

Democracy Corps

Carville ♦ Greenberg

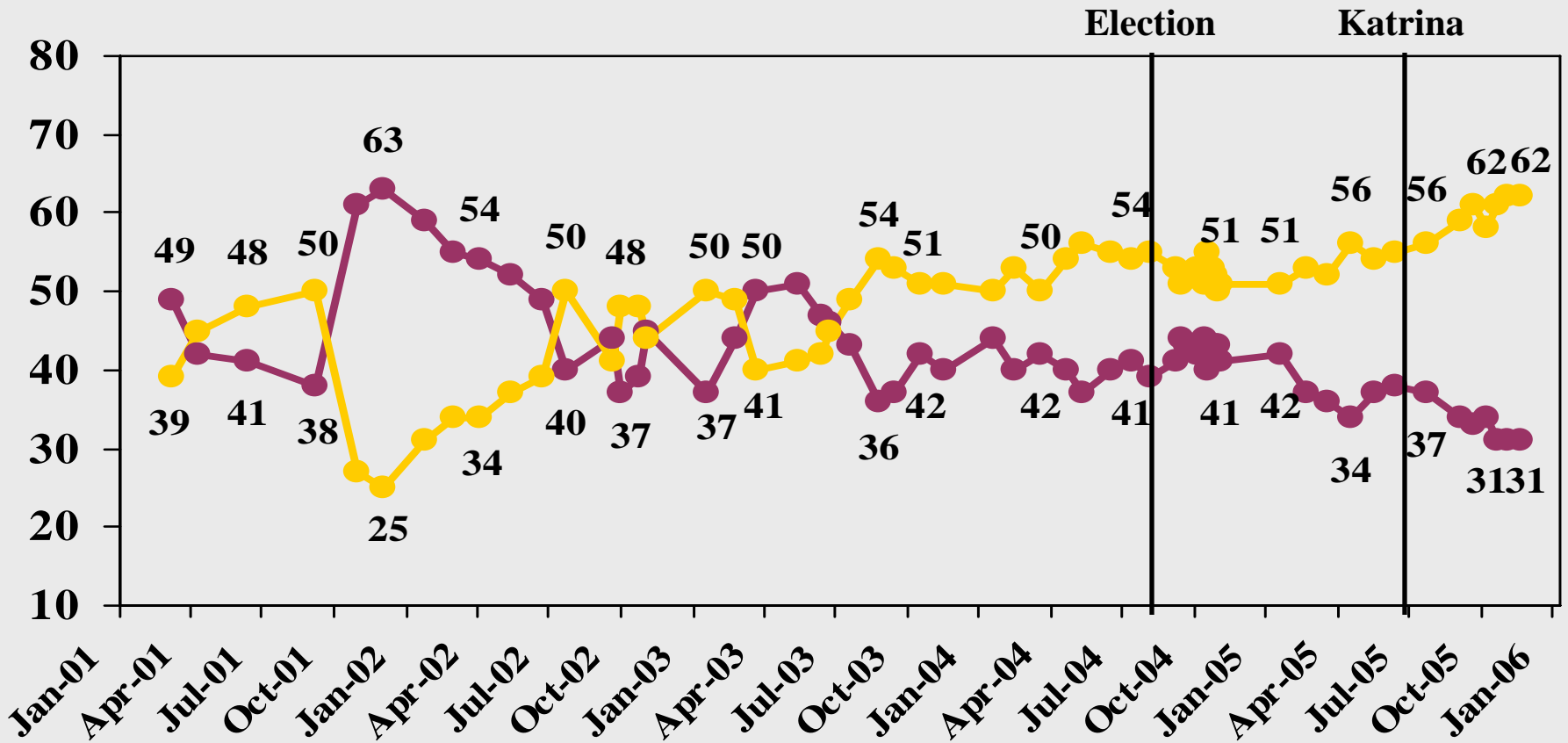
November 21, 2005



Change Mood Turning Ugly



Demand for new direction hits new high

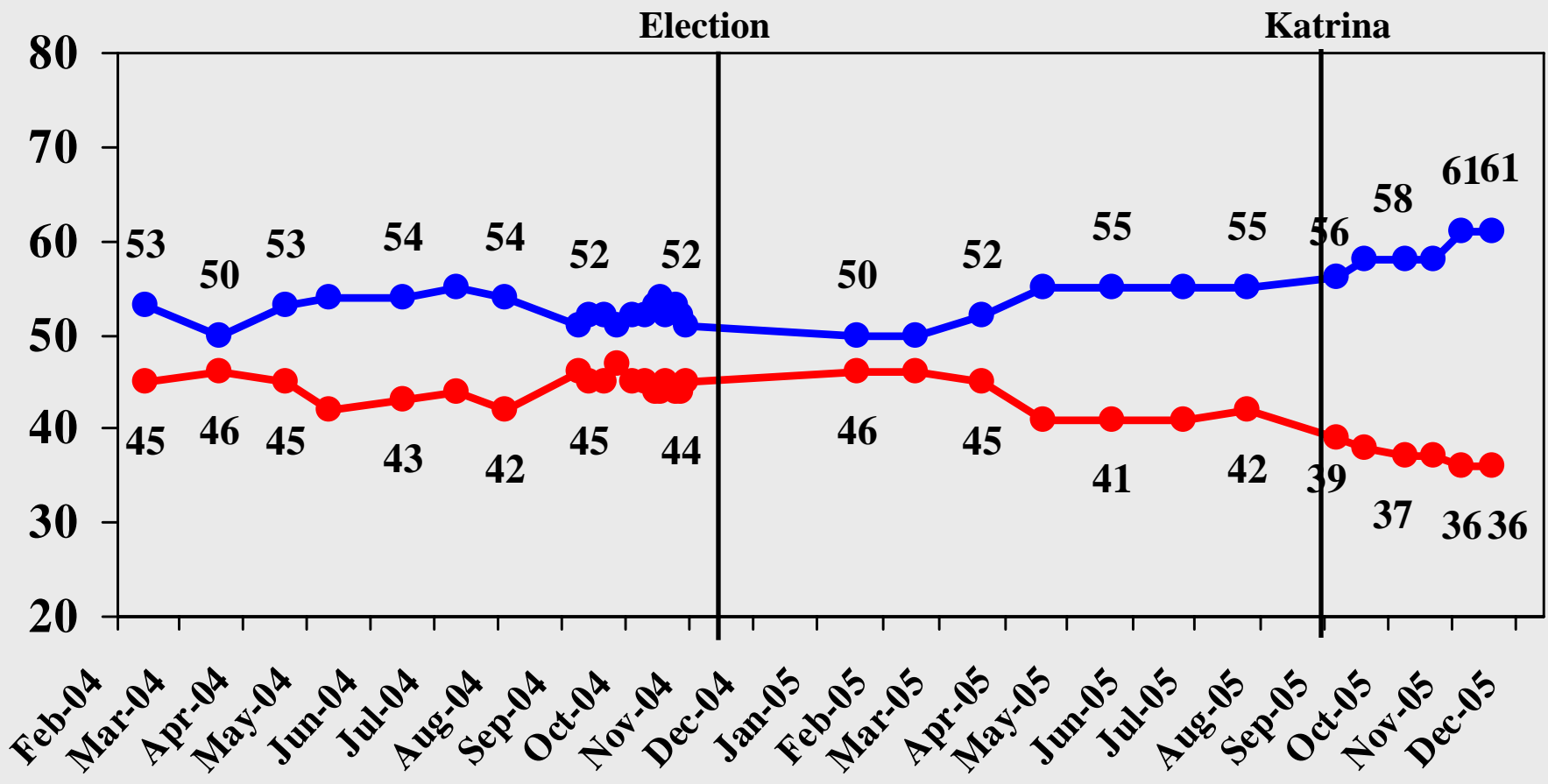


Net Difference	+10	-7	-12	+38	+20	-10	-11	-13	-9	-18	-9	-8	-13	-10	-9	-22	-19	-31
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Significantly new direction from Bush also new high

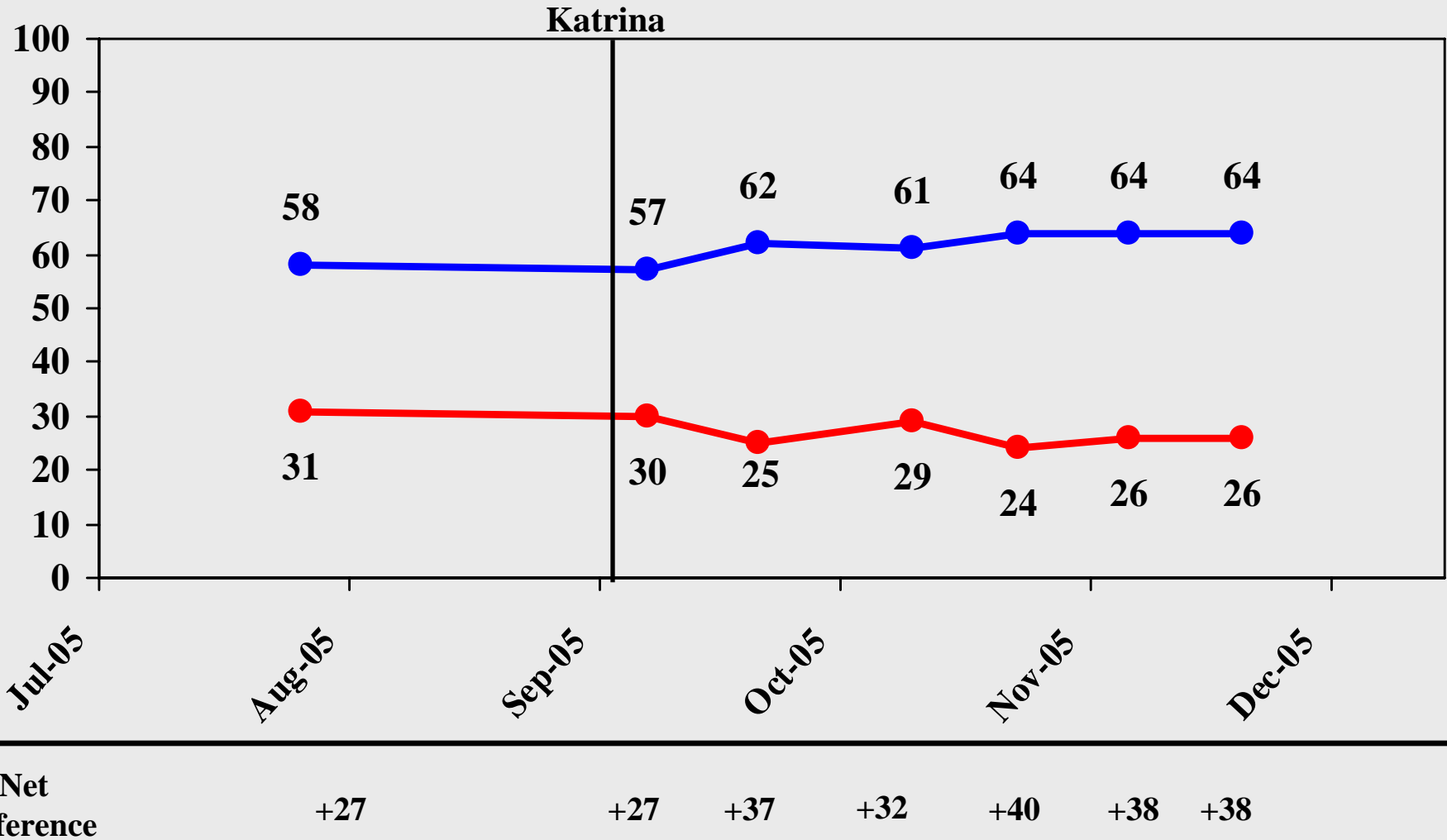


Net Difference	Feb-04	Mar-04	Apr-04	May-04	Jun-04	Jul-04	Aug-04	Sep-04	Oct-04	Nov-04	Dec-04	Jan-05	Feb-05	Mar-05	Apr-05	May-05	Jun-05	Jul-05	Aug-05	Sep-05	Oct-05	Nov-05	Dec-05
Net Difference	+8	+4	+8	+11	+12	+7	+8	+4	+7	+14	+13	+17	+21	+25	+25								

