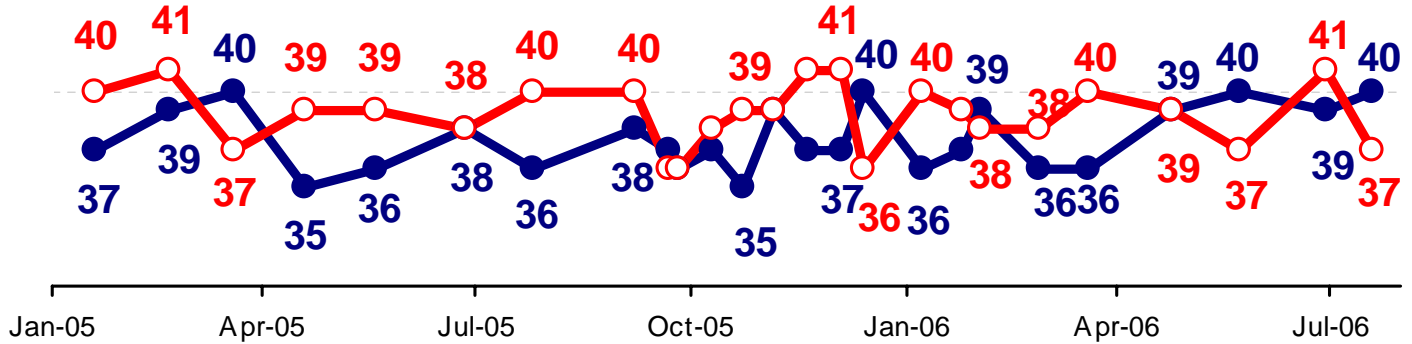


Caution about Democrats

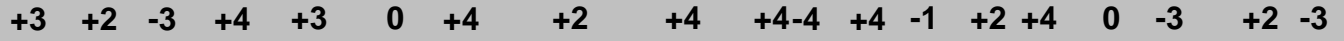
Comparing now and 1994: Party favorability

