

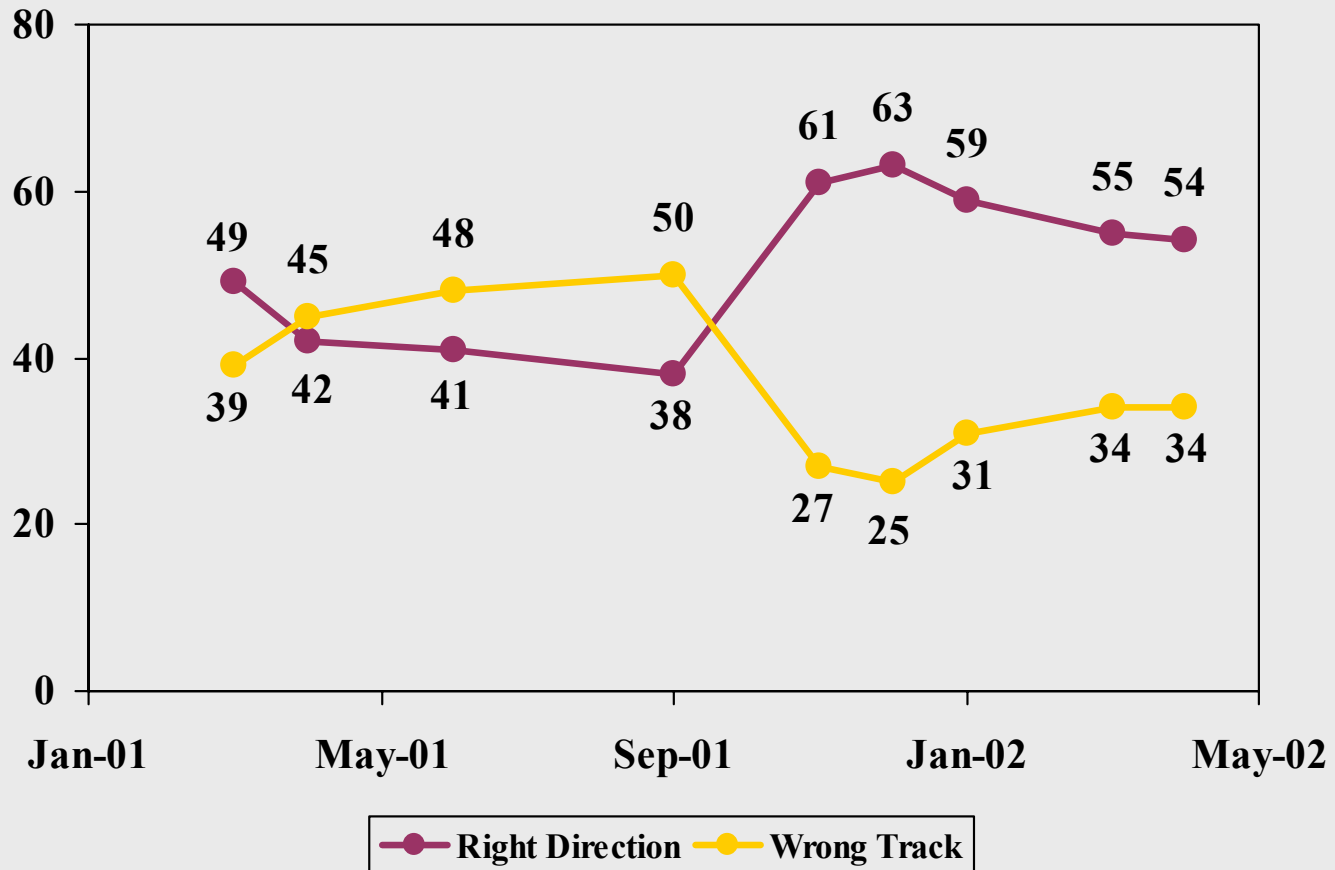
Democracy Corps

Carville ♦ Greenberg ♦ Shrum

April 2002

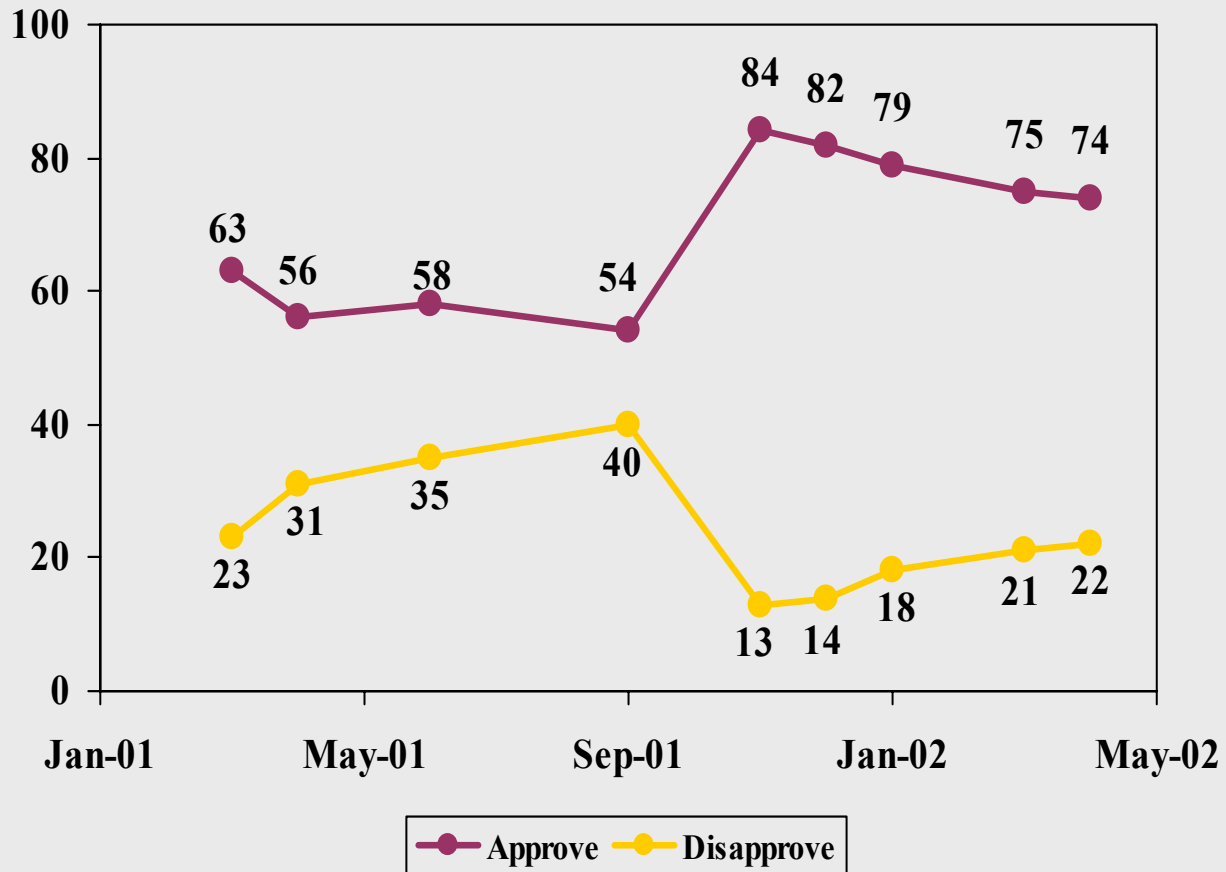


Direction



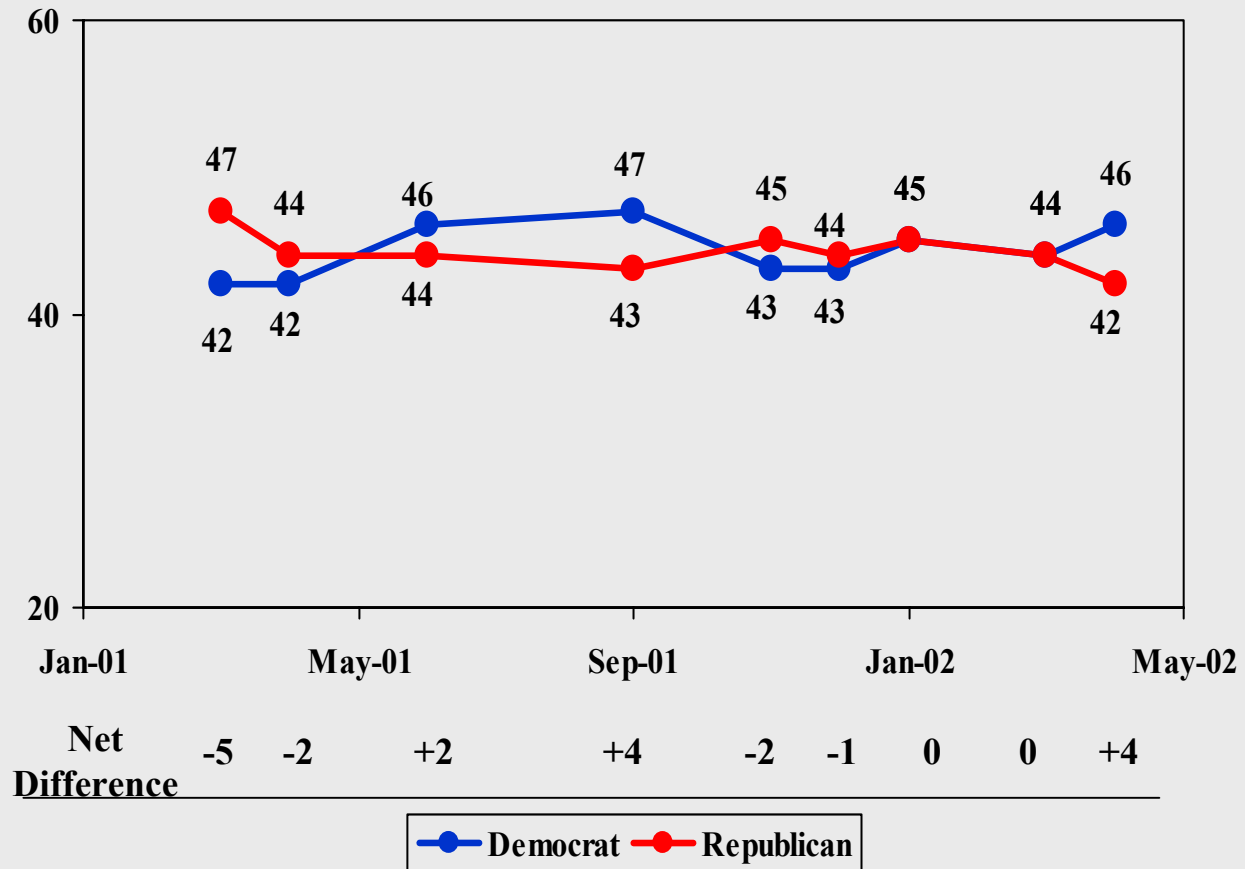


Presidential Approval



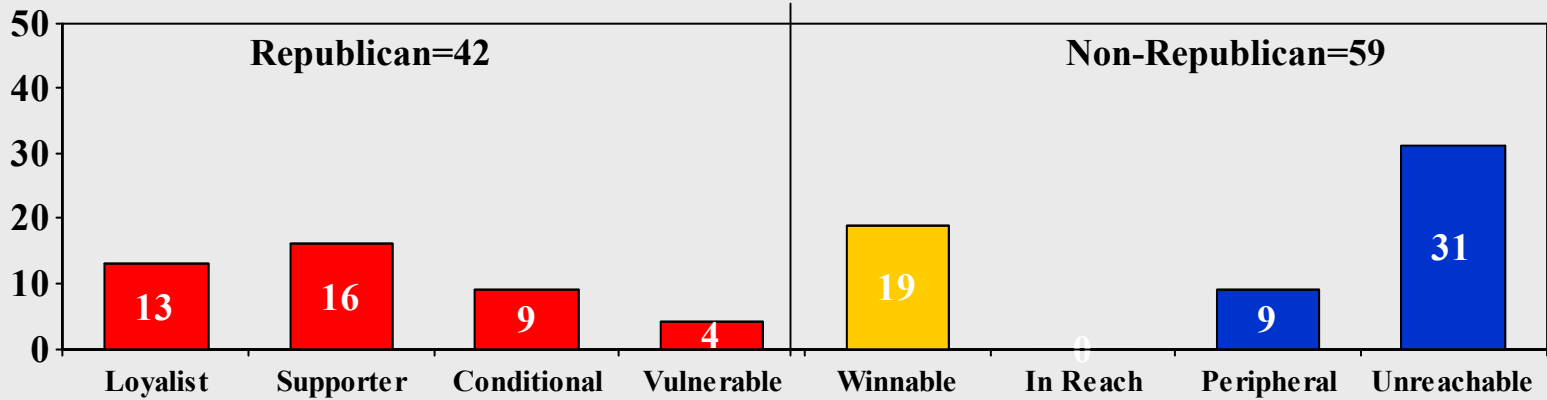
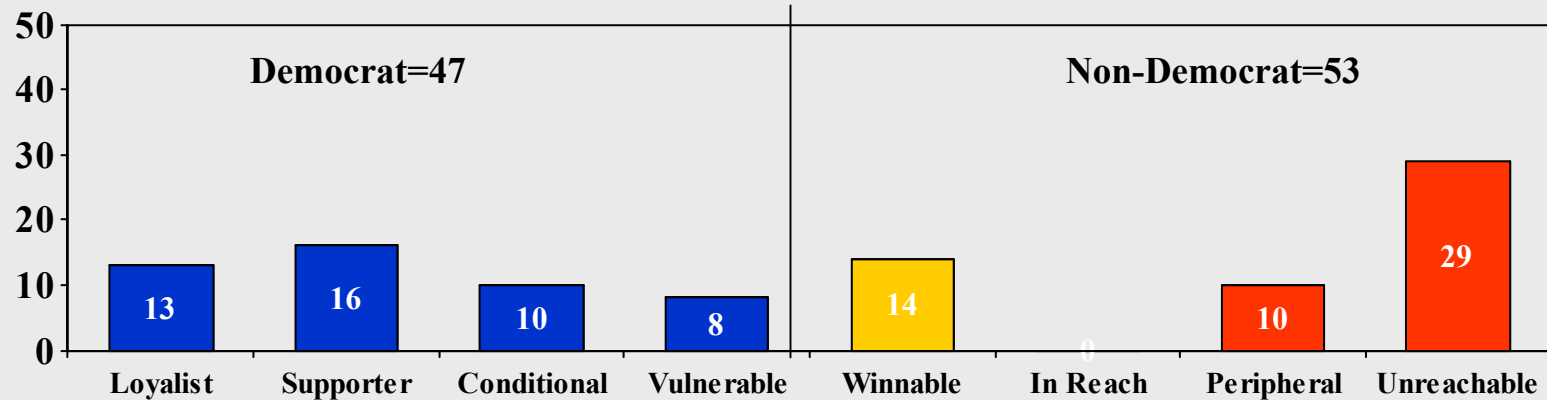