● Significantly Different Direction
 ● Bush Direction



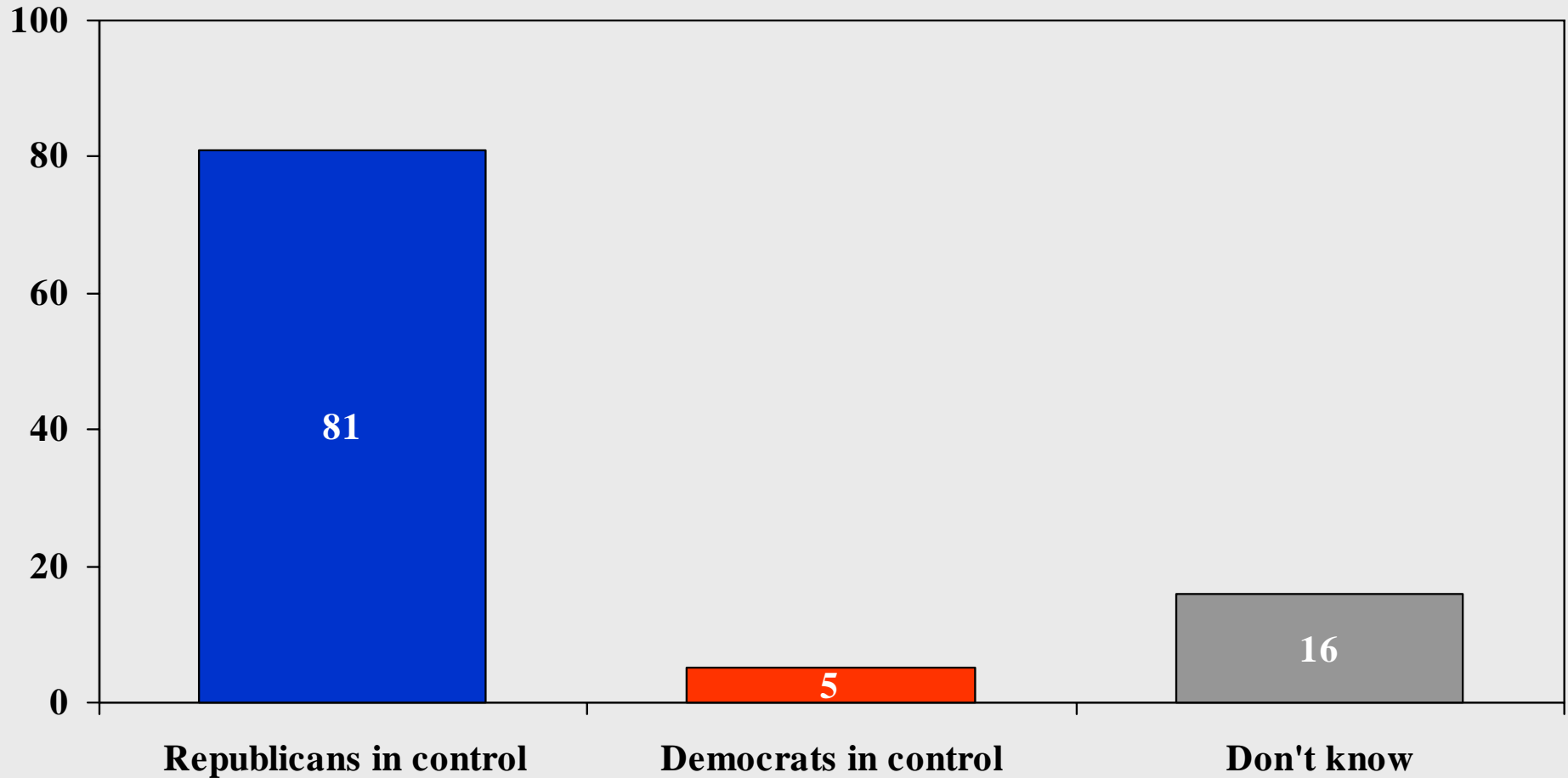
Even more voters want change in Congress



—●— Significantly Different Direction —●— Congress Direction



Large majority knows Republicans in control of Congress

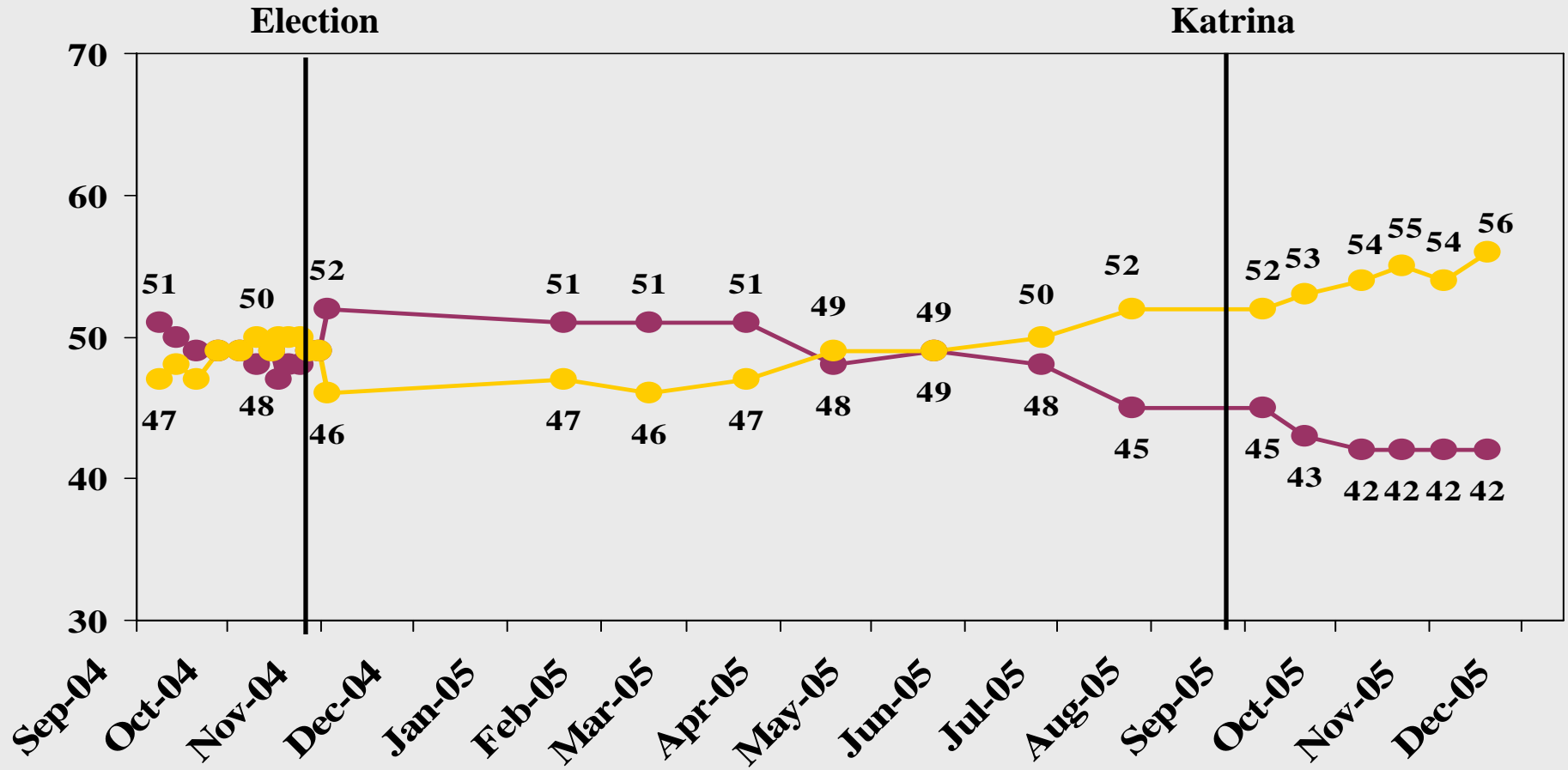




Disengagement from Bush stabilizes at low level



The new plateau for Bush approval

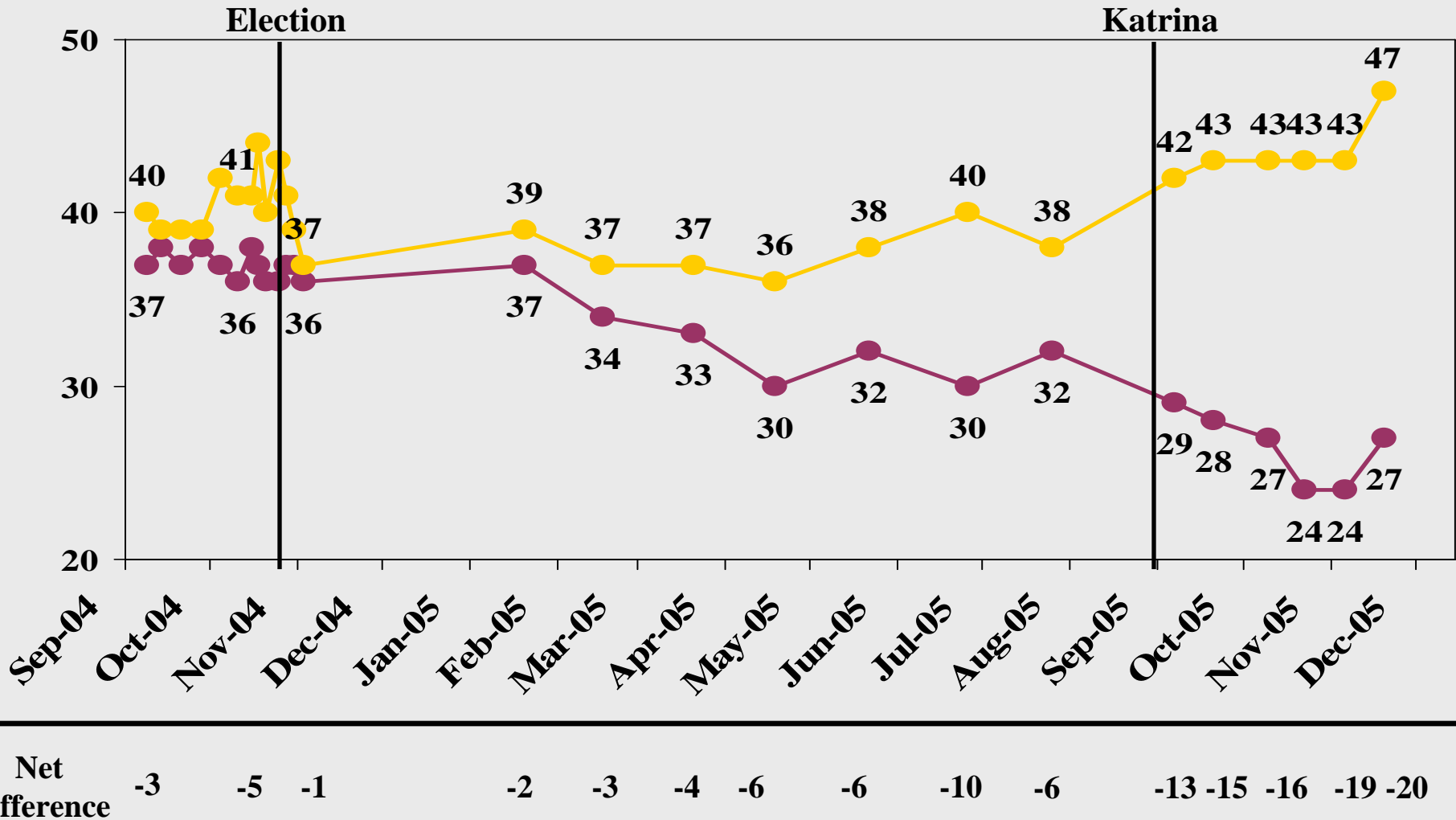


Net Difference	+4	-2	+6	+4	+5	+4	-1	0	-2	-7	-7	-10	-12	-12	-14
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● Approve ● Disapprove