The Democrats

Jan. 2005 –
July 2006

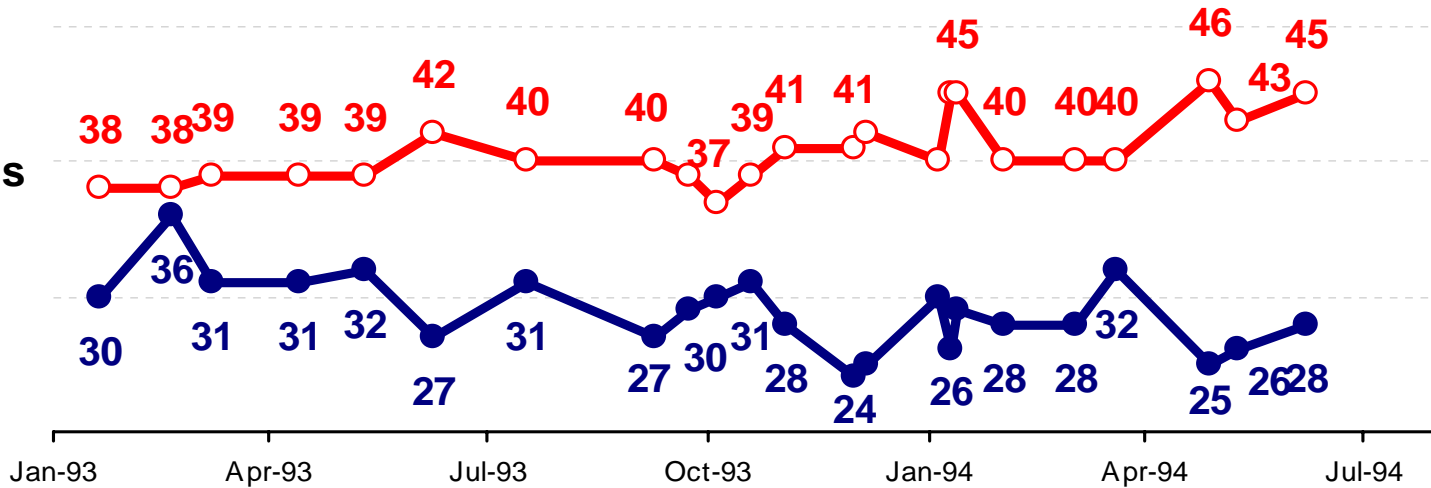


Net
Difference

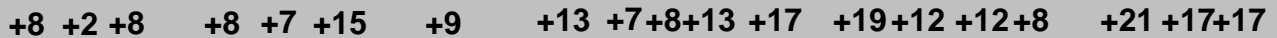


The Republicans

Jan. 1993 –
July 1994



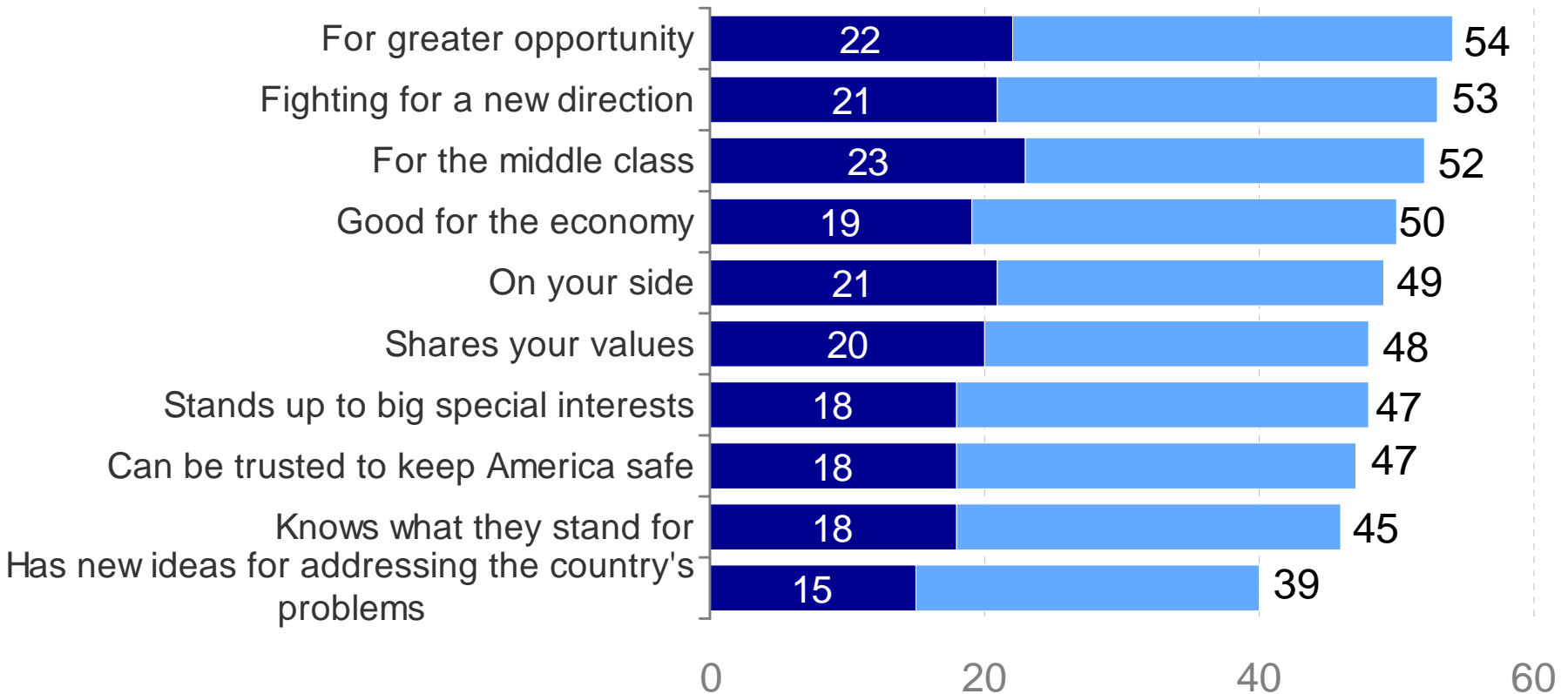
Net
Difference



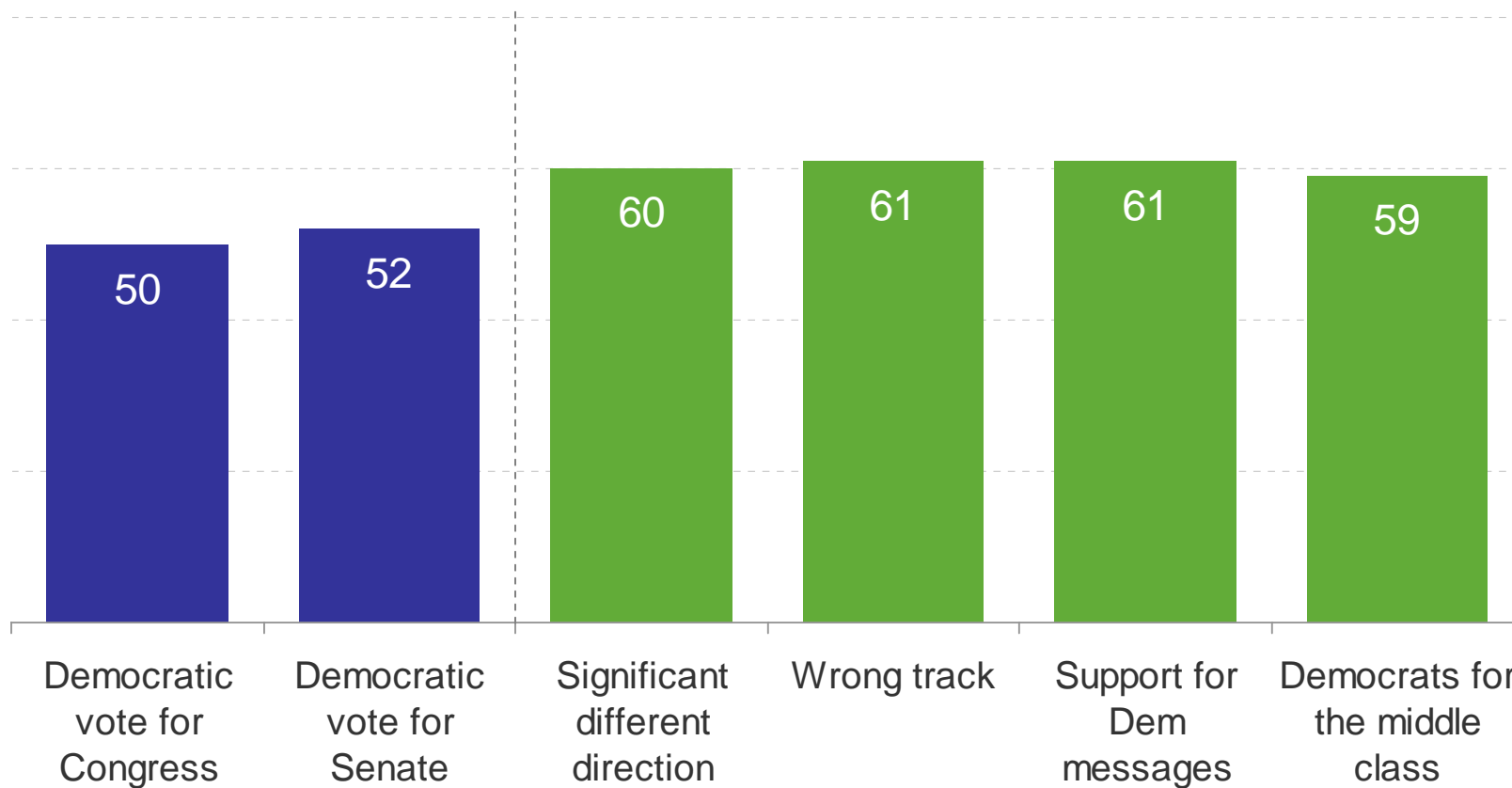
Democrats – on your side but modestly

Now I am going to read you a list of words and phrases which people use to describe political parties. For each word or phrase, please tell me whether it describes the Democratic Party very well, well, not too well, or not well at all

Very well Total well



The result? Holding back



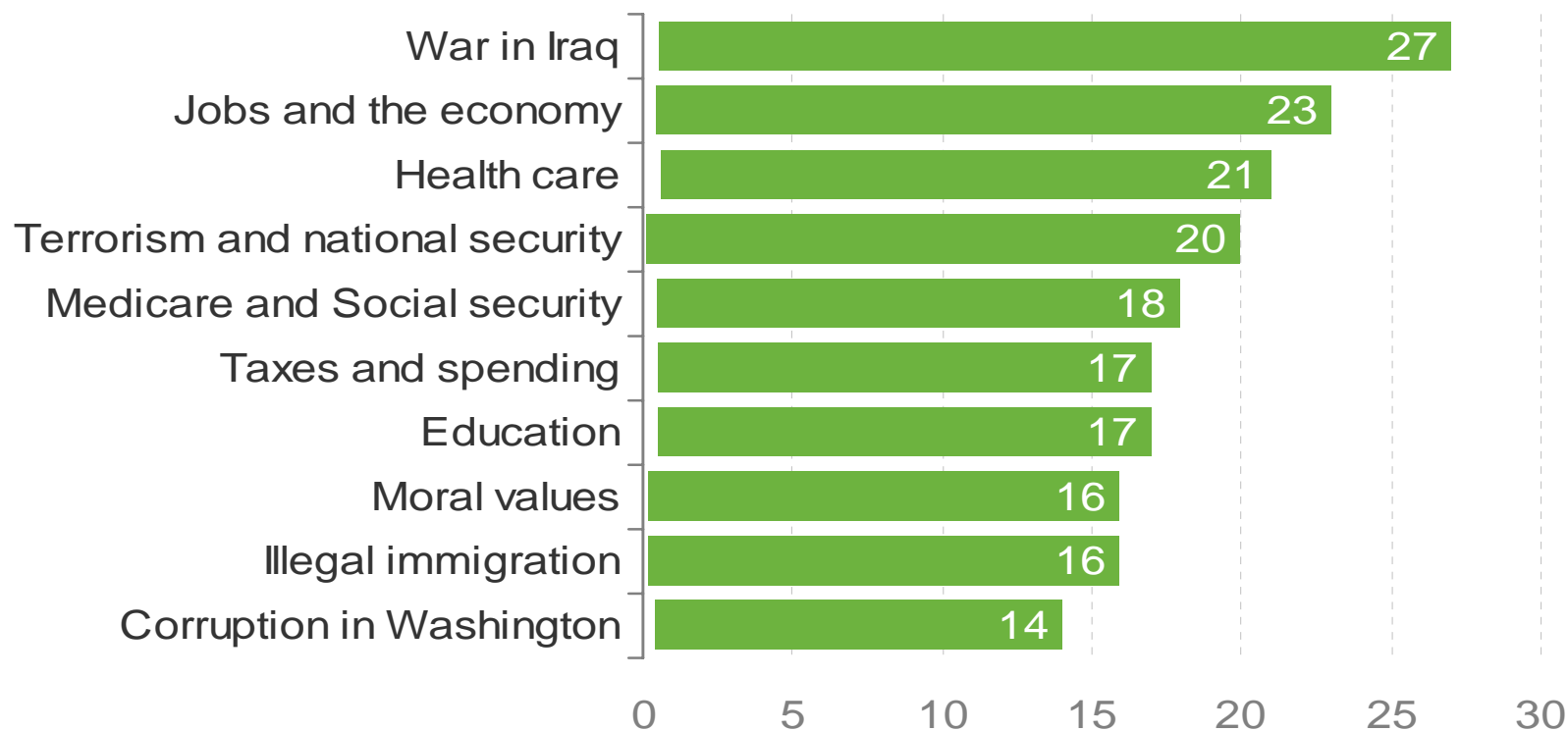
The five dynamics for change

The five dynamics for change: powerful forces

- Iraq
- The economy, financial pressure, American jobs
- Washington for the big corporate interests, not the ordinary citizen
- Not taking care of America
- The fiscal mess

War and jobs most important in Congress vote

In deciding how to vote for Congress, which ONE of the following issues is MOST important to you? And from that list, which one of the following issue areas would be SECOND MOST important to you in deciding how to vote for Congress? (COMBINED)



Elevating the economy

The economic debate

Now I would like to read you a pair of statements about the economy. After I read them, please tell me which statement comes closest to your own views, even if neither is exactly right.

The Democrat says, incomes have been stagnant for five years and people are under great financial pressure, but Bush and the Republicans say the economy is great. They've done nothing about rising health care and gas prices, or jobs outsourced overseas. I'll work to get health care and gas prices down, cut middle class taxes and reward companies that create jobs here.

Strongly

Total

45

57

OR

The Republican says, our economy is strong and our tax cuts for families and businesses made this possible. Last year our economy grew faster than any industrialized nation's in the world. We created over 5 million new jobs over the last two and a half years and homeownership is at the highest level ever. The economy is moving in the right direction and none of us can afford the Democrats' new tax increases.

29

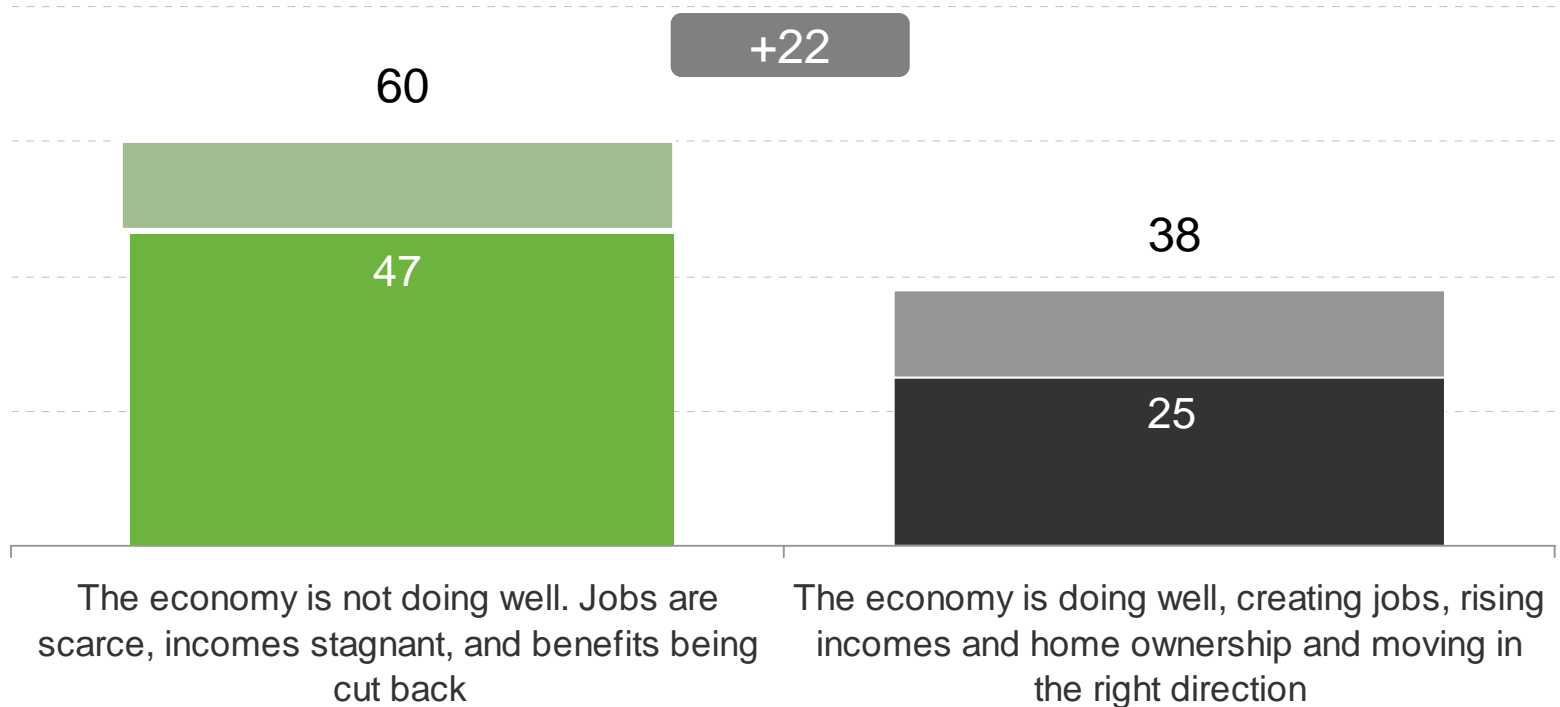
38

The economy and rural America

Today's stagnant economy has hit rural areas hard

Now I'm going to read you some pairs of statements. As I read each pair, please tell me whether the FIRST statement or the SECOND statement comes closer to your own views, even if neither is exactly right.

