

# Democracy Corps

Carville ♦ Greenberg ♦ Shrum

May 26, 2005

GREENBERG  
QUINLAN  
ROSNER  
RESEARCH INC

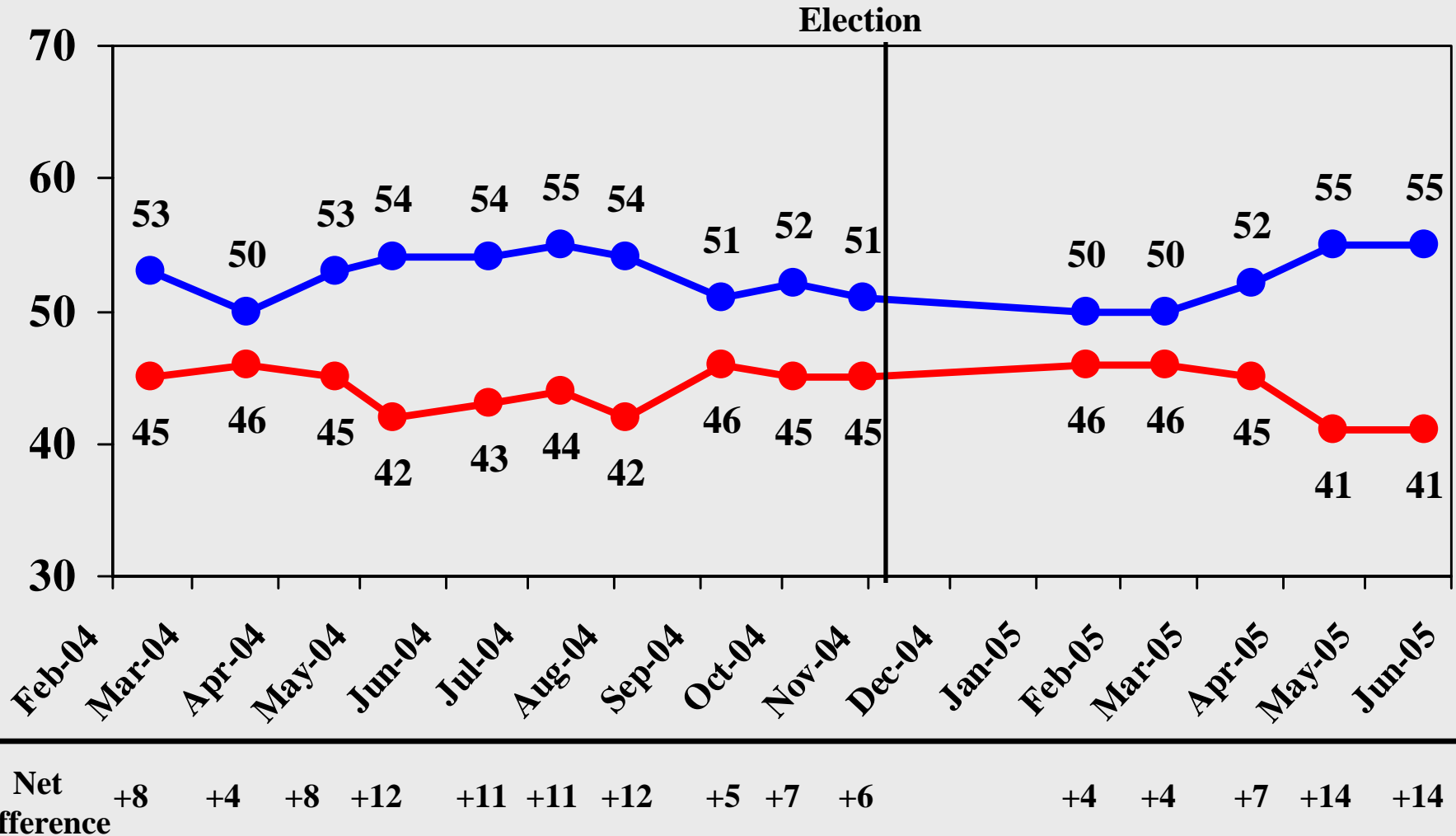




# Change Washington



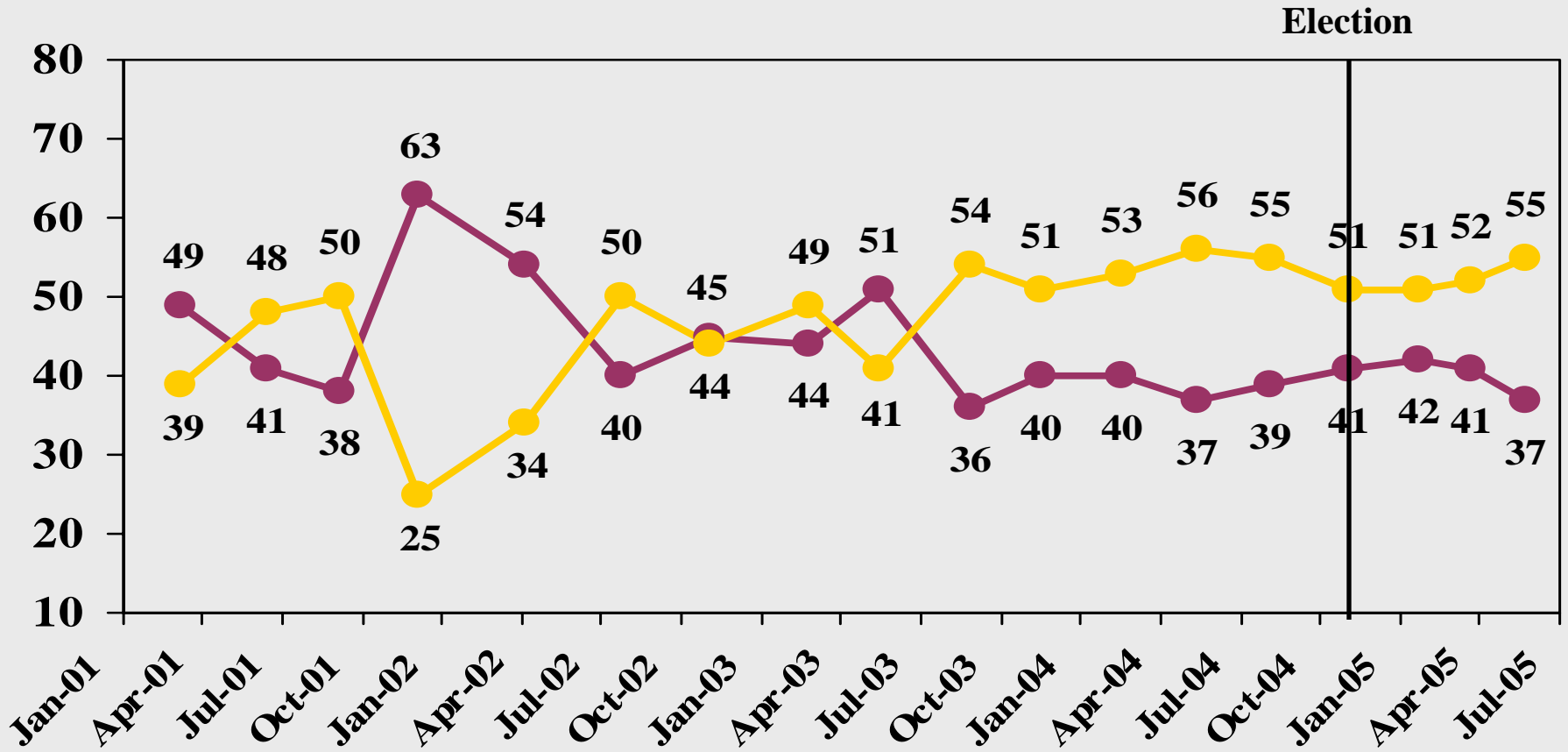
# Few want to continue Bush direction



● Significantly Different Direction ● Bush Direction



# Few think country in right direction



Net  
Difference

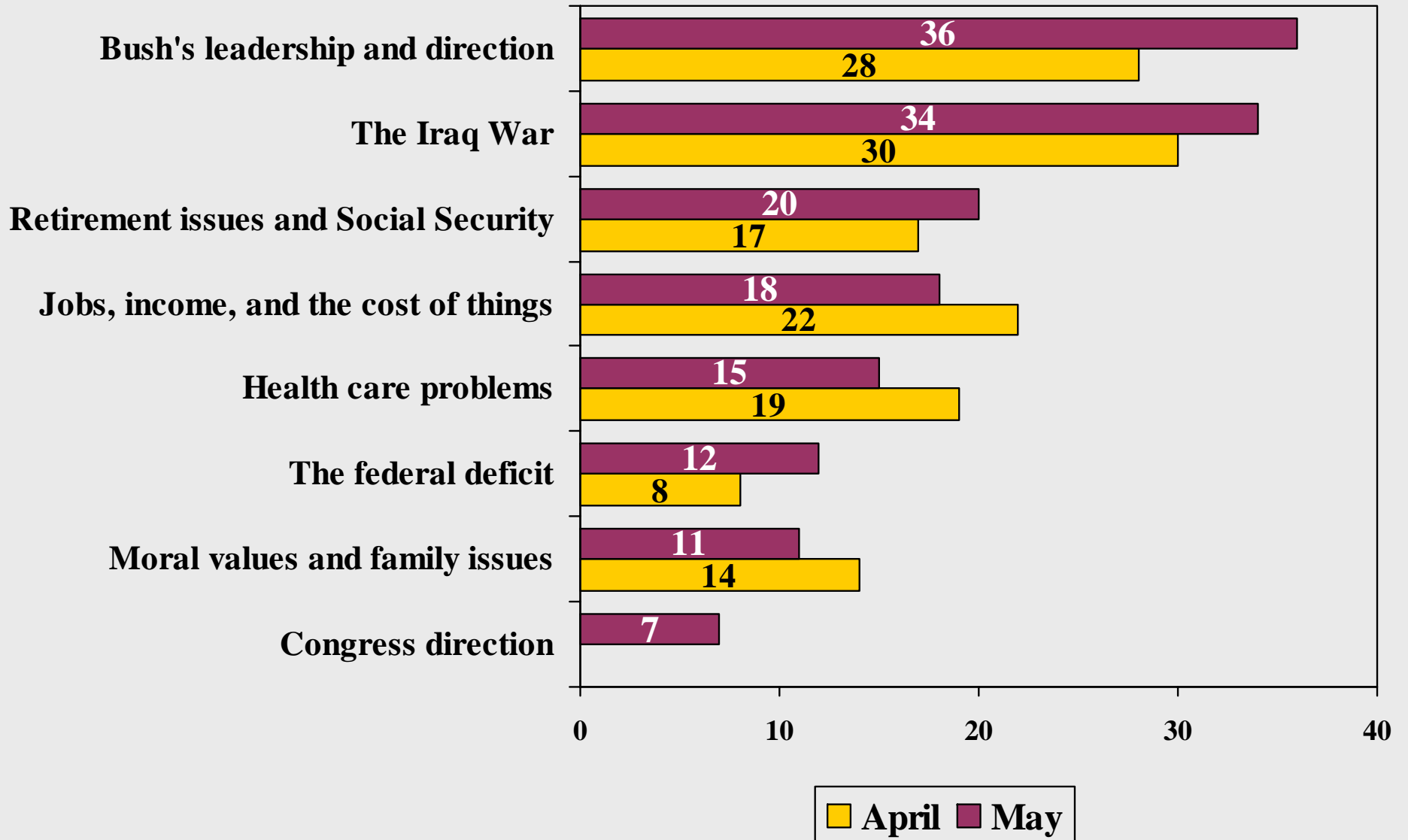
+10 -7 -12 +38 +20 -10 +1 -5 +10 -18 -11 -13 -19 -16 -10 -9 -11 -18