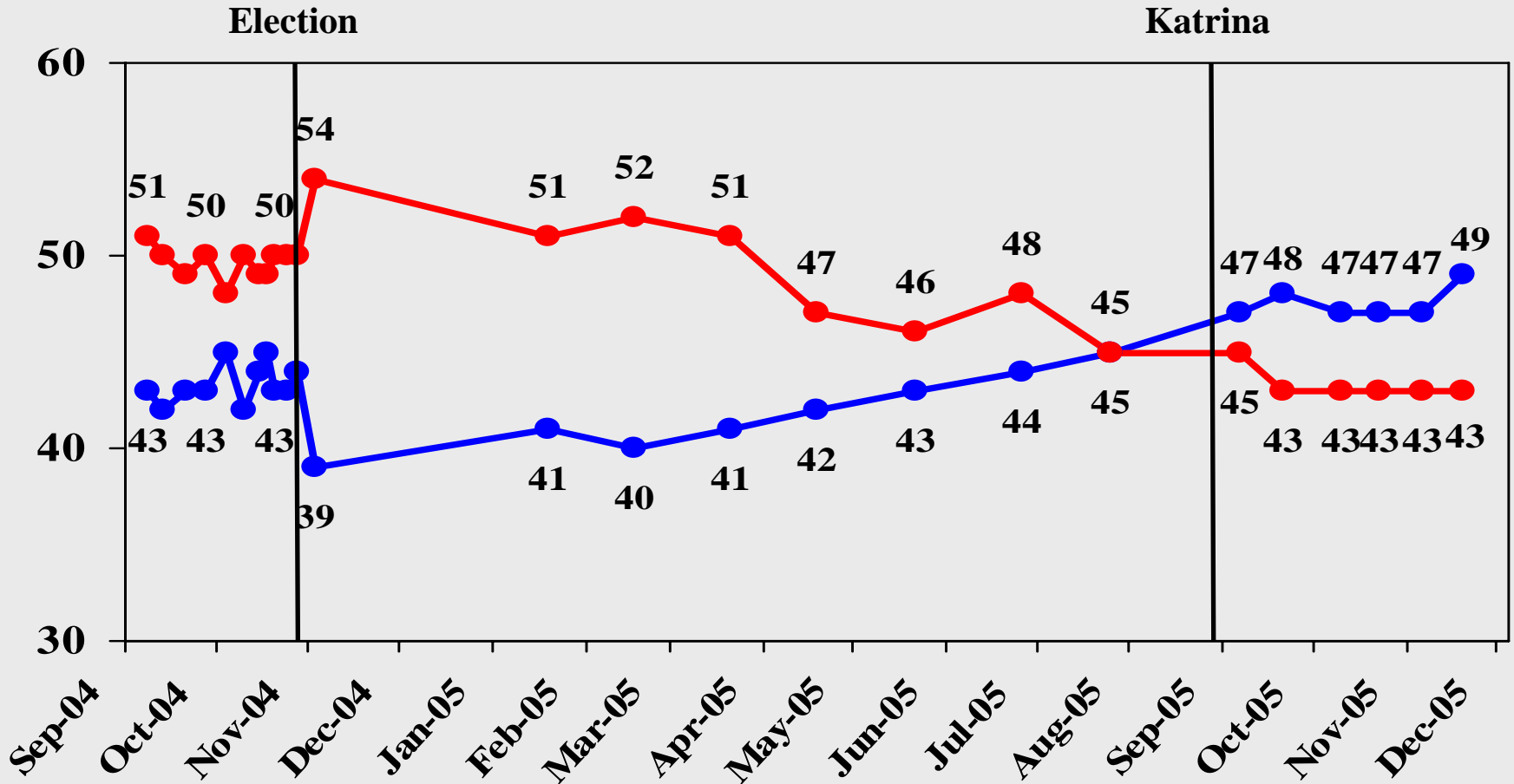
Strong disapproval of Bush reaches new high



● Approve strongly ● Disapprove strongly



Personal detachment locks in



Net Difference	Sep-04	Oct-04	Nov-04	Dec-04	Jan-05	Feb-05	Mar-05	Apr-05	May-05	Jun-05	Jul-05	Aug-05	Sep-05	Oct-05	Nov-05	Dec-05			
Net Difference	+8	+7	+7	+15		+10	+12	+10	+5	+3		+4	0	-2	-5	-4	-4	-4	-6