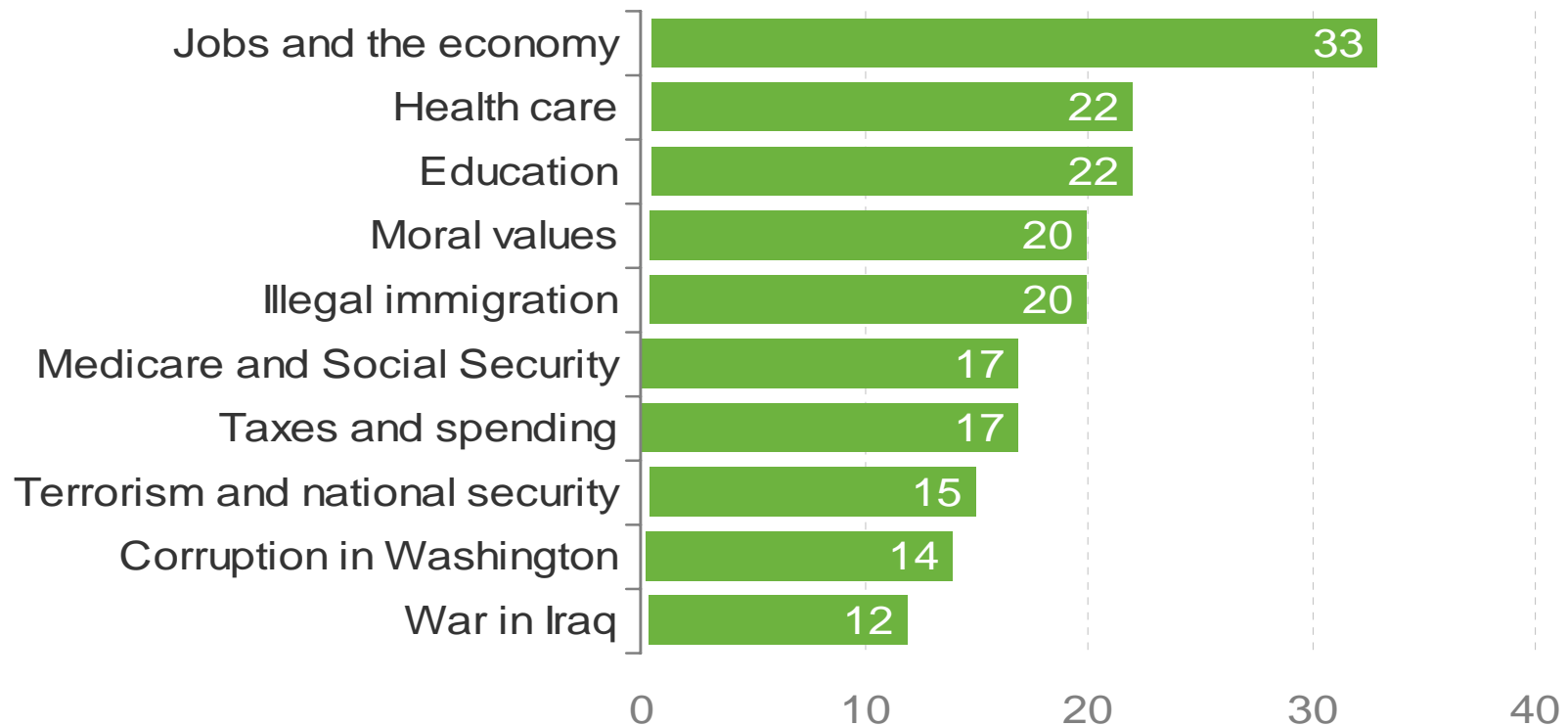
- Strongly
- Not so strongly
- Strongly
- Not so strongly



Rural independents: jobs and economy the only issue

War in Iraq is listed as the least important to independent rural voters

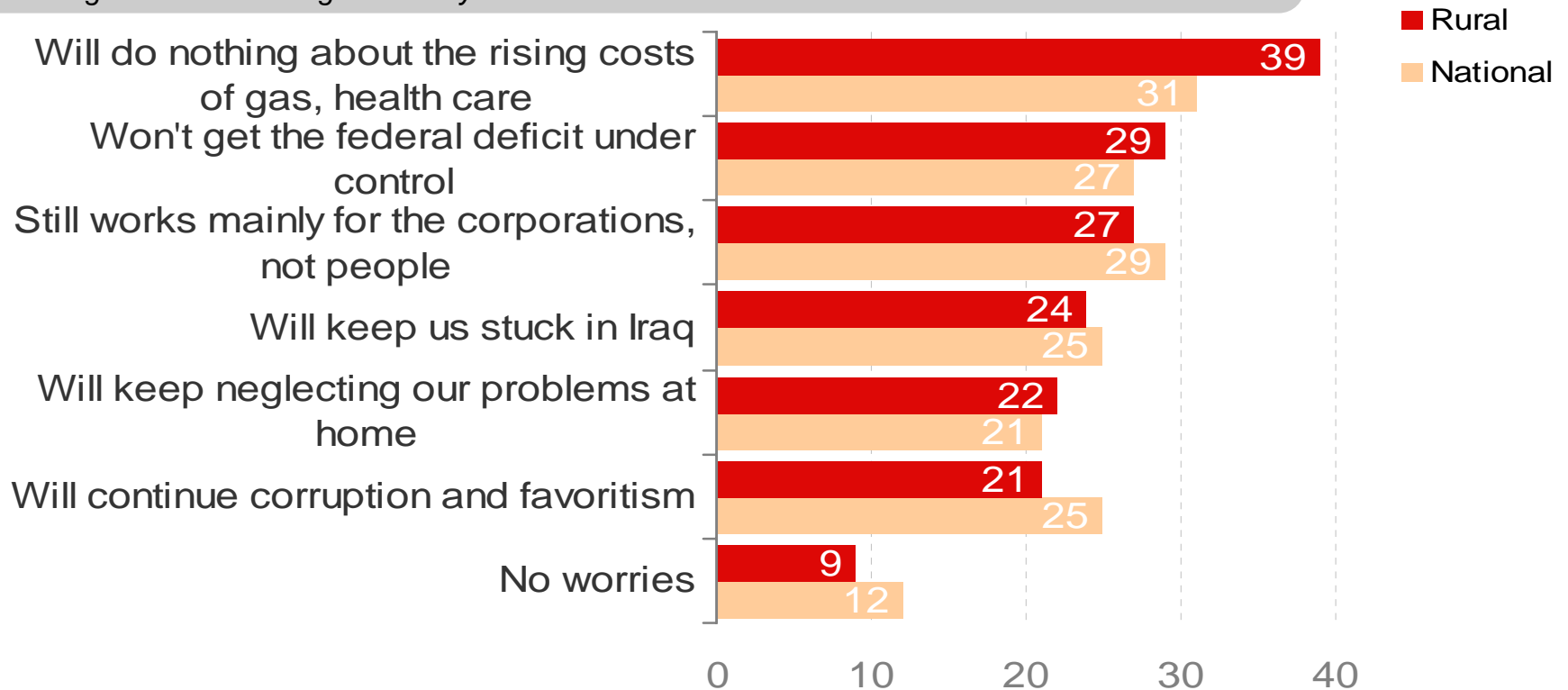
In deciding how to vote for Congress, which ONE of the following issues is MOST important to you? And from that list, which one of the following issue areas would be SECOND MOST important to you in deciding how to vote for Congress? (COMBINED)



Worries about Republicans: do nothing on gas and health care prices

Rural voters worried about rising costs

Now I'd like you to imagine that the Republicans hold on to control of Congress next November. Which ONE of these worries you the most when thinking about the Republicans still being in control of Congress next year? And which one is your second biggest worry when thinking about the Republicans still being in control of Congress next year?



Democrats slaughter Republicans in economic debate

Now I would like to read you a pair of statements about the economy. After I read them, please tell me which statement comes closest to your own views, even if neither is exactly right.

Strongly **Total**

The Democrat says, incomes have been stagnant for five years and people are under great financial pressure, but Bush and the Republicans say the economy is great. They've done nothing about rising health care and gas prices, or jobs outsourced overseas. I'll work to get health care and gas prices down, cut middle class taxes and reward companies that create jobs here

41

50

OR

The Republican says, our economy is strong and our tax cuts for families and businesses made this possible. Last year our economy grew faster than any industrialized nation's in the world. We created over 5 million new jobs over the last two and a half years and homeownership is at the highest level ever. The economy is moving in the right direction and none of us can afford the Democrats' new tax increases

33

45

Democrats slaughter even more with populist touch in rural America

Now I would like to read you a pair of statements about the economy. After I read them, please tell me which statement comes closest to your own views, even if neither is exactly right.