● Right direction ● Wrong direction



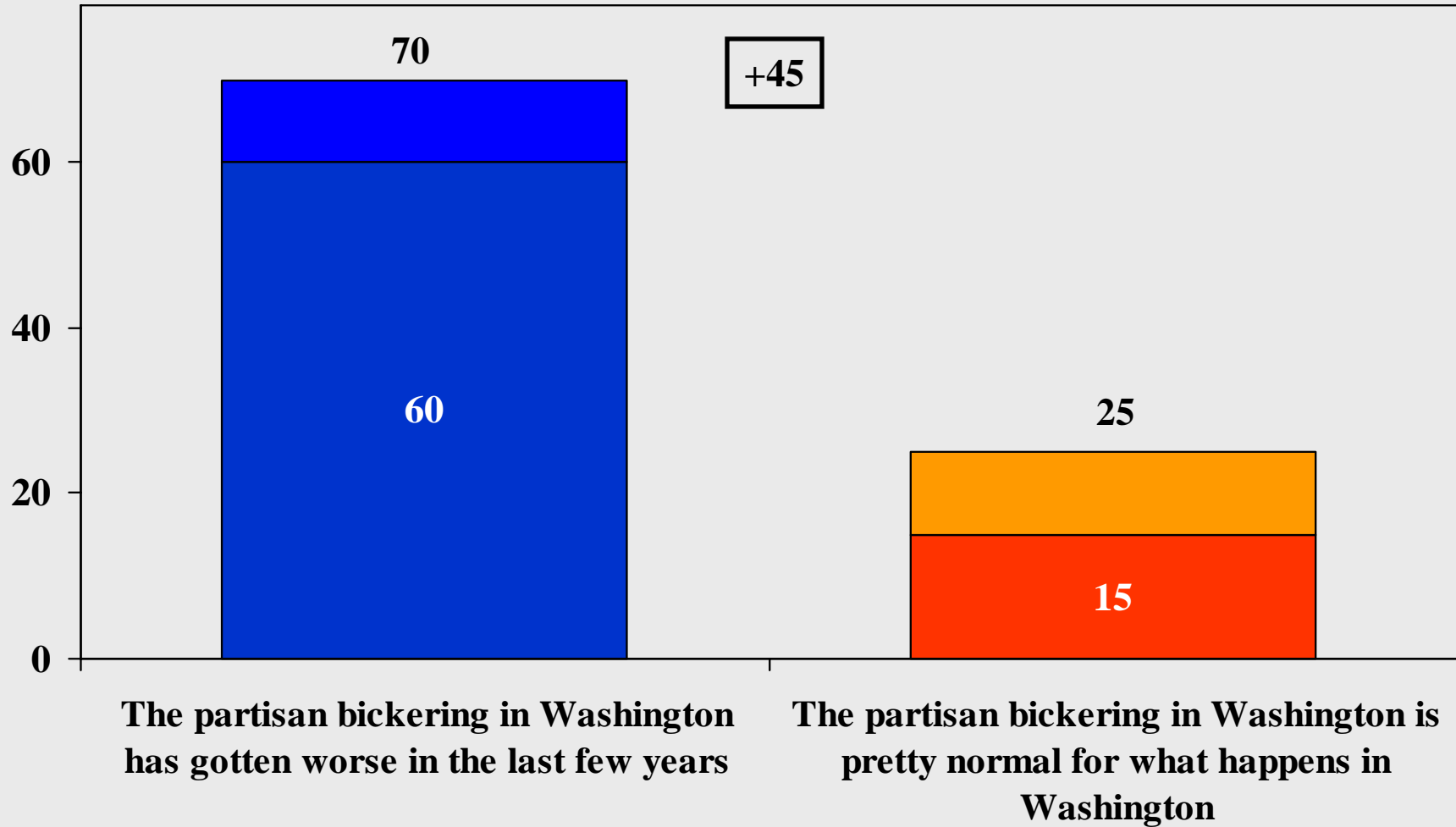
# Reasons For Wrong Direction

## Bush's Leadership and the Iraq War





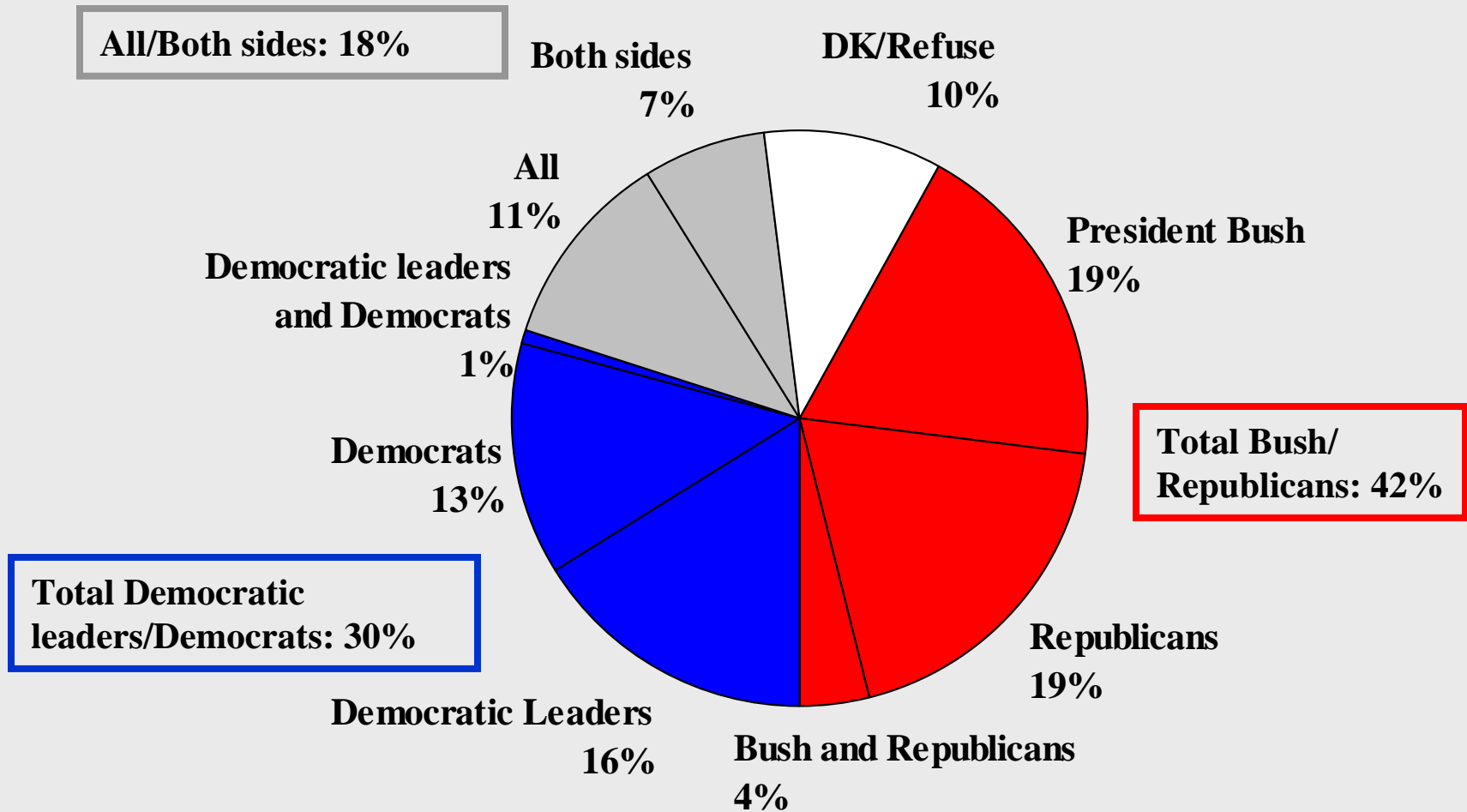
# New high level of partisan bickering



■ 1<sup>st</sup> Statement- Strongly      ■ 2<sup>nd</sup> Statement- Strongly  
■ 1<sup>st</sup> Statement- Not so strongly      ■ 2<sup>nd</sup> Statement- Not so strongly



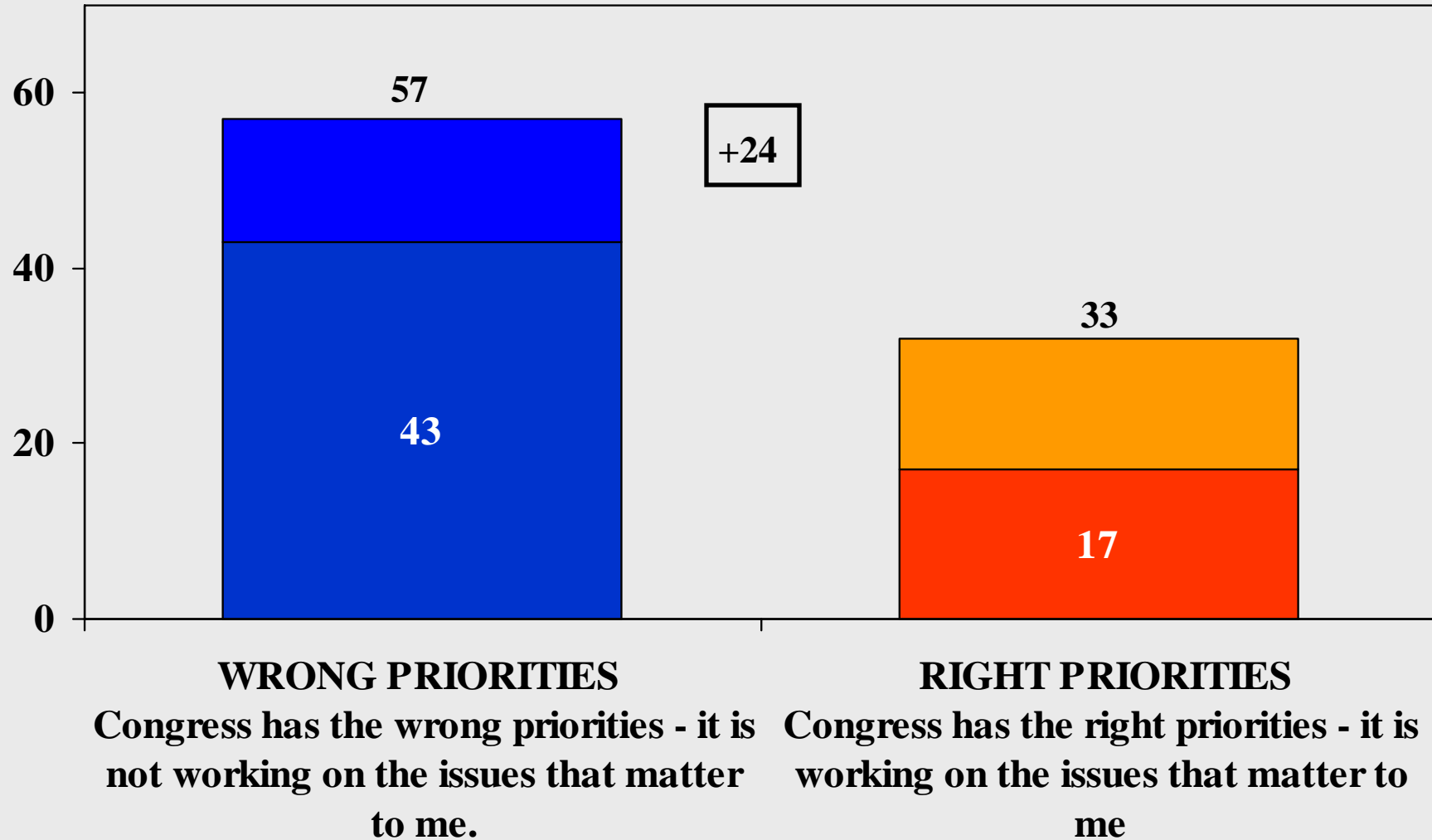
# Republicans and Bush responsible for partisan bickering



*“Who do you think is most responsible for the current level of partisanship in Washington?”*