Congressional Vote





Voter Choice Scale

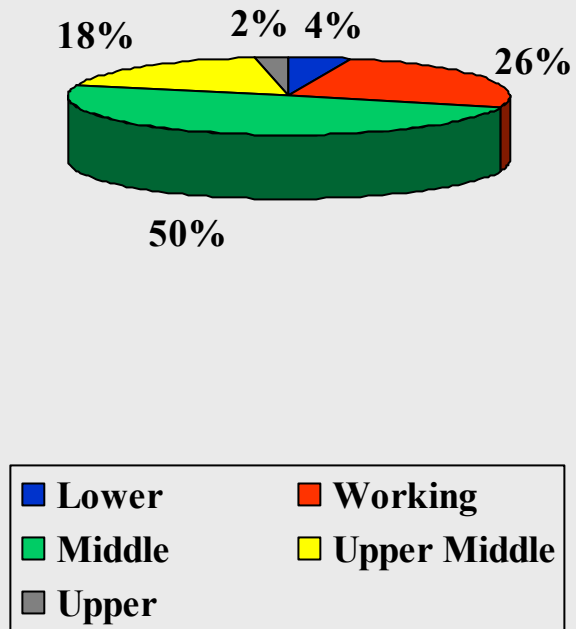




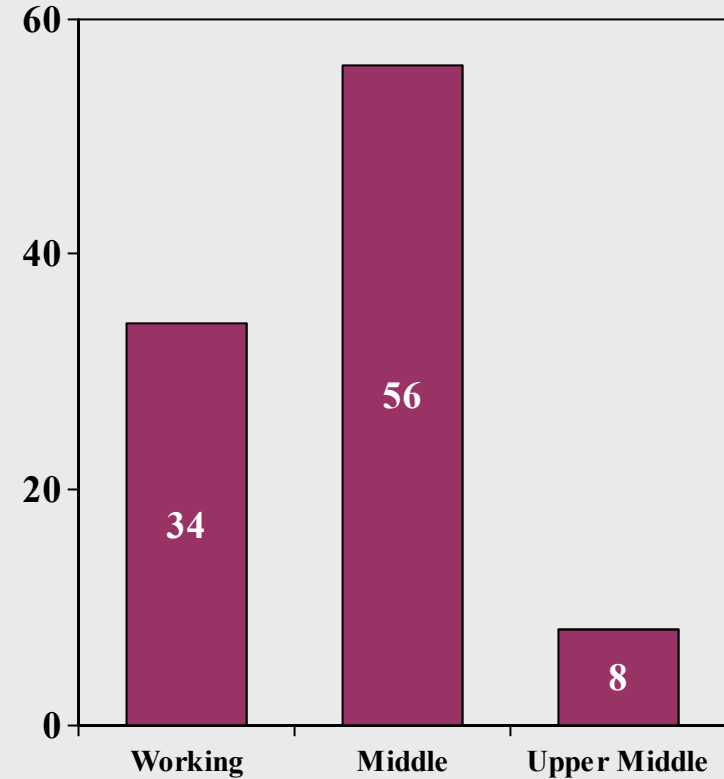
Class Identification

Self-Identified

Overall Class Identification



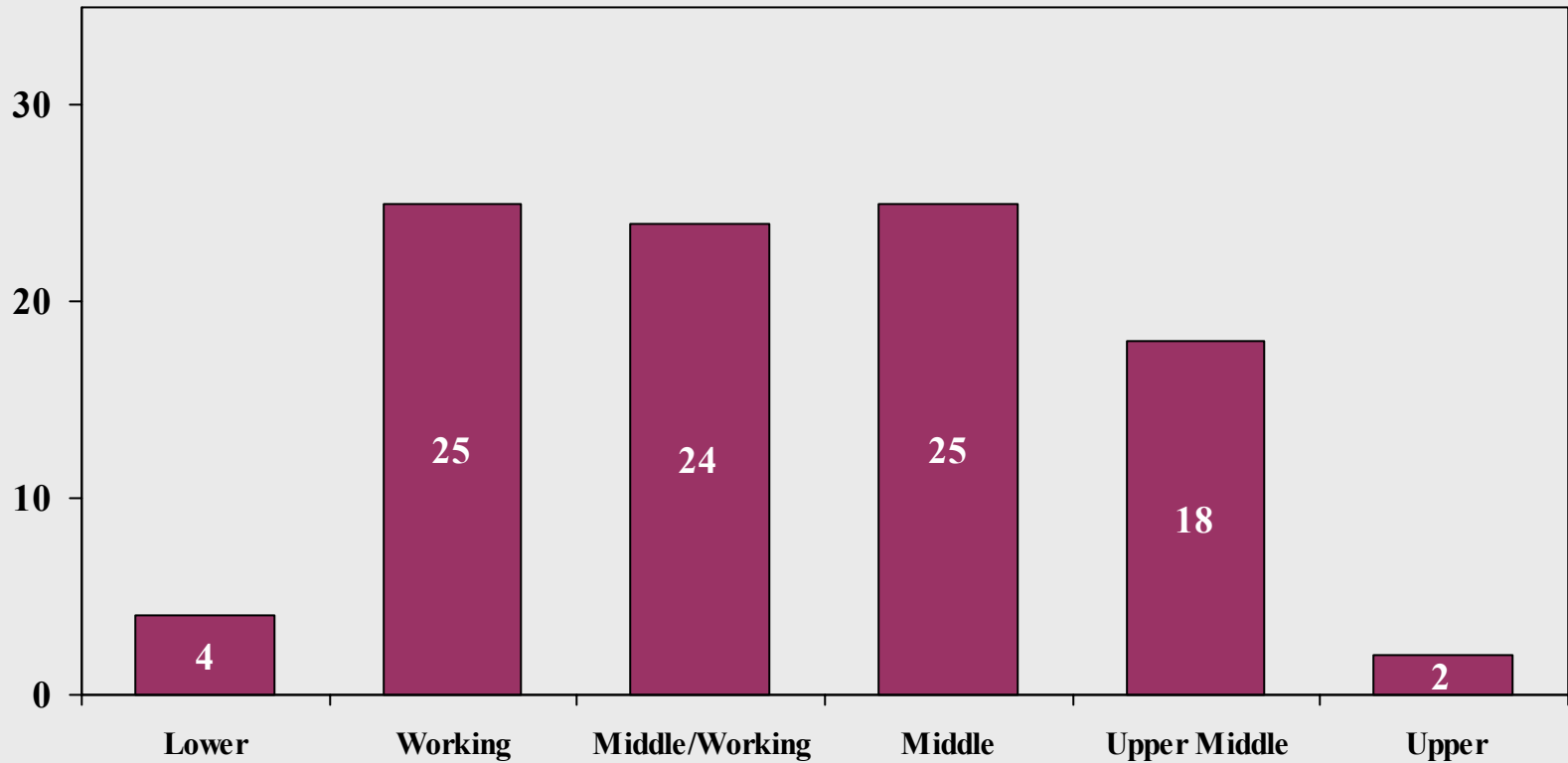
Identification among those making between \$30,000-\$50,000 per year