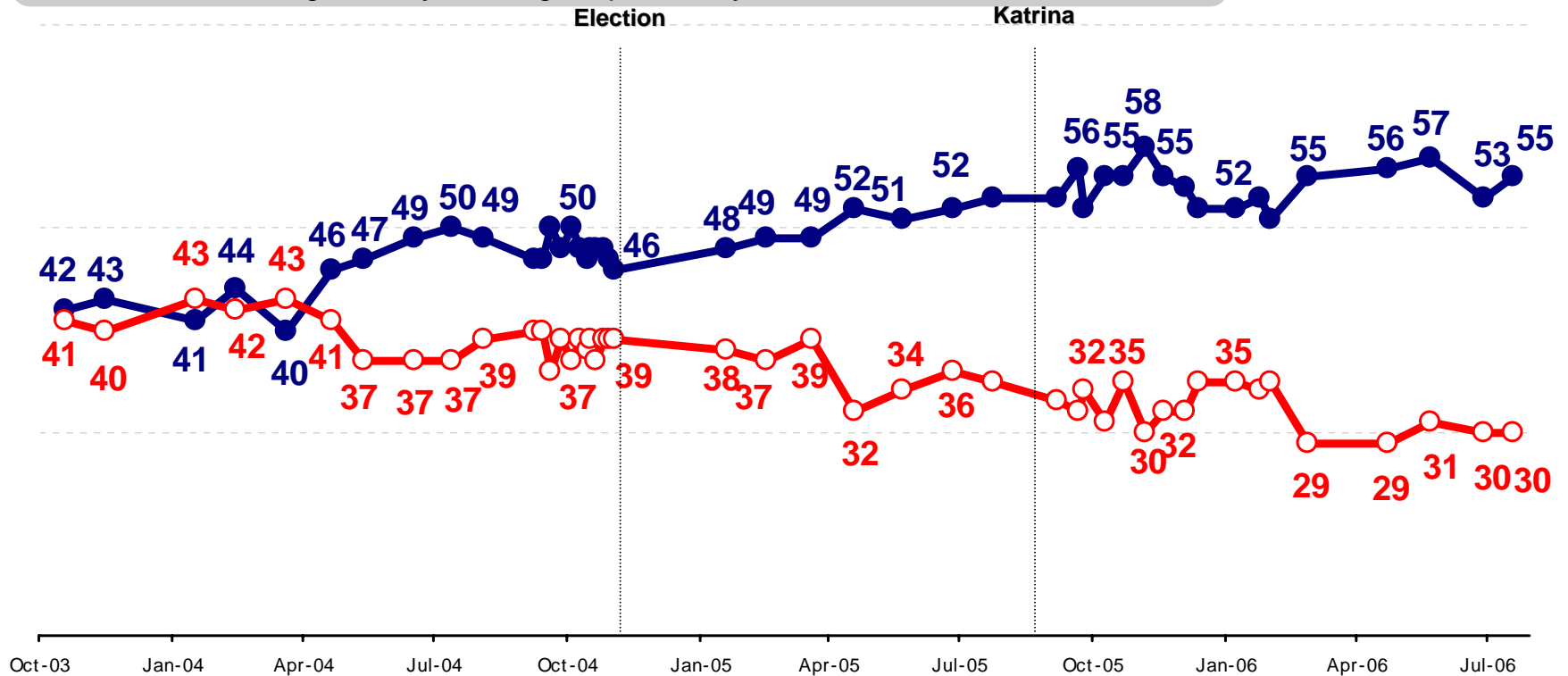
	Strongly	Total
<p>The Democrat says, incomes have been stagnant for five years and people are under great financial pressure, <u>but Bush and the Republicans have only cut taxes for the wealthiest. For them, the economy is great. They've sided with the drug and oil companies who've pumped up health care and gas prices and given tax breaks for companies that outsource jobs.</u> I'll work to get health care and gas prices down, cut middle class taxes and reward companies that create jobs here</p> <p>OR</p>	42	53
<p>The Republican says, our economy is strong and our tax cuts for families and businesses made this possible. Last year our economy grew faster than any industrialized nation's in the world. We created over 5 million new jobs over the last two and a half years and homeownership is at the highest level ever. The economy is moving in the right direction and none of us can afford the Democrats' new tax increases</p>	33	43

Elevating Iraq

Stable discontent with Iraq war

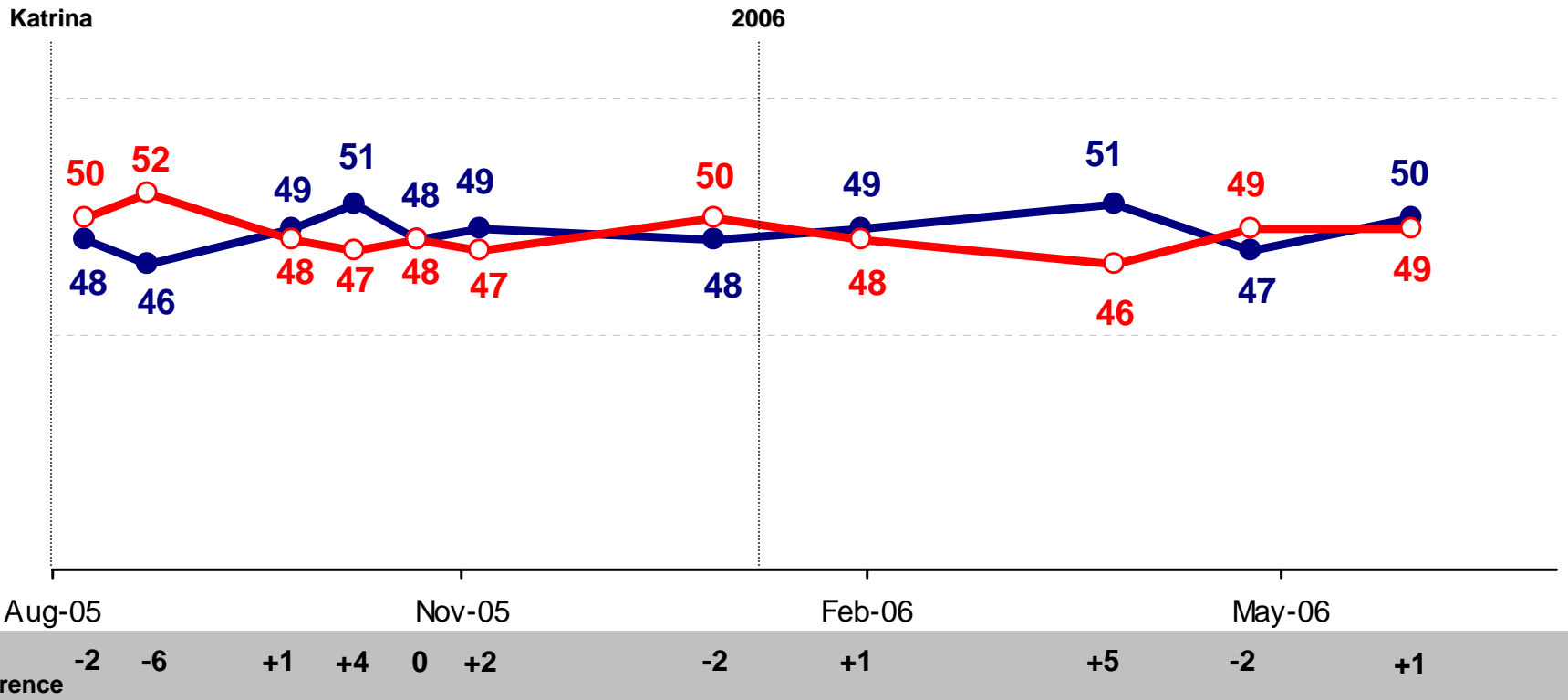
Now, I'd like to rate your feelings toward some people and organizations, with one hundred meaning a VERY WARM, FAVORABLE feeling; zero meaning a VERY COLD, UNFAVORABLE feeling; and fifty meaning not particularly warm or cold.

● Cool ● Warm



Country forever divided on withdrawal date or stay the course

- The current course cannot bring stability and we need to start reducing the number of US troops in Iraq
- We must stay the course to achieve stability and finish the job in Iraq



Parity in the Iraq debate - Timed withdrawal – GOP seats

Now I would like to read you a pair of statements about Iraq. After I read them, please tell me which statement comes closest to your own views, even if neither is exactly right.

The Democrat says, Republicans are united in supporting Bush's Iraq policy, which means more of the same for at least 3 more years. We've completed our mission, while staying leaves us bogged down in the middle of a religious war and increases instability. We shouldn't sacrifice many more lives and dollars. It is time for America to set a timetable to leave Iraq.

Strongly

Total

40

50

OR

The Republican says, we must finish the job our troops started in Iraq. Democrats now support a policy of cut and run in Iraq that would leave us humiliated and will turn Iraq into a launching pad for the terrorists to strike the United States. We must have the patience to succeed in Iraq, which will make America more secure.

35

46

Winning the Iraq debate – Accountability – GOP seats

Now I would like to read you a pair of statements about Iraq. After I read them, please tell me which statement comes closest to your own views, even if neither is exactly right.

The Democrat says, we need a Congress that will use its investigative powers to look at the no-bid contracts for Halliburton, how 9 billion dollars in US government cash went missing in Iraq, why our troops struggled to get body armor, and what role oil companies are playing in Iraq.

