

Democracy Corps

Carville ♦ Greenberg ♦ Shrum

August 4, 2005

GREENBERG
QUINLAN
ROSNER
RESEARCH INC

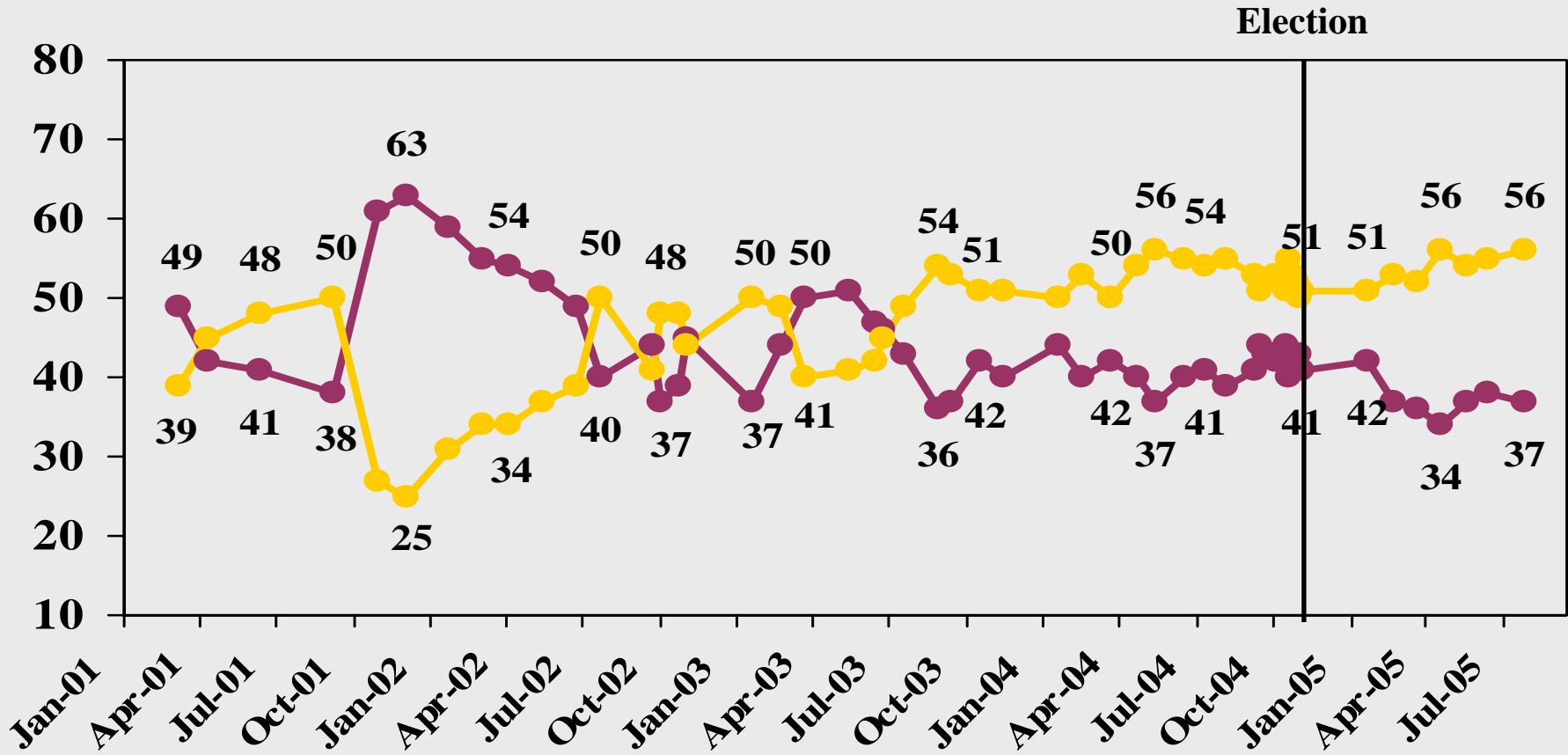




America wants change



Solid majority say wrong direction



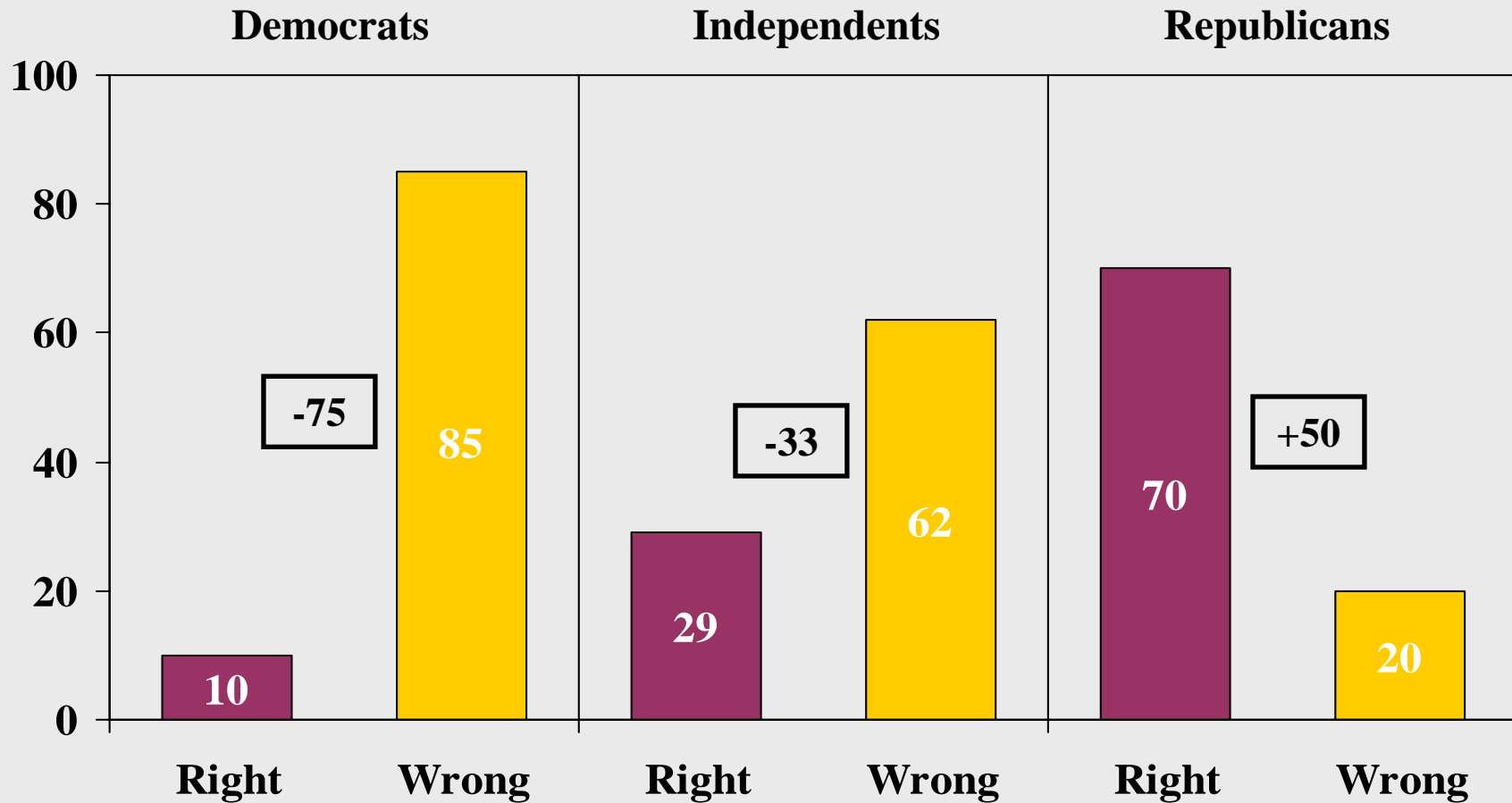
Net Difference	+10	-7	-12	+38	+20	-10	-11	-13	-9	-18	-9	-8	-19	-13	-10	-9	-22	-19
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● Right direction ● Wrong direction