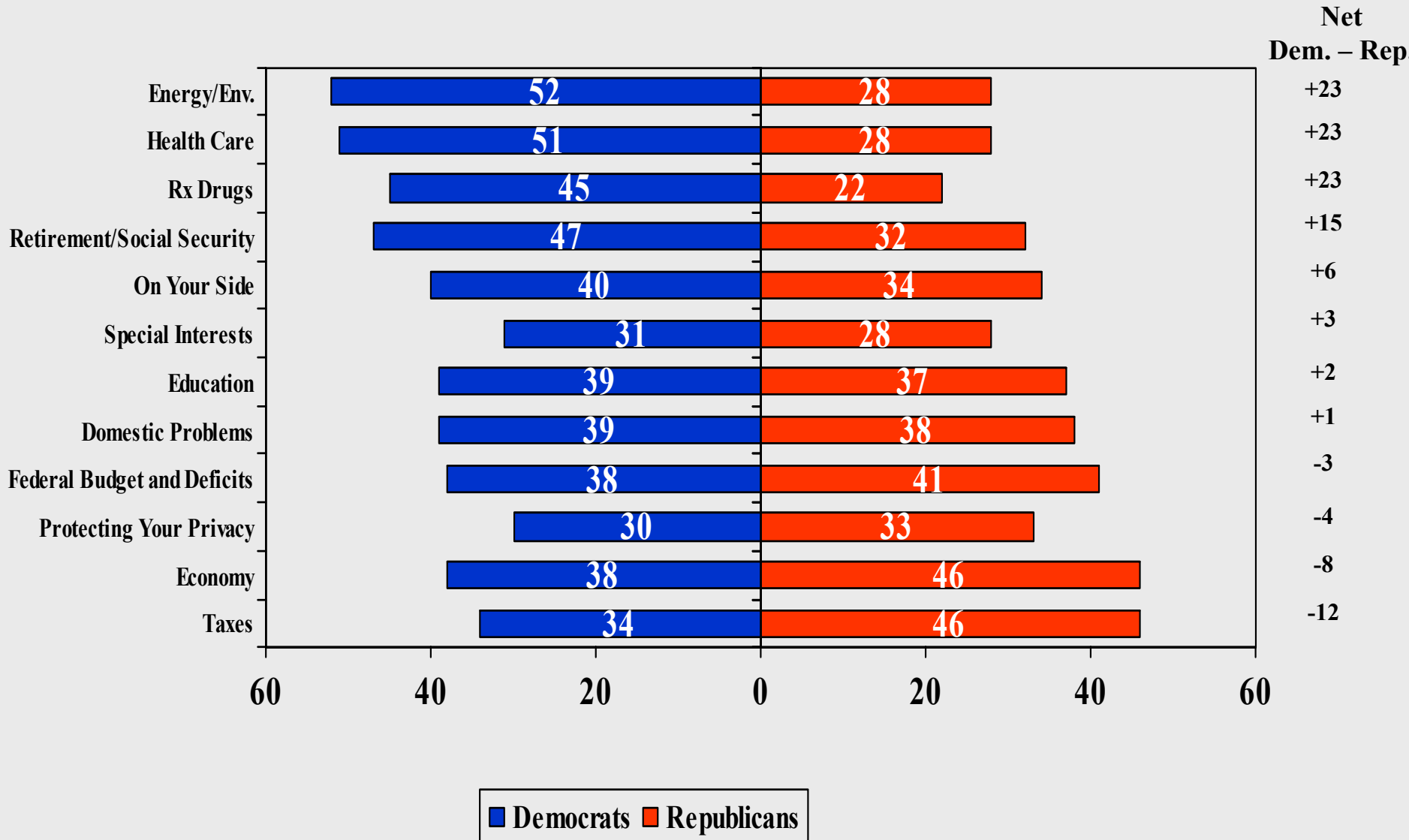
Class Identification

Self-ID With Working Class



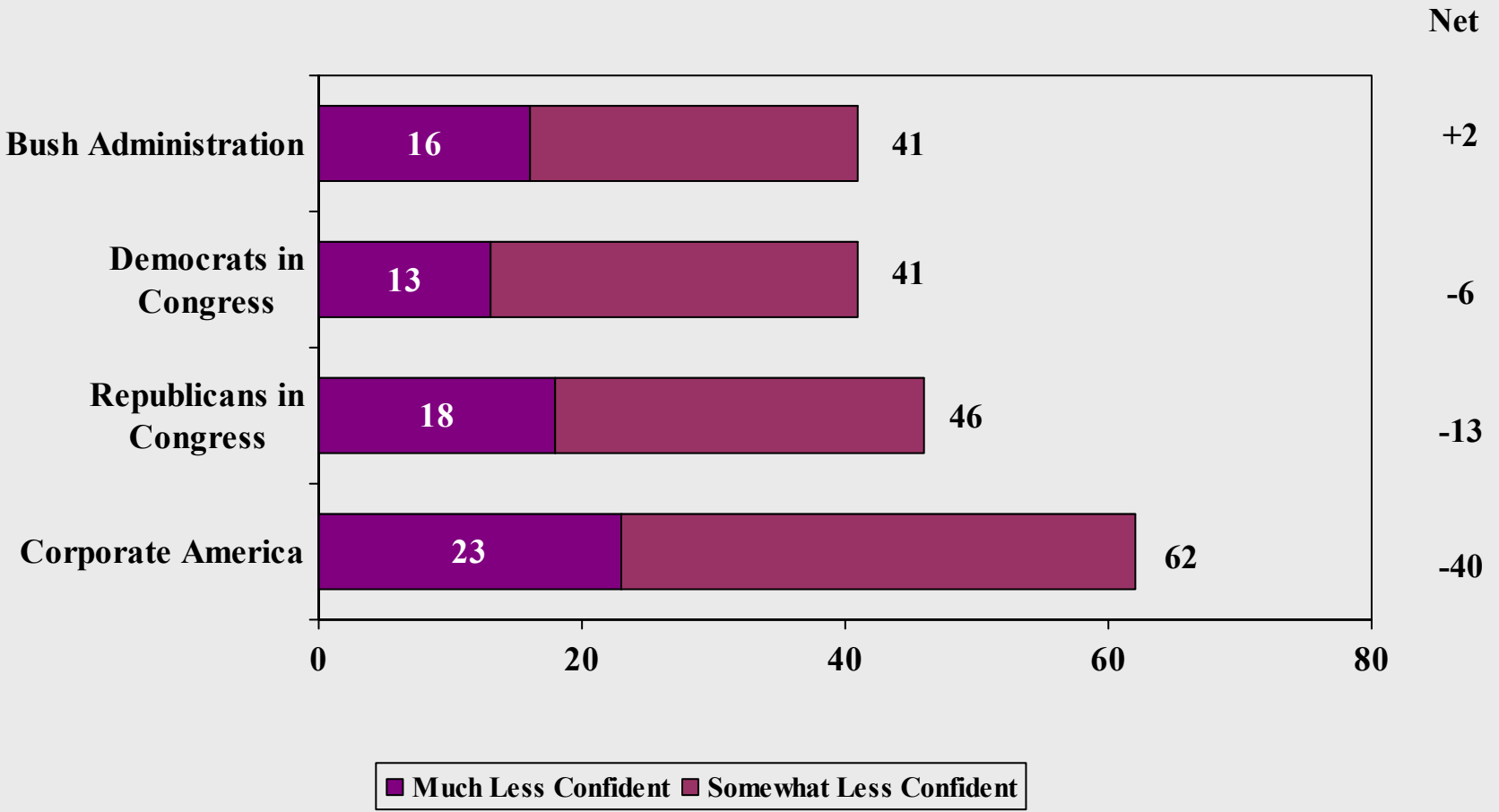


Issues and Parties





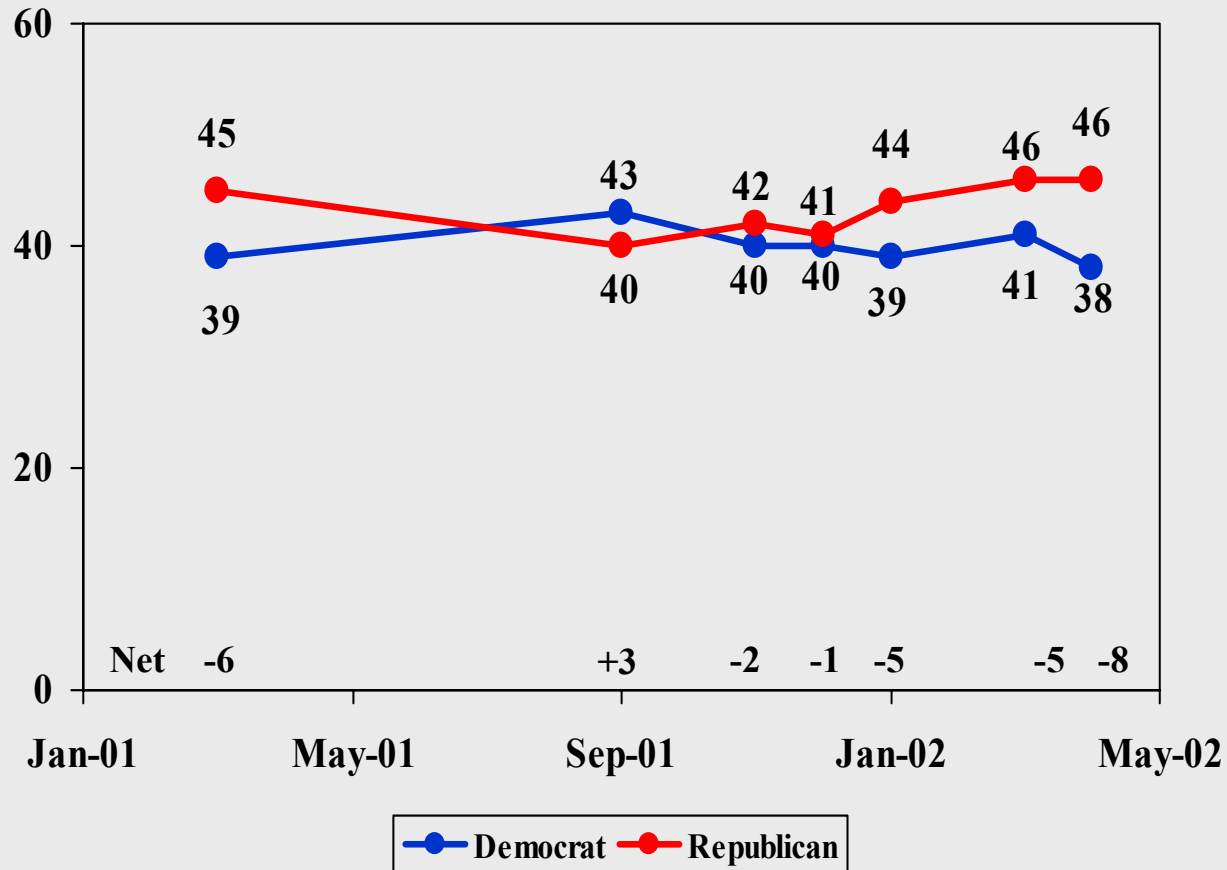
Enron Impact





Better Job on the Economy

Which Party Would Do a Better Job on the Economy





Social Security Messages

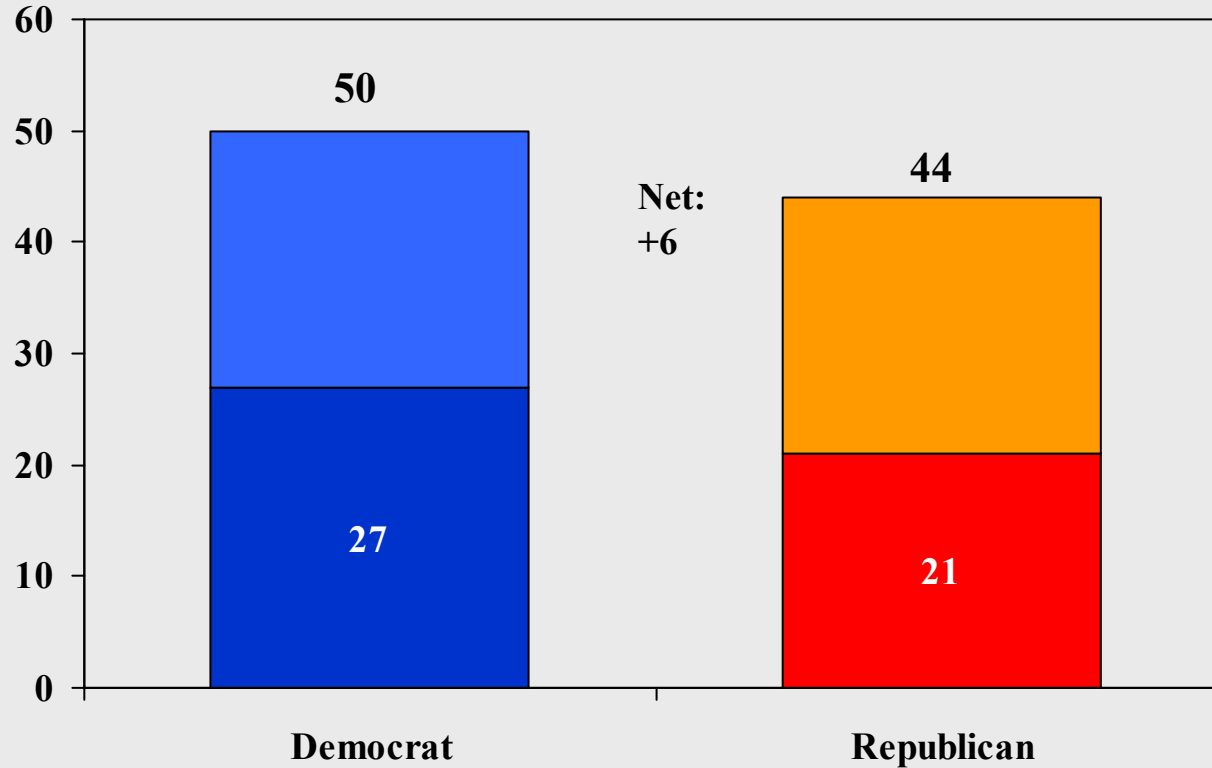
Democrats say, for the next 10 years, the Republican budget takes 2 trillion dollars from the Social Security trust fund for other purposes, while cutting taxes for the wealthy. Its prescription drug plan leaves 60 percent of seniors with no coverage. Instead, we should protect pensions from abuse and make retirement more secure for the future.

vs.

Republicans say, we have a broad agenda. We cut taxes and want to make them permanent and support new tax cuts this year to spur greater economic growth. With bi-partisan support, we passed a new education plan. We will meet our commitments on Social Security. And now we will move ahead with our proposals on homeland security and prescription drugs.



Social Security Messages





Health Care Messages

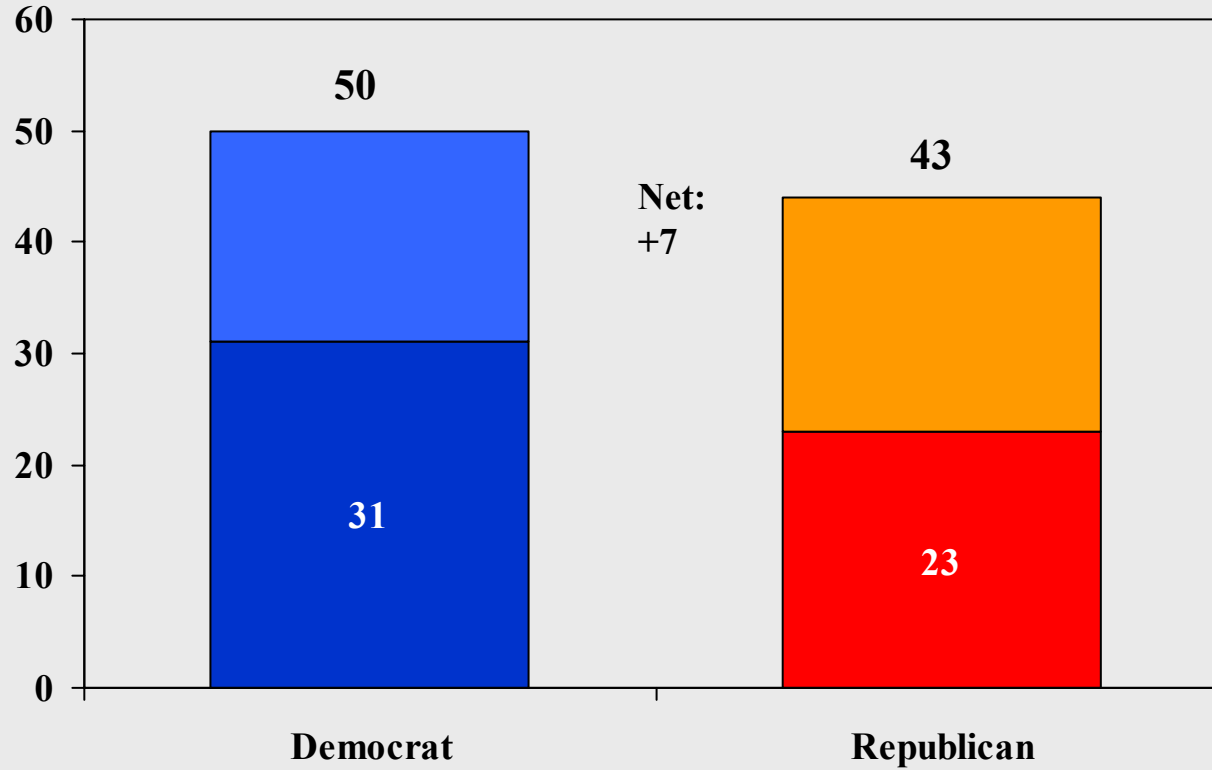