Strongly

Total

43

55

OR

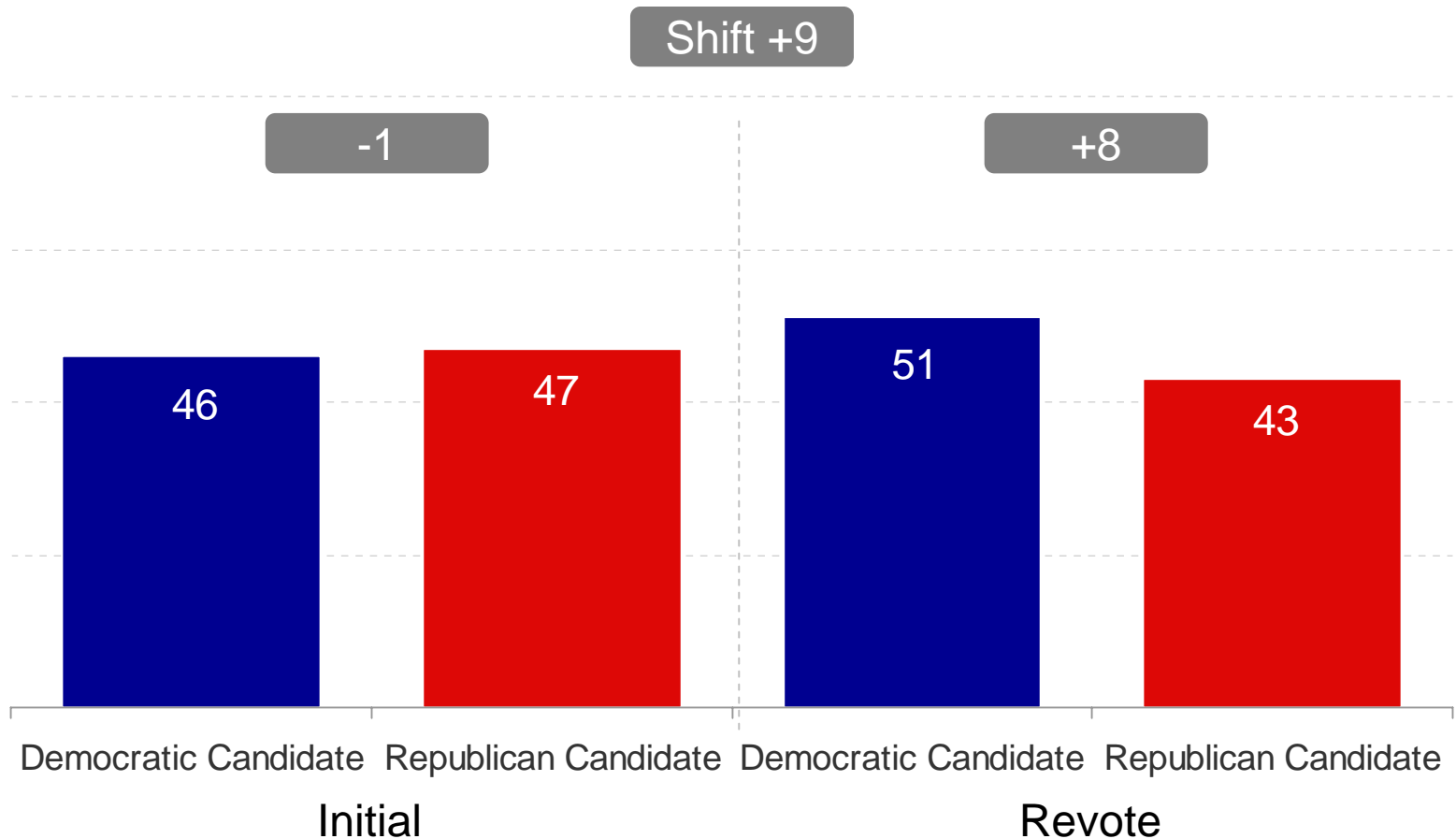
The Republican says, the last thing our troops need is a bunch of congressional committees running around and second-guessing our military in Iraq. This will hurt the morale of our troops, when what they need is to concentrate on finishing the job they were sent to do.

29

41

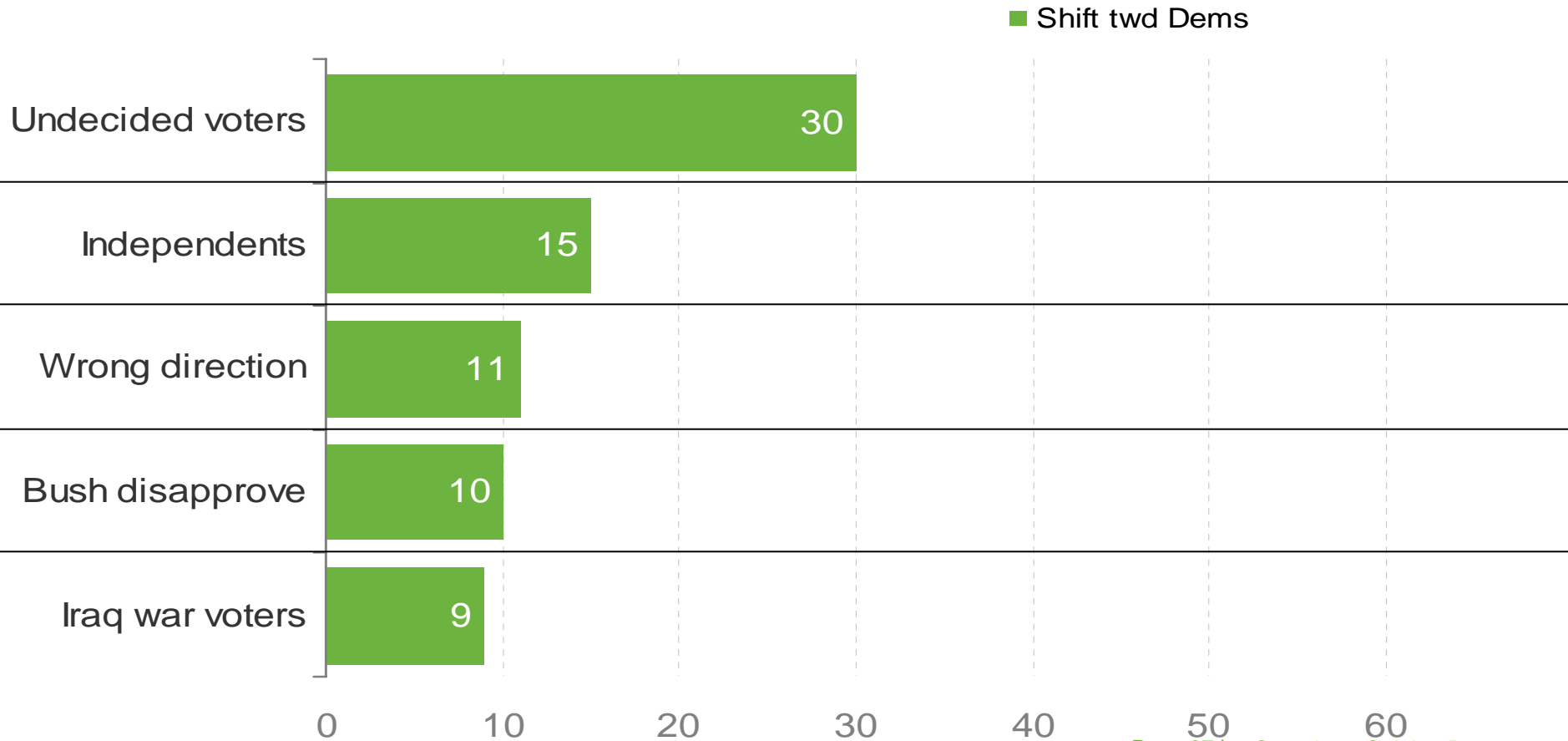
After equal number of messages, Democrats take lead in GOP land

Now, thinking again about the election for Congress this November, if the election for U.S. Congress were held today, would you be voting for...



Big gains among independents, undecided and change voters

In deciding how to vote for Congress, which ONE of the following issues is MOST important to you? And from that list, which one of the following issue areas would be SECOND MOST important to you in deciding how to vote for Congress? (COMBINED)



Undermining GOP attacks: reassurance

Undermining GOP Issues – Reassurance messages

Now let me read you some things about the Democratic candidate for Congress. After each one, please tell me whether you find it very reassuring, somewhat reassuring, a little reassuring or not at all reassuring.

	Very reassuring	Total reassuring
The Democratic candidate says no member of Congress should get a pay raise until the incomes of average Americans start to rise again	56	75
The Democratic candidate supports middle class tax cuts, including making all college tuition costs tax deductible	46	77
The Democratic candidate believes marriage is between a man and a woman and opposes legalizing gay marriage	37	54
The Democratic candidate supports regulations to help parents limit the amount of sex and violence their children are exposed to through television, music and video games	34	62
The Democratic candidate opposes any amnesty for illegal immigrants, wants greater law enforcement on the borders and in the work place, and a practical solution for the undocumented, if they are working and law abiding	31	66
The Democratic candidate is opposed to any precipitous withdrawal from Iraq, though believes we must have a change of policy and direction there	22	58

Reassurance in rural America: pay raise and marriage

Now let me read you some things about the Democratic candidate for Congress. After each one, please tell me whether you find it very reassuring, somewhat reassuring, a little reassuring or not at all reassuring.

	Very reassuring
The Democratic candidate says no member of Congress should get a pay raise until the incomes of average Americans start to rise again	58
The Democratic candidate believes marriage is between a man and a woman and opposes legalizing gay marriage	42
The Democratic candidate supports middle class tax cuts	38
The Democratic candidate supports regulations to help parents limit the amount of sex and violence their children are exposed to through television, music and video games	37
The Democratic candidate is opposed to any sudden and rapid withdrawal from Iraq	28
The Democratic candidate opposes any amnesty for illegal immigrants	27