Direction

Party ID

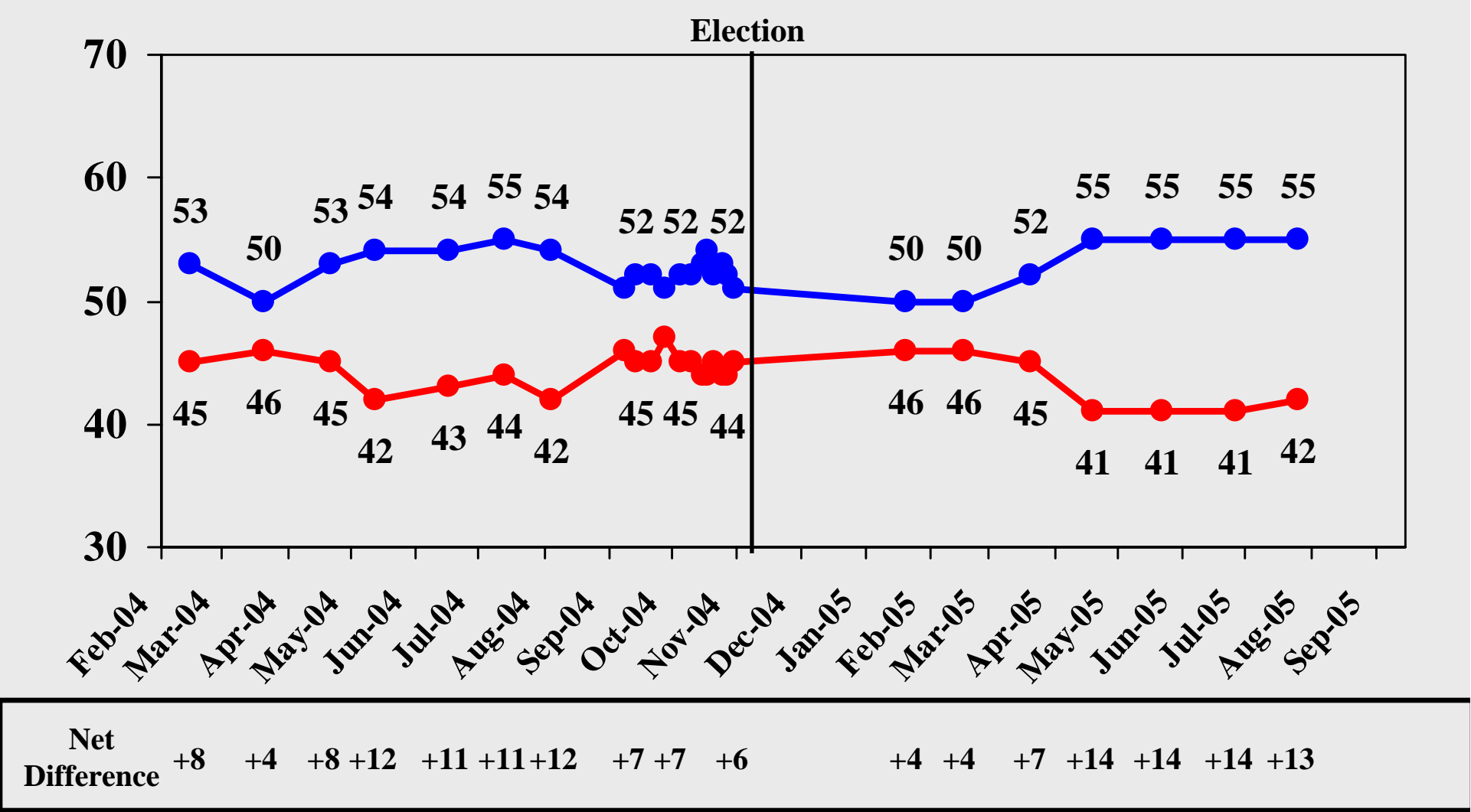




Country turning on Bush



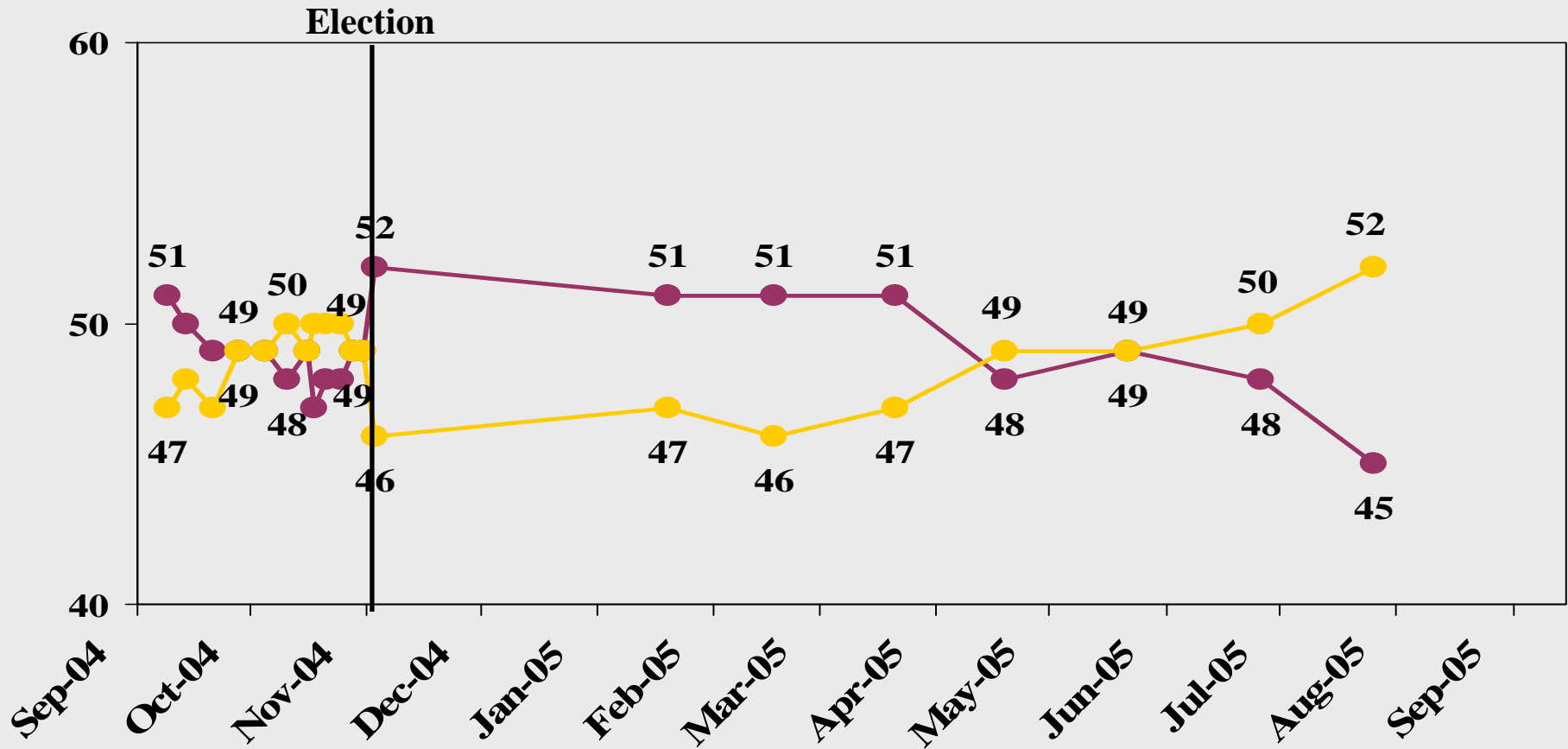
Large and stable majority rejects Bush direction