Democrats say, we face a looming health care crisis. The Republicans promised a lot but their hands are tied by the insurance and drug company lobbyists. But we need prescription drug coverage for seniors and to restrain drug prices. We need a Patients' Bill of Rights to give consumers and doctors more of a say than the insurance companies.

vs.

Republicans say, we have a broad agenda. We cut taxes and want to make them permanent and we support new tax cuts this year to spur greater economic growth. With bi-partisan support, we passed a new education plan. We will meet our commitments on Social Security. And now we will move ahead with our proposals on homeland security and prescription drugs.



Health Care Messages





Big Challenges Messages

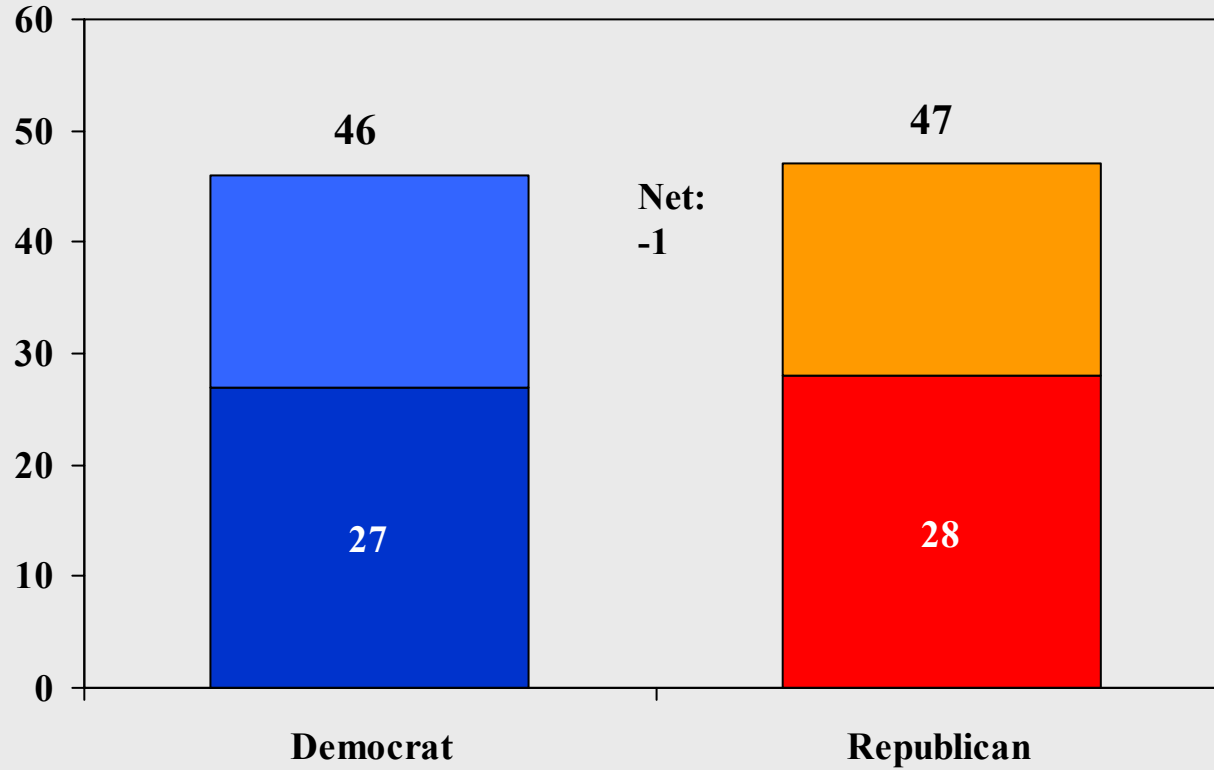
Democrats say, the Republicans have squandered this opportunity for progress at home. Instead of securing Social Security for the next 75 years, they've given the wealthy gigantic tax cuts. Little money is left for prescription drugs and education. We should be using this period to invest in homeland security, education, health care, new and clean energy sources at home and a secure retirement for the future.

vs.