Democrats can win the family-values debate

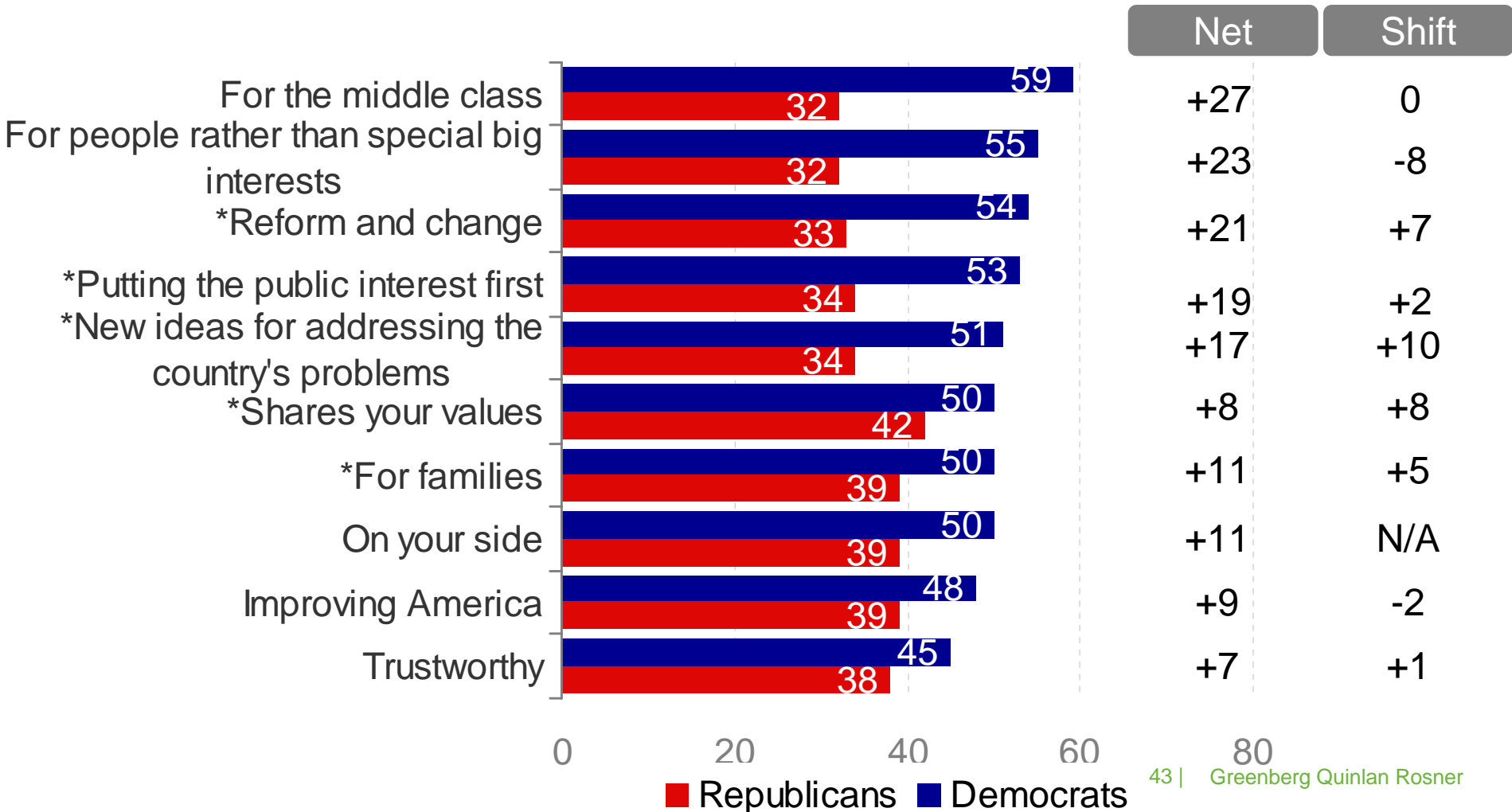
Now I would like to read you a pair of statements from candidates for Congress. After I read them, please tell me which statement comes closest to your own views, even if neither is exactly right.

	Strongly	Total
<p>The Democrat says, parents are working harder to keep up with the cost of living, taking them away from home and family. The government must ensure the economy works for all, giving parents the time and the resources to raise kids with the right values. That means tax cuts for the middle class, support for good education and affordable health care. We need a Congress that is on the side of the average family</p>	40	53
OR		
<p>The Republican says, good people work hard and try do the best for their families, but the big government in Washington is raising their taxes and is out of touch with their values. We must keep taxes low so that businesses and families can prosper. We need more help for the traditional family and religious traditions, not a government that thinks homosexual marriage is okay. We need a Congress that is on the side of the average family</p>	32	44

Defining the choice

Party associations: shifts since October 2005*

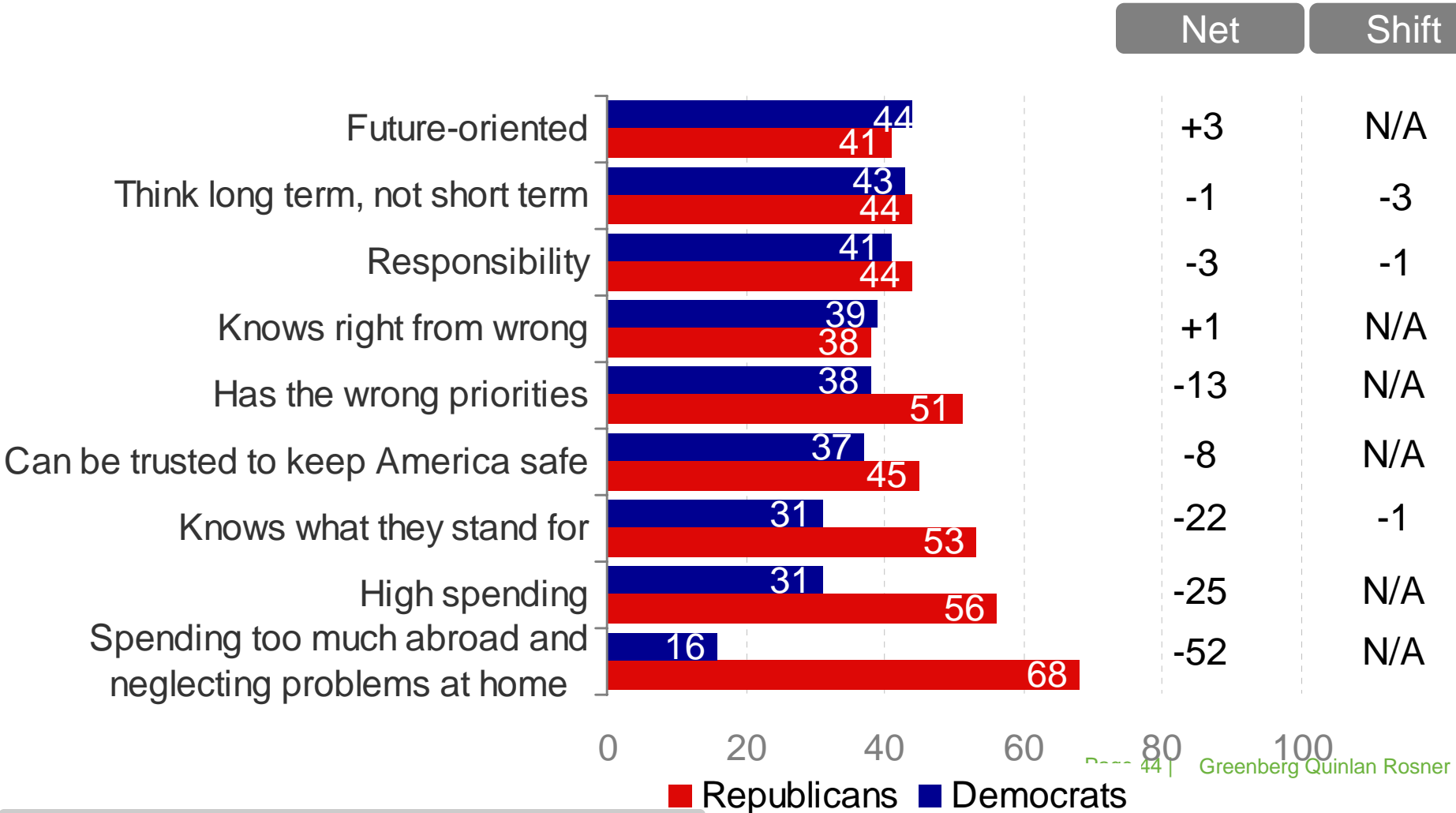
Now I'd like to ask you which party you associate more with these terms, the Democrats or the Republicans



*Note: Shifts with asterisk are those from January 2006 wave

Party associations: shifts since October 2005*

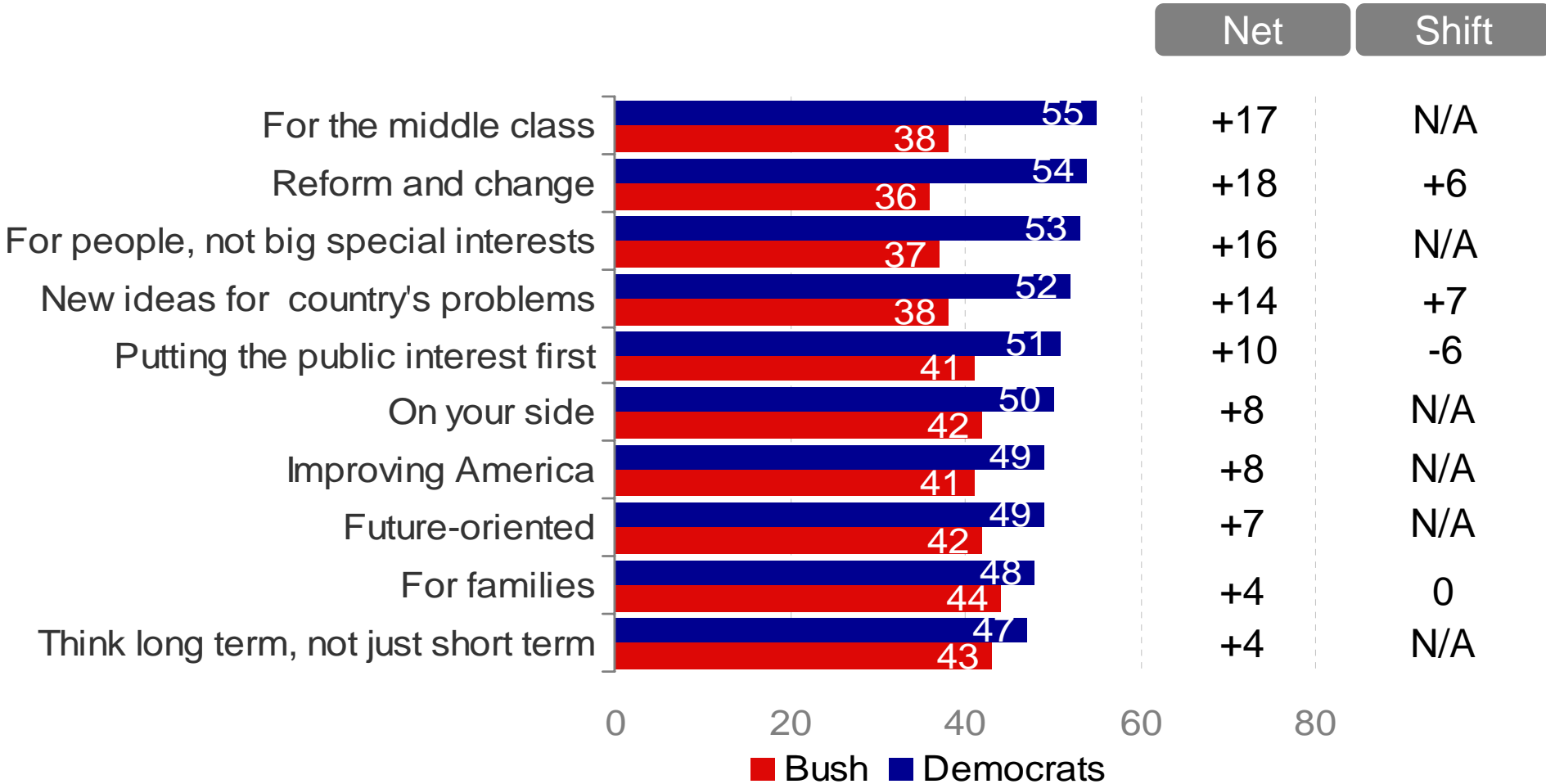
Now I'd like to ask you which party you associate more with these terms, the Democrats or the Republicans