● Significantly Different Direction ● Bush Direction



Bush approval declines significantly



Net
Difference

+4 0 -2 0 +6

+4

+5

+4

-1

0

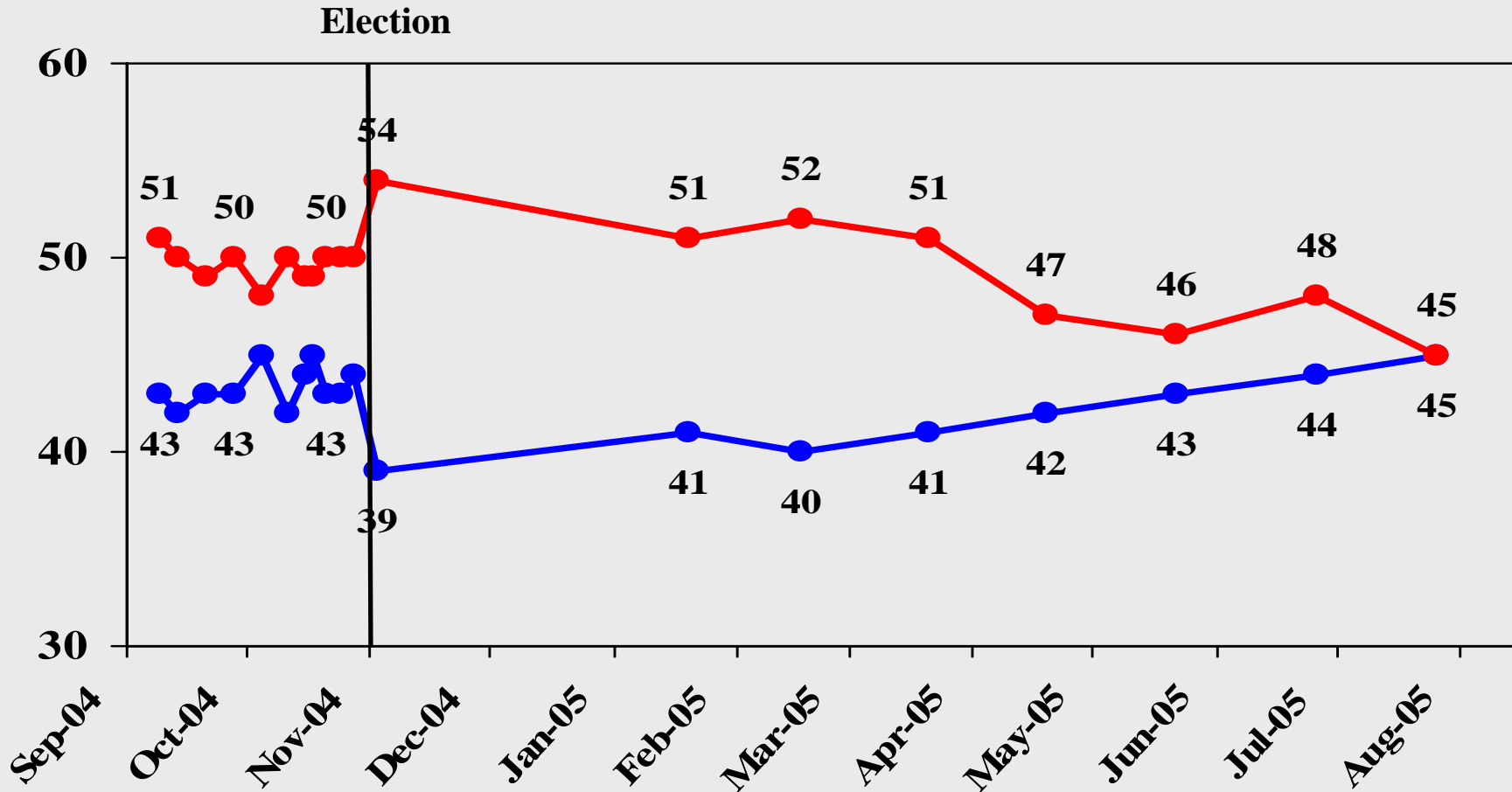
-2

-7

—●— Approve —●— Disapprove



Bush thermometer



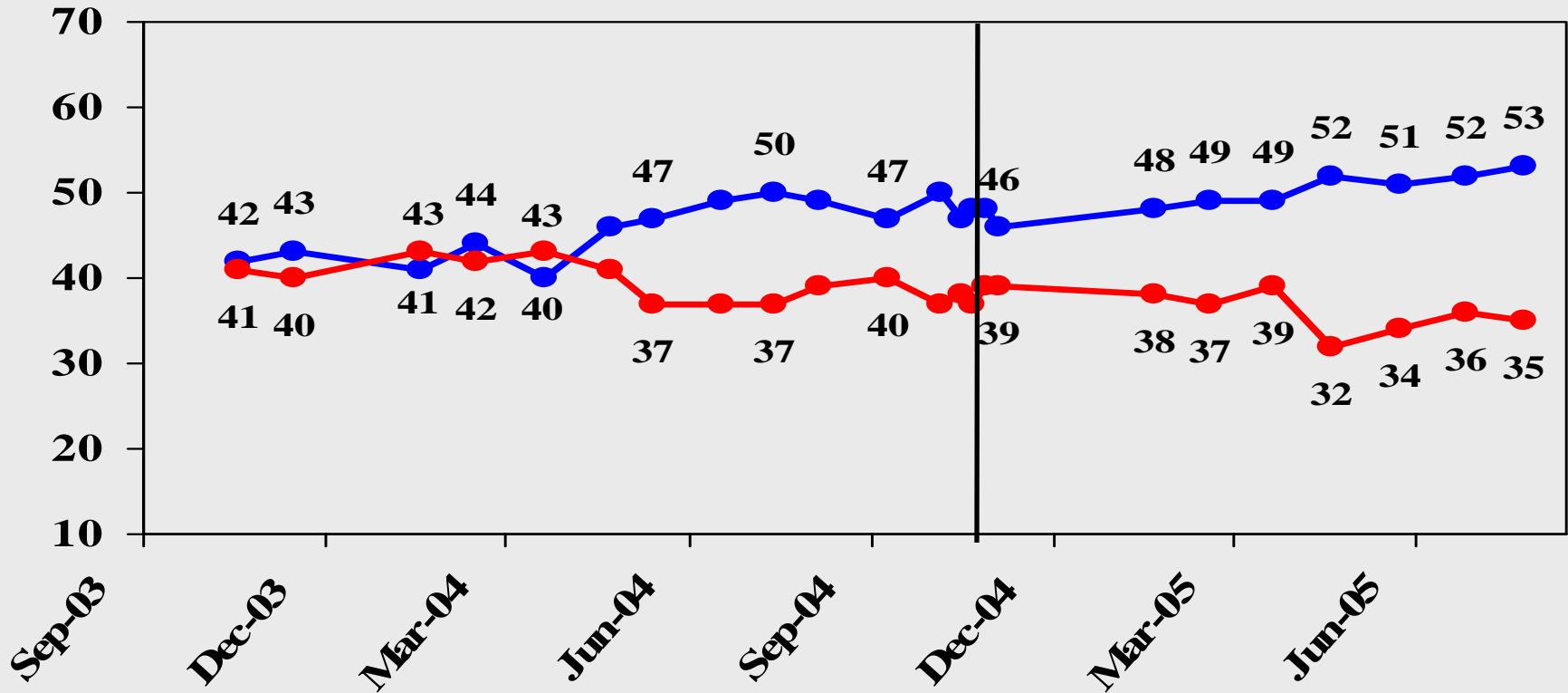
Net Difference +8 +7 +7 +15 +10 +12 +10 +5 +3 +4 0