Republicans say, the Democrats opposed our tax cuts and now want to raise taxes again. They seem only interested in protecting old, inefficient programs. We need broad long-term tax cuts to put money back in people's pockets but also to spur our economy and encourage corporate investment. We should restrain federal spending, cut taxes and meet our commitments to defense, education, homeland security, and Social Security



Big Challenges Messages





Bush for Business Messages

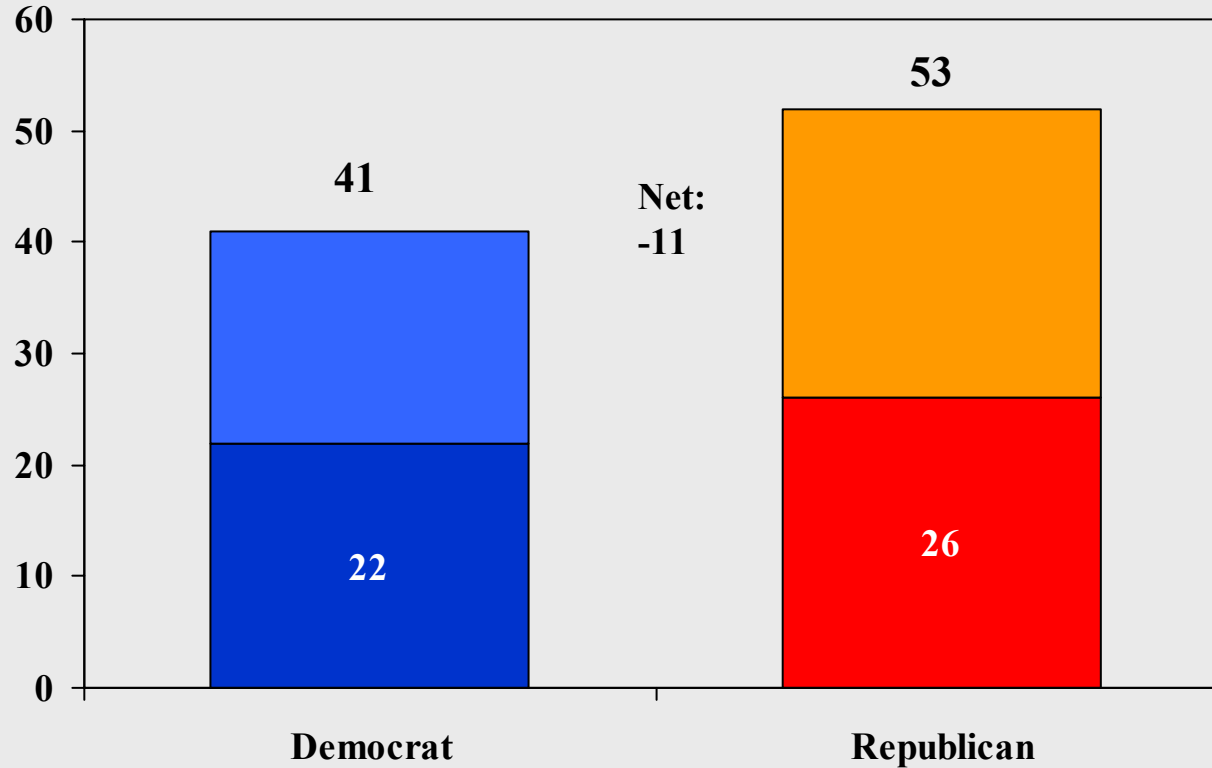
Democrats say, the Republicans seem more interested in helping their special interest corporate donors than addressing our problems at home. They relax environment protections and let companies endanger pensions and hurt small stockholders. They let corporations, like Enron, pay no taxes and give their biggest tax cuts to the wealthiest. But we need a different focus: tax cuts for the middle class, investments in education, pensions protected and Social Security secure.

vs.

Republicans say, the Democrats opposed our tax cuts and now want to raise taxes again. They seem only interested in protecting old, inefficient programs. We need broad long-term tax cuts to put money back in people's pockets but also to spur our economy and encourage corporate investment. We should restrain federal spending, cut taxes and meet our commitments to defense, education, homeland security, and Social Security.



Bush for Business Messages





Environment and the Republicans

| | Very Serious | Total Serious |
|---|--------------|---------------|
| The Bush Administration has announced that the government will no longer require the oil, chemical, and energy industries to pay for cleaning up old toxic waste sites, instead shifting the bill to the taxpayers | 37 | 70 |
| Companies are now required to notify the public when releasing chemicals into the water or atmosphere, but the Bush Administration plans to relax the public's right to know | 32 | 66 |
| The Bush Administration has replaced many mandatory requirements for clean air and water with voluntary limits, with no penalties for polluters | 30 | 60 |
| During the energy crisis in California, the Bush Administration refused to intervene to prevent price gouging by energy companies. As a result, Enron made hundreds of millions of dollars | 26 | 57 |



Environment and the Republicans (2)

| | Very Serious | Total Serious |
|--|--------------|---------------|
| As a candidate, Bush promised to reduce carbon dioxide emissions from power plants, but after intense lobbying by utility and coal companies, Bush decided against any required reductions | 25 | 52 |
| As a candidate, Bush promised to reduce carbon dioxide emissions from power plants, the principal cause of global warming, but after intense lobbying by utility and coal companies, Bush decided against any required reductions | 22 | 51 |
| The Bush Administration proposed opening up the Arctic National Wildlife Refuge, wilderness areas and coastal areas off Florida and California for exploration and drilling by the oil companies | 25 | 48 |
| President Bush says we have to reduce our dependence on Middle East oil, but under pressure from the auto companies, opposed requiring that cars be more fuel efficient | 18 | 48 |



Bush and Corporate Influence

| | Great Deal of Truth | Total Truth |
|---|------------------------|----------------|
| Enron happened because for too long politicians have been financed by wealthy corporate donors. As a result, the politicians have watched out for corporate executives who walked away with billions, while ordinary employees lost everything | 50 | 76 |
| When it comes to the environment, the Bush Administration always seems to do what the big corporations want | 34 | 66 |
| When it comes to domestic policies, the Bush Administration always seems to do what the big corporations want | 21 | 60 |

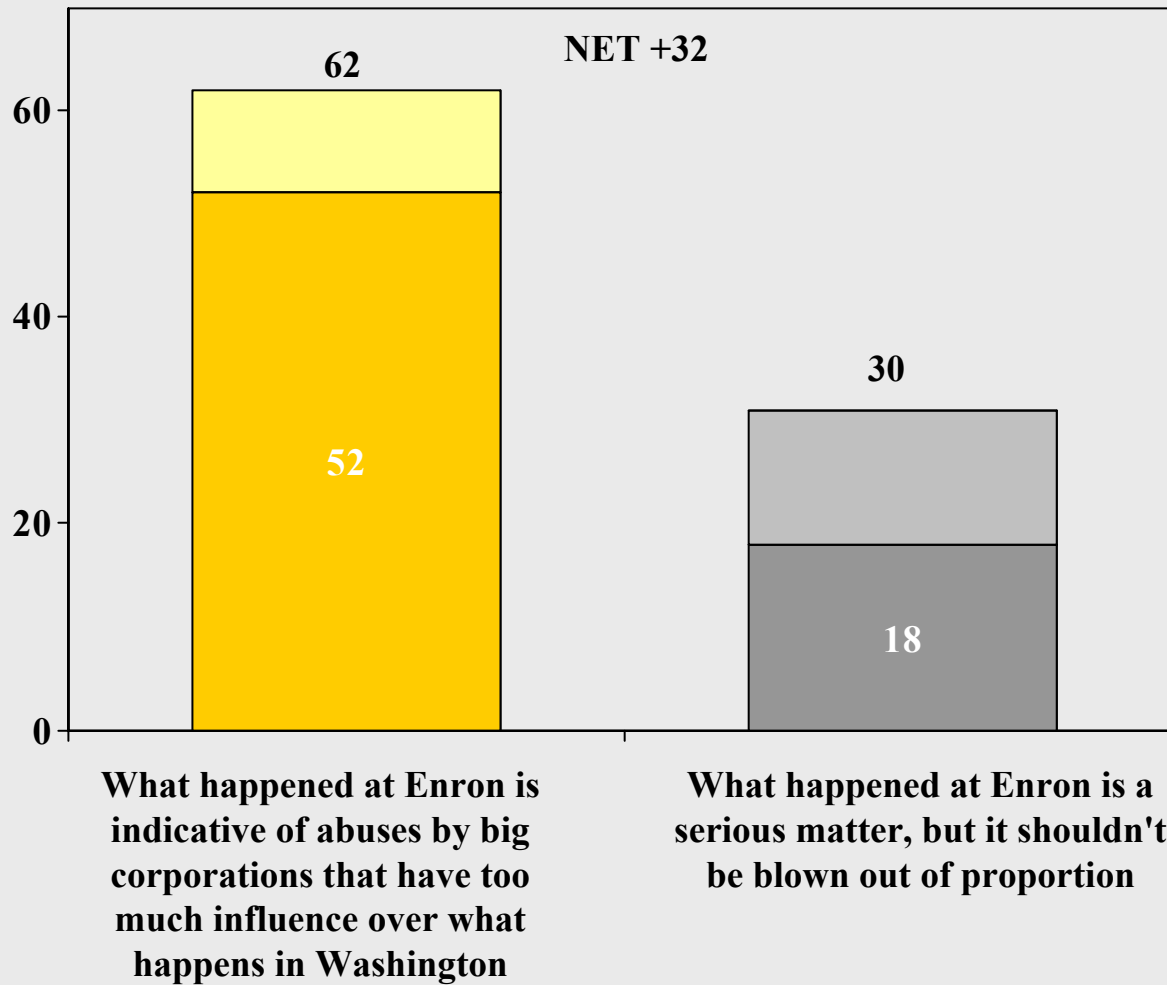


Bush and Corporate Influence (2)

| | Great Deal of Truth | Total Truth |
|---|------------------------|----------------|
| Enron happened because anti-government critics have spent more than 20 years dismantling key regulations that protected consumers. There was reduced executive accountability, and basic industries like energy and phones, were de-regulated, leaving companies to do whatever they want | 29 | 59 |
| The Bush Administration opposed banning unlimited big donations to the political parties, it supported industry demands to relax environmental rules and it tilted tax cuts to the wealthiest and big corporations. When it comes to problems at home, the Bush Administration always sides with special interests, not the public | 30 | 57 |
| The Bush Administration seems more interested in helping the big industries and corporations than in doing what is in the public interest. | 27 | 52 |



Meaning of Enron





Government and Business

Government regulation of business and corporations is necessary to protect the public

vs.