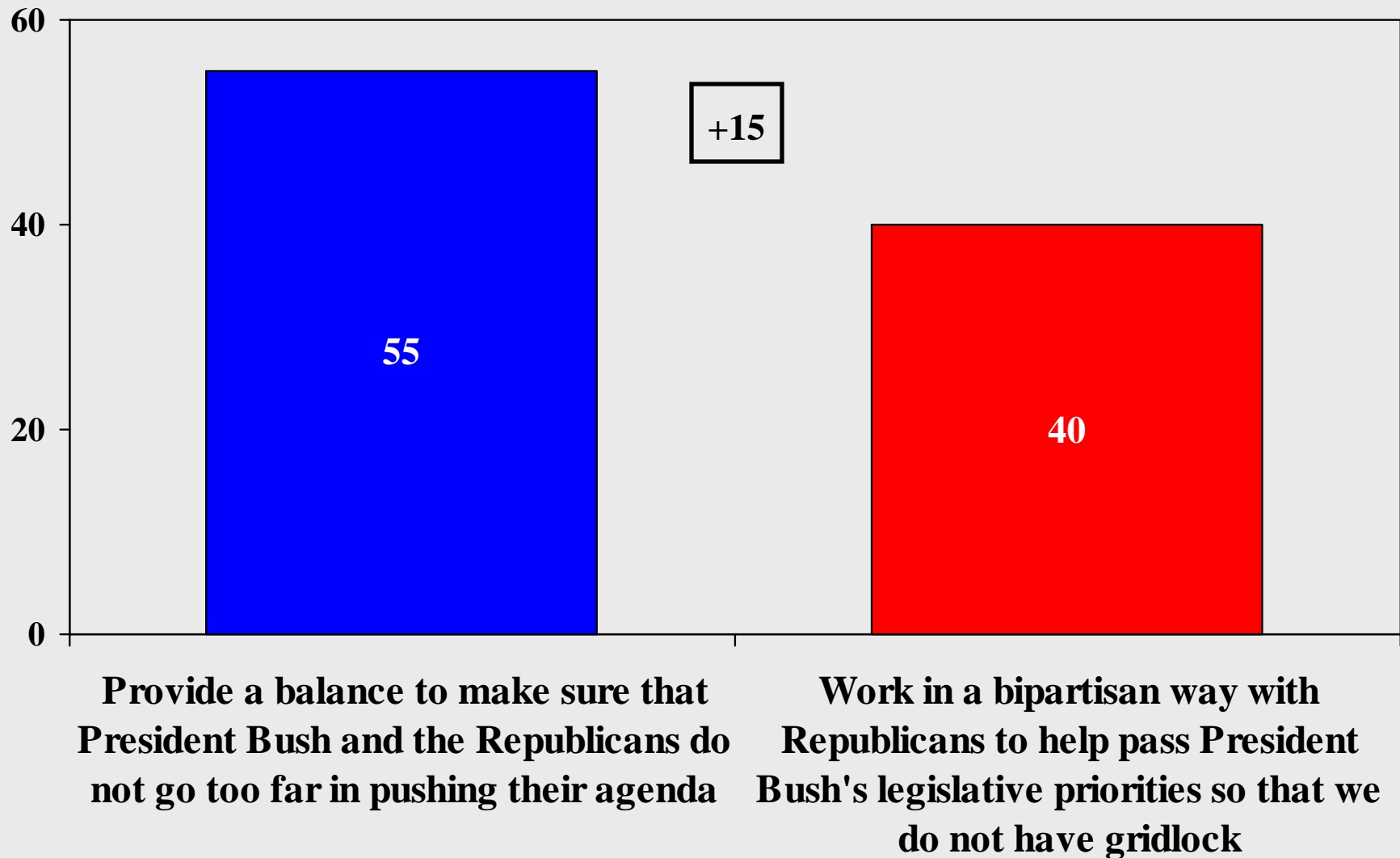


# Congress Has Wrong Priorities





## Congressional Democrats should provide balance

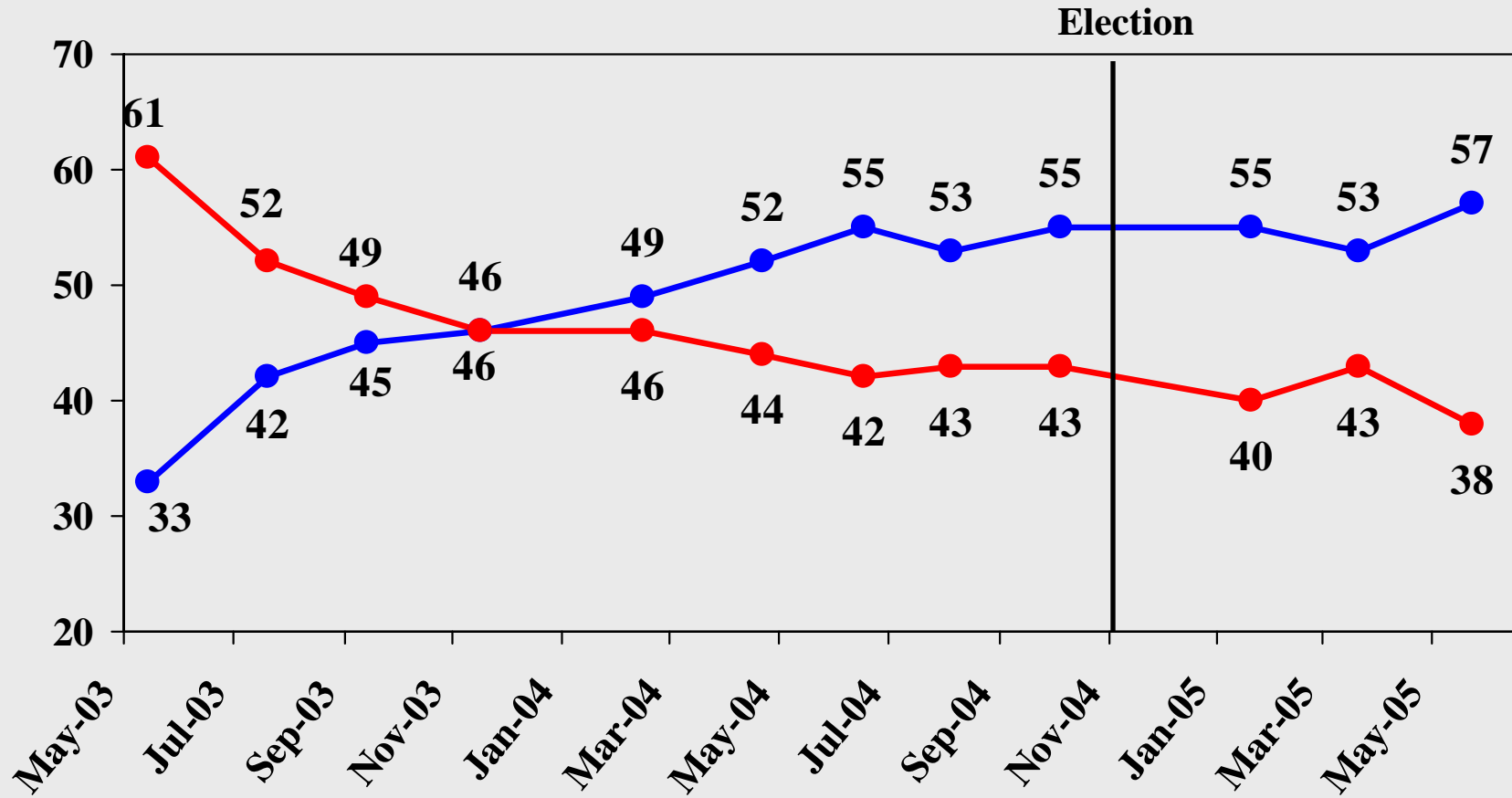




# **The Troubled Conservative Revolution**



# Big drop in support for the Iraq war



Net  
Difference

-28

-10

-4

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+3

+8

+13

+10

+12

+15

+10

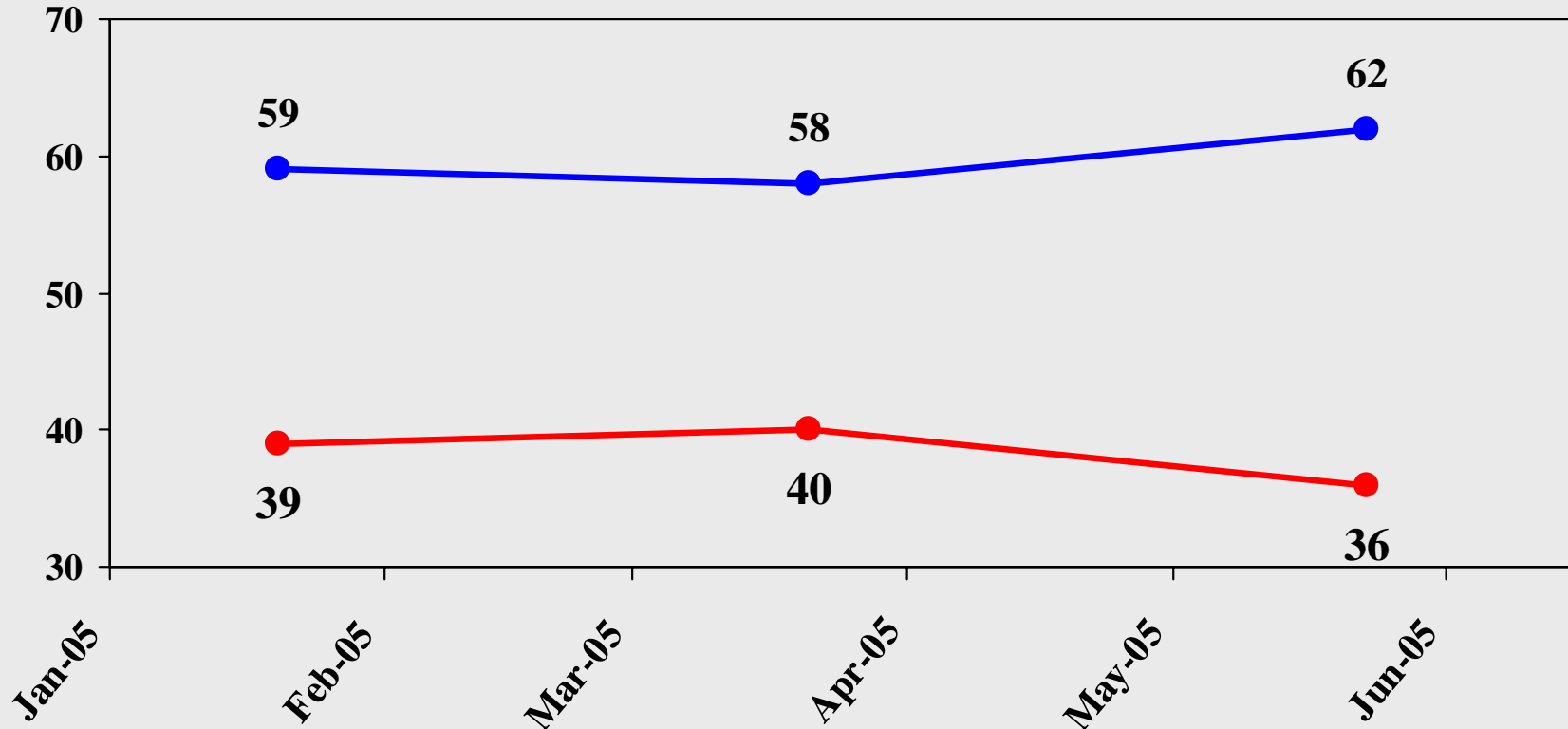
+19

● Not worth the cost of U.S. lives and dollars

● Worth the cost of U.S. lives and dollars



## Public does not see better economy



Net  
Difference

-20

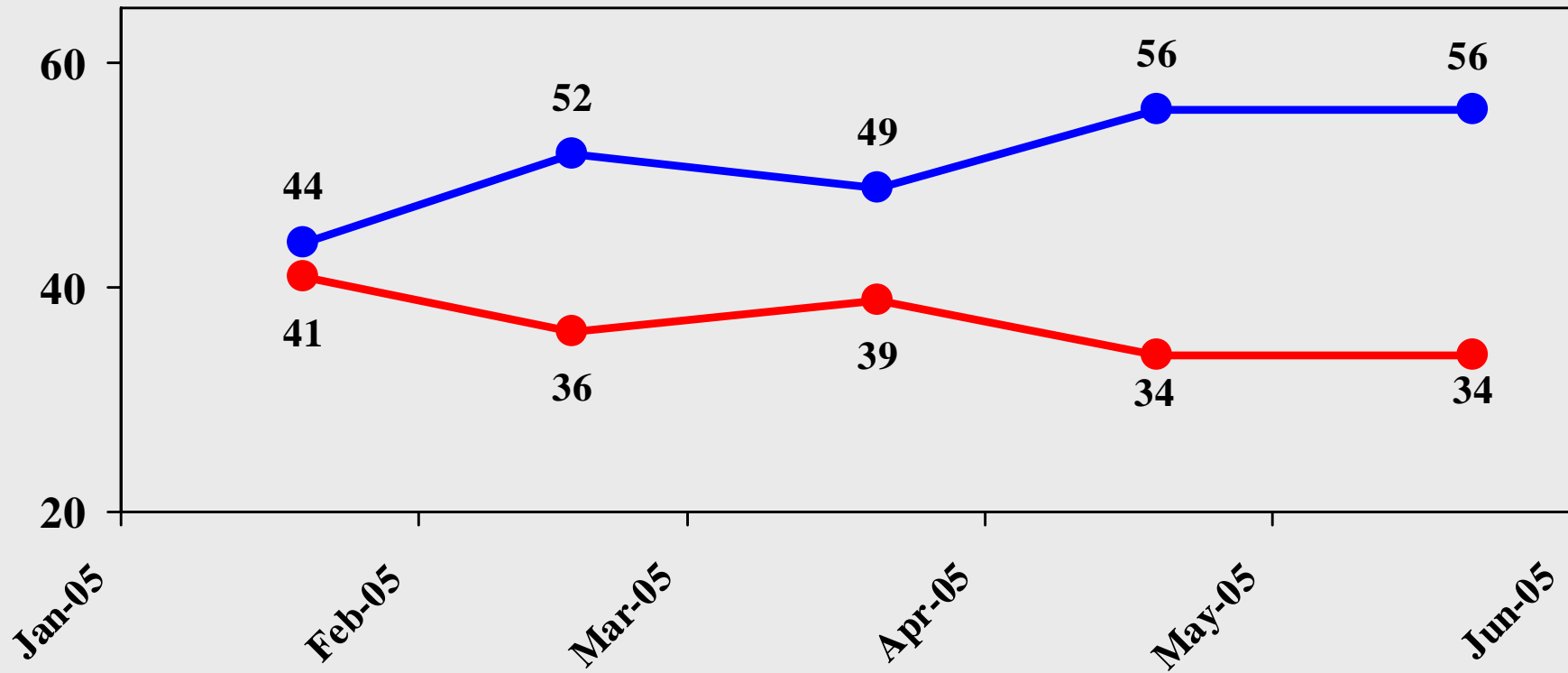
-18

-26

- The economy is not good for the middle class and working people. Jobs are scarce, incomes stagnant, and benefits being cut back.
- The economy is doing well, creating jobs, rising incomes, growing stock values, and home ownership and moving in the right direction.