Iraq war thermometer

Election



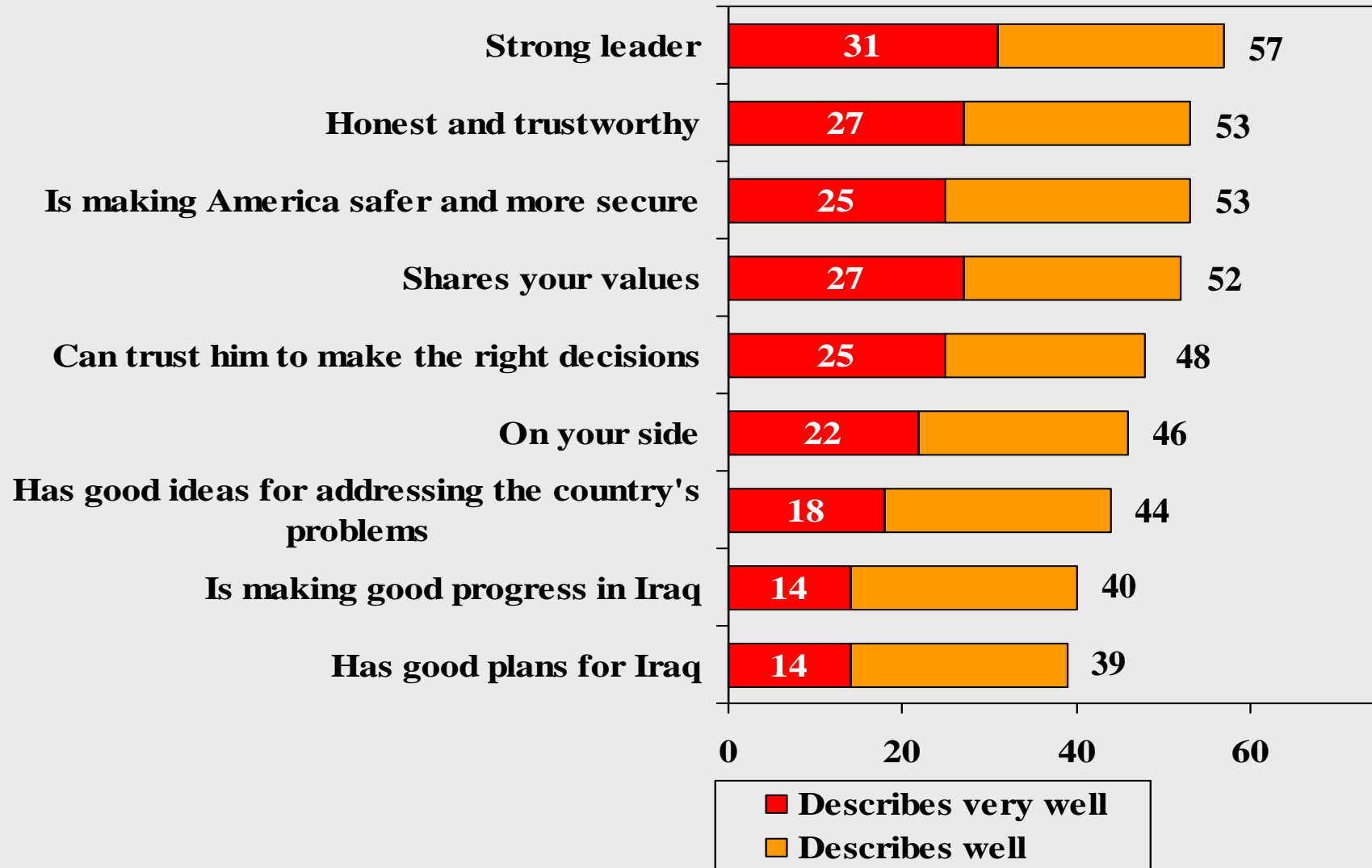
Net
Difference

-1 -3 +2 -2 +3 -10 -13 -7 -7 -9 -12 -10 -20 -17 -16 -18

● Cool ● Warm



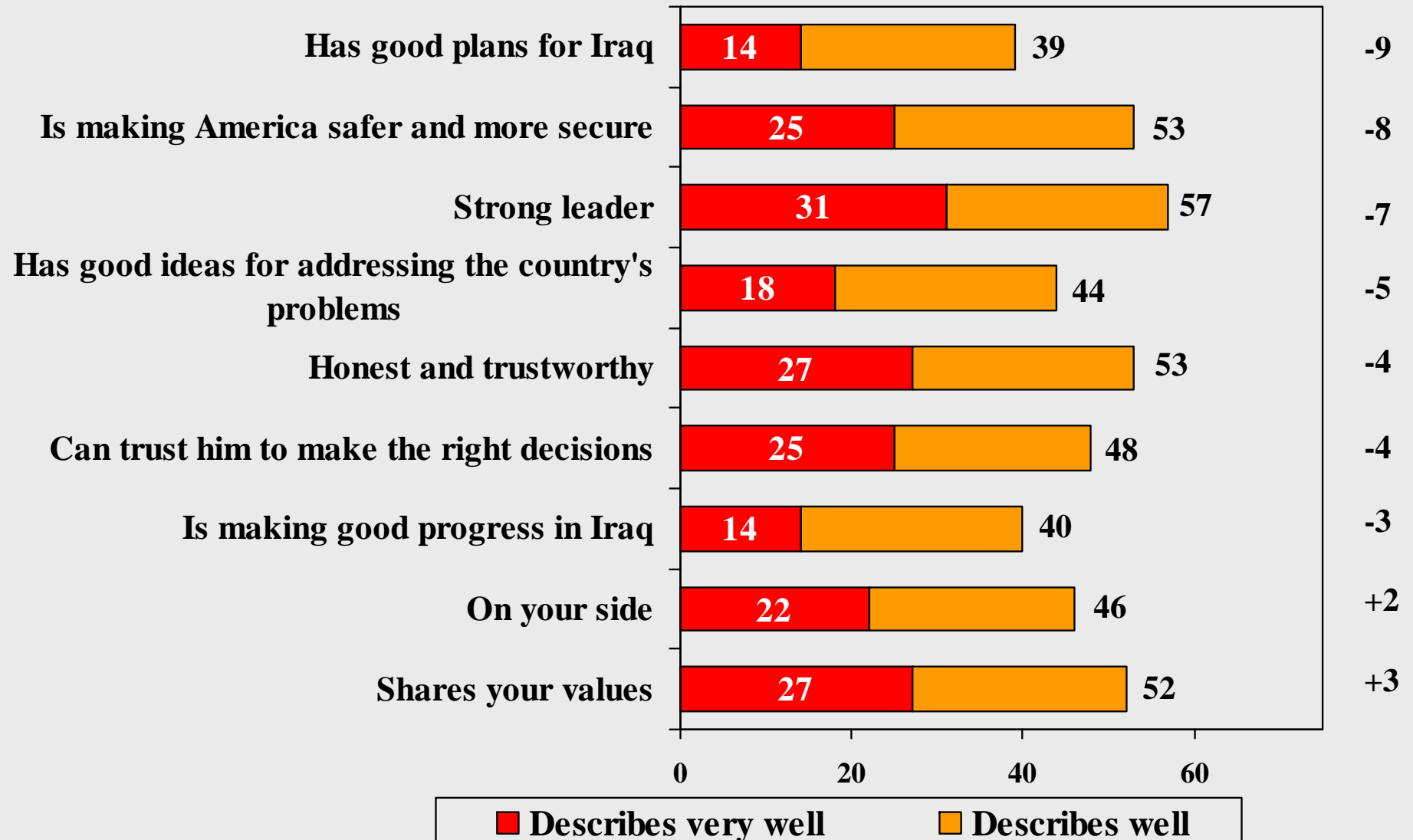
Bush positive attributes





Bush positive attributes eroding

Since
Sept 2004*



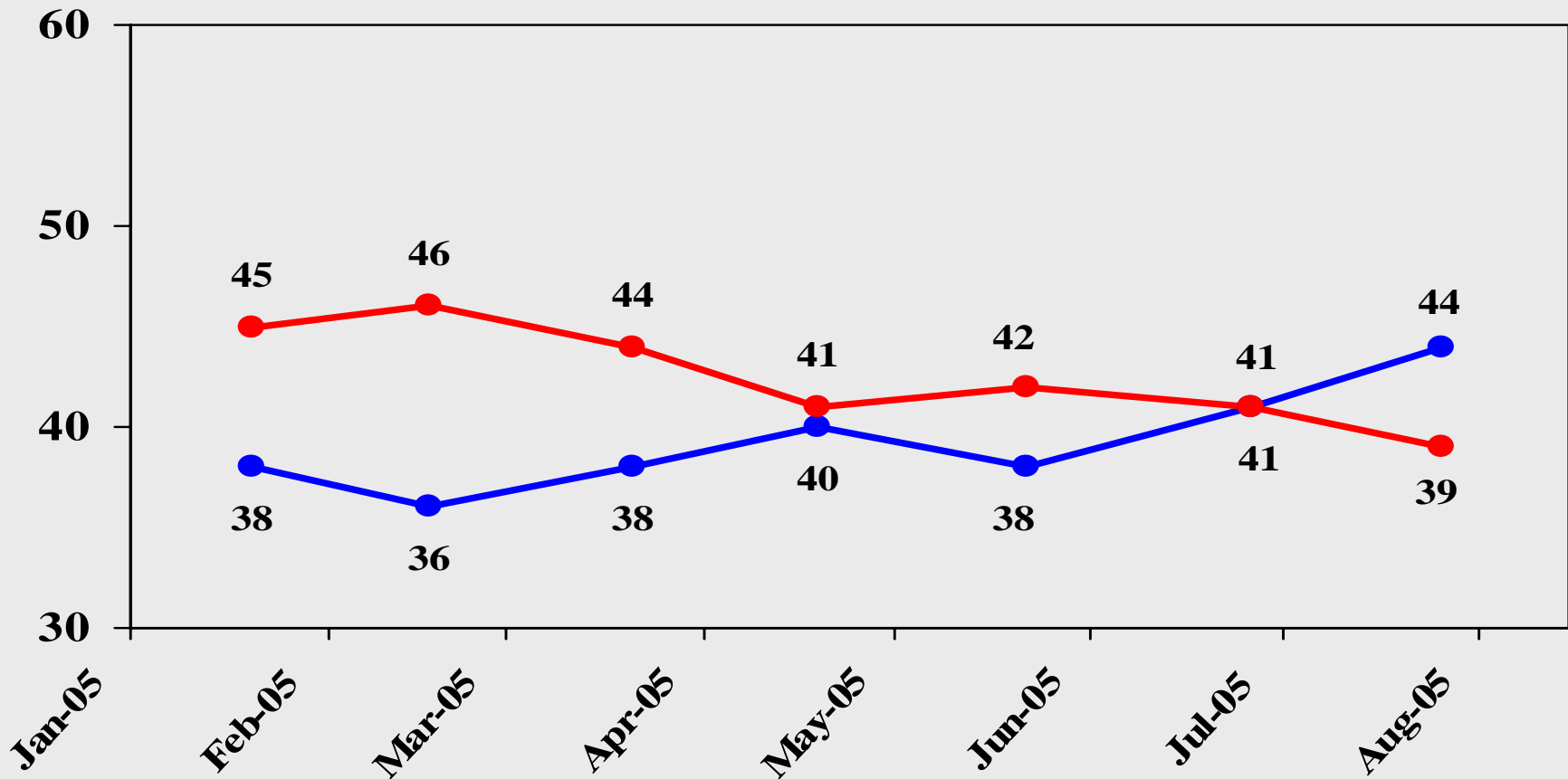
"Now, I am going to read you a list of words and phrases which people use to describe political figures. For each word or phrase, please tell me whether it describes George Bush very well, well, not too well, or not well at all."
**Time series data for "on your side" and "shares your values" from August 2004 ; "Has good ideas..." time series data from September 2003*