Government regulation of business and corporations frequently does more harm than good

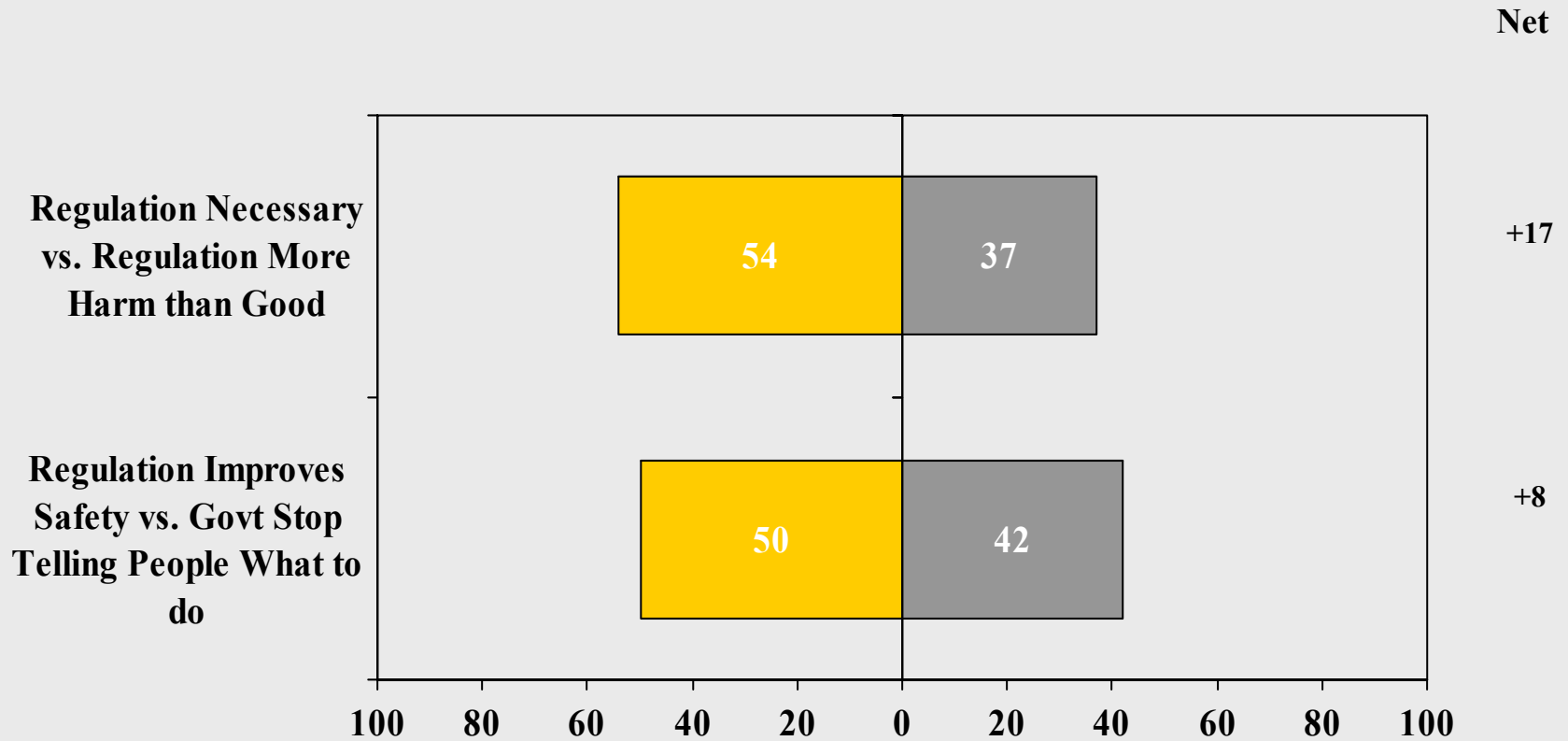
Government regulation often improves safety and protects consumers and the environment

vs.

Government should stop trying to tell people what to do -- whether they can own a gun, use an off-road vehicle, or drive an SUV



Government and Business





Republican Positioning

| | Much More Positive | Total Positive |
|---|---------------------------|-----------------------|
| We have brought the country together to respond aggressively to this terrorist attack and now we are moving with a whole new effort to increase our security and safety at home | 43 | 75 |
| We are trying to put judges on the federal courts who will side with victims rather than the criminals, who respect our faith in God, and who oppose frivolous lawsuits. | 39 | 64 |
| We have changed the tone in Washington, which has led to bi-partisan successes, including the elimination of the marriage penalty, a new education law to increase accountability and a new campaign finance law | 24 | 57 |
| Our tax cut policies have helped the economy start to recover, and our proposed new tax cuts will ensure that America gets back on track and increases employment | 25 | 55 |
| We are putting out many new ideas and policies, while the Democrats are just attacking and obstructing and protecting old, ineffective programs | 16 | 36 |



Family and Values

Families today need two paychecks just to make ends meet

vs.

**Families can work less and do without extra material things, to
have more time together**

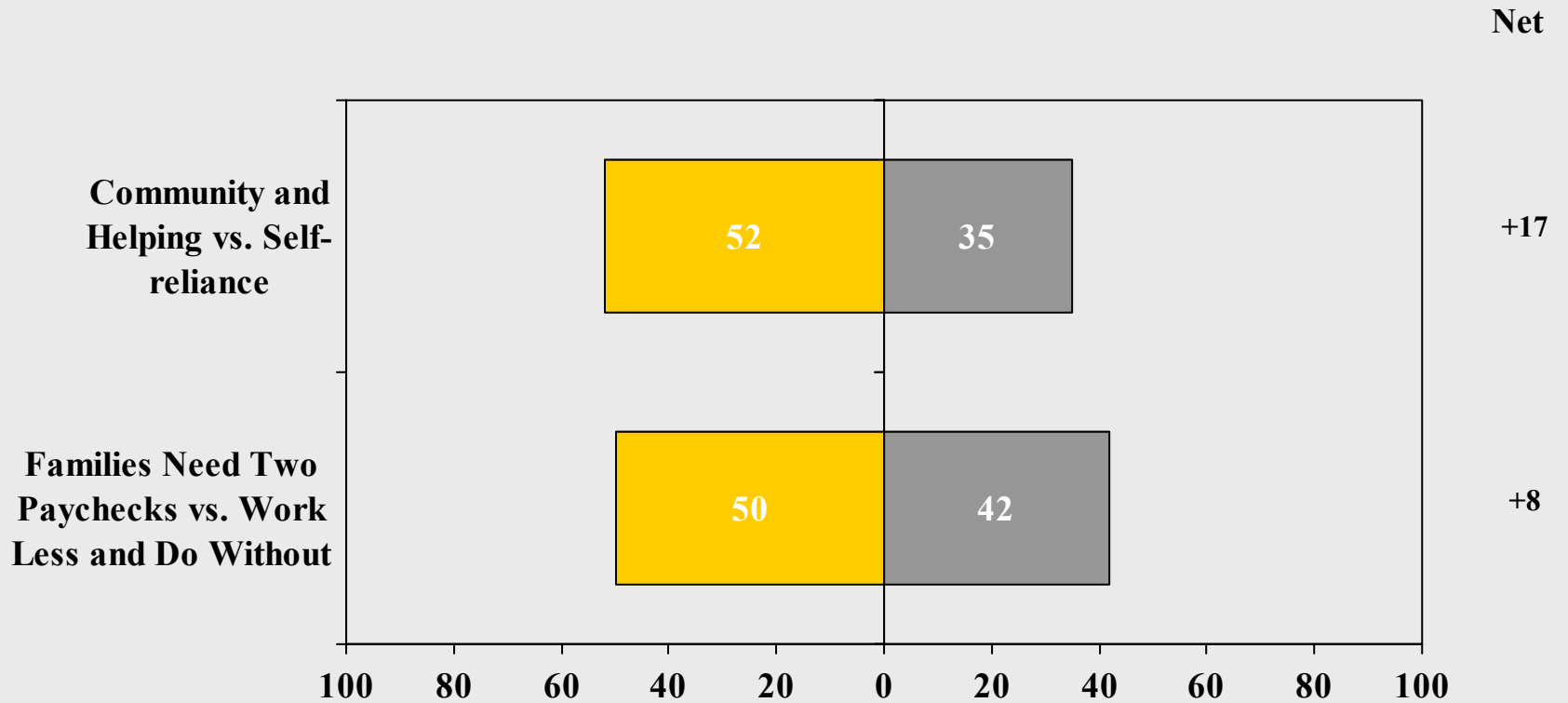
America needs more community and helping one another

vs.

America needs more self-reliance and personal responsibility



Family and Values





Income Distribution

We need to encourage business growth and create more wealth in the country

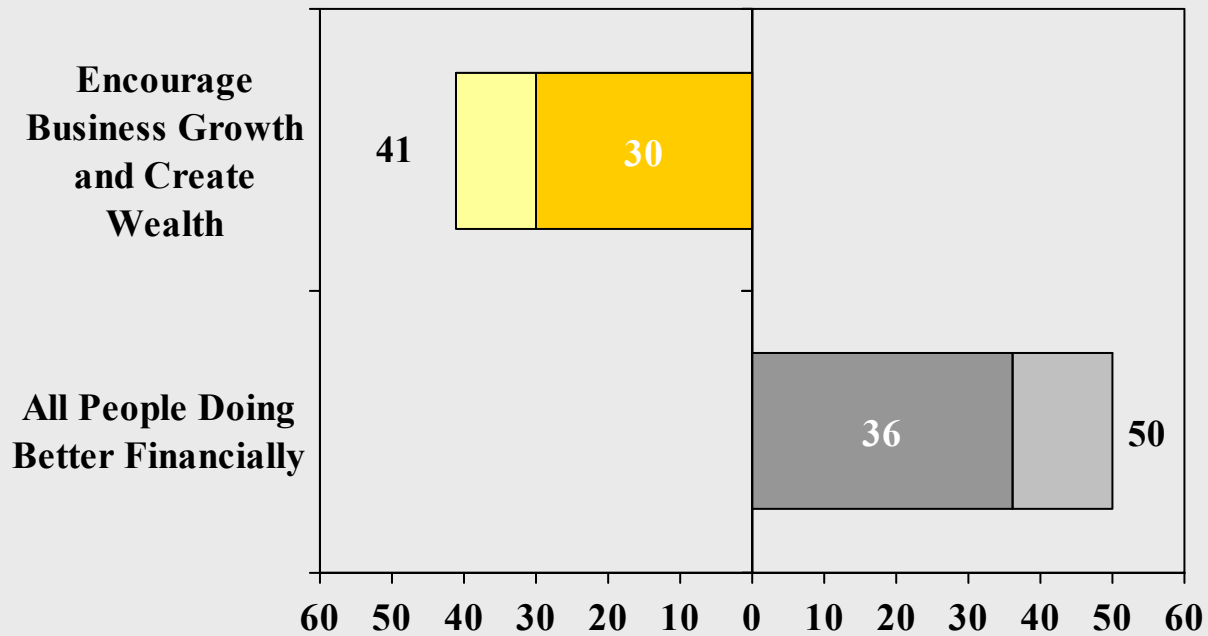
VS.