*Note: Shifts with asterisk are those from January 2006 wave

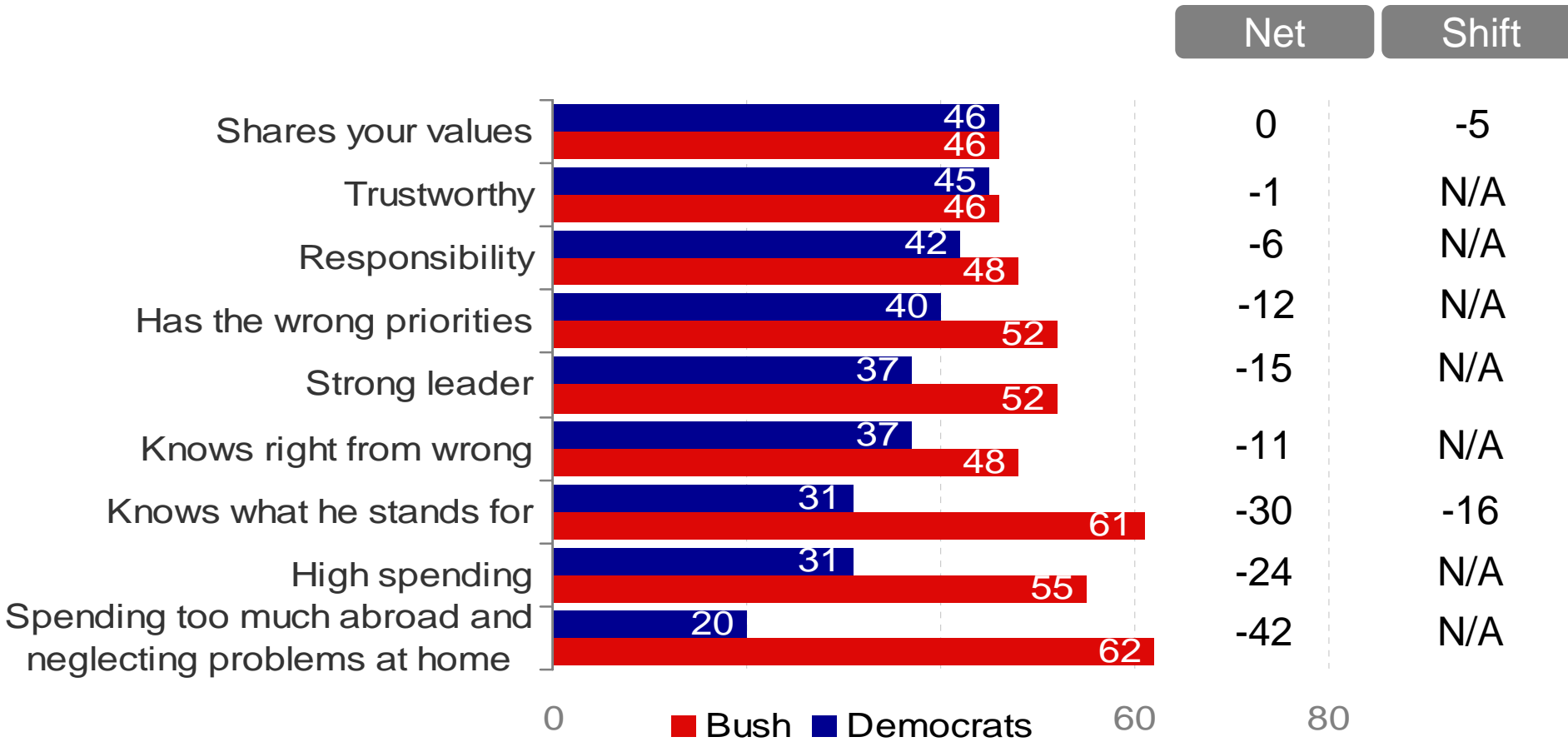
Associations: Democrats vs. Bush – shift since January 2006

Now I'd like to ask you which party you associate more with these terms, the Democrats or President Bush



Associations: Democrats vs. Bush – shift since January 2006

Now I'd like to ask you which party you associate more with these terms, the Democrats or President Bush

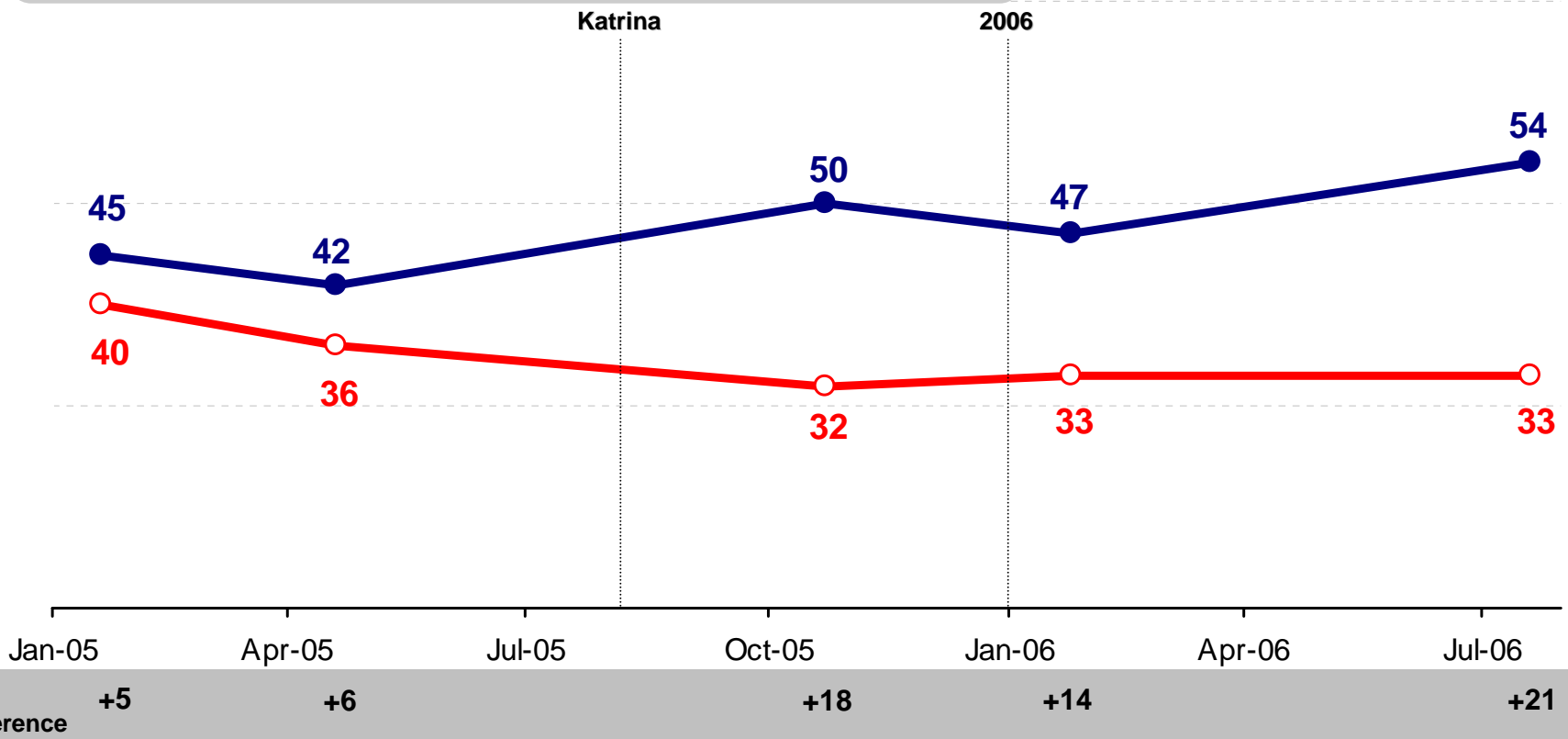


Democrats hold considerable gains in 'reform and change'

Now I'd like to ask you which party you associate more with these terms, the Democrats or the Republicans:

