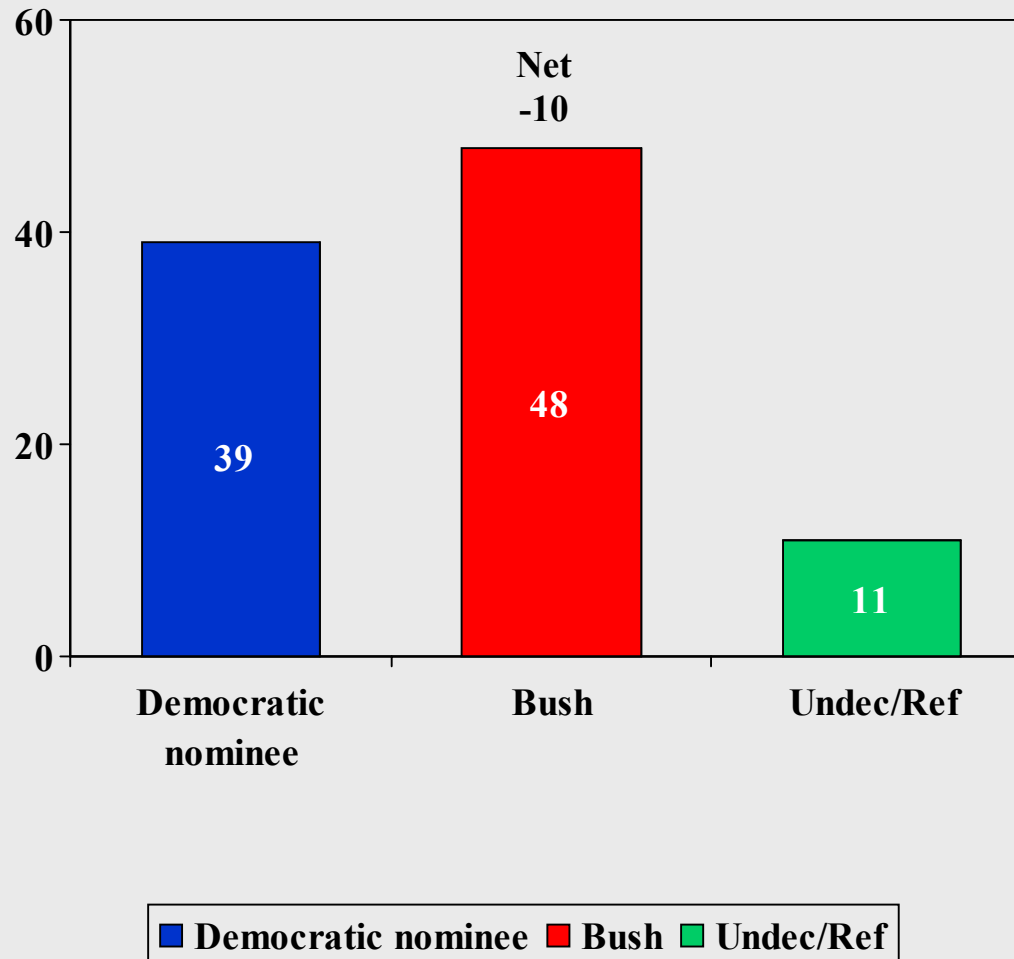


2002 Elections
Democracy Corps
Carville ♦ Greenberg ♦ Shrum

November 13, 2002



2004 Presidential Vote





Health Care

A Democrat says we have a rising health care crisis. Patients and doctors are at the mercy of HMOs. Prescription drug prices drive seniors to the edge. Forty-two million Americans now have no health insurance. It's time to get serious. We should require health insurance with employment and give tax credits to help small businesses. We need a patients' bill of rights. And prescriptions should be covered under Medicare for all seniors. That's the responsible thing to do.