# Little support for Bush's Social Security Reform



Favor-  
Oppose

-3

-16

-10

-22

-22

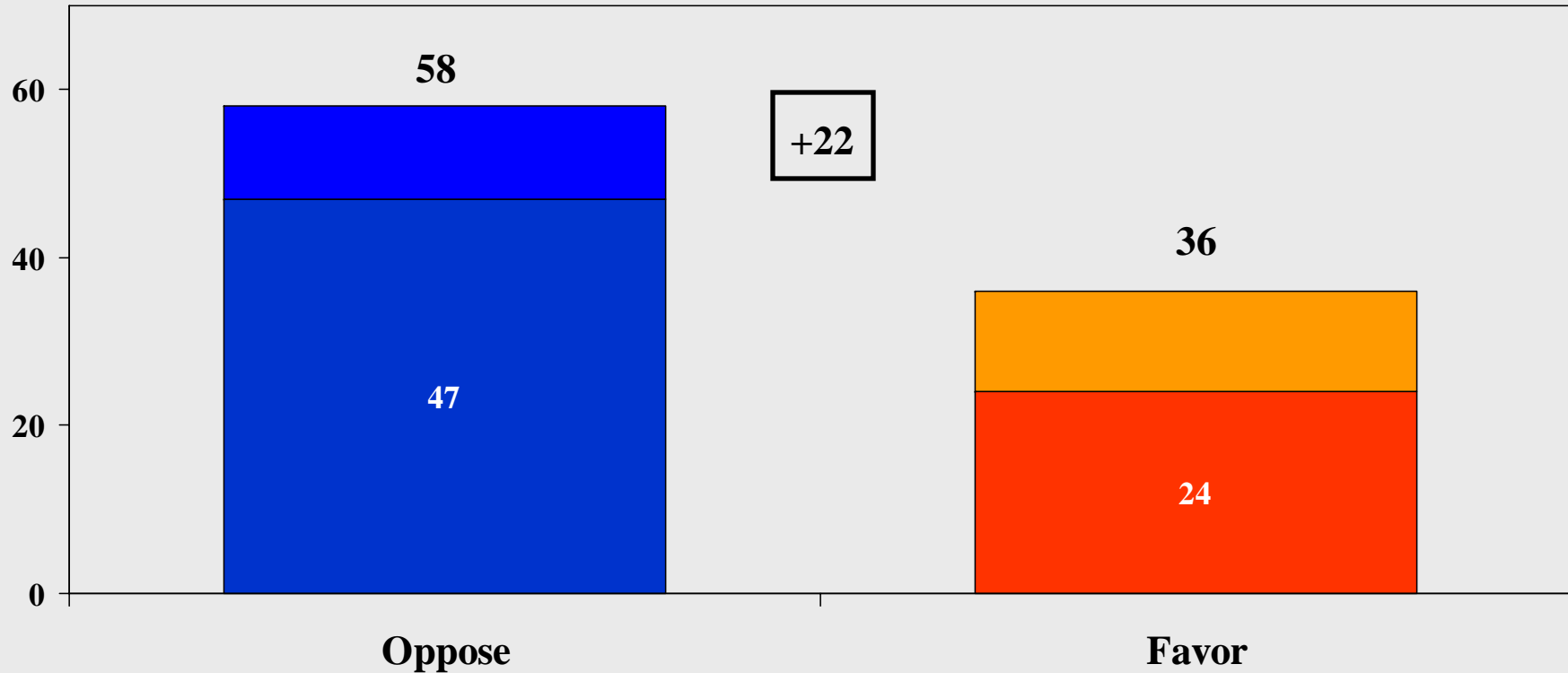


Democracy Corps  
May 26, 2005  
Figure # 12

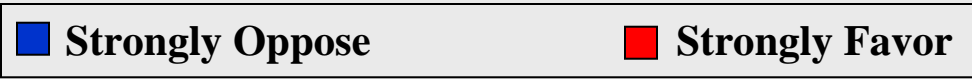
*“As you may know, George Bush recently presented his proposal to reform Social Security. Overall, do you favor or oppose his proposal to reform Social Security?”*



# Description of proposal does not impact support

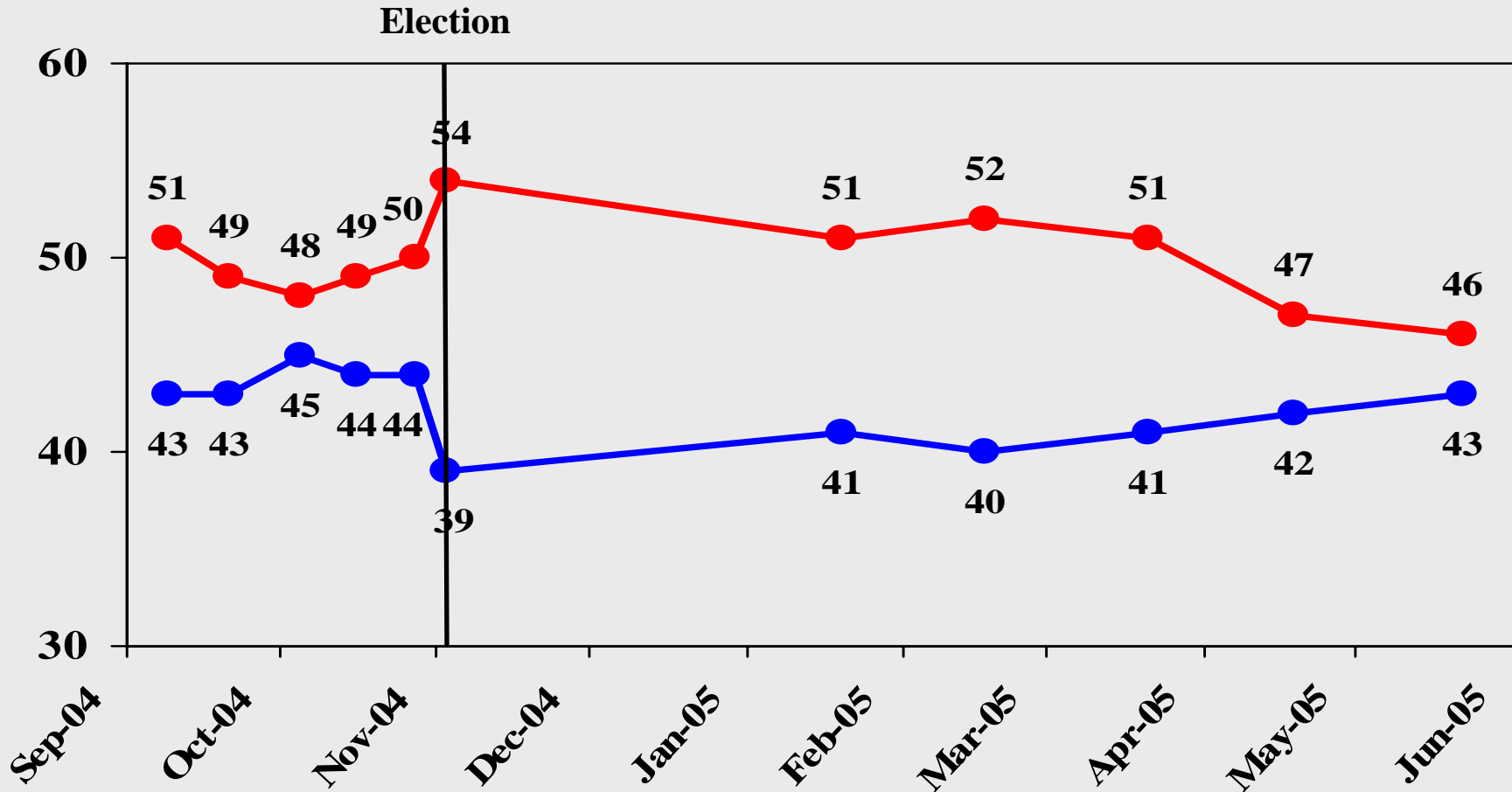


**“As you may know, President Bush has proposed a plan to reform Social Security by maintaining future benefits for workers with incomes below twenty-five thousand dollars a year, reducing them for those who make more, and allowing workers to establish personal accounts to invest a portion of their Social Security contributions in the stock market. Do you favor or oppose Bush's proposal?–”**





# Bush's personal thermometer is cooling

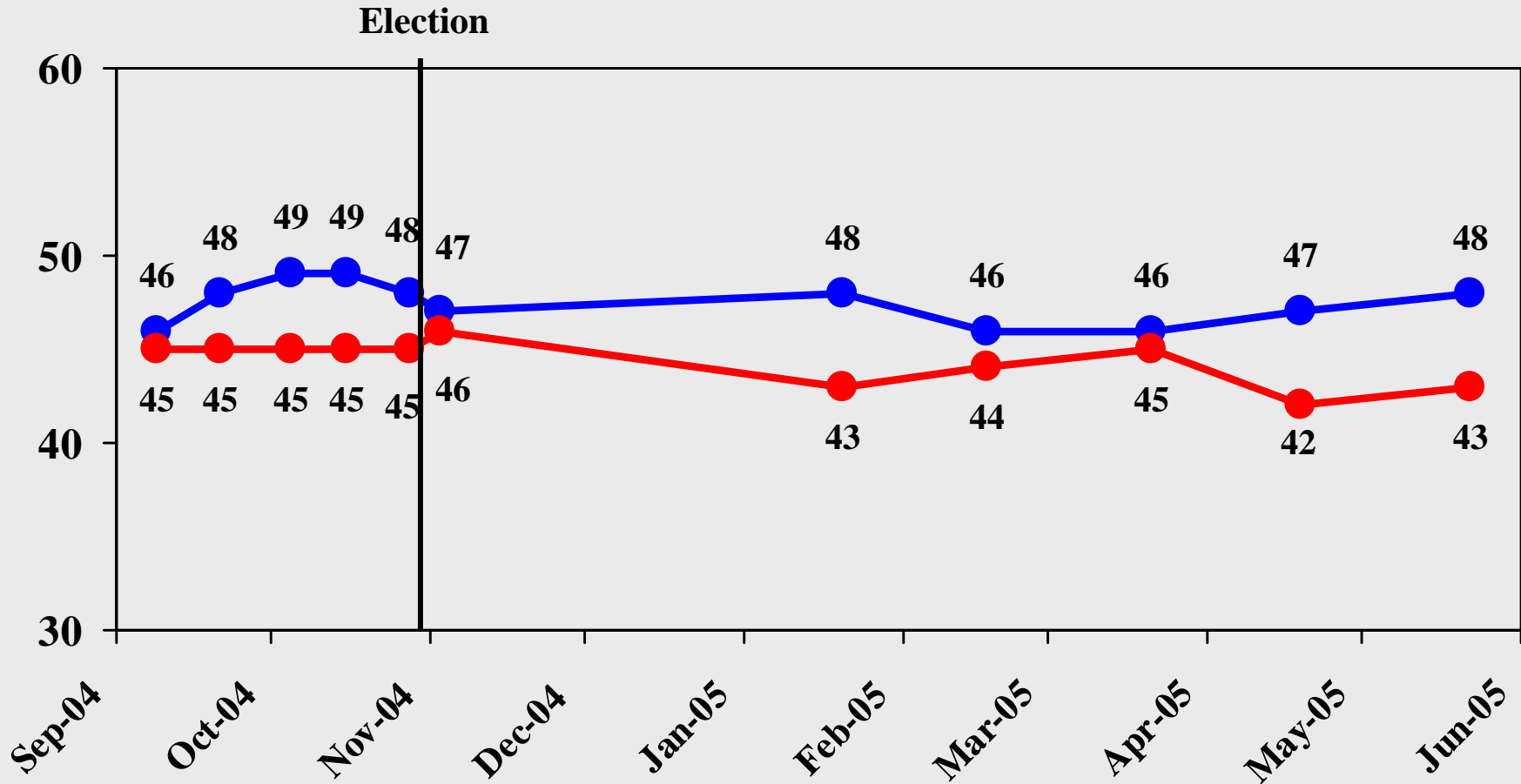


Net Difference	Sep-04	Oct-04	Nov-04	Dec-04	Jan-05	Feb-05	Mar-05	Apr-05	May-05	Jun-05	
	+8	+6	+3	+5	+6	+15	+10	+12	+10	+5	+3