We need to make sure all people are doing better financially



Income Distribution

NET +8





**America's security depends on building strong ties
with other nations**

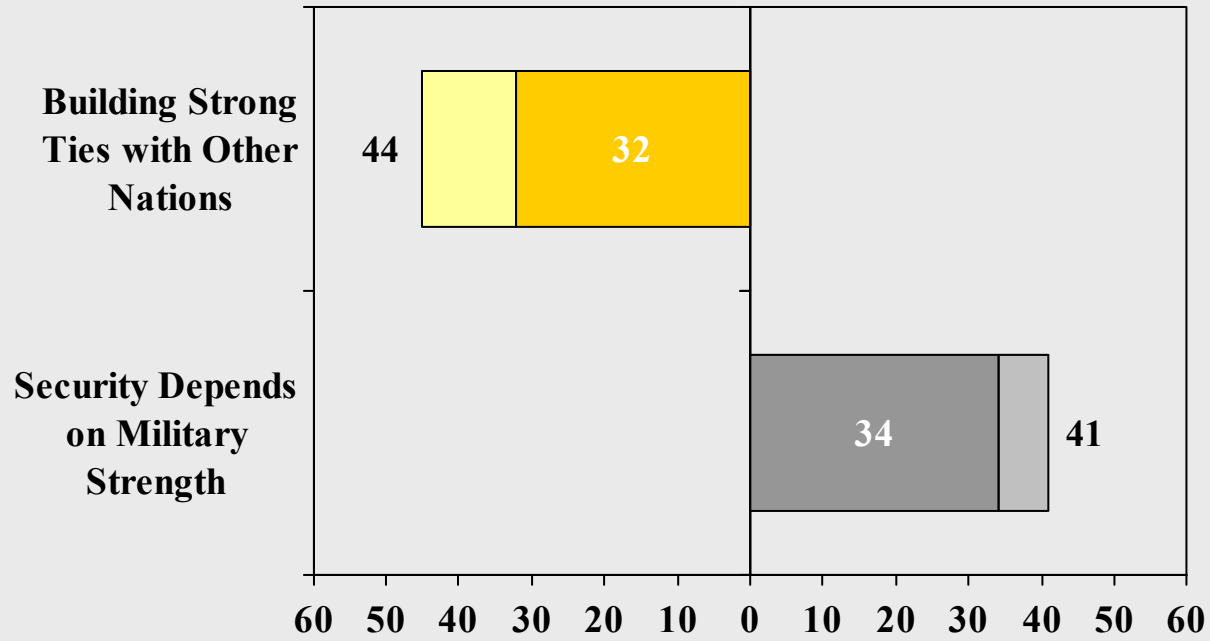
VS.

**Bottom line, America's security depends on its own
military strength**



Multilateral

NET +3





Enron and Bush Energy Plan

| | Very Serious | Total Serious |
|---|--------------|---------------|
| When preparing the new energy plan for the United States, President Bush's Energy Secretary met with 36 representatives of the oil, coal, utility and energy companies. Virtually all were large contributors to the Republican Party. He met with no representative of environmental or consumer groups | 26 | 53 |
| Enron was the largest corporate contributor to George W. Bush and got multiple meetings with the Energy Secretary and Vice President Cheney. Enron got what it wanted in seven of the eight areas in the new energy plan for the United States | 24 | 50 |
| When preparing the new energy plan for the United States, President Bush's Energy Secretary met with 36 representatives of the oil, coal, utility and energy companies, but met with no representatives of environmental or consumer groups | 23 | 50 |
| Enron worked hand-in-glove with the new Bush Administration. It was the single biggest contributor to President Bush, and over 50 high-level appointees in his administration were formerly big investors, paid advisors or employees of Enron | 22 | 49 |



Class and Beliefs

Net for Regulation



“Government regulation of business and corporations is necessary to protect the public.

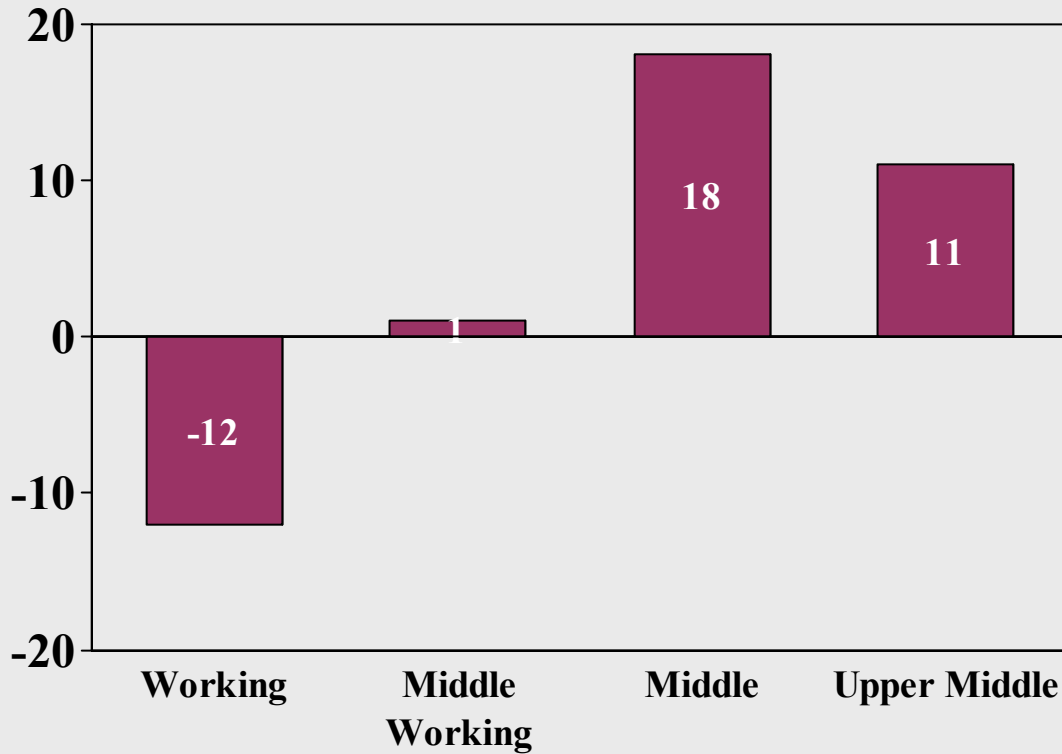
vs.

Government regulation of business and corporations frequently does more harm than good.”



Class and Beliefs

Net for Regulating Common Good



“Government regulation often improves safety and protects consumers and the environment.

vs.

Government should stop trying to tell people what to do -- whether they can own a gun, use an off-road vehicle, or drive an SUV..”



Class and Enron

Net for Enron Corporate Influence



“What happened at Enron is indicative of abuses by big corporations that have too much influence over what happens in Washington.”

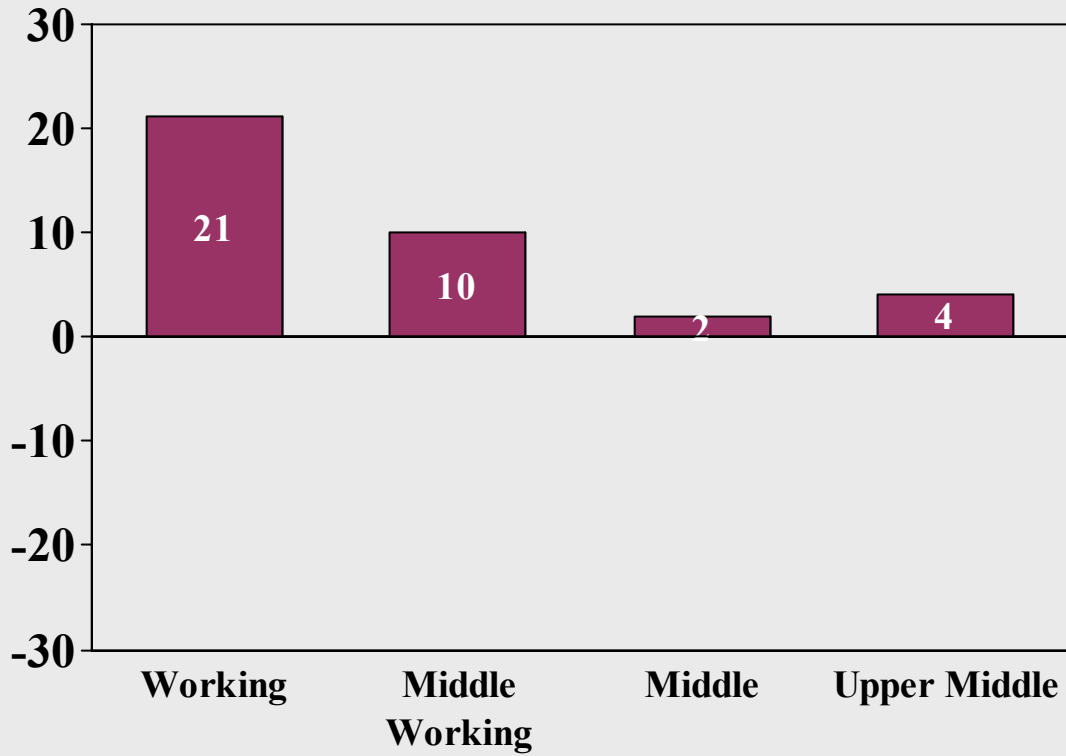
vs.

What happened at Enron is a serious matter, but it shouldn't be blown out of proportion.”