For reform and change

● Democrats ○ Republicans

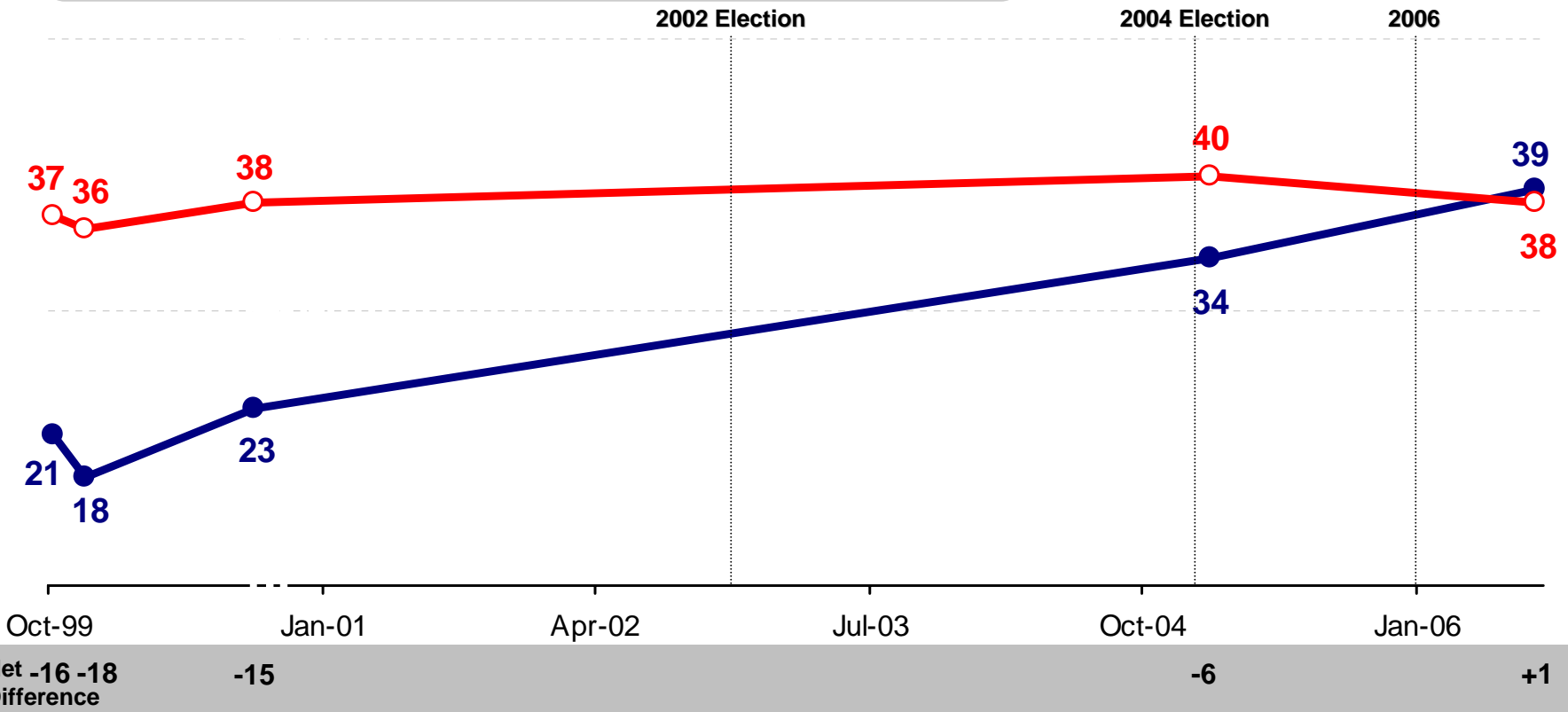


Even with Republicans for the first time on 'knows right from wrong'

Now I'd like to ask you which party you associate more with these terms, the Democrats or the Republicans:

Knows right from wrong

—●— Democrats —○— Republicans

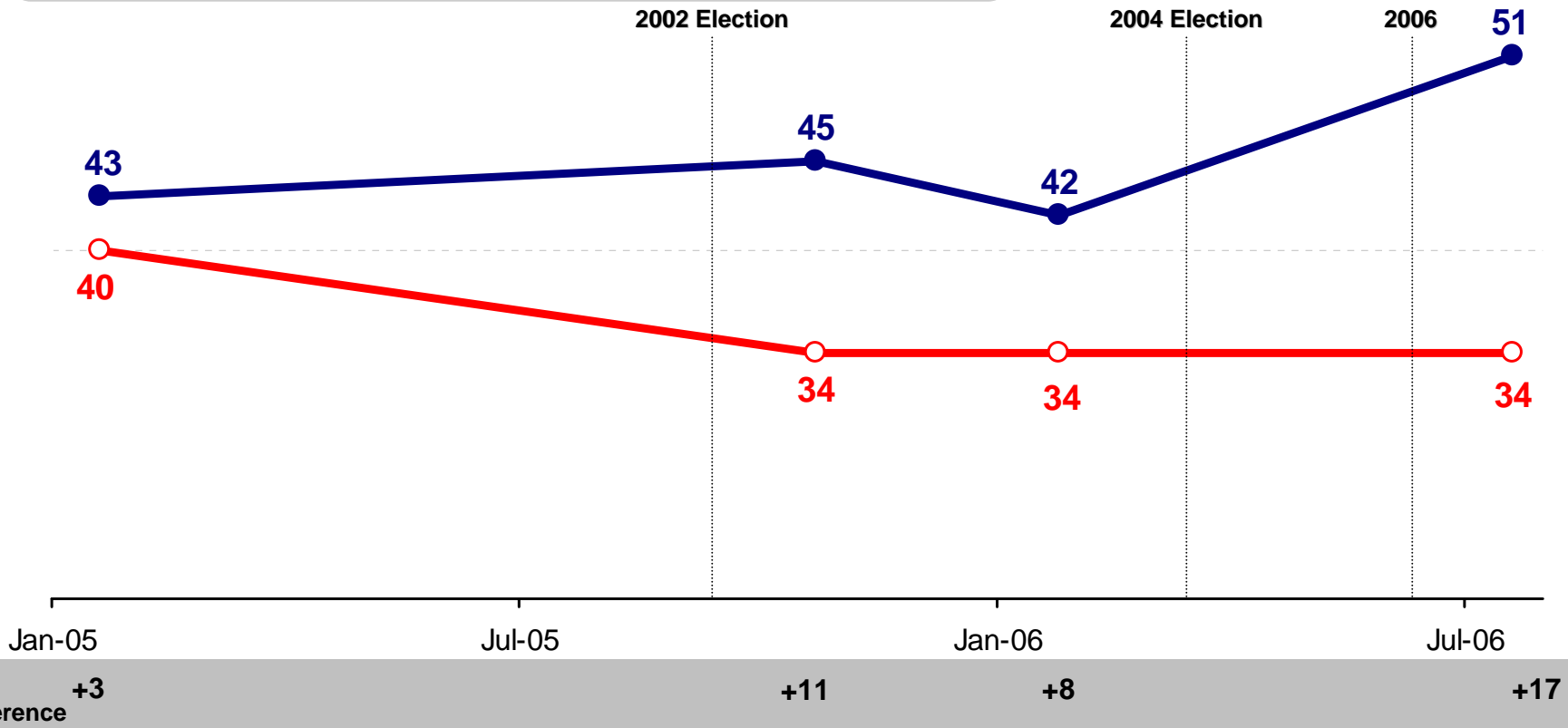


Democrats lead Republicans in forward thinking

Now I'd like to ask you which party you associate more with these terms, the Democrats or the Republicans:

New ideas for addressing the country's problems

● Democrats ○ Republicans



Defining the election: the Democrats' strongest frames

Now I am going to read you what some people say are some differences between Democrats and Republicans. For each, please tell me if it is a difference that makes you much more likely, somewhat more likely, or doesn't make you any more likely to vote for a Democratic candidate, or is it not at all a difference between Democrats and Republicans.

	Much more likely	Total more likely
Bush and the Republicans say outsourcing is good for the economy. The Democrats say our priority must be to create American jobs	47	66
Bush and the Republicans are working for the CEOs and most privileged. The Democrats say, America should work for everyone	47	62
Bush and the Republicans have created a culture of corruption that puts corporate special interests first. The Democrats say, we should clean up Washington and put the people first	44	57
Bush and the Republicans prioritize every problem around the world, but neglect America. The Democrats say, a strong America begins at home	42	63
The Republicans want to continue Bush's direction. The Democrats say, we need a new direction	42	58

The Republicans' strongest frames

Now I am going to read you what some people say are some differences between Democrats and Republicans. For each, please tell me if it is a difference that makes you much more likely, somewhat more likely, or doesn't make you any more likely to vote for a Republican candidate, or is it not at all a difference between Democrats and Republicans.

	Much more likely	Total more likely
The Democrats won't stand up to flag burning and attempts to take God out of the pledge of allegiance. The Republicans will protect traditional American values	39	54
The Democrats support amnesty for illegal immigrants. The Republicans support enforcing our nation's laws	36	55
The Democrats support policies such as gay marriage and abortion on demand that threaten American families. The Republicans will protect traditional American values	35	48
The Democrats are ready to cut and run in Iraq. The Republicans say, we need to finish the job in order to keep America secure	34	53
The Democrats support higher taxes and bigger government. The Republicans support less bureaucracy and more economic freedom	34	52
The Democrats support higher taxes and bigger government. The Republicans cut taxes every year for families and will continue to cut taxes	33	52

Defining choice: rural America

The choice: American jobs and people's retirement

Now I am going to read you what some people say are some differences between Democrats and Republicans. For each, please tell me if it is a difference that makes you much more likely, somewhat more likely, or doesn't make you any more likely to vote for a Democratic candidate, or is it not at all a difference between Democrats and Republicans.

	Much more likely	Total more likely
Bush and the Republicans say outsourcing is good for the economy. The Democrats' say our priority must be to create American jobs	45	71
The Republicans have a plan to privatize Social Security if they get the chance again. The Democrats will protect Social Security and peoples' retirement	44	63
Bush and the Republicans prioritize every problem around the world, but neglect America. The Democrats say, a strong America begins at home	43	65

The choice: cleaning up Washington

Now I am going to read you what some people say are some differences between Democrats and Republicans. For each, please tell me if it is a difference that makes you much more likely, somewhat more likely, or doesn't make you any more likely to vote for a Democratic candidate, or is it not at all a difference between Democrats and Republicans.

Bush and the Republicans have created a culture of corruption that puts corporate special interests first. The Democrats say, we should clean up Washington and put people first

Much
more
likely

Total
more
likely

42

61

Bush and the Republicans are working for the CEO's and most privileged. The Democrats say, America should work for everyone

42

61

The choice: American jobs and people's retirement

Now I am going to read you what some people say are some differences between Democrats and Republicans. For each, please tell me if it is a difference that makes you much more likely, somewhat more likely, or doesn't make you any more likely to vote for a Democratic candidate, or is it not at all a difference between Democrats and Republicans.

	Democrats	Independents	Seniors
Bush and the Republicans are working for the CEO's and most privileged. The Democrats say, America should work for everyone	77	46	49
The Republicans have a plan to privatize Social Security if they get the chance again. The Democrats will protect Social Security and peoples' retirement	76	44	56
Bush and the Republicans prioritize every problem around the world, but neglect America. The Democrats say, a strong America begins at home	73	45	48
Bush and the Republicans have created a culture of corruption that puts corporate special interests first. The Democrats say, we should clean up Washington and put people first	71	51	51
Bush and the Republicans say outsourcing is good for the economy. The Democrats' say our priority must be to create American jobs	69	50	52

Don't forget seniors

Seniors lead in interest in election

As you know, there will be elections in November for U.S. Congress and other offices. On a scale of one to ten, with one meaning NOT AT ALL interested and ten meaning VERY interested, please tell me how interested you are in this year's elections.