# Democrats establishing lead in congressional vote



**Democratic margin**

+1 +3 +4 +4 +3 +1

+5

+2

+1

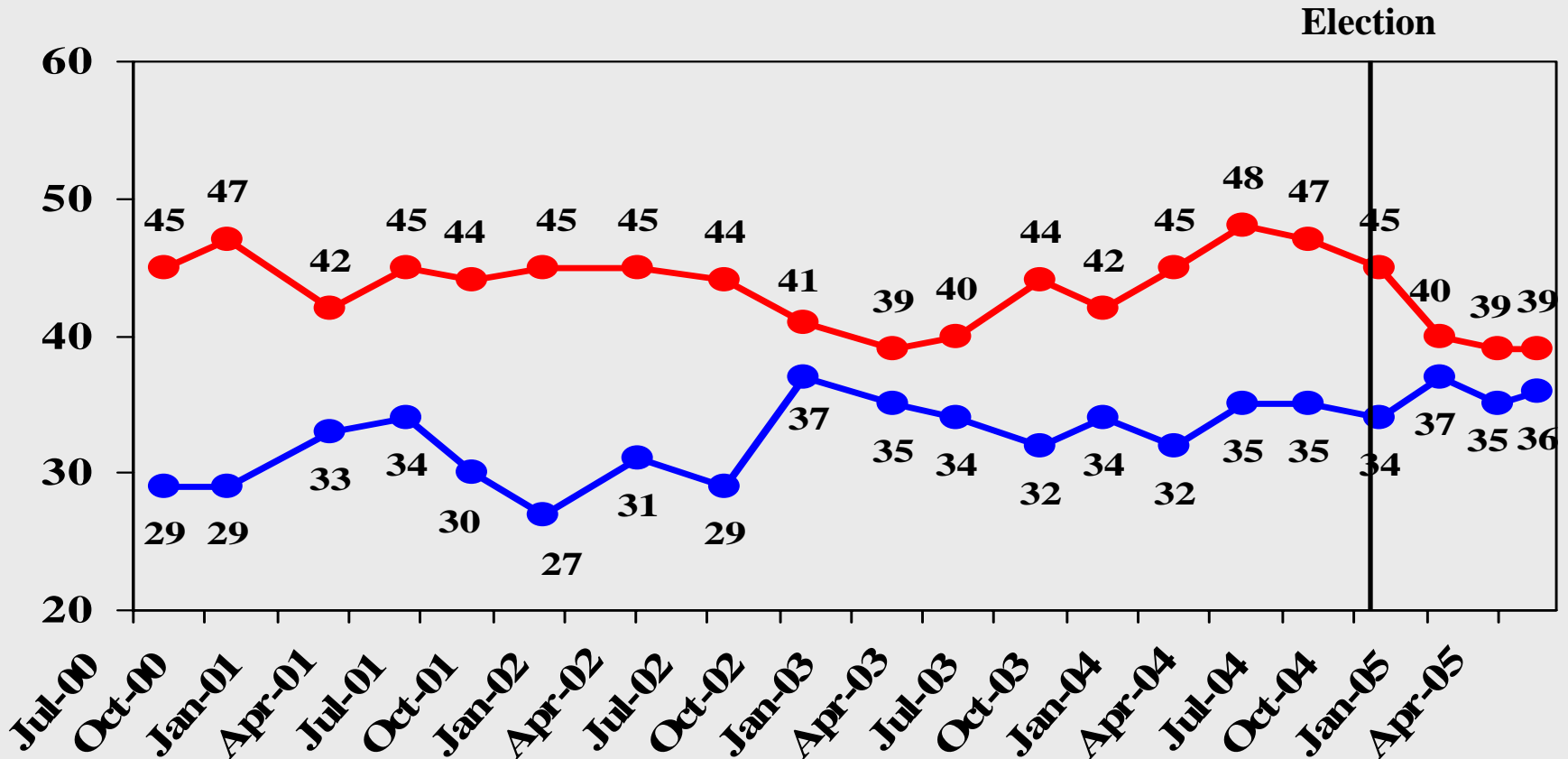
+5

+5

 **Democratic Congressional Candidate**  
 **Republican Congressional Candidate**



# Democratic thermometer still has not rebounded

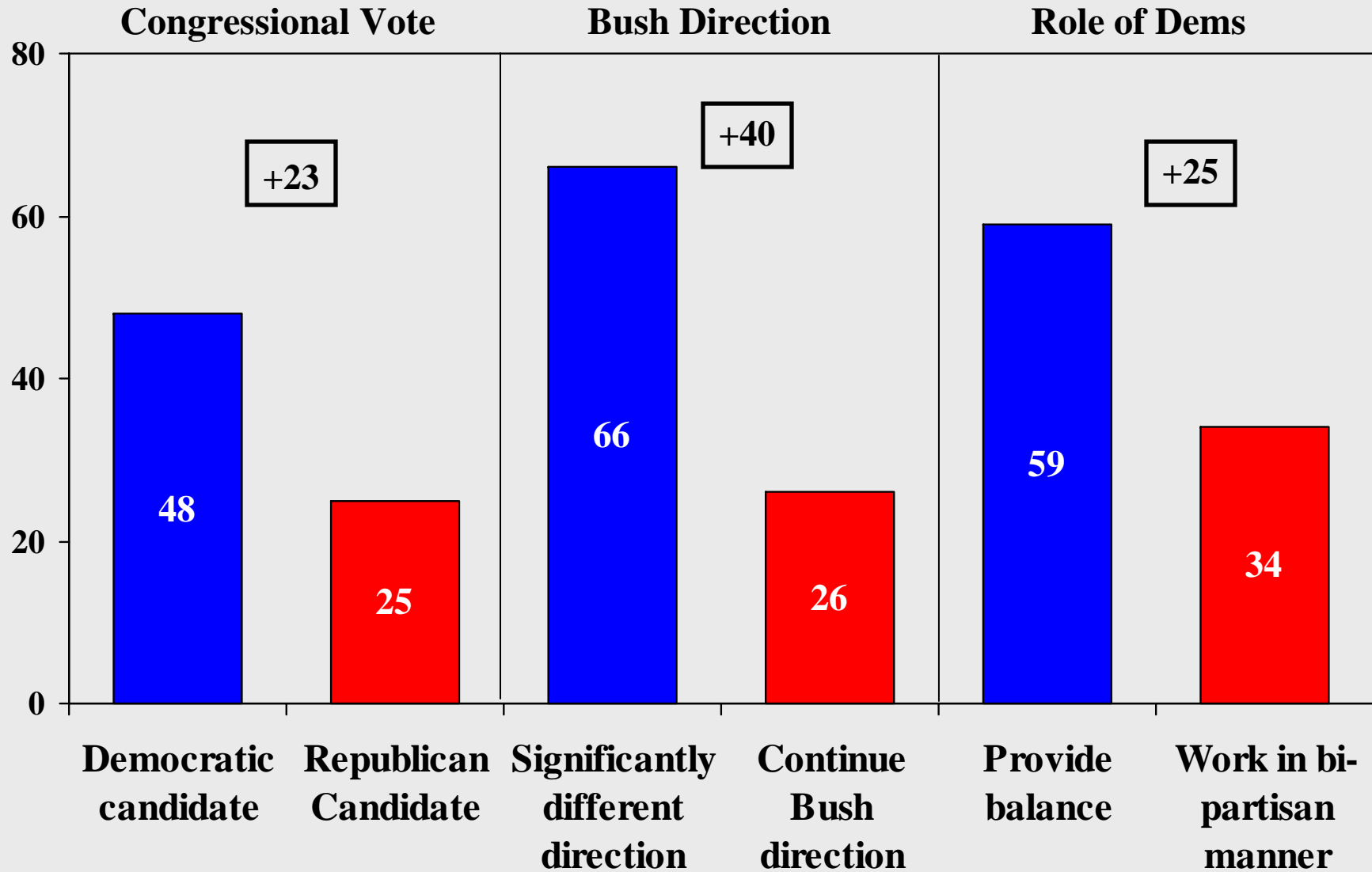


Net Difference	+16	+18	+9	+11	+14	+18	+14	+15	+4	+4	+6	+12	+8	+13	+13	+12	+11	+3	+3	+3
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● Cool ● Warm