Class and Community

Net for Community



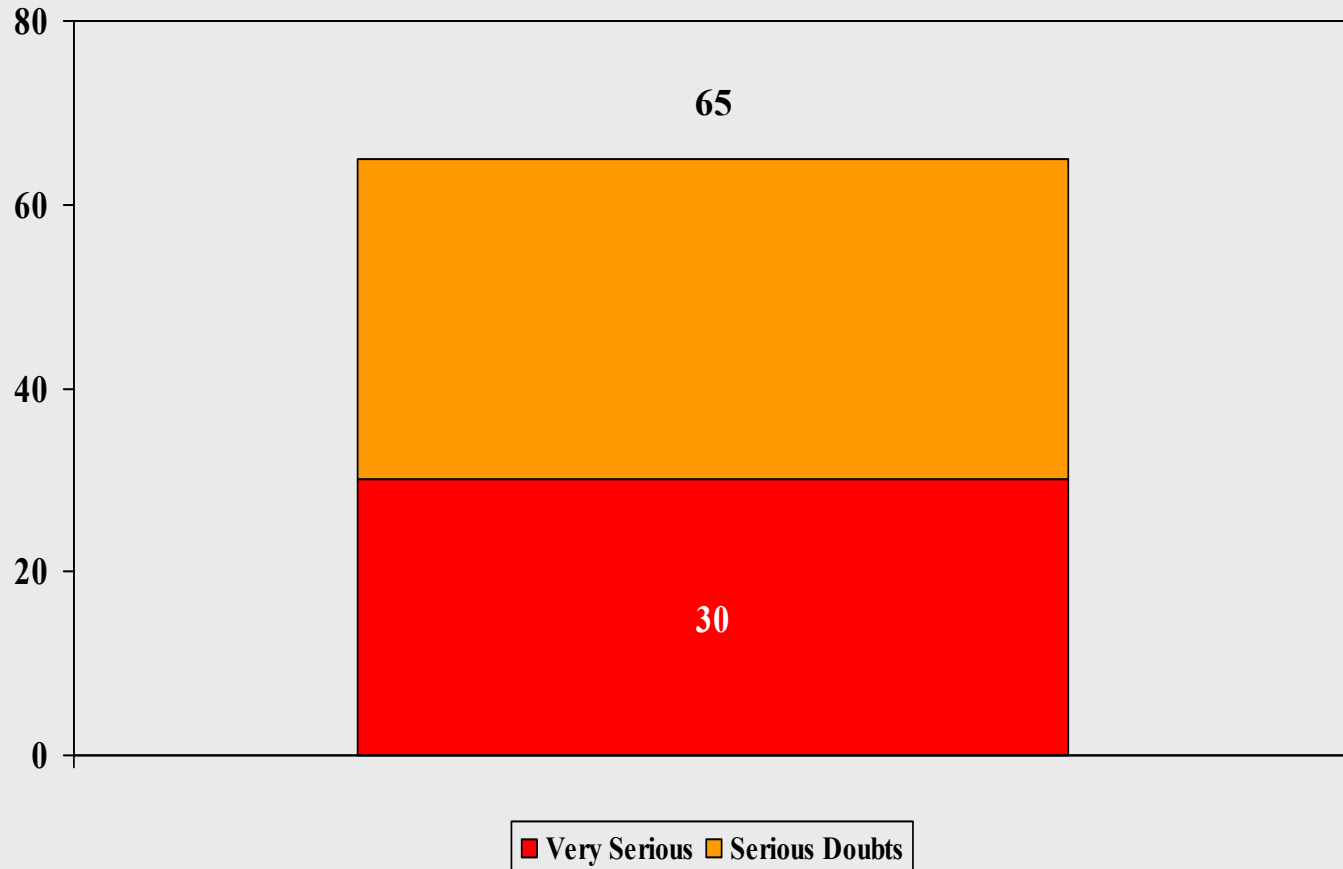
America needs more community and helping one another.

vs.

America needs more self-reliance and personal responsibility.”



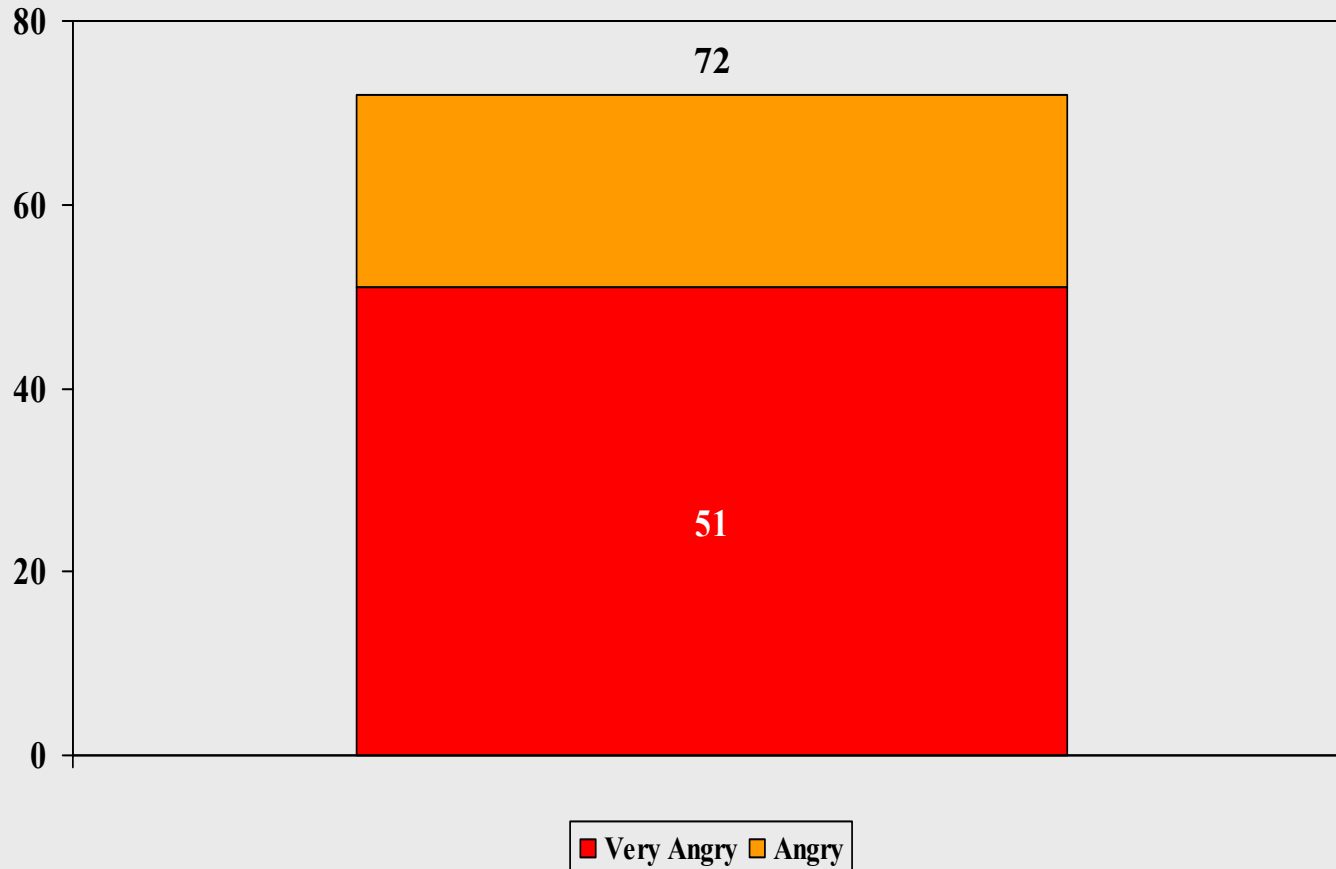
Alternative Minimum Tax



“While the economy needed help and our country was making sacrifices, the candidate voted for an economic stimulus plan that gave away 75 percent of the money in tax cuts for corporations. He supported a 15-year retroactive tax cut that gave 1 billion dollars to Ford, 1 and half billion to IBM and a half billion to Chevron/Texaco”



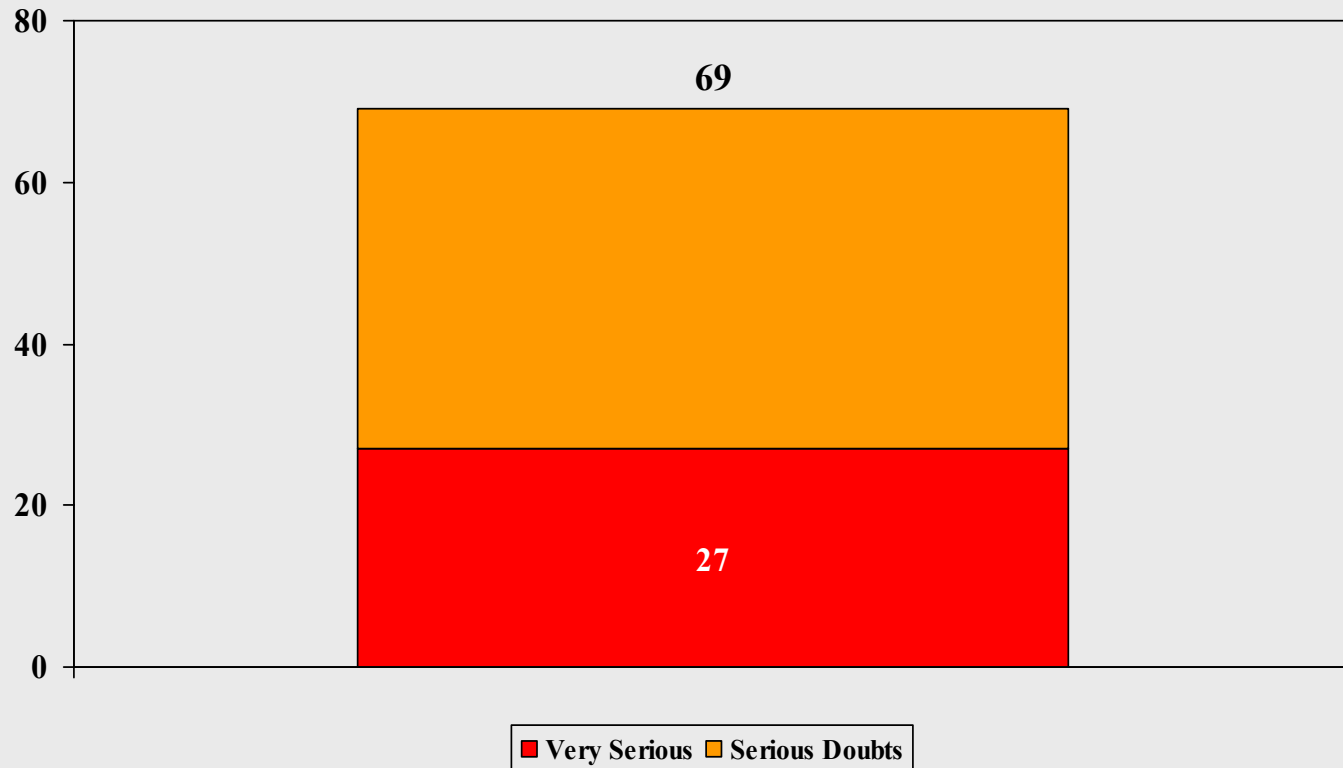
Alternative Minimum Tax With Enron Language



“The House of Representatives voted for an economic stimulus plan that gave three-quarters of the money in tax breaks for the biggest corporations. Under this plan, Enron would receive a 254 million dollar tax rebate.”



Alternative Minimum Tax



“This is a time when we need leaders who will act for the whole country. But lobbyists for the special interests got in their way. This candidate voted to bail out the airline industry, but not to help laid-off workers. He supported an economic stimulus plan that gave away 75 percent of the money in tax cuts for corporations, including a 15-year retroactive tax break of 1 billion dollars to Ford and 1 and half billion for IBM. This is a time to represent the country, not the special interests.”