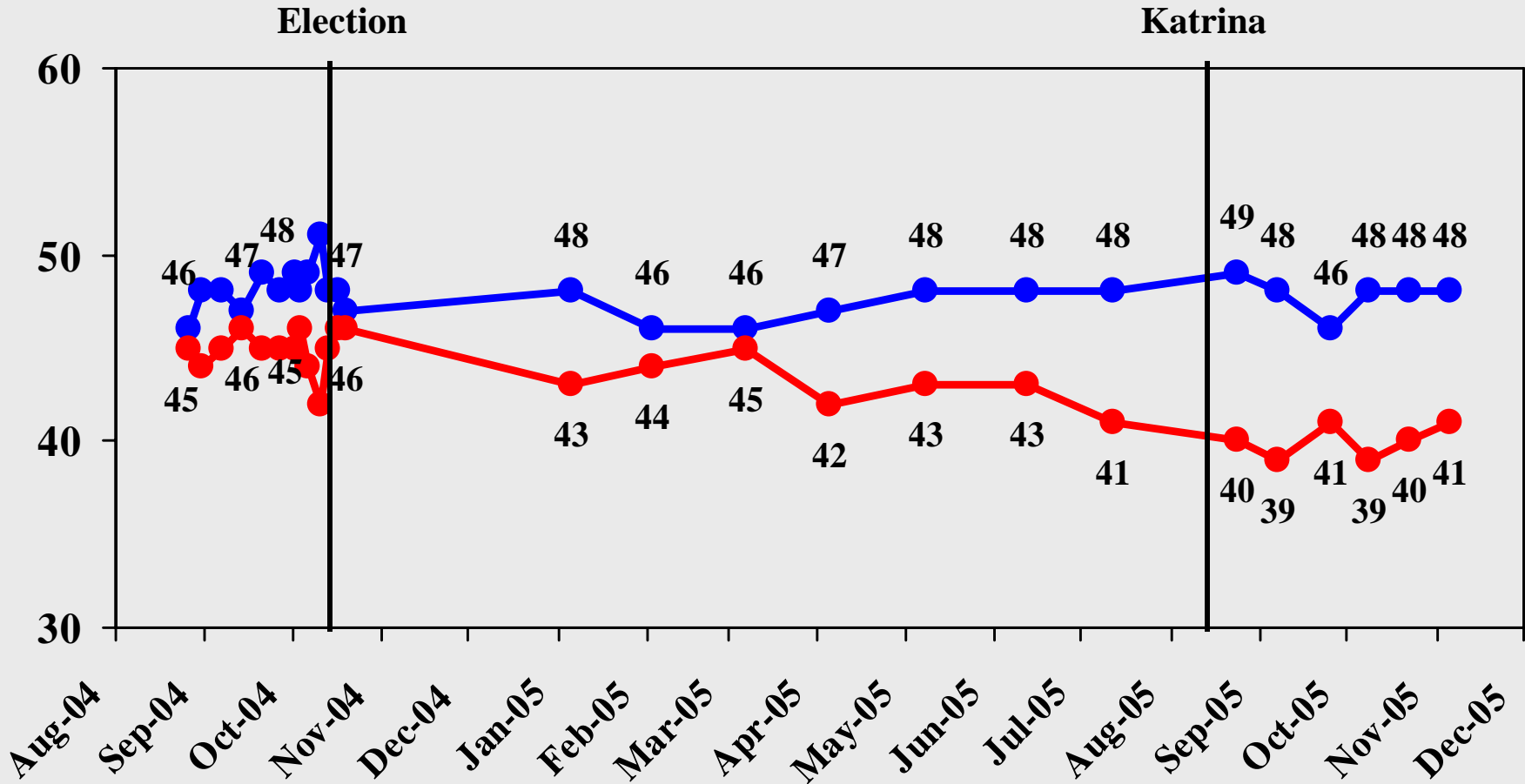


The 2006 Fallout



Democratic Lead Also at New Plateau

The 48 percent ceiling



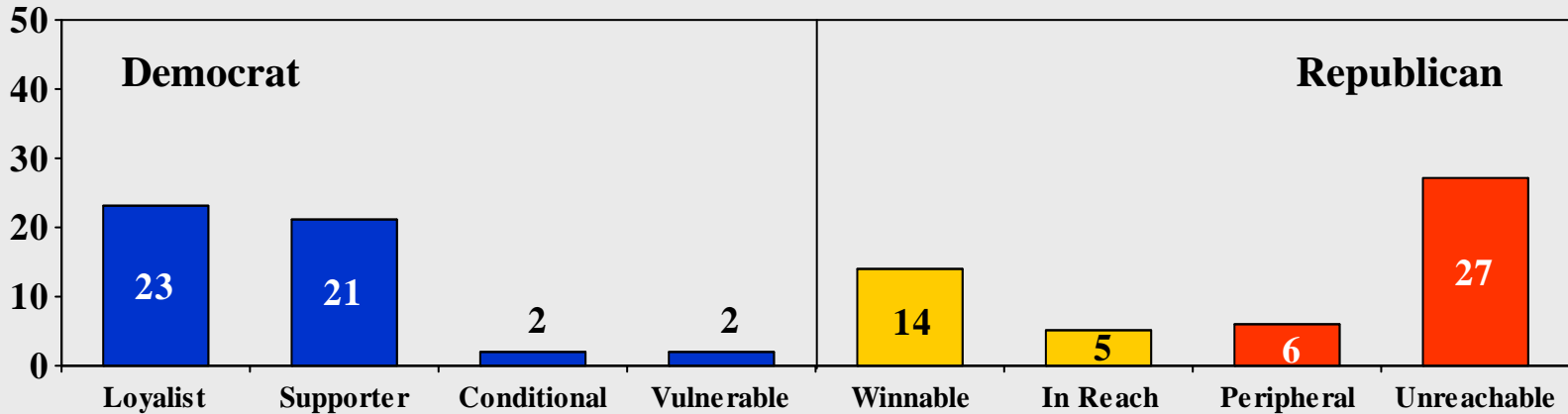
Democratic margin	+1	+1	+3	+1	+5	+2	+1	+5	+5	+5	+7	+9	+9	+5	+9	+8	+7
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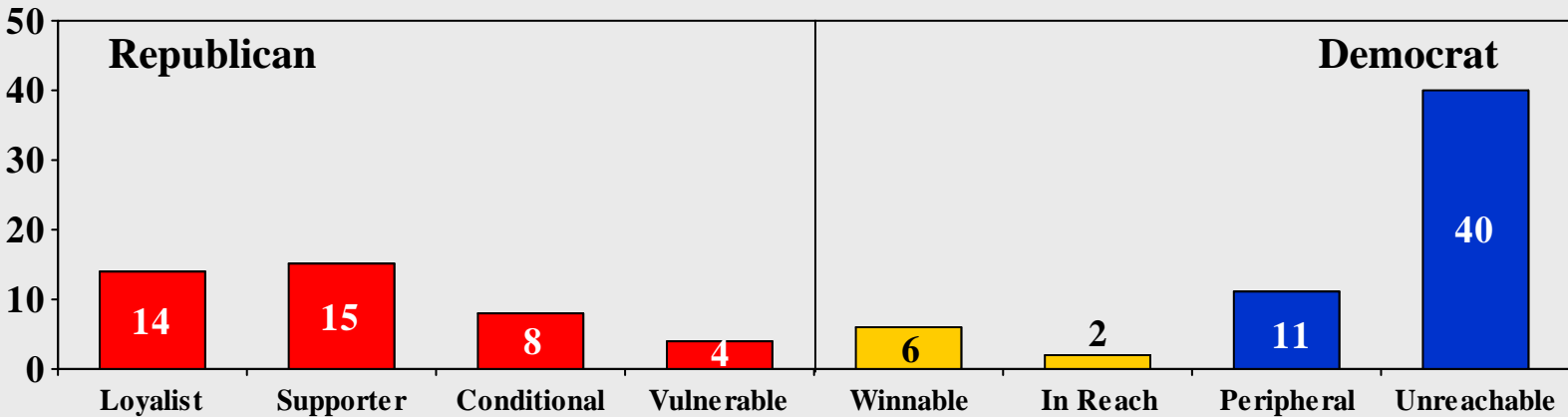


Voter Choice Scale

Democratic VCS



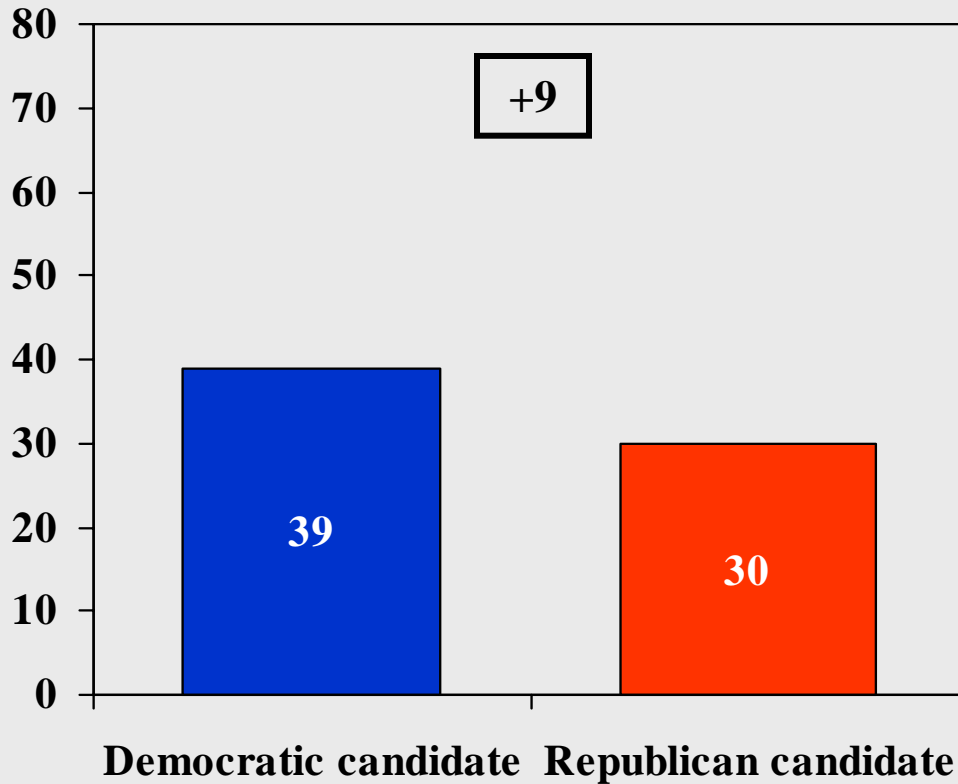
Republican VCS



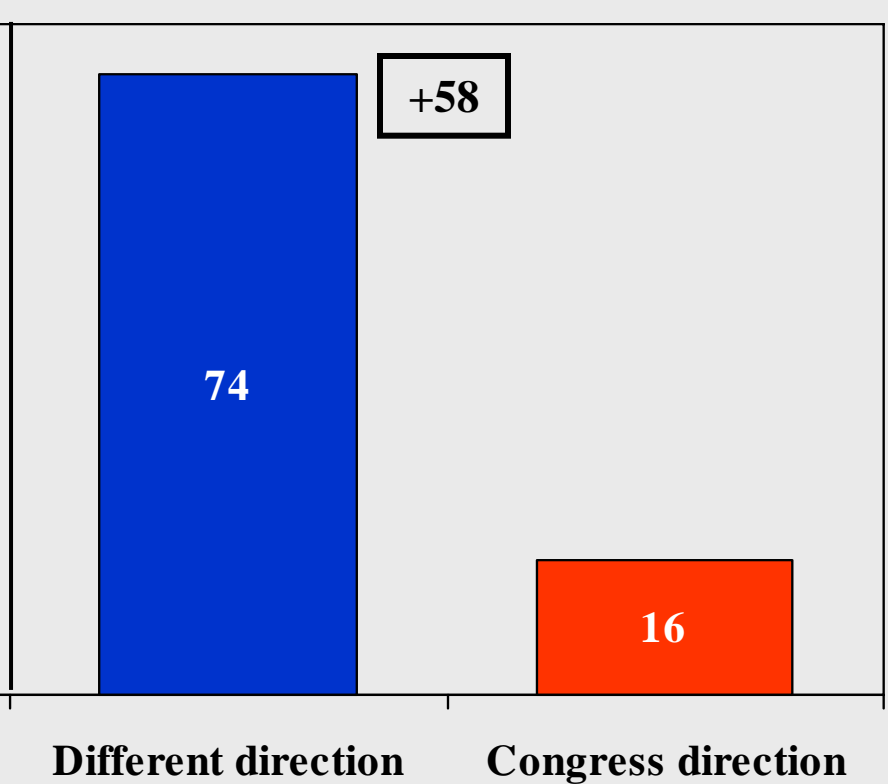


Independent vote dramatically lags view of Congress

Generic congressional vote



Congressional direction



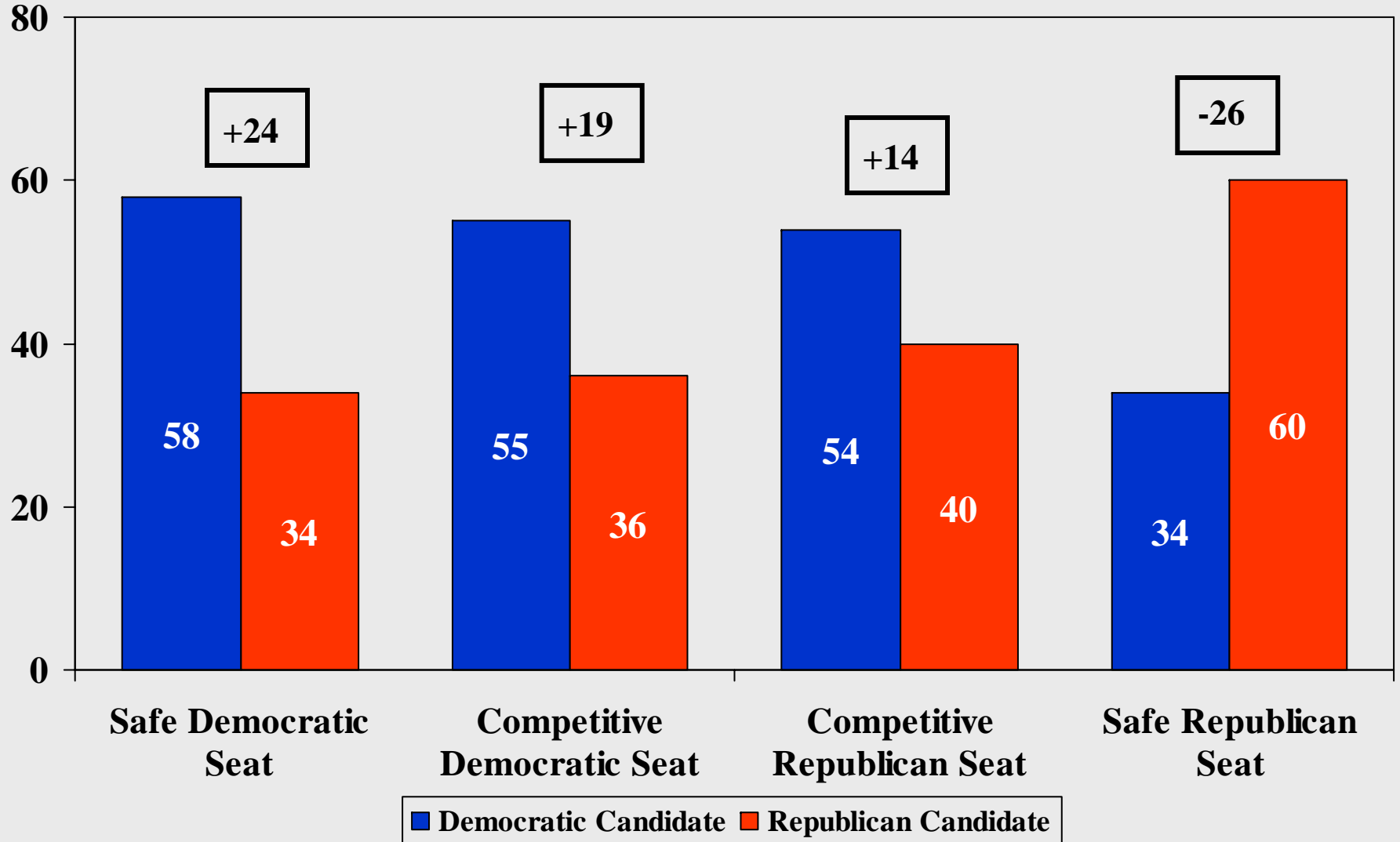
“I know it is far ahead, but thinking about next year’s elections, if the election for U.S. Congress were held today, would you be voting for the Democratic candidate or the Republican candidate in your district where you live?”