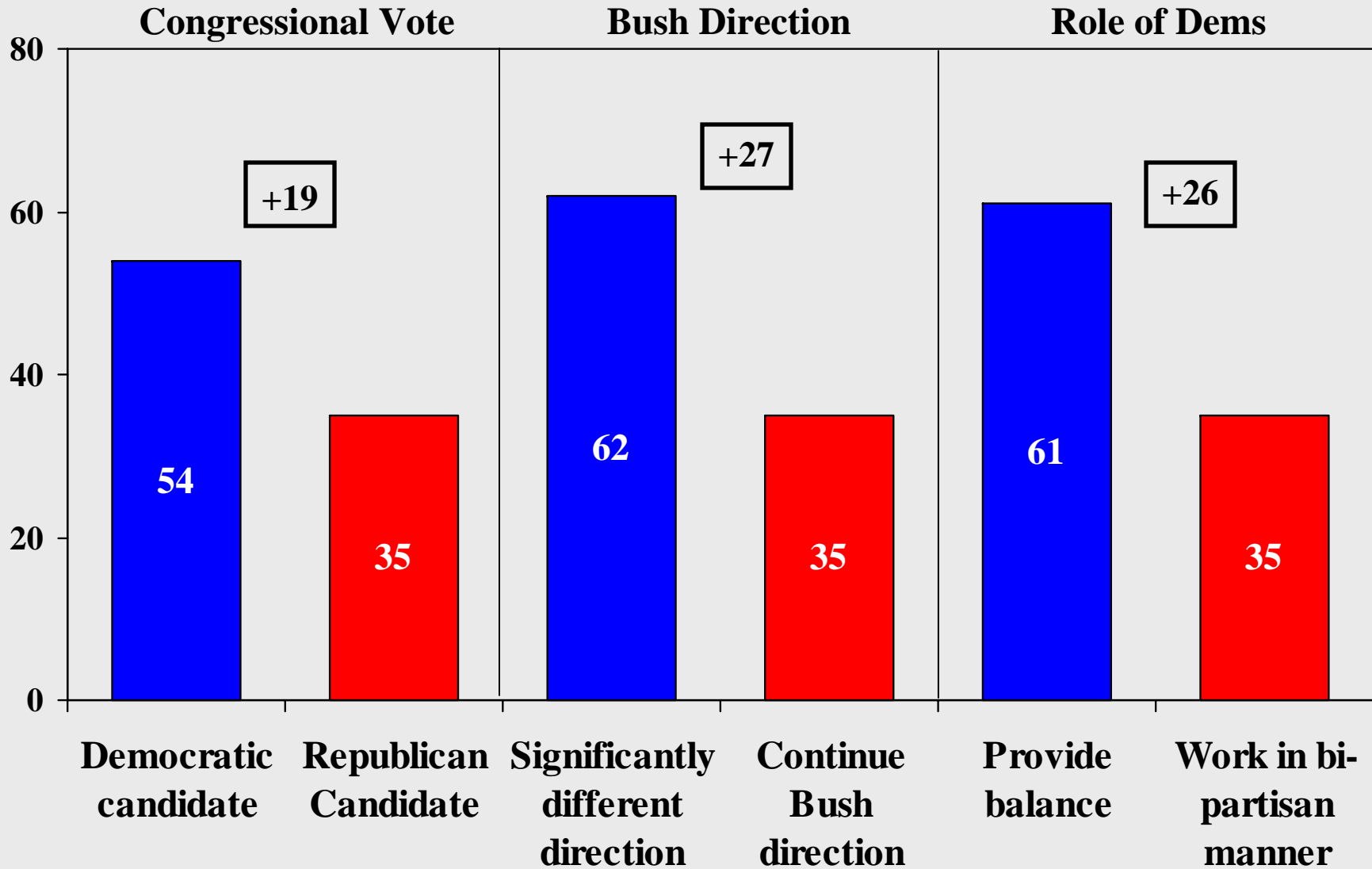


# Independents' Positions on Key Indicators



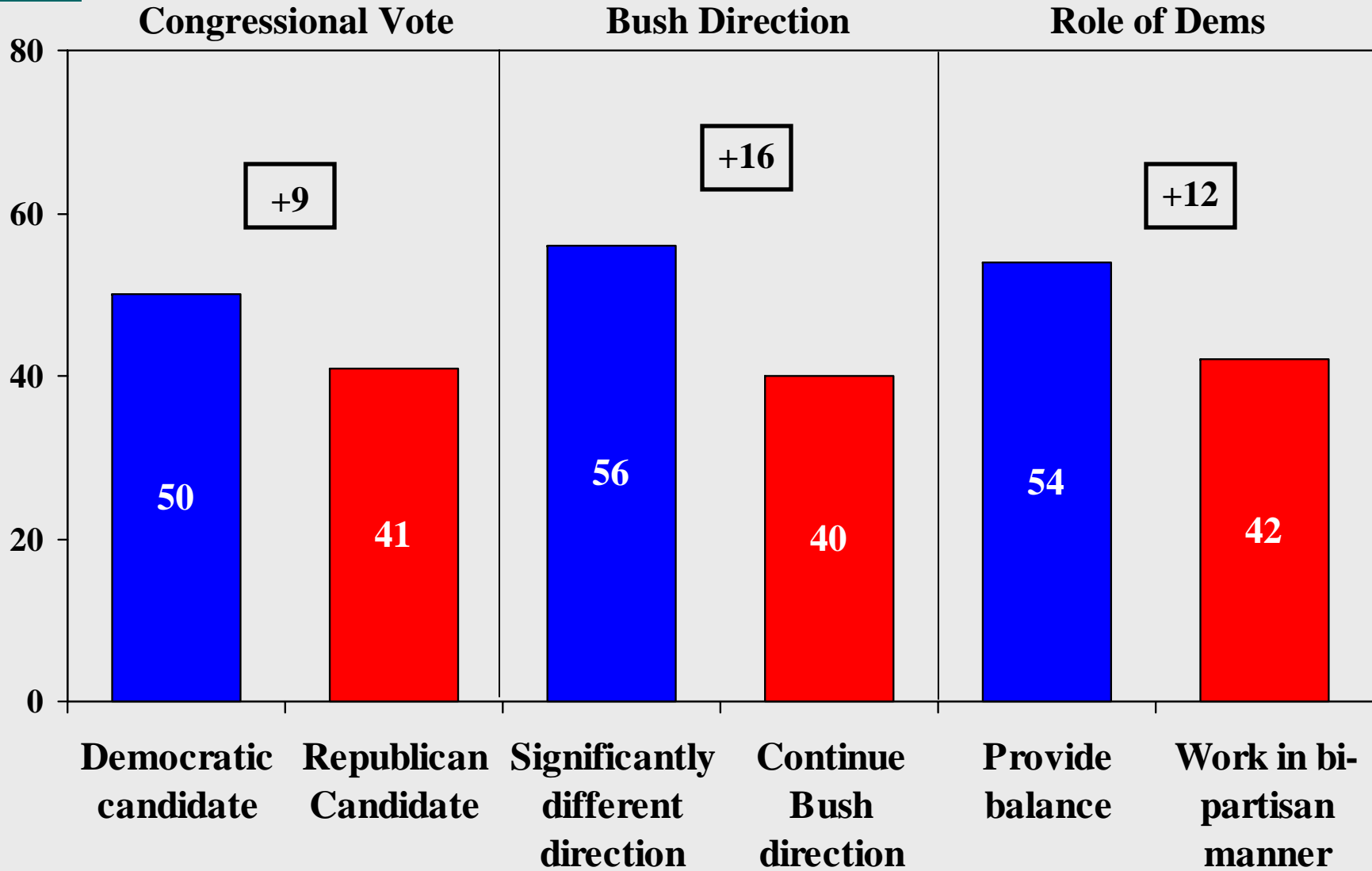


# White Mainline Protestants' Positions on Key Indicators



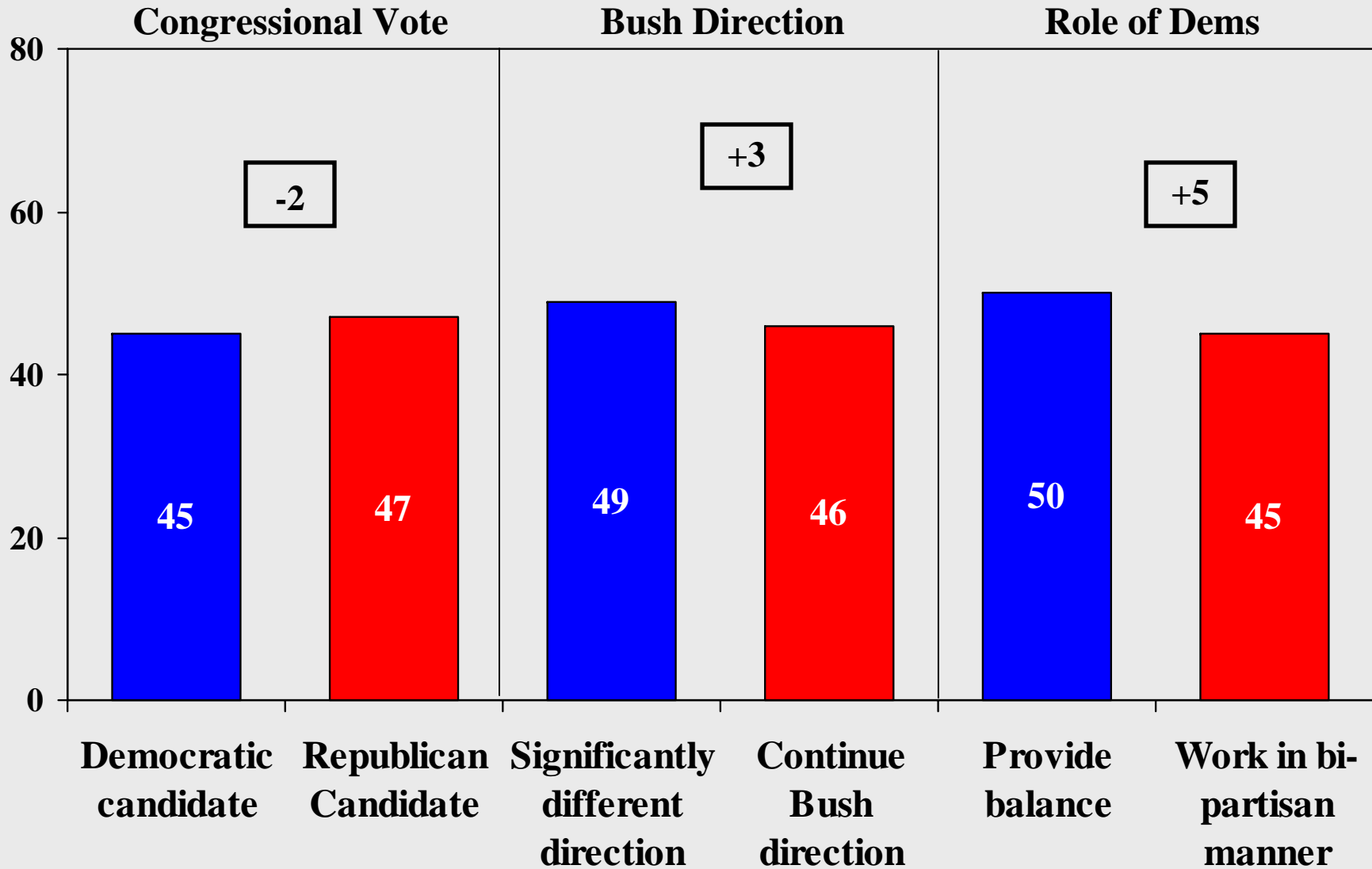


# Key Indicators in Battleground States



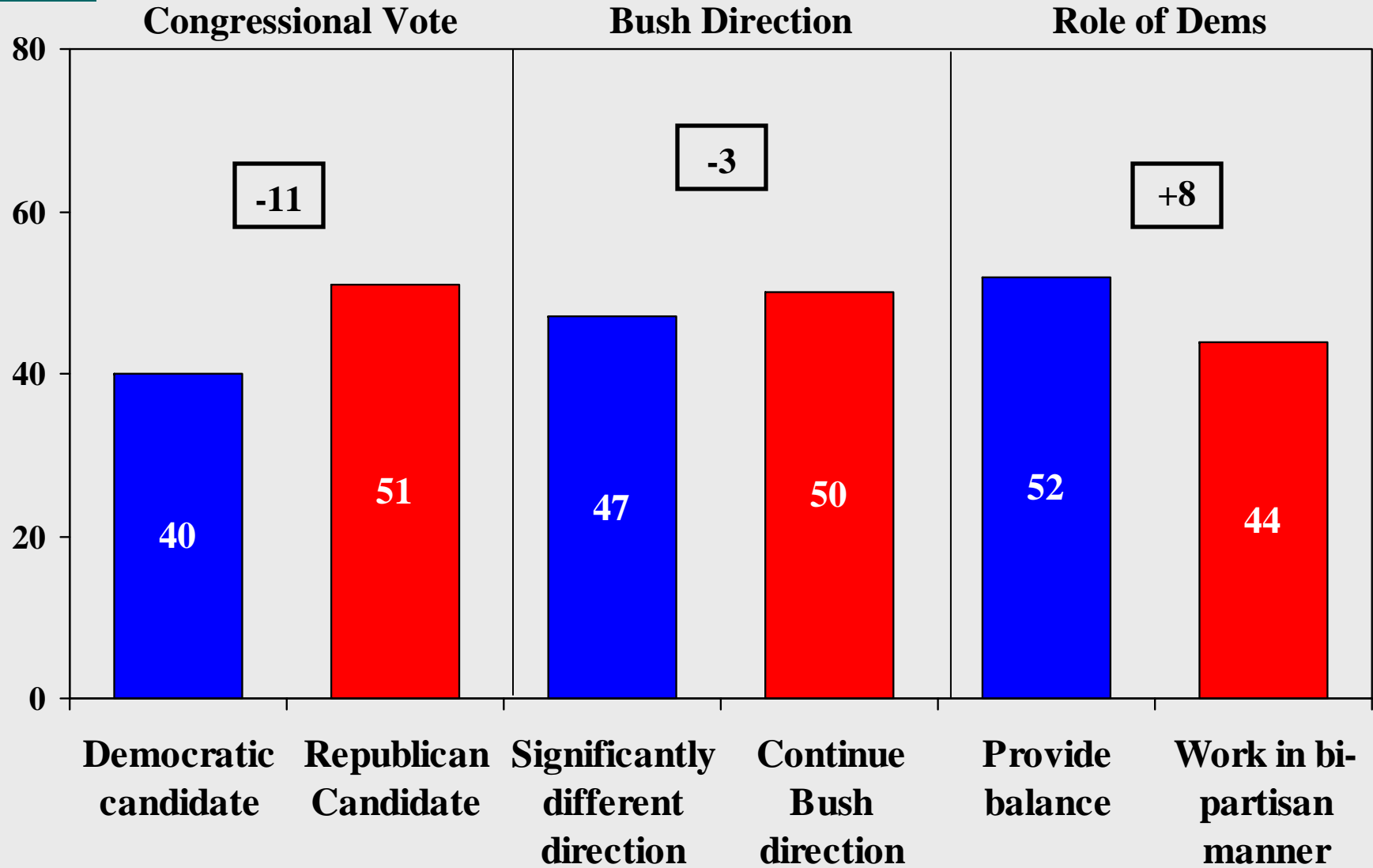


# White Rural Voters' Positions on Key Indicators





# Key Indicators in Bush Counties



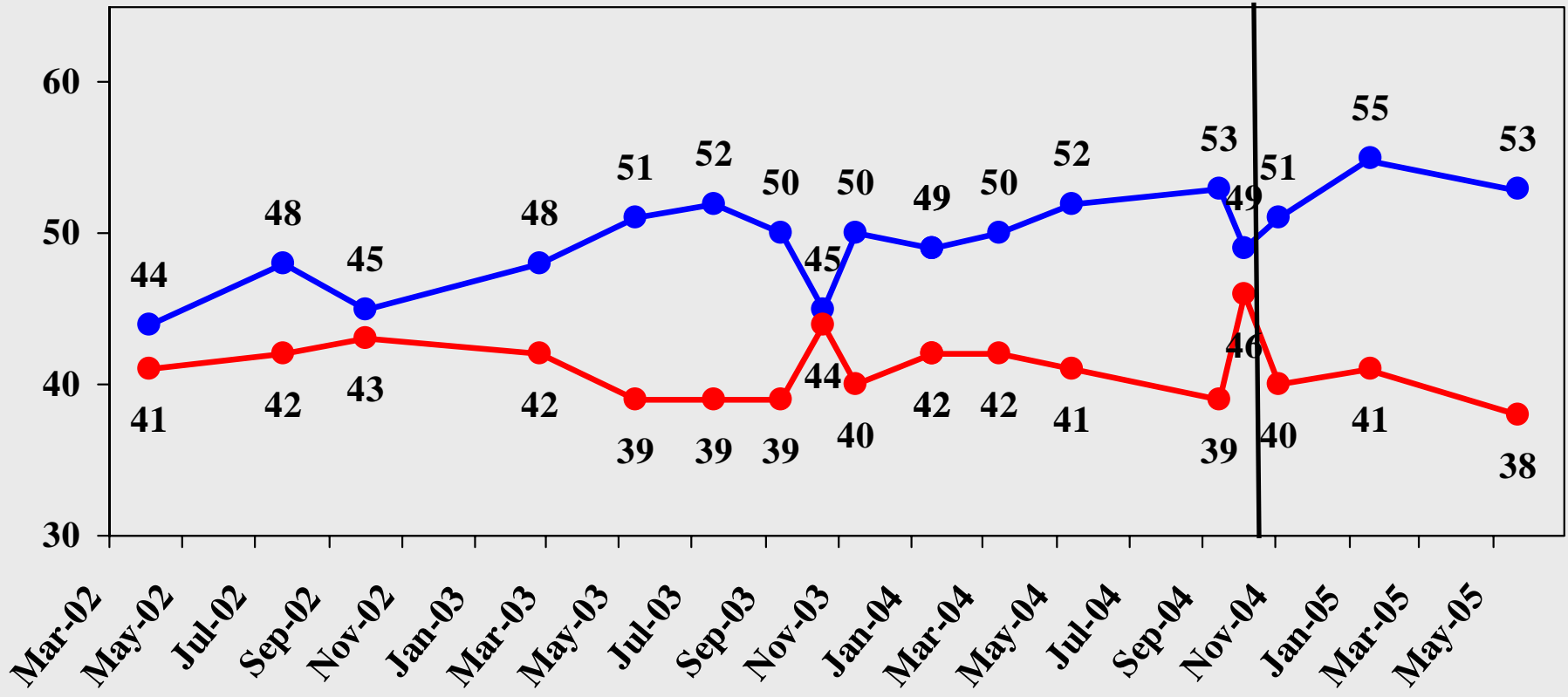


# Ascendant Values



# Serious doubts that military strength alone can provide security

Election

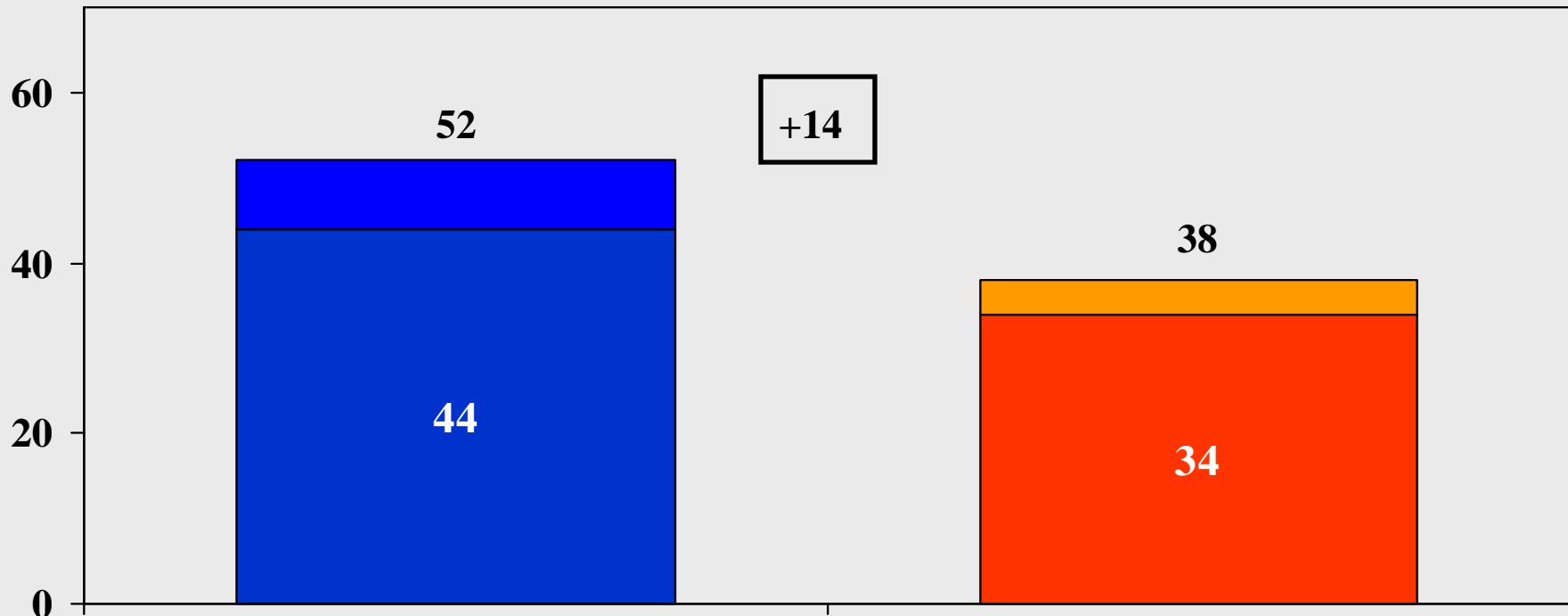


Net Difference	+3	+6	+2	+6	+12	+13	+11	+1	+10	+7	+8	+11	+14	+3	+11	+14	+15
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- America's security depends on building strong ties with other nations
- Bottom line, America's security depends on its own military strength



# Threats to families more from economic and time pressures



## ECONOMIC PRESSURE

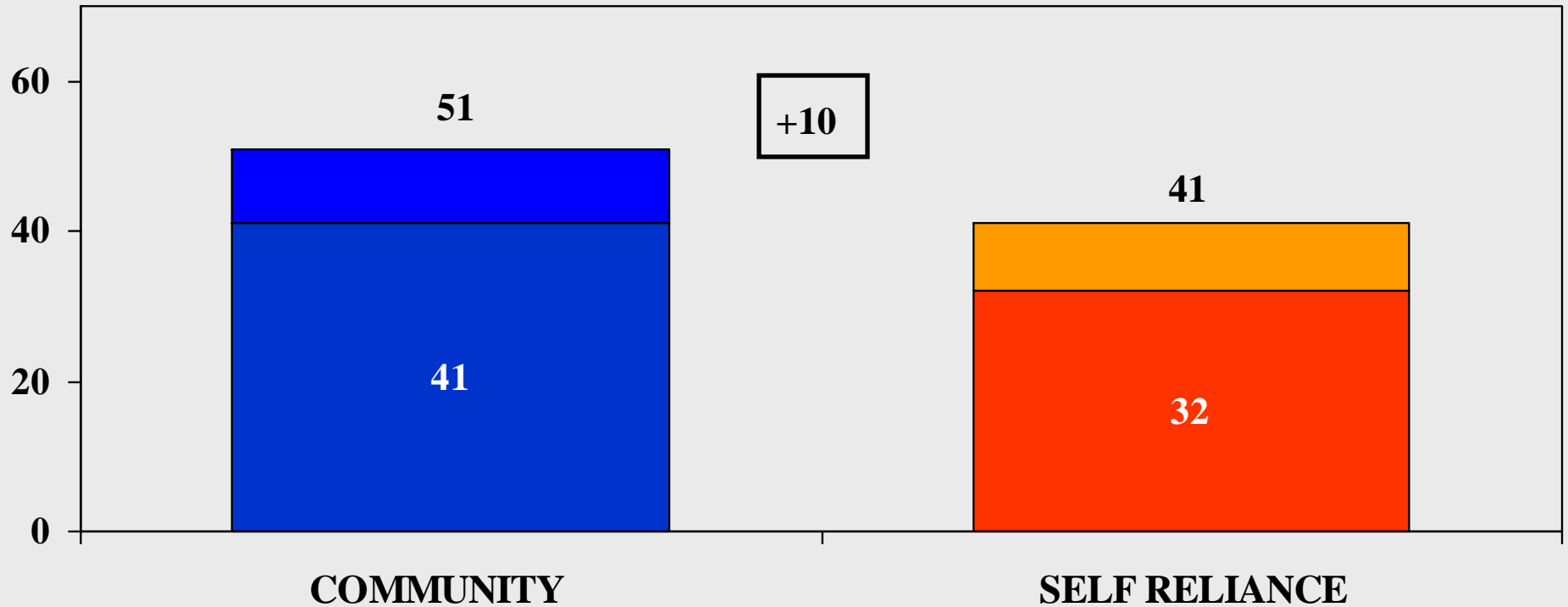
The biggest threats to families are economic pressures from stagnant wages, less time to raise children, increasing health care costs and loss of retirement security.

## FAMILY VALUES

The biggest threats to families are the undermining of family values, from gay marriage and abortion on demand, a culture of sex and violence, and children not learning personal responsibility



# Community slightly stronger than self-reliance



**COMMUNITY**  
The role of government should be to promote the principle of a strong community. America is most successful when we pull together to pursue policies that expand opportunity and create a rising prosperity for all, not just a few.