**Much
More
Pos** **Much/
Smwt
Pos**

41 66



Energy Security

	Much More Pos	Much/Smwt Pos
A Democrat says America should devote itself to achieving energy security. That begins with reducing our dependence on Middle East oil. With what is now happening, it's time to get serious. We should begin by acting boldly to make our cars, homes, and offices more efficient. We should invest in long-term solutions to develop cleaner, newer energy sources, like wind and solar power. We should provide financial incentives for businesses and consumers to embrace new technology and make America more secure.	45	71
A Republican says, the less dependent we are on oil from the Middle East, the more secure our nation is. We need to increase domestic production of oil, coal, and natural gas. Our national security requires that we open Alaska's Arctic National Wildlife Refuge to oil drilling, subsidize the development of new, clean coal technology, and build new power plants.	30	53



Taxes and the Economy

	Much More Pos	Much/Smwt Pos
<p>A Democrat says, our economy is in recession and may be weak for years. We need to act. We should cancel the tax cuts for the top one percent scheduled to take place years from now, which are holding us back. Instead, we should cut taxes now for low and middle income families. We should invest in school construction and homeland security, and extend unemployment benefits, which have barely kept up. We need to rebuild the confidence that makes our economy strong</p>	33	60
<hr/>		
<p>A Republican says high taxes and uncontrolled government spending are hurting our economy and taking money from people who could consume and invest. To get the economy going, we should make the Bush tax cuts permanent, dramatically reduce taxes on corporations and small businesses, give tax cuts to investors who lost money in the stock market, and pass tax reform to simplify our taxes and save billions in red tape</p>	20	42



Social Security

	Much More Pos	Much Smwt Pos
<p>A Democrat says, we must protect Social Security for this generation and those to come. The government is draining the trust fund and using the money for other purposes. That should be against the law. Fiscal responsibility can extend the life of Social Security. Now, some want to privatize Social Security and link benefits to the stock market. That's a bad idea. Our policy should be to keep Social Security sound and to protect private pensions at the same time.</p>	38	62
<hr/>		
<p>A Republican says we must do the brave thing and reform Social Security so it can be there for future generations. We must preserve existing benefits for current retirees while giving younger workers the option of investing some of their Social Security funds in private accounts. These accounts will give individuals more control over their own money and allow them to build a level of financial wealth and security that is impossible under the current system.</p>	24	48



Strong Military

A Republican says we need to support President Bush in his efforts to protect our country. I support the President in his determination to remove Saddam Hussein and his weapons of mass destruction, to develop a missile defense system to prevent attacks from rogue nations, and to give our military the weapons and technology it needs to win the war on terrorism.

**Much More
Pos**

41

**Much/
Smwt
Pos**

60



Global Engagement

A Democrat says, in this war against terrorism, America is stronger and more secure when we build strong alliances against terror and rally the world against this threat. I support maintaining the strongest military in the world and protecting our interests. But I don't support a go-it-alone foreign policy, which only builds up resentment against America around the world, which may worsen the terrorist threat. A strong America is respected and leads a global alliance against terror.

**Much
More
Pos**

36

**Much/
Smwt
Pos**

62

A Republican says, the United States, as the most powerful democracy in the world, must do whatever it takes to defend our country against the scourge of terrorism. We will act with our allies whenever possible, but will go it alone if necessary. We should never allow allies or international organizations like the UN to tie our hands and prevent us from doing what is necessary to defend America's security.

34

56



Tax Reform

A Democrat says, we need to completely change our tax structure by eliminating corporate loopholes and reducing taxes for low and middle income families. In my plan, the deductions for a mortgage and health care costs are preserved, but virtually all other deductions and loopholes are eliminated. The wealthy and big businesses are forced to pay their fair share, while seventy-five percent of taxpayers pay a flat ten percent tax.

**Much
More
Pos**

29

**Much/
Smwt
Pos**

56

A Republican says, we need fundamental tax reform that permanently reduces the size of government and the enormous tax burden on every taxpayer. We need to establish a single tax rate for all taxpayers, so hard work and success are no longer punished, and abolish corporate taxes so American companies can create new jobs and be more competitive in global markets.

24

47



Corporate

Much More Pos	Much/ Smwt Pos
33	58

A Democrat says, Washington needs to heed the public interest. Corporate abuse has hurt the economy, investors, pension funds, even food and drug safety. It is time to put our house in order. Corporate lobbyists now run the Securities and Exchange Commission, the Food and Safety agency, and the Environmental Protection Agency. We need the resignation of the corporate lobbyists and demand they pay attention to the public interest.



Community and Investment

A Democrat says, America rallied to respond to the September 11th attacks and we should rally now to meet our problems. We will be stronger as a nation if we act. We should cancel the tax cut for the top one percent scheduled to take place years from now, and invest those funds in America: money to raise education standards, building new schools and enhancing homeland security, tax deductibility for college and job training, and prescription drug coverage for seniors. That will make us strong.