“Now let me ask overall about the direction of Congress, do you think it should continue in its current direction or should Congress go in a significantly different direction?”



Senate Actual Vote

Both candidates named if known – 6,000 interviews*

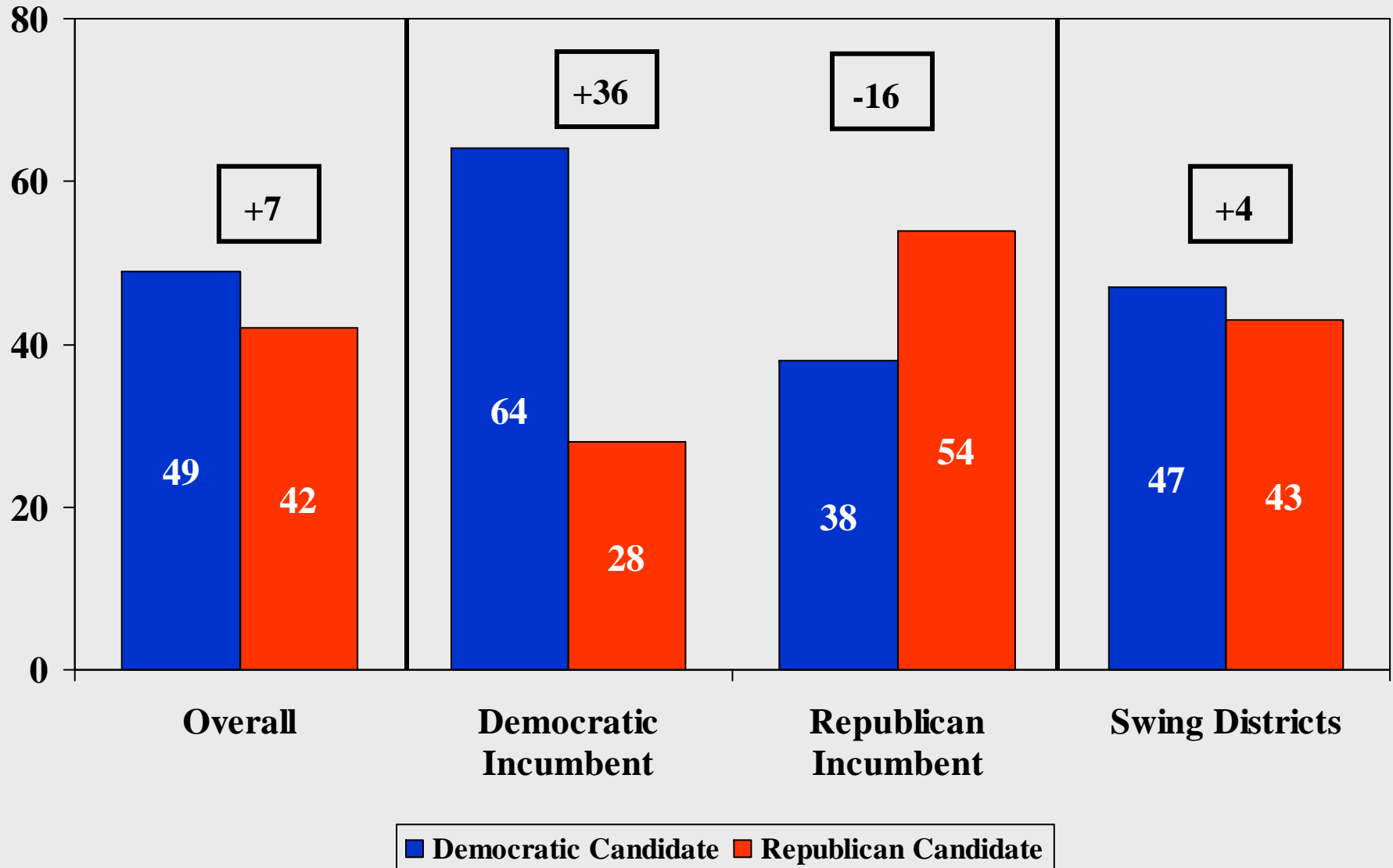


*From combined database of 6,047 interviews, conducted September 5th – November 6th 2005



Congressional Actual Vote

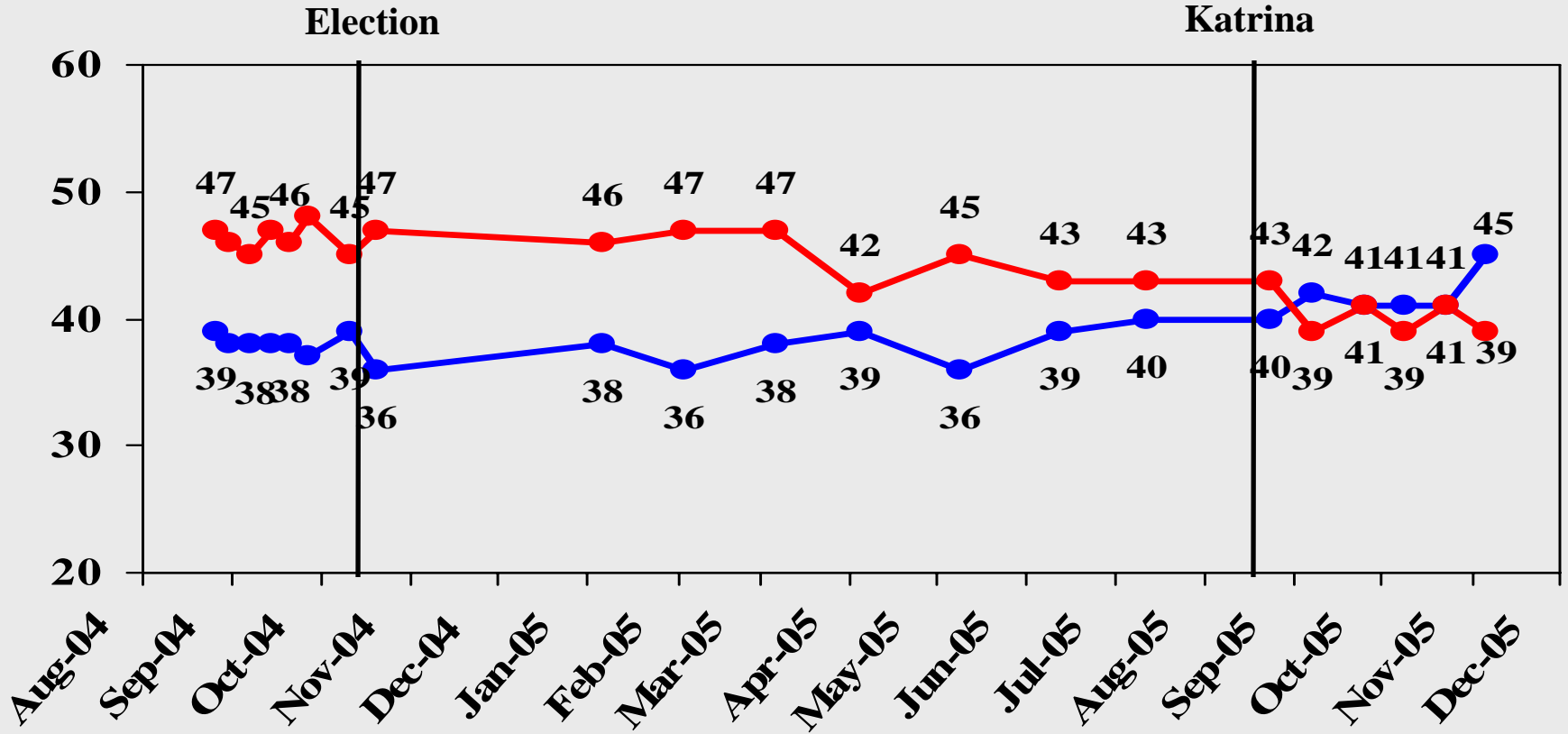
With incumbents named – 6,000 interviews*



*From combined database of 6,047 interviews, conducted September 5th – November 6th 2005