**SELF RELIANCE**  
The role of government should be to promote the principle of self reliance. America is most successful when we have a limited government that keeps taxes low so that businesses and individuals can prosper.



# Competing Narratives



# Democratic economic narrative dominant

How much more likely to support?

Much  
More

Much/  
Smwt  
More

## Democratic Economic Narrative

**America is headed in the wrong direction. We have a stagnant economy, with record budget and trade deficits. The tax cuts for the wealthy and big corporations have failed. Corporate profits are up, but workers' wages are not. Gas prices and health care costs are skyrocketing, and jobs are going overseas. We have to change course and make real investments in our economy. Keep good jobs on U.S. soil, increase wages, bring down the cost of health care, and strengthen our education system.**

**42**      **58**

## Republican Economic Narrative

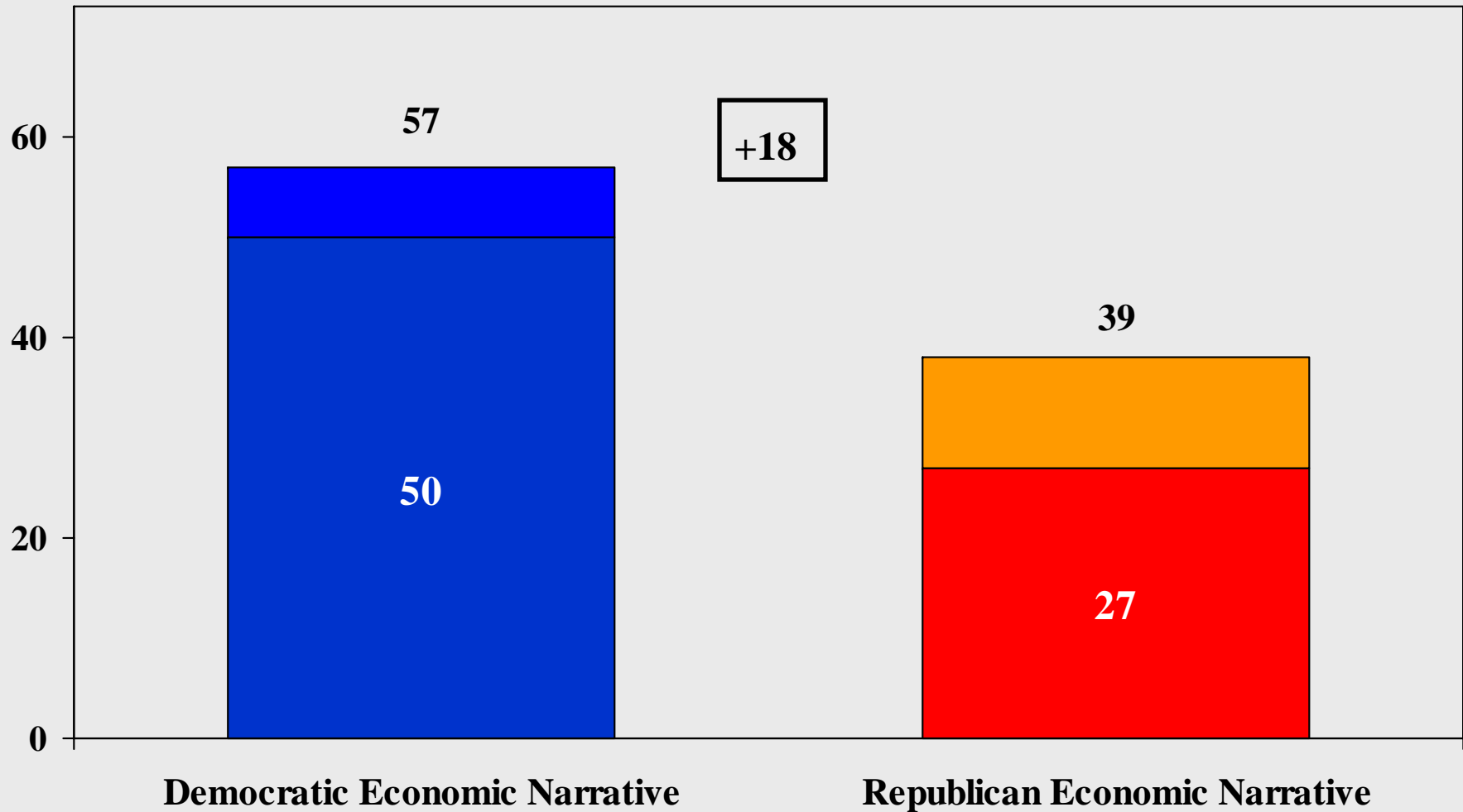
**America has faced great challenges in recent years, but we are making progress. The president's tax cuts are working and the economy is continuing to improve, with over 3 million new jobs created over the past two years and homeownership now at an all-time high. Medicare reforms have helped over 4 million seniors save money on prescription drugs and, thanks to No Child Left Behind, test scores in our schools are improving. America is moving in the right direction.**

**17**      **35**



# Democratic Economic Narrative Preferred

Which do you agree with more?