Country turning on Republican Congress



Republican Congress thermometer



Net
Difference

+7

+10

+6

+1

+4

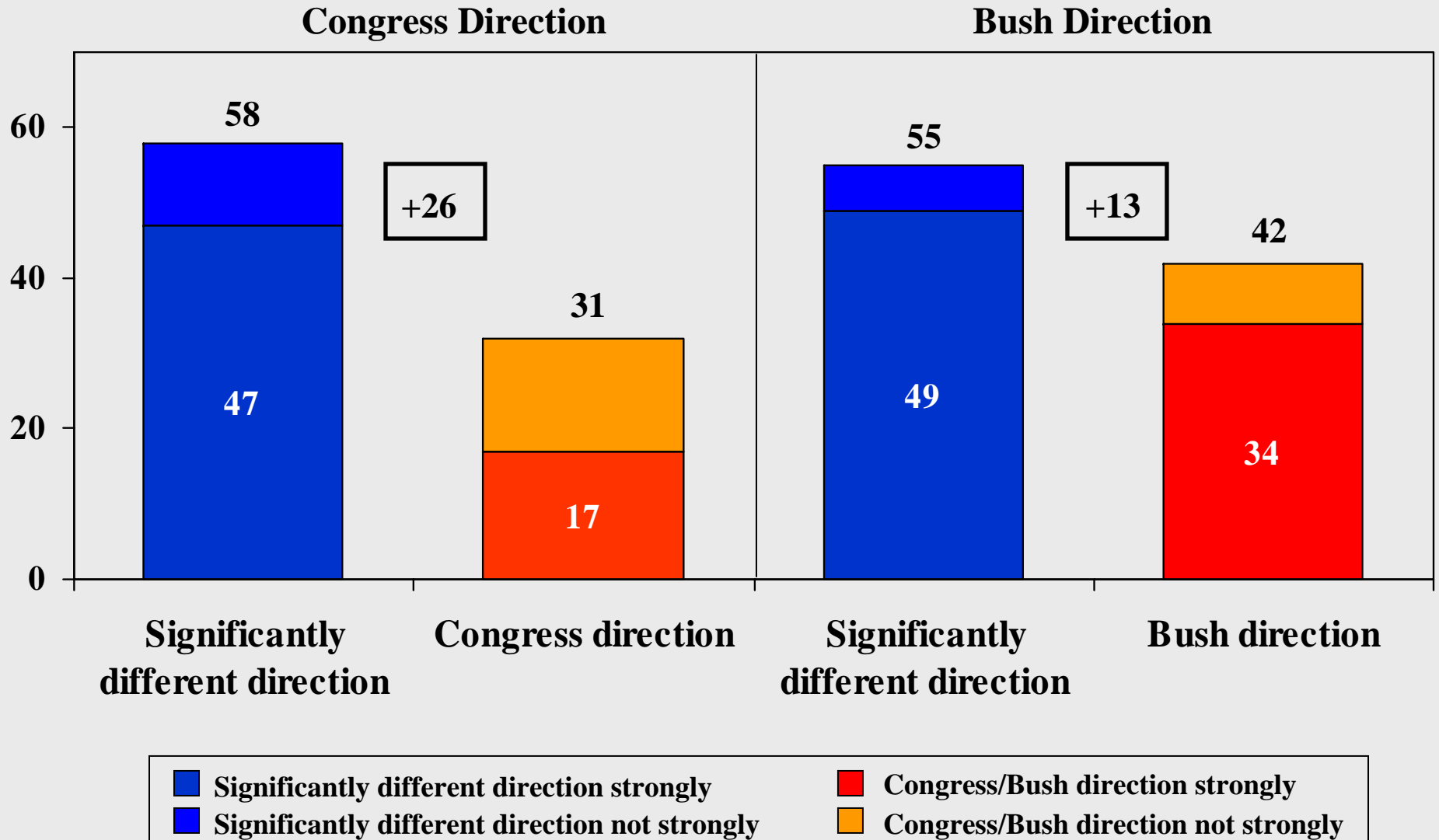
0

-5

—●— Cool —●— Warm



Voters even more upset at Congress than Bush

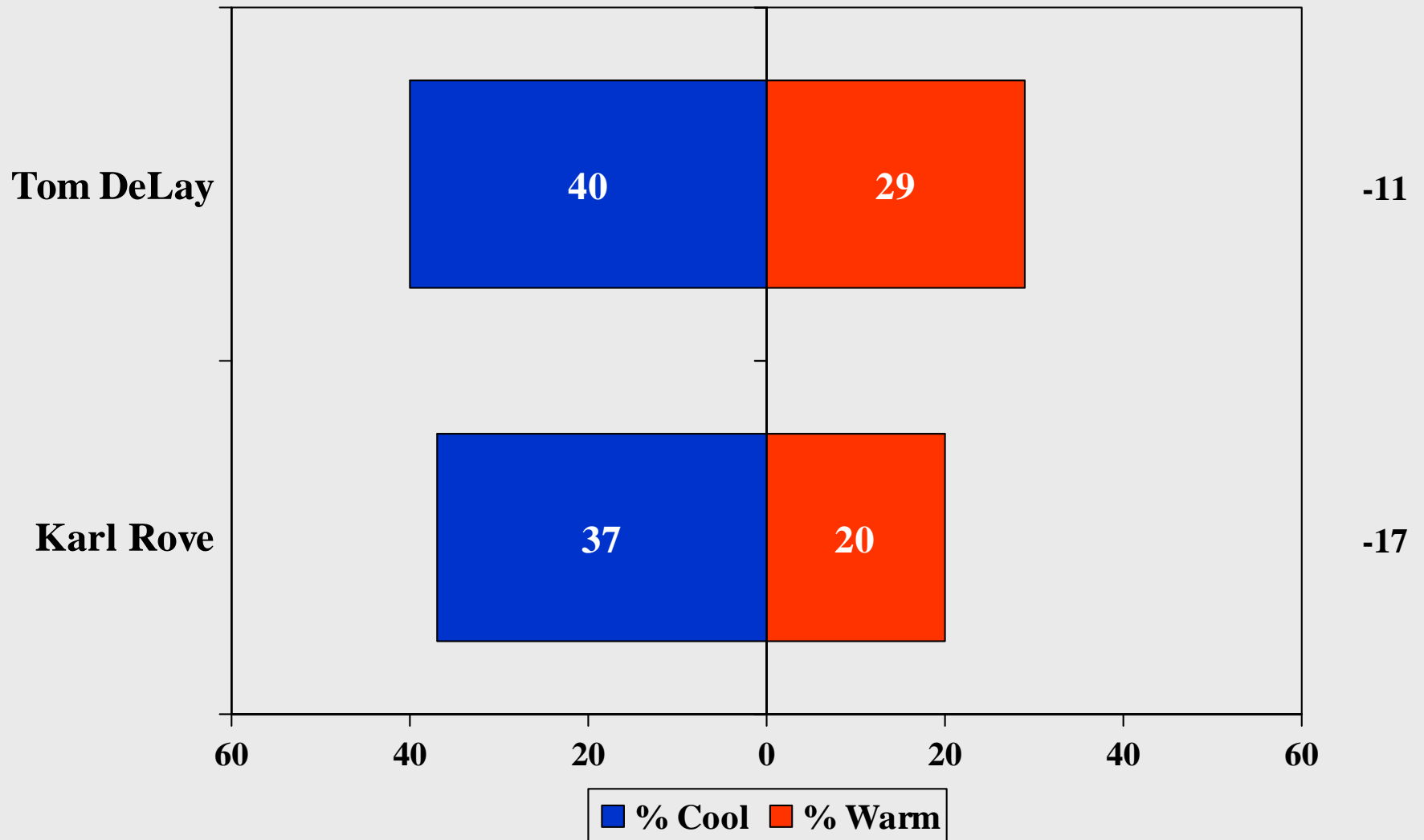




Delay and Rove thermometers

% Warm/Cool

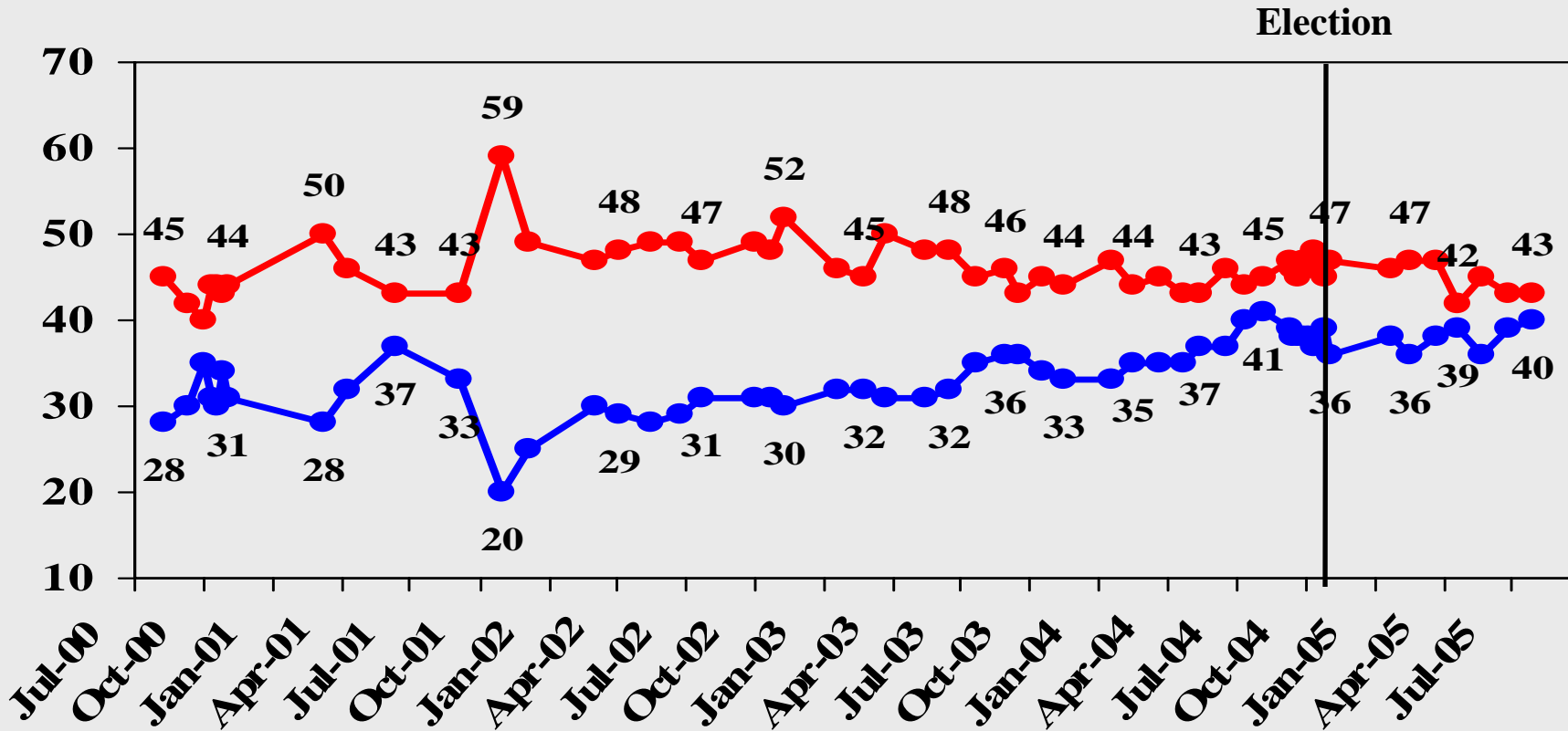