Negative views towards Republicans reach new high

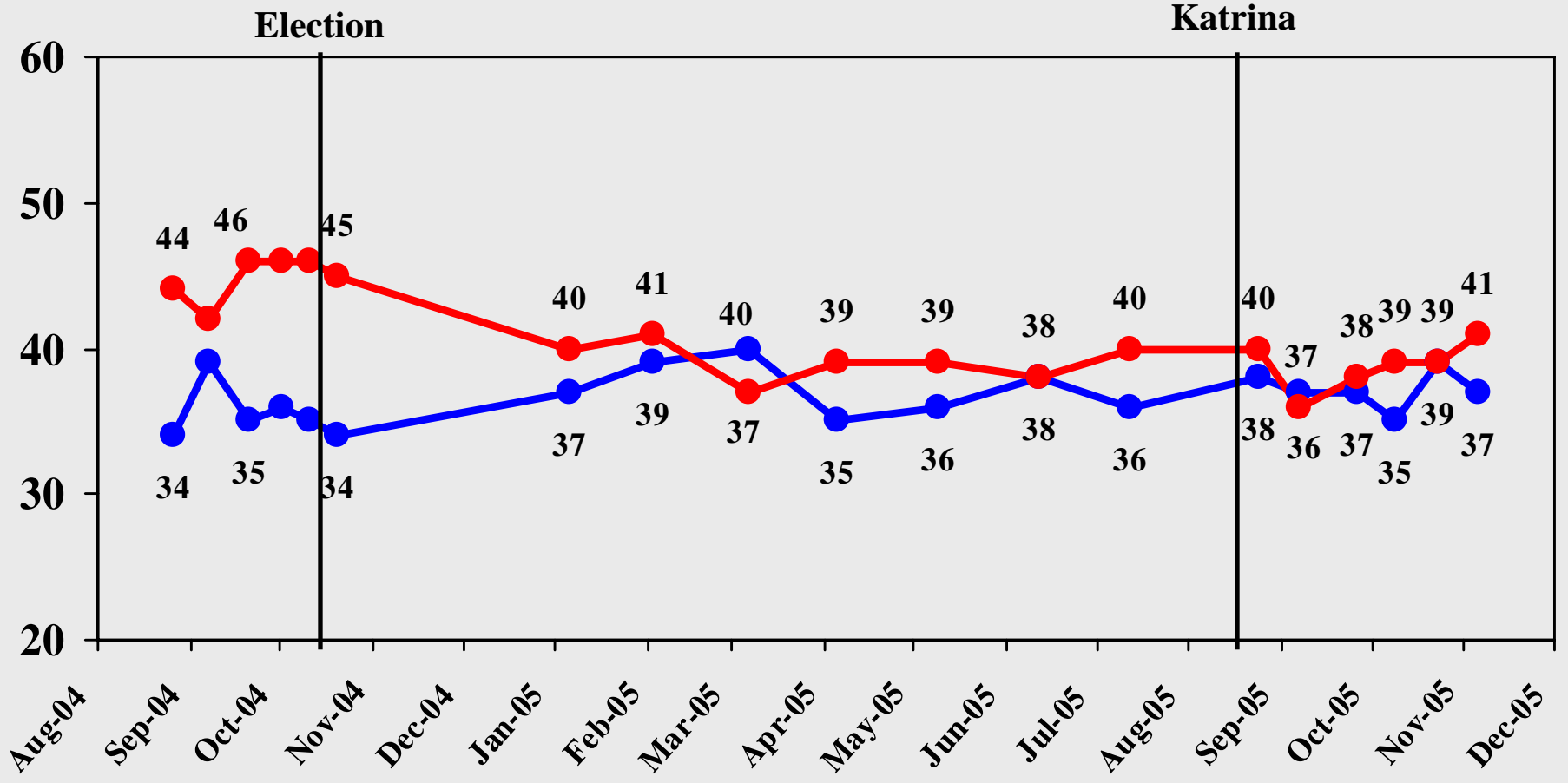


Net Difference: +8, +11, +8, +11, +9, +3, +9, +4, +3, +3, +3, -3, 0, -2, 0, -6

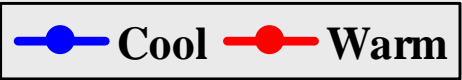
● Cool ● Warm



Democrats also stable at same low level



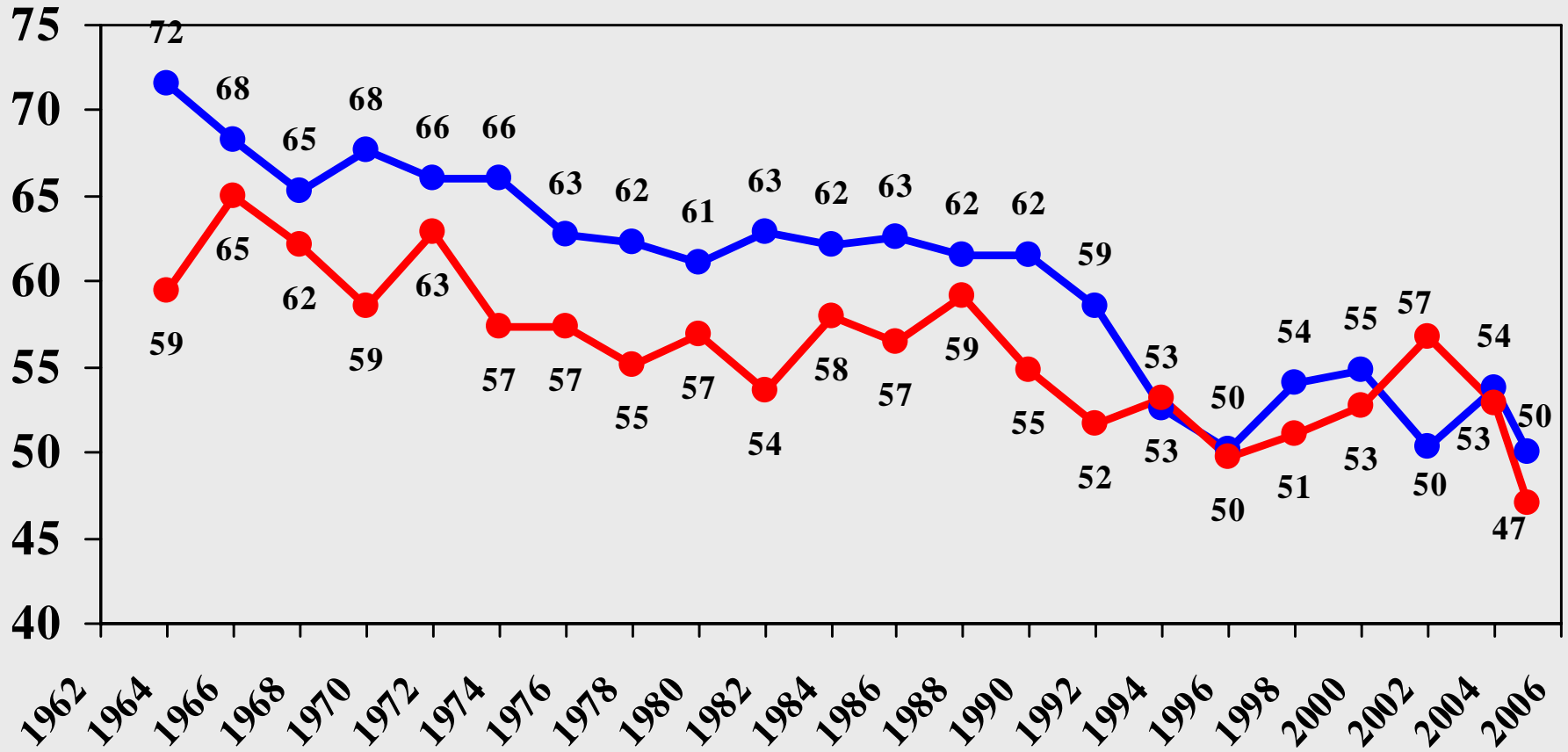
Net Difference	+10	+11	+11	+3	+2	-3	+4	+3	0	+4	+2	-1	+1	+4	0	+4
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Party Thermometers Since 1964

Mean Thermometer Scores



Net
Difference

+13 +3 +3 +9 +3 +9 +6 +7 +4 +9 +4 +6 +3 +7 +7 0 0 +3 +2 -7 +1 +3

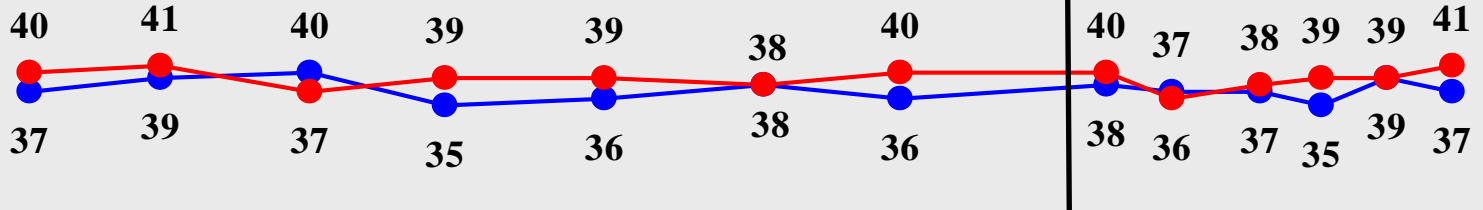
● Democratic Party ● Republican Party



Comparing now and 1993

Katrina

Democratic Party
January - Oct
2005

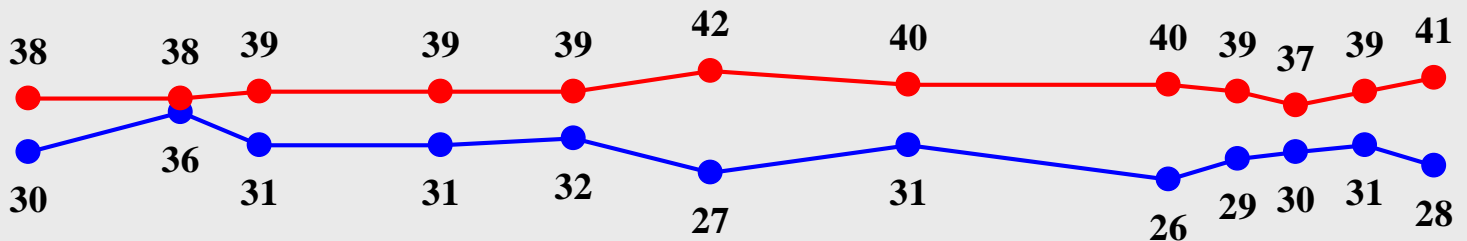


Net Difference

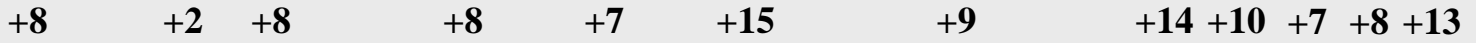


Jan-05 Feb-05 Mar-05 Apr-05 May-05 Jun-05 Jul-05 Aug-05 Sep-05 Oct-05 Nov-05

Republican Party
January - Oct
1993



Net Difference



Jan-93 Feb-93 Mar-93 Apr-93 May-93 Jun-93 Jul-93 Aug-93 Sep-93 Oct-93 Nov-93



Change Agenda



Agenda comparison

Prefer statement strongly	Total prefer statement
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ALTERNATIVE FUELS, LOWER DRUG PRICES AND TUITION TAX DEDUCTIBLE

The Democrats say, we'll raise fuel efficiency standards and invest in the development of alternative energy sources, require that Medicare negotiate lower drug prices for seniors and make college tuition more affordable by making it tax deductible.

49	57
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The Republicans say, we'll support a strong military and put the terrorists on the defensive, pass new tax cuts for small businesses and individuals to strengthen our economy and secure our borders to prevent illegal immigrants from entering our country.

27	36
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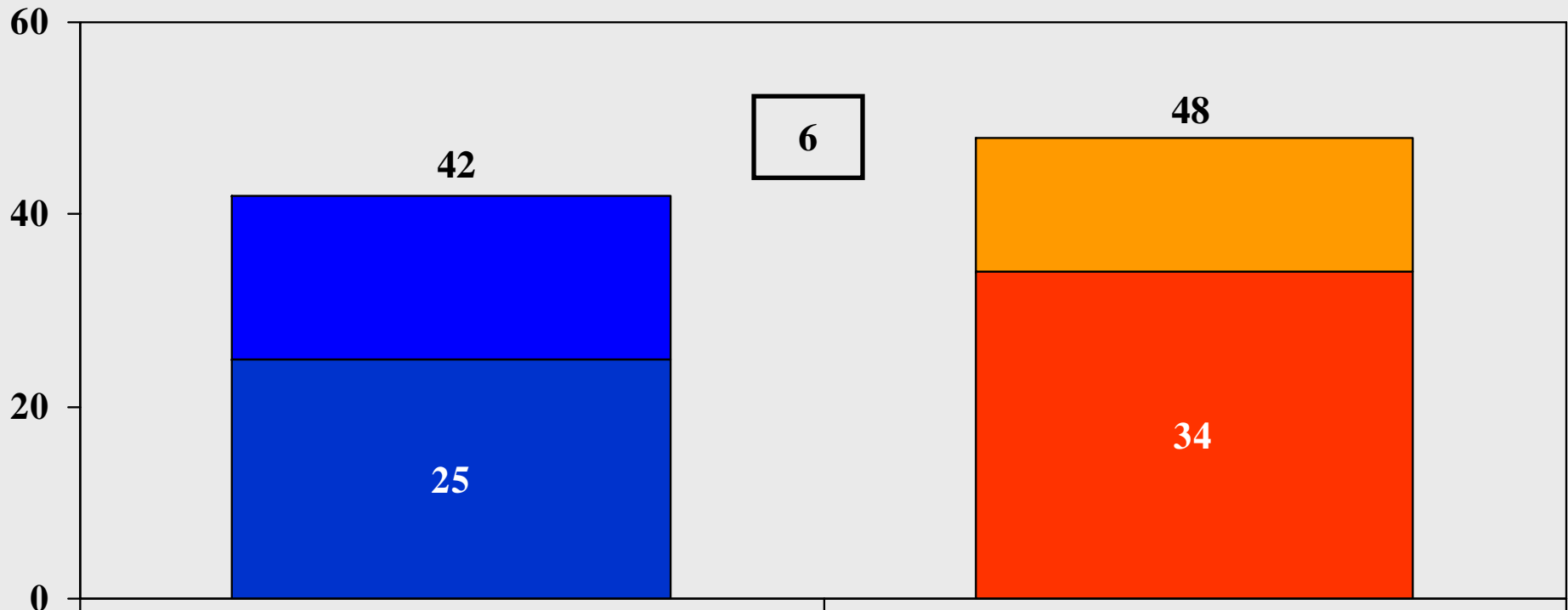
Agenda comparison

	Prefer statement strongly	Total prefer statement
ALTERNATIVE FUELS, TUITION TAX DEDUCTIBLE AND TAX CREDITS FOR JOB CREATION		
The Democrats say, we'll raise fuel efficiency standards and invest in the development of alternative energy sources, make college tuition more affordable by making it tax deductible and provide tax credits to companies creating new jobs in America.	44	57
The Republicans say, we'll support a strong military and put the terrorists on the defensive, pass new tax cuts for small businesses and individuals to strengthen our economy and secure our borders to prevent illegal immigrants from entering our country.	30	39
<hr/>		
ALTERNATIVE FUELS, LOWER DRUG PRICES AND IMMIGRATION REFORM		
The Democrats say, we'll raise fuel efficiency standards and invest in the development of alternative energy sources, require that Medicare negotiate lower drug prices for seniors and enact common-sense immigration reform that secures our borders.	42	51
The Republicans say, we'll support a strong military and put the terrorists on the defensive, pass new tax cuts for small businesses and individuals to strengthen our economy and secure our borders to prevent illegal immigrants from entering our country.	33	44



Energy agenda

Windfall profits tax vs. Increased fuel efficiency and tax credits for hybrids



On energy, creating an excess profits tax on oil companies to fund the development of alternative energy sources should be the highest priority.