Much More Pos	Much/ Smwt Pos
29	55



Bi-partisan New

A Democrat says, Washington needs less partisanship and an ability to work together on issues. Our first priority should be restoring our budget surpluses, which enabled us to achieve strong economic growth, low unemployment, and high business investment. We should delay the proposed tax cuts, but commit resources for tax credits that reward investment in education and new technology.

**Much More
Pos**

23

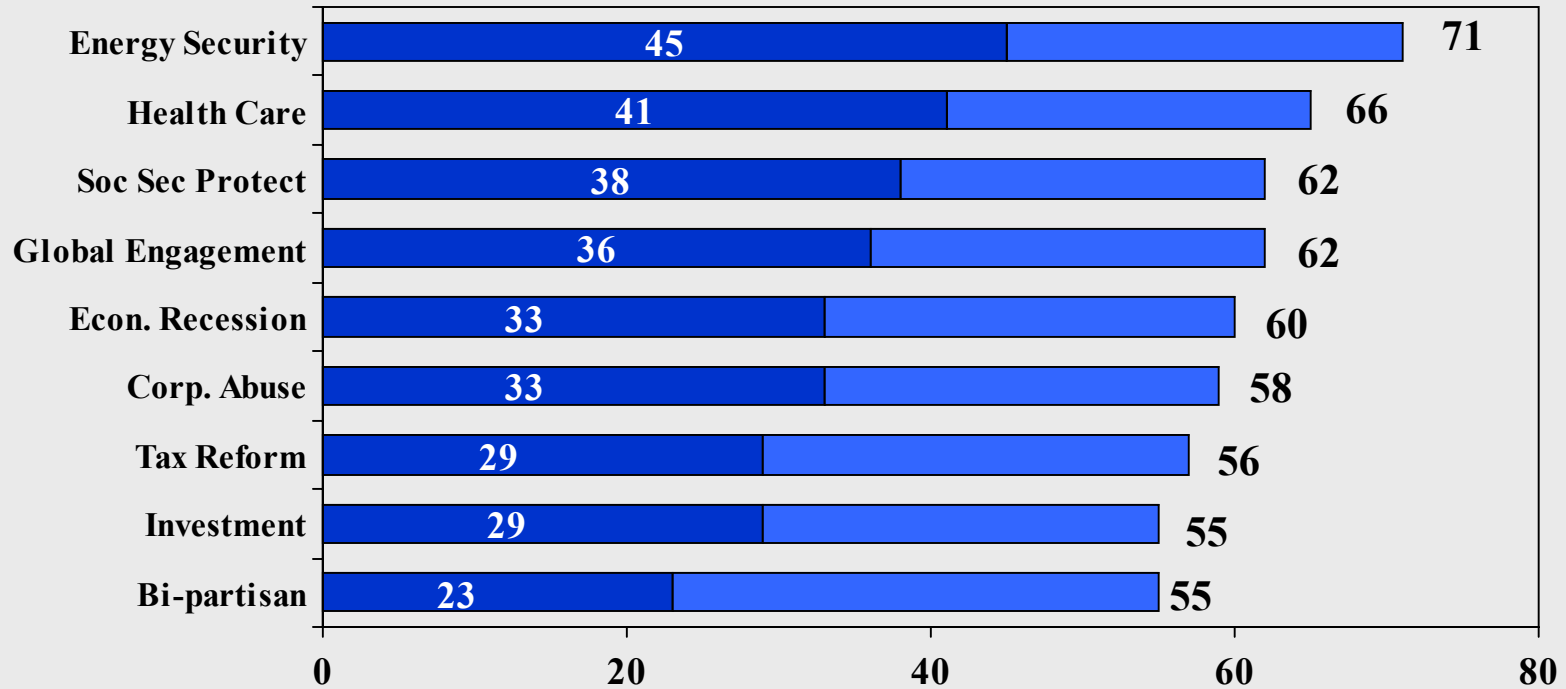
**Much/
Smwt
Pos**

55



Democratic Proposals

Percent Saying Much/Somewhat More Positive



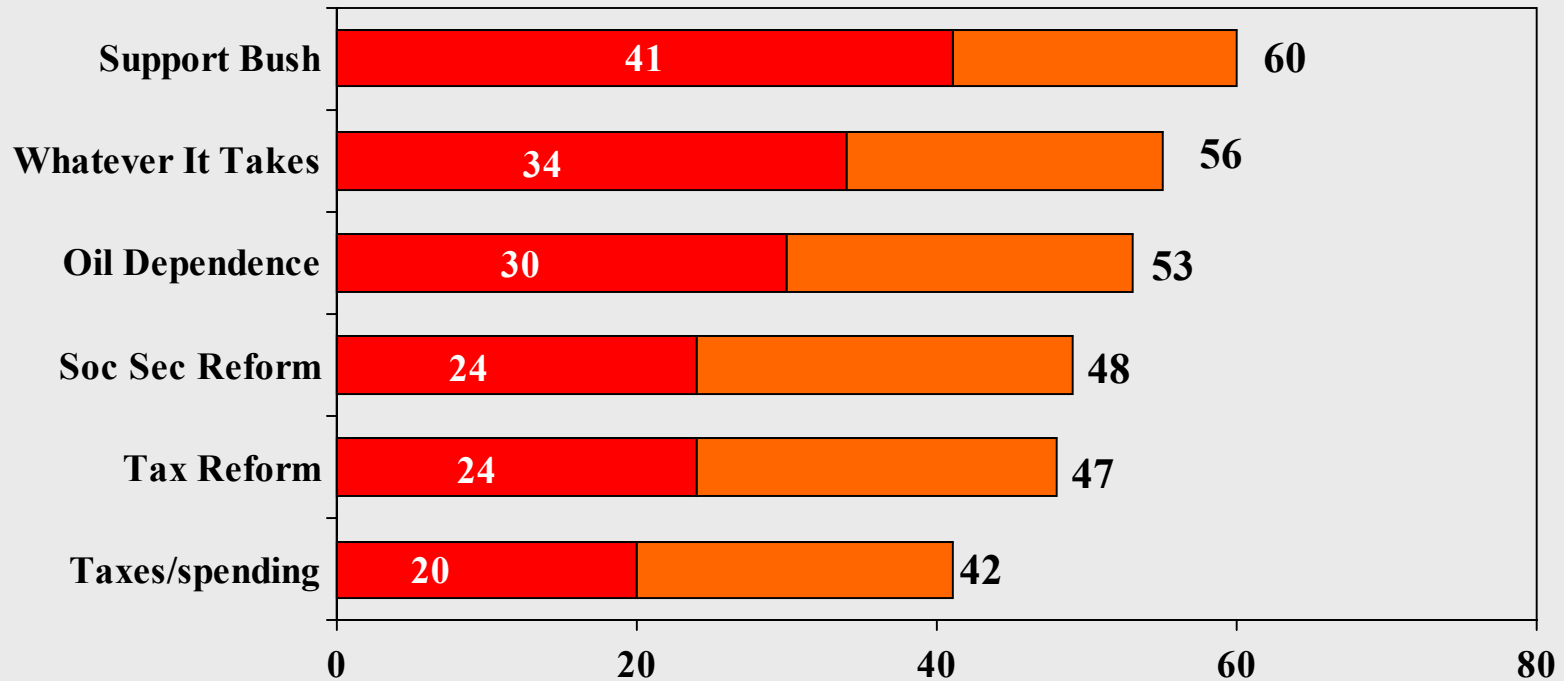
Democracy Corps
November 13, 2002
Figure # 12

“Now, looking ahead to next year and the years ahead, I want to read you statements about the budget and about issues the country may be addressing. After I read each one, please tell me whether the statement makes you feel much more positive, somewhat more positive, a little more positive, no more positive, or less likely about that individual.”



Republican Proposals

Percent Saying Much/Somewhat More Positive



Democracy Corps
November 13, 2002
Figure # 13

“Now, looking ahead to next year and the years ahead, I want to read you statements about the budget and about issues the country may be addressing. After I read each one, please tell me whether the statement makes you feel much more positive, somewhat more positive, a little more positive, no more positive, or less likely about that individual.”



The Bush Tax Cut

The Democrats say, we should roll back the tax cut for the top one percent scheduled to take place a few years from now and use the funds now to fund middle class tax cuts, investments in education and to help with prescription drugs.

vs.

The Republicans say, we should make President Bush's tax cuts permanent but in addition, cut taxes for individuals and abolish corporate taxes to spur the economy and put money back in people's pockets.



The Bush Tax Cut