Net Favorable



“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.”



Republican Party thermometer

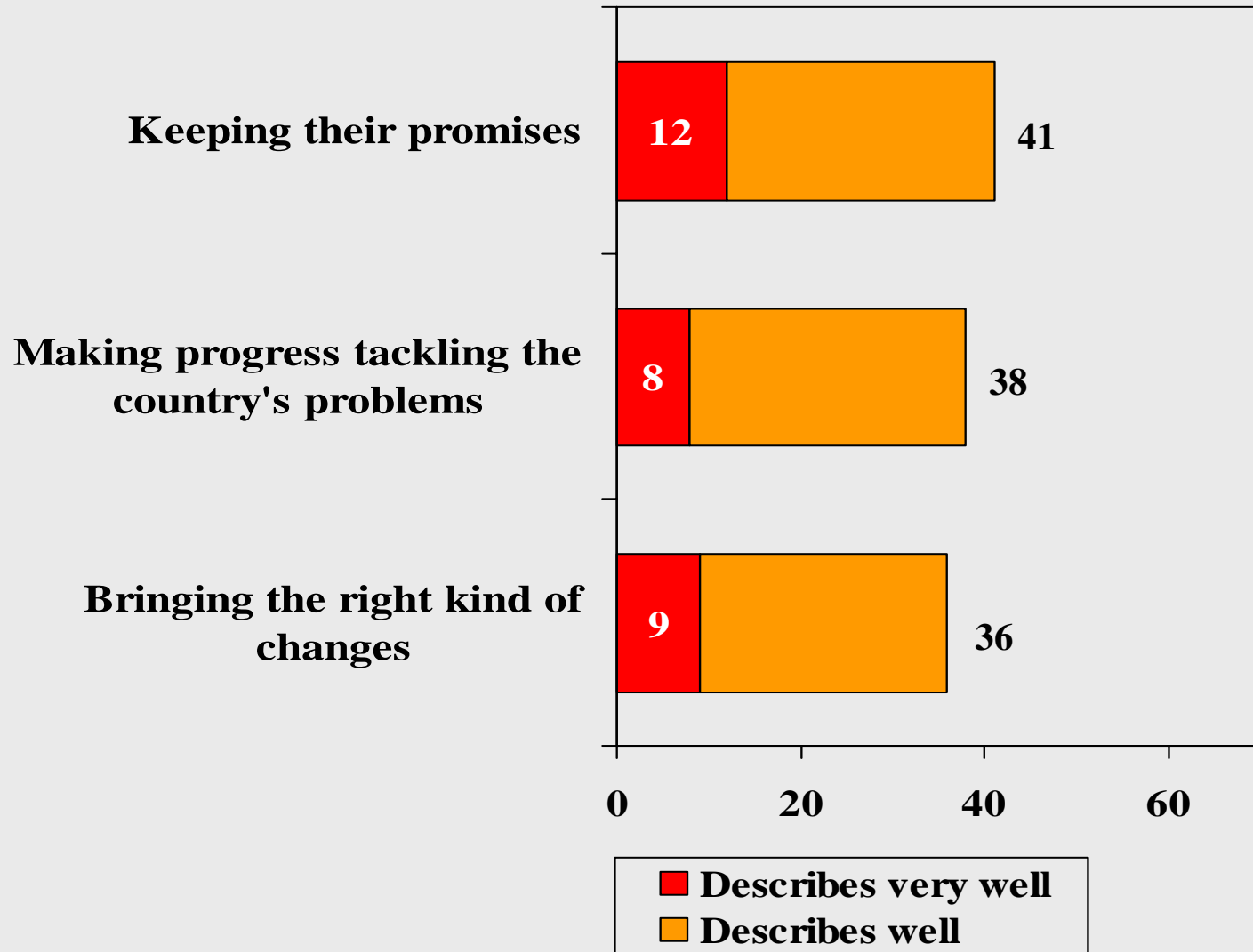


Net Difference	+17	+13	+22	+6	+10	+39	+19	+16	+22	+13	+16	+10	+11	+9	+6	+4	+11	+11	+3	+3
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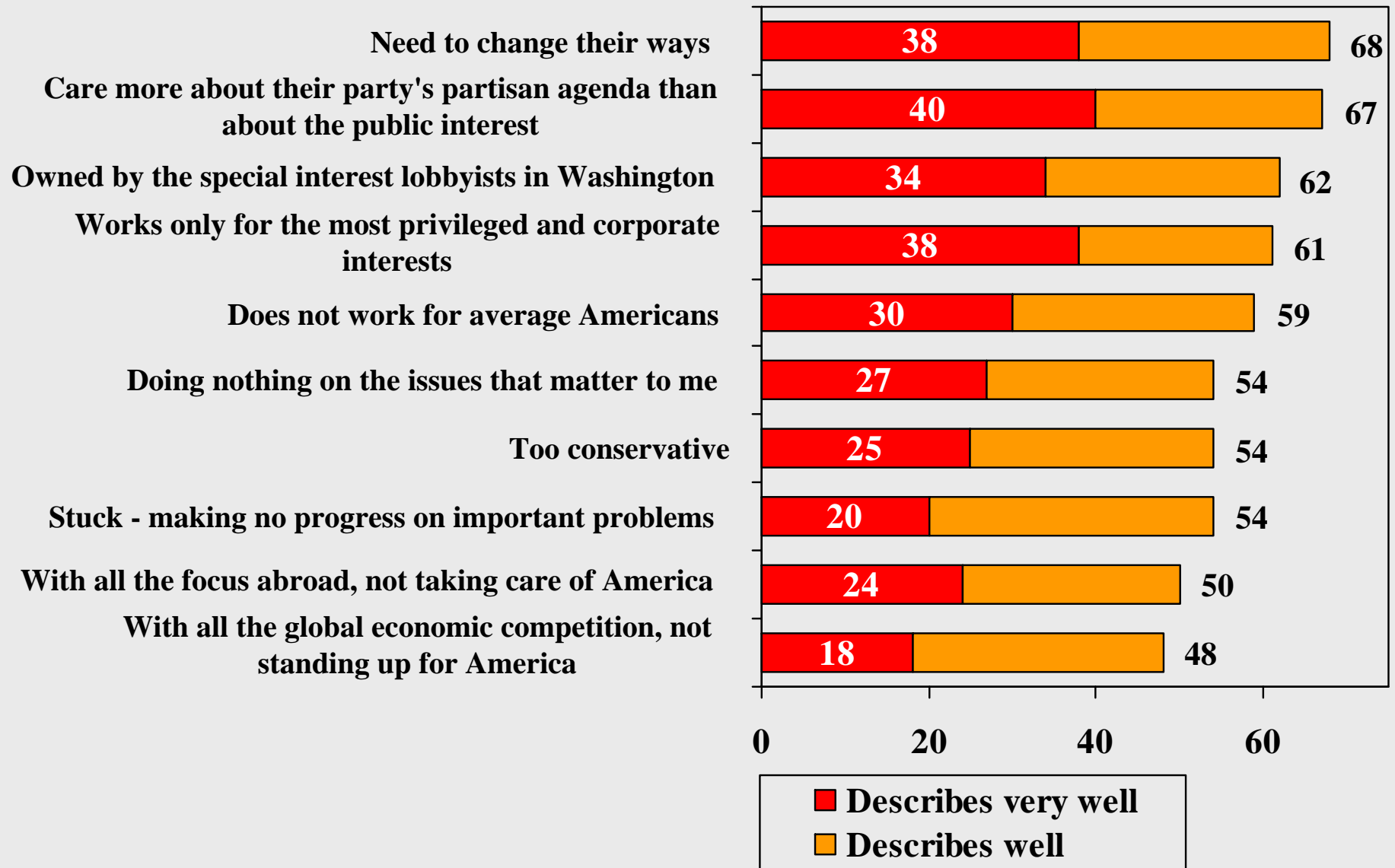