On energy, raising fuel efficiency standards for and increasing tax credits for hybrid cars and alternative fuels should be the highest priority.

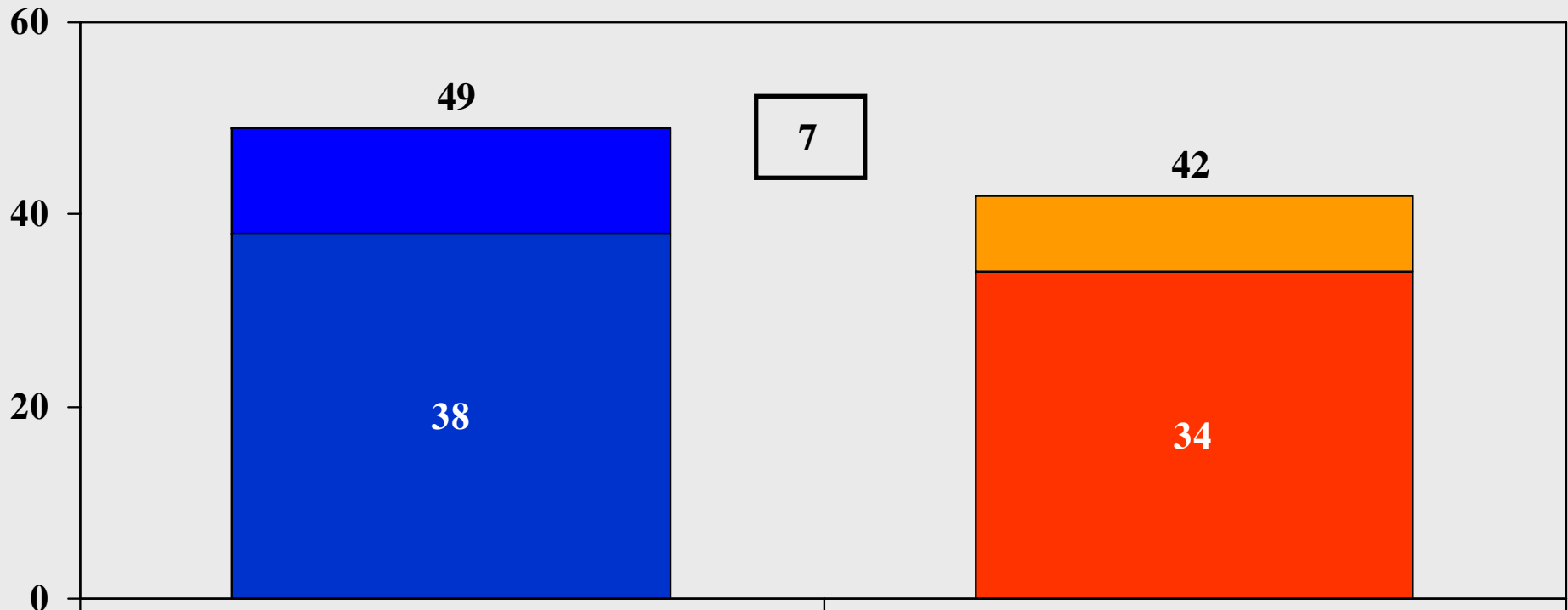
■ 1st Statement- Strongly

■ 2nd Statement- Strongly



Economic agenda

Raise minimum wage vs. Tax credits for companies that create jobs



On the economy, it is most important that we raise the minimum wage.

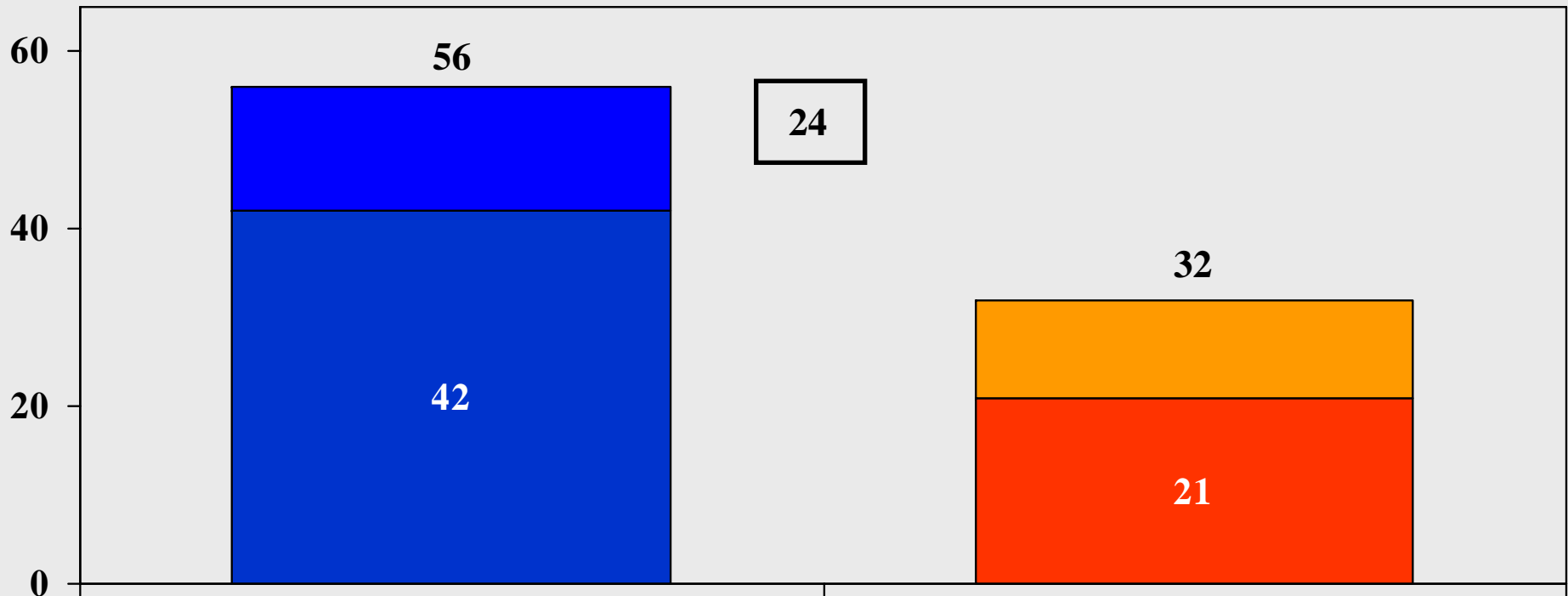
On the economy, it is most important that we create tax credits for companies that create jobs in America.

■ 1st Statement- Strongly ■ 2nd Statement- Strongly



Education agenda

Make tuition tax deductible vs. Create universal access to pre-school



On education, it is most important that we make college tuition tax deductible.

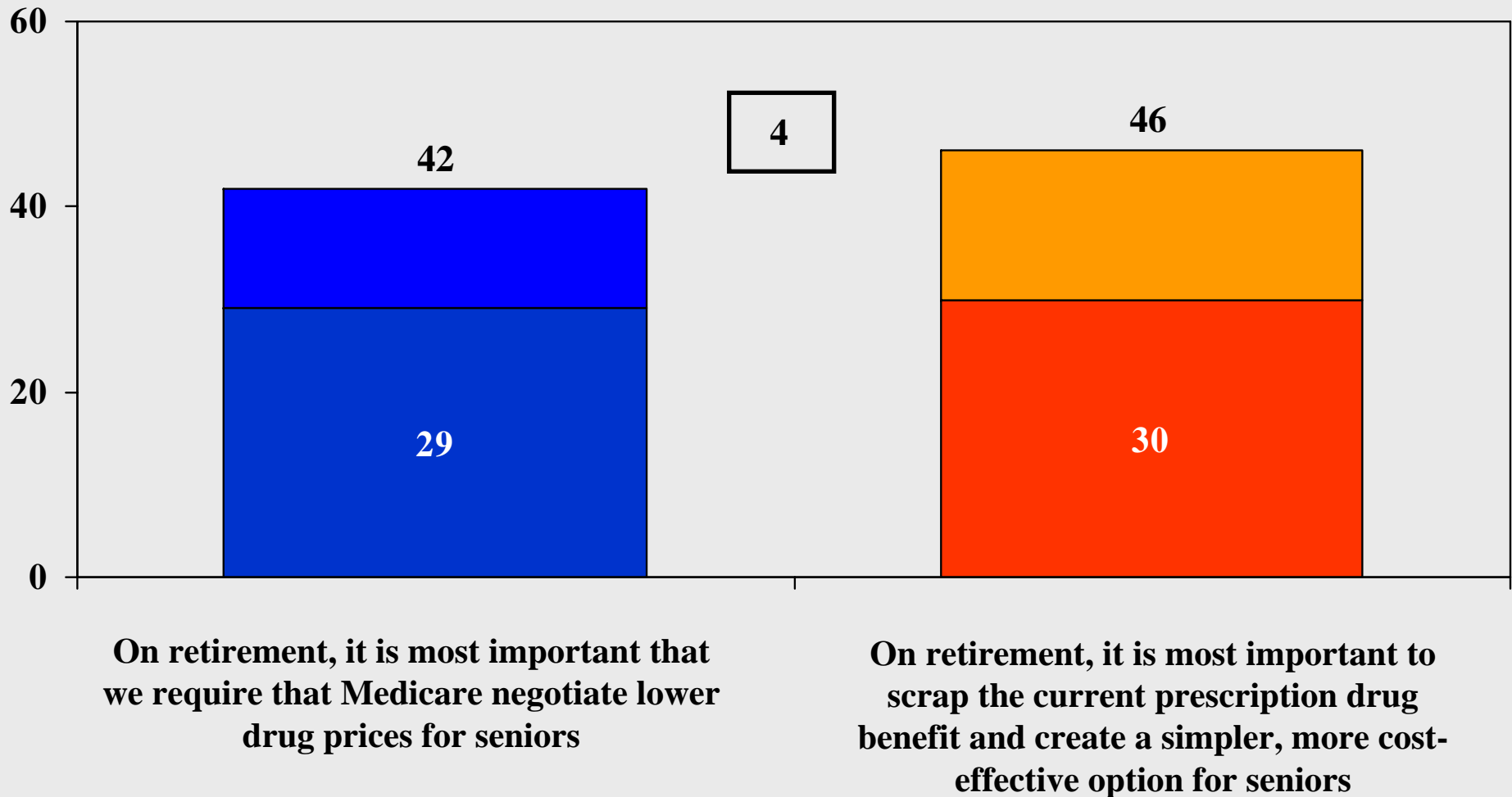
On education, it is most important that we create universal access to pre-school