 Democratic Statement- Strongly

 Republican Statement- Strongly



# Globalization and Trade



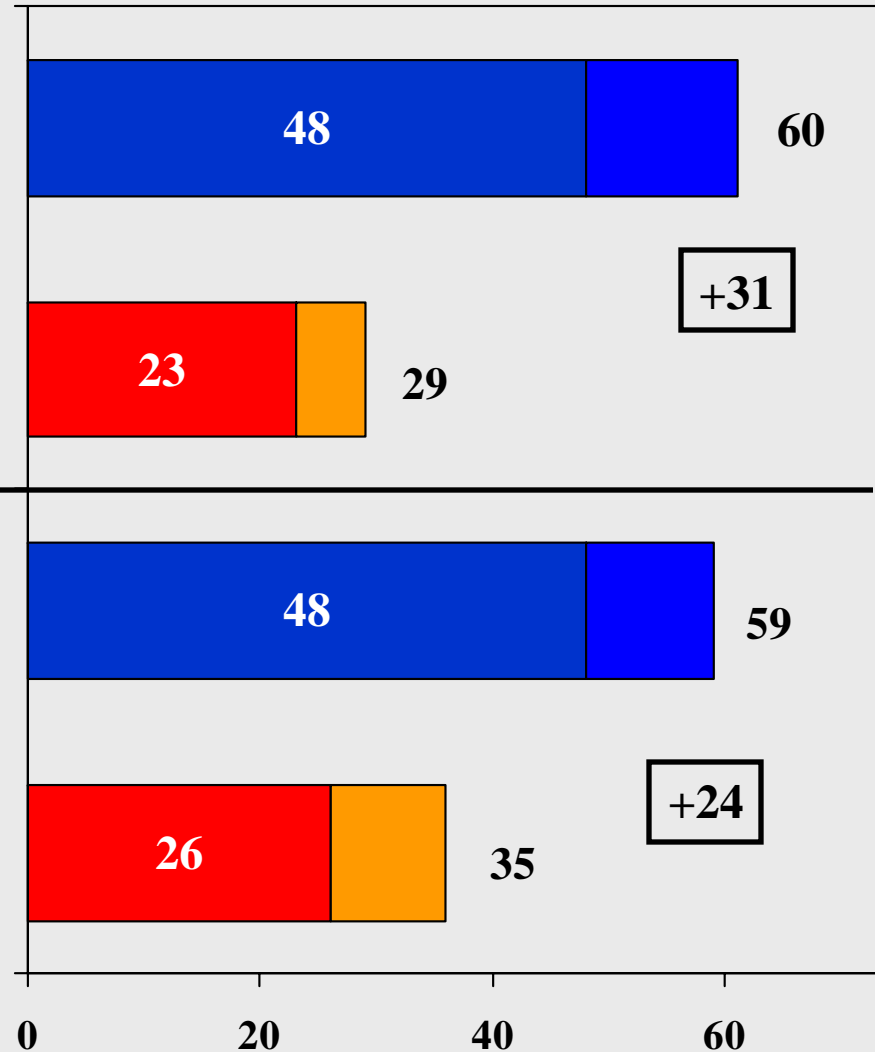
# Government activism needed with global economy

For America to prosper in a competitive global economy, the government should invest in education, modern transportation and technology so business expands here

For America to prosper in a competitive global economy, we need smaller government and less regulation so business can be innovative and be free to compete and succeed

For America to prosper in a competitive global economy, we need government that encourages job creation in the US, protects pensions and the environment

For America to prosper in a competitive global economy, we need smaller government and less regulation so business can be innovative and be free to compete and succeed





# Lou Dobbs ahead of Tom Friedman for now

Total  
Prefer

## Dobbs

**For too long, we have been told that free trade is good for us, but in reality it has resulted in record trade deficits, a weakening dollar and the loss of 3 million American jobs over the past three years. Good US jobs, from manufacturing to software design, are outsourced to foreign countries every day and, if they are replaced at all, it is by jobs with lower pay and less benefits. We must stop subsidizing companies that take jobs abroad and start rewarding those that create them here at home.**

**54**

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## Friedman

**In today's world, technology has enabled individuals and businesses anywhere to network and compete with each other. This presents America with new challenges, but also with new opportunities. Failing to step up to the challenges will only cause us to fall behind the rest of the world. Rather than attempting to reverse globalization, we must move quickly to improve our education system and update our economic institutions to compete and maintain our leadership position in the world economy.**

**40**



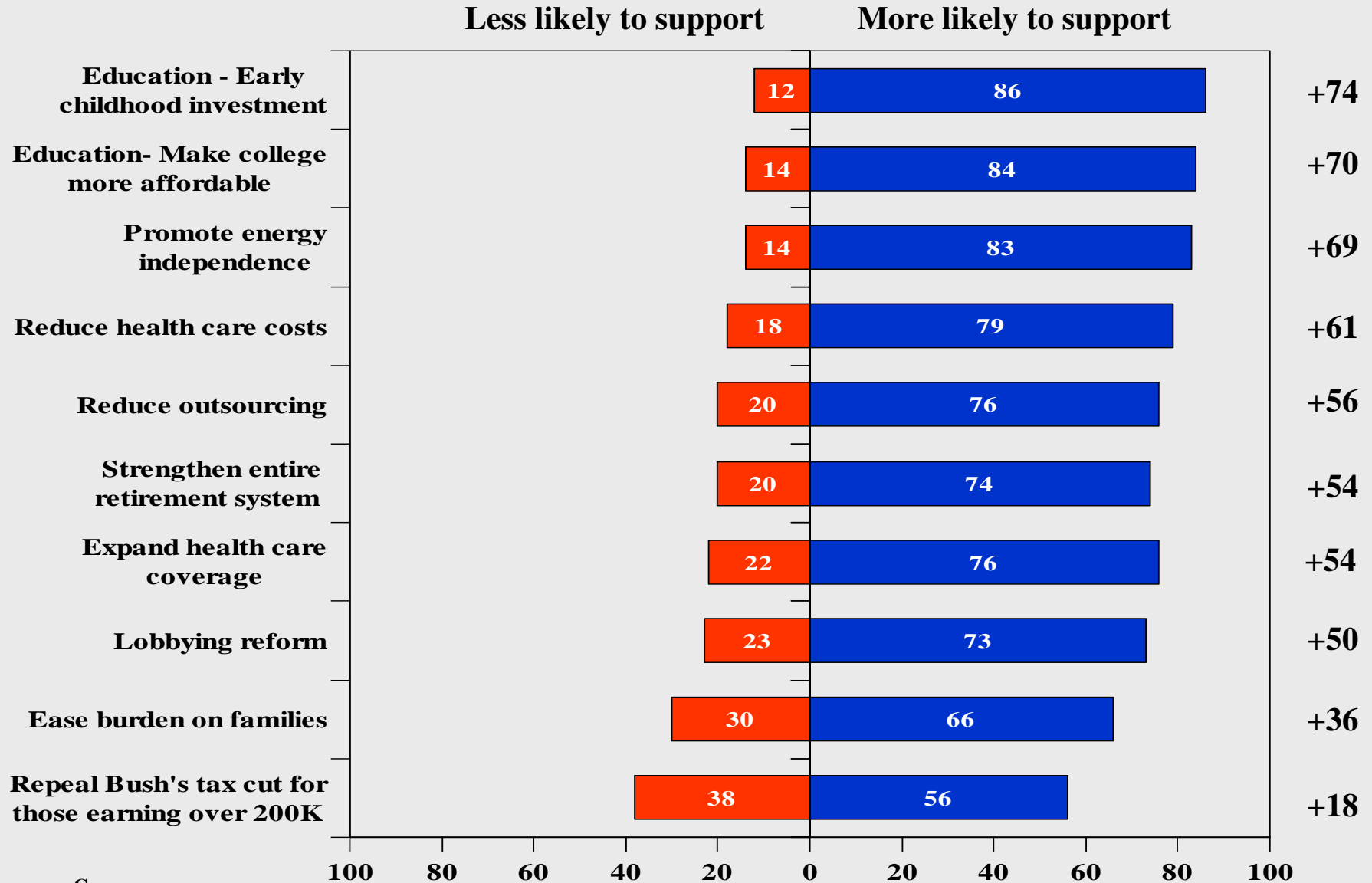
# Competing Agendas



# Support for the Democratic Agenda

More or Less likely to support because of statement

Net Gain





# Democrat education agenda stronger

	Much More Likely to Support	Total More Likely to Support
<p><b><u>Democratic Candidate</u></b></p> <p>Quality education is crucial if our children are to prosper in the global economy and America is to live up to its promise of opportunity. Studies have consistently shown that early investments in children mean less crime, fewer dropouts, and healthier, more productive adults in the future. We need to guarantee that every child gets the basics - a healthy start, good nutrition, quality pre-school, small classes and well-trained teachers.</p>	<b>62</b>	<b>86</b>
<p><b><u>Democratic Candidate</u></b></p> <p>A college education is essential for young people to succeed in the new economy. But college costs are soaring. We have to make college affordable for everyone by giving parents a tax deduction that covers the cost of tuition, and making sure that Pell grants and student loans keep up with rising costs.</p>	<b>56</b>	<b>84</b>
<p><b><u>Republican Candidate</u></b></p> <p>Along with record new funding, the No Child Left Behind law has brought high standards to our schools and we're making progress. Now we must finish the job with American high schools, testing progress in science, reading and math, holding schools accountable, so that that every student graduates from high school prepared with the skills to succeed.</p>	<b>40</b>	<b>65</b>



# Democrats hold advantage on promoting energy independence

Much More Likely to Support	Total More Likely to Support
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## Democratic Candidate

With gas prices and oil imports rising, our nation's security and prosperity require that we launch a concerted drive for energy independence. We should mobilize the scientific community, promote production of fuel efficient cars, invest in more efficient factories and appliances, and expand the development of alternative energy sources - like wind, solar and biofuels.

57	83
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## Republican Candidate

America needs to develop new sources of energy to keep our economy growing. Reducing our dependence on foreign oil requires both increased conservation and exploration. We must use existing technology to improve energy efficiency, expand environmentally responsible domestic production of oil, coal and nuclear power, and diversify our energy supply through the increased use of renewable fuels and new energy sources like hydrogen.

52	82
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# Strong support for Democratic health care agenda

Much More Likely to Support	Total More Likely to Support
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## Democratic Message: Reducing Costs

**America's health care crisis must be addressed. Millions of Americans are seeing their benefits cut while the costs of health insurance and prescription drugs skyrocket. We must reduce the costs of prescription drugs for Americans by making it easier to import drugs from Canada and lifting the ban that prevents the government from negotiating for lower prescription drug prices.**

<b>52</b>	<b>79</b>
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## Democratic Message: Expanding Coverage

**America's health care crisis must be addressed. Today 45 million Americans lack health insurance. We must work to provide access to affordable, high quality health care to all Americans by creating a program based on Medicare that can apply to everyone. We need to build a public health system that helps educate people and prevents illness rather than one that just treats it.**

<b>52</b>	<b>76</b>
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# Democrat stronger with support of U.S. worker

Much More Likely to Support	Total More Likely to Support
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## Democratic Candidate

**The outsourcing of jobs by big corporations is one of the biggest threats to American workers. It's time to end tax breaks for companies that move jobs abroad and provide incentives for those that keep jobs in the U.S., allow unions to organize, and have good benefit plans. It's also time to stand up to the Chinese so that American companies can compete on a level playing field.**

<b>52</b>	<b>76</b>
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## Republican Candidate

**With a level playing field, American workers can compete with and outperform anyone in the world. Free and fair trade will help create more higher-paying jobs for American workers by opening new markets for American products, bringing lower prices and more choices to American consumers, and attracting foreign companies to invest and hire in the United States. America is economically stronger when we participate fully in the worldwide economy.**

<b>30</b>	<b>66</b>
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