Republican Congress positive attributes





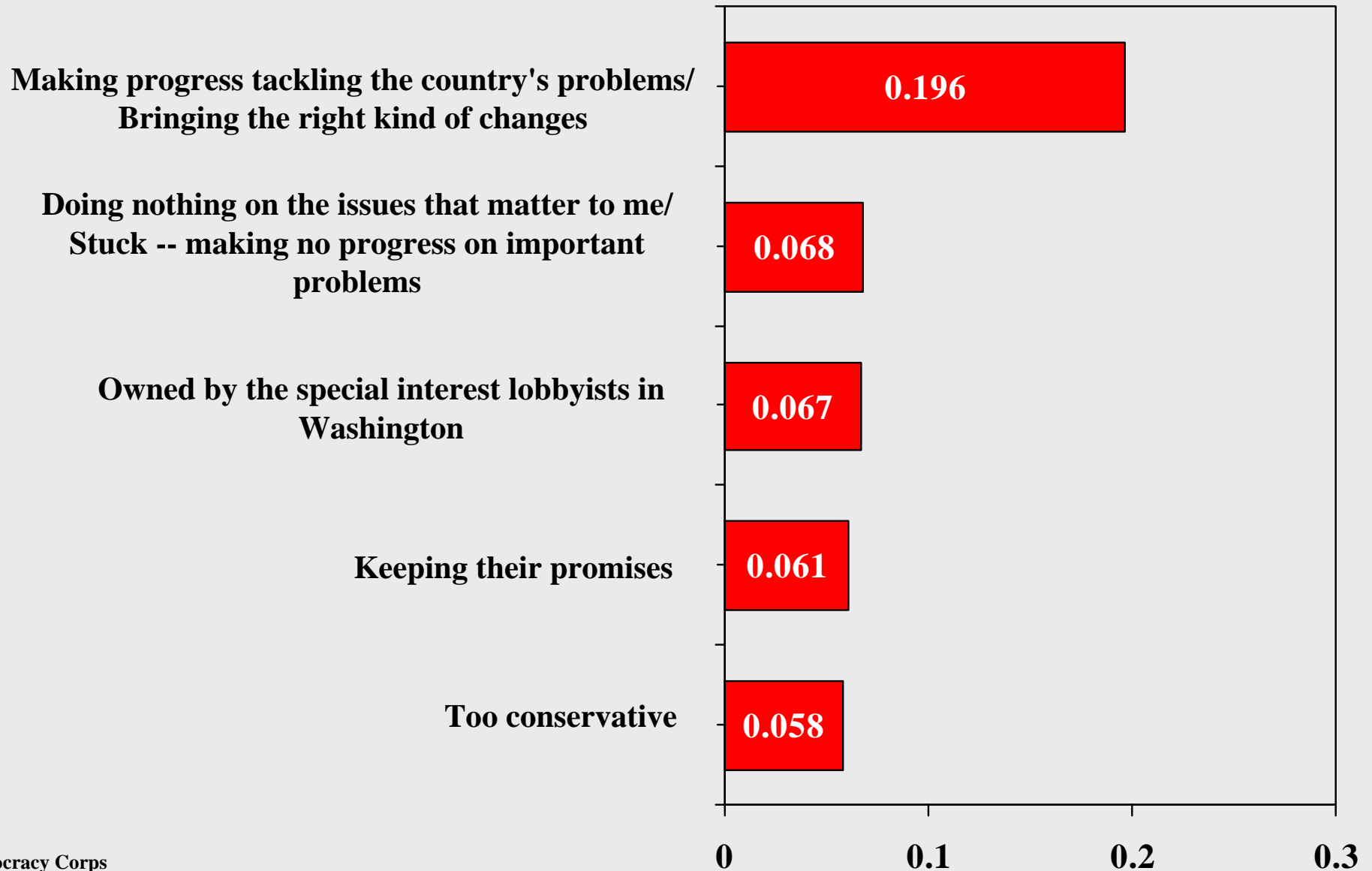
Republican Congress negative attributes





Regression Analysis

Republican Party Therm by Republican Congress Negative Attributes

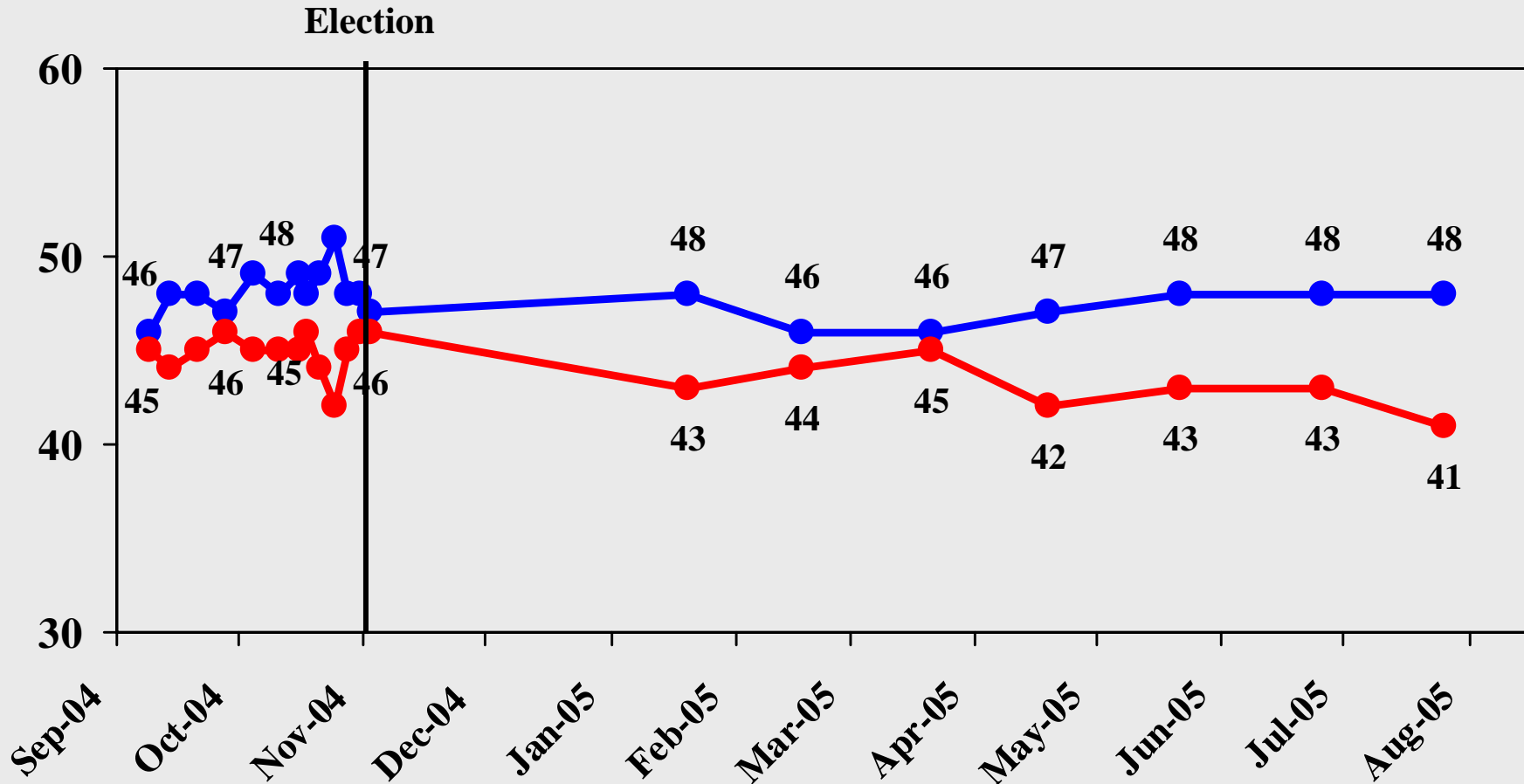




The 2006 Vote



Democrats maintain lead in Congressional vote



Democratic margin

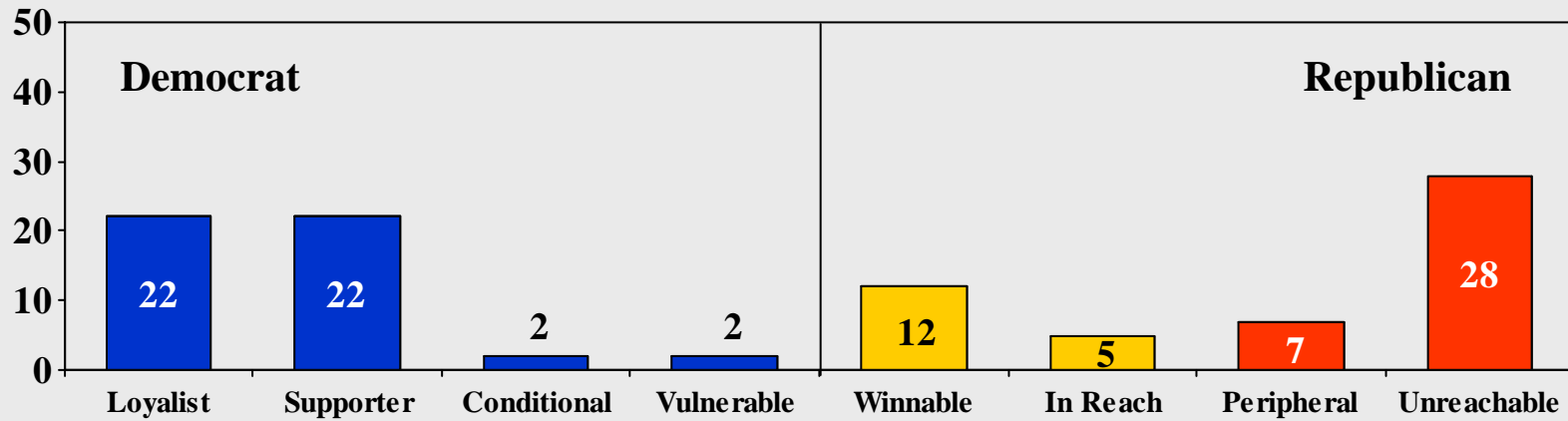
+1 +1 +3 +1 +5 +2 +1 +5 +5 +5 +7



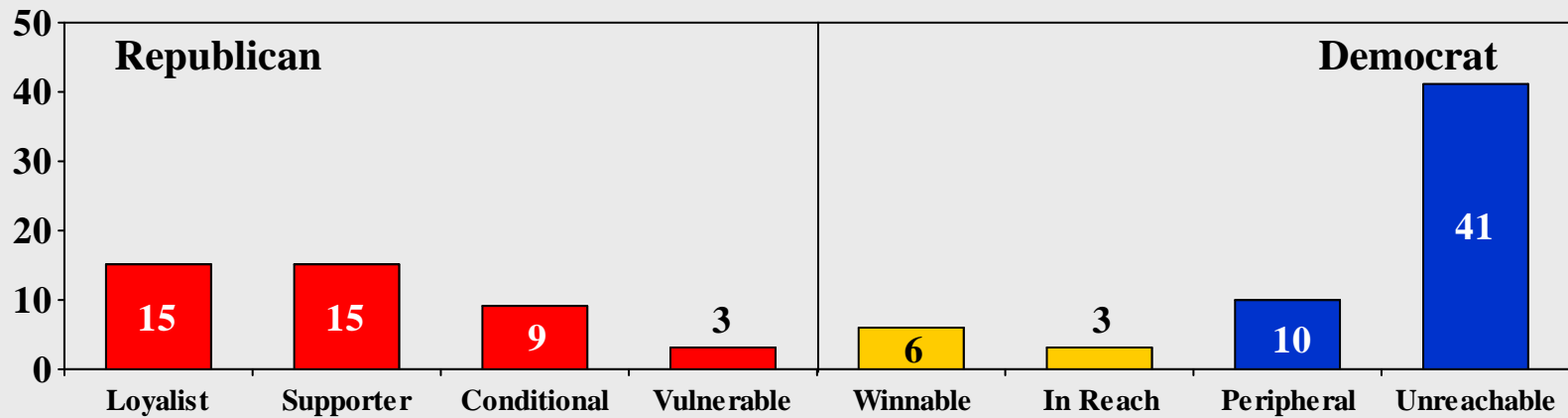


Voter Choice Scale