■ 1st Statement- Strongly ■ 2nd Statement- Strongly



Retirement agenda

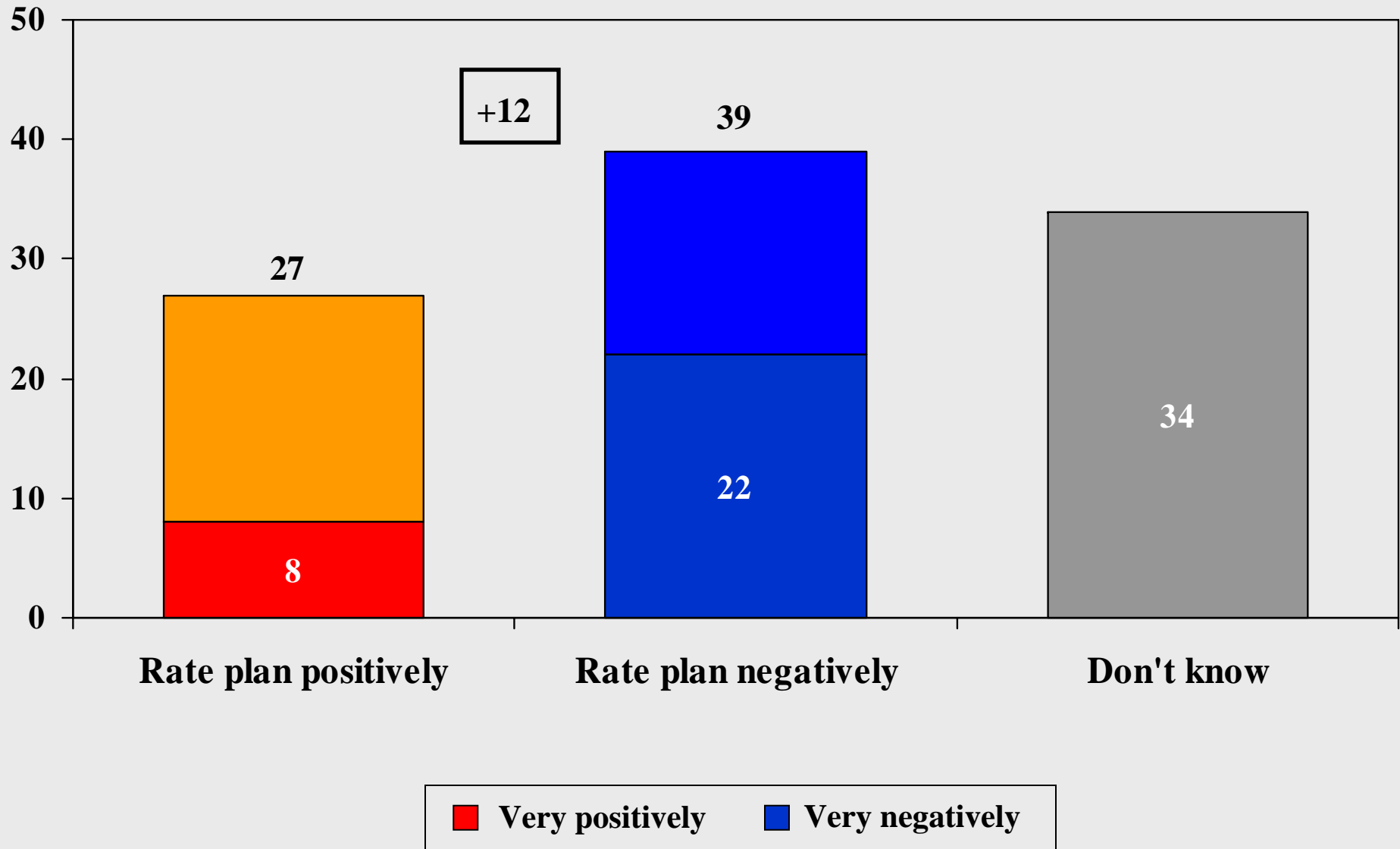
Medicare negotiate lower prices vs. Replace current prescription drug plan



■ 1st Statement- Strongly **■ 2nd Statement- Strongly**



Little support for prescription drug plan





Debate over prescription drug plan

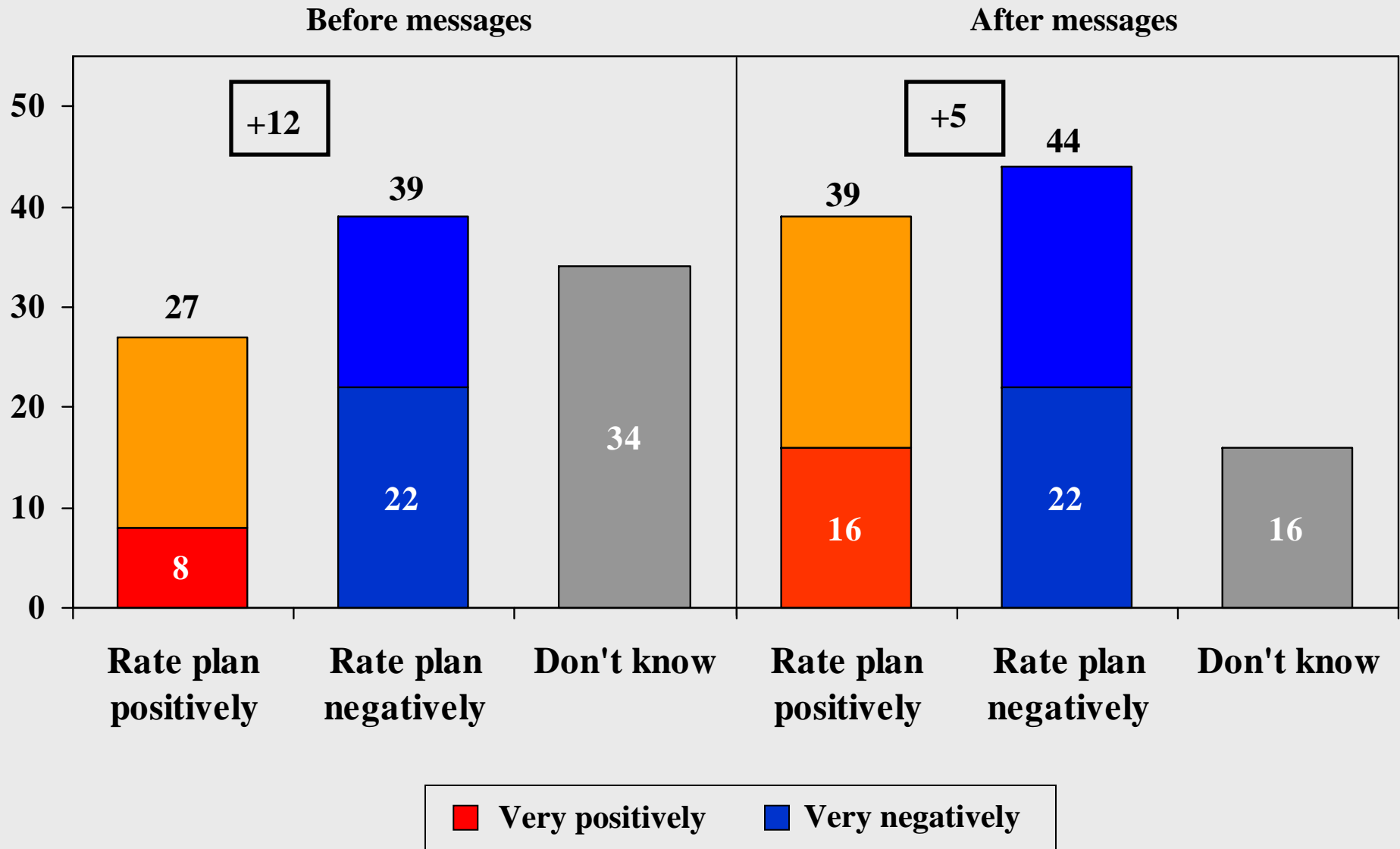
The Democrat says, the new prescription plan is extremely complicated, does little to reduce drug costs, and was written to benefit drug companies, not seniors. We need to go back to the drawing board and develop a new prescription drug plan.

The Republican says, the new prescription drug benefit will make prescription drugs much more affordable by cutting the costs in half for the average Medicare recipient and will provide even greater savings to low income seniors.

“Now I'd like to read you a pair of statements from a Democrat and Republican regarding the new prescription drug benefit. After hearing these statements, please tell me how do you rate the program - mostly positively or mostly negatively?”



Impact of messages on support for plan





Attacks on the Budget



Democrat attacks on the budget

Strongest criticisms

Very
serious
doubts

Total
serious
doubts

Republicans support cutting school lunches for nearly forty thousand children

40

67

Republicans support cutting nearly 12 billion dollars from Medicaid, the health insurance program for the poor.

36

64

Republicans support allowing states and health care providers to deny services to Medicaid participants who cannot afford co-pays.

34

68

Republicans support cutting fourteen billion dollars from federal student loan programs.

32

62

Republicans support cutting child support funding that will result in twenty-four billion dollars of child support going unpaid.

31

65

Republicans support cutting food stamps for nearly thirty thousand people

25

54

“Let me read you a series of statements about the budget proposed by Republicans in Washington. For each statement, please tell me whether this description, if accurate, raises very serious doubts, serious doubts, minor doubts or no real doubts in your own mind about the Republicans in Washington.”



Republican Proposals



Republican Proposals

Strongest criticisms

Much
more
likely

Total
more
likely

IMMIGRATION

The Republican says, illegal immigration is threatening our nation's security and economy. I will fight to make our borders secure to stop the flow of illegal immigrants and keep terrorists out. We need to take care of Americans here at home, and stop providing illegal immigrants with the best medical care, college tuition and other benefits that American citizens cannot afford.

47

71

ENERGY

The Republican says, to reduce our dependence on foreign oil we need an energy plan that increases conservation and domestic exploration. By expanding our production of energy here at home we can reduce our dependence on foreign oil, create American jobs, and lower the cost of gas at the pump.

45

72

NATIONAL SECURITY

The Republican says, with our nation threatened by ruthless terrorists, we need to take strong action to protect our country. My first priority is to make our country secure, and I will make sure we provide our armed forces and intelligence agencies the funding and equipment they need to hunt down the terrorists before they attack us here at home.

45

70

GAY MARRIAGE AND ADOPTION

The Republican says, with families increasingly threatened by a culture of sex and violence on TV. I will fight for traditional family values. I oppose gay marriage and gay adoption because I strongly believe that the best environment for a child is with a loving father and loving mother.

38

53