Democratic VCS



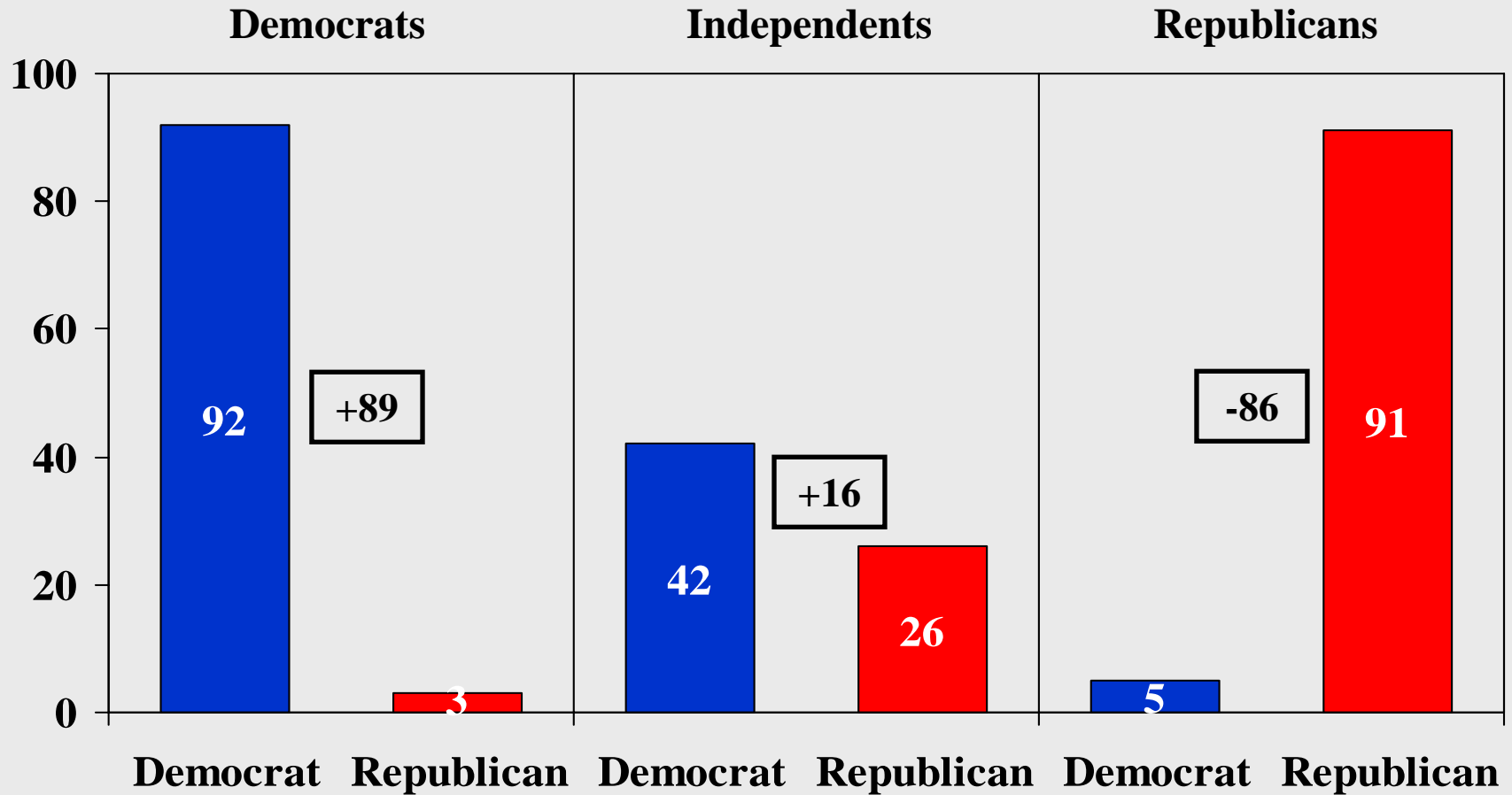
Republican VCS





Congressional vote

Party ID





Vote Trends

The crumbling Republican vote (greatest slippage since 2004)

- **White rural voters**
- **White mainline Protestants**
- **White post graduates**

“Winnable” and change-protest voters (want change but not yet voting Democratic)

- **Midwestern voters**
- **White older non-college**
- **White seniors**
- **Devout white Catholics**
- **Unmarried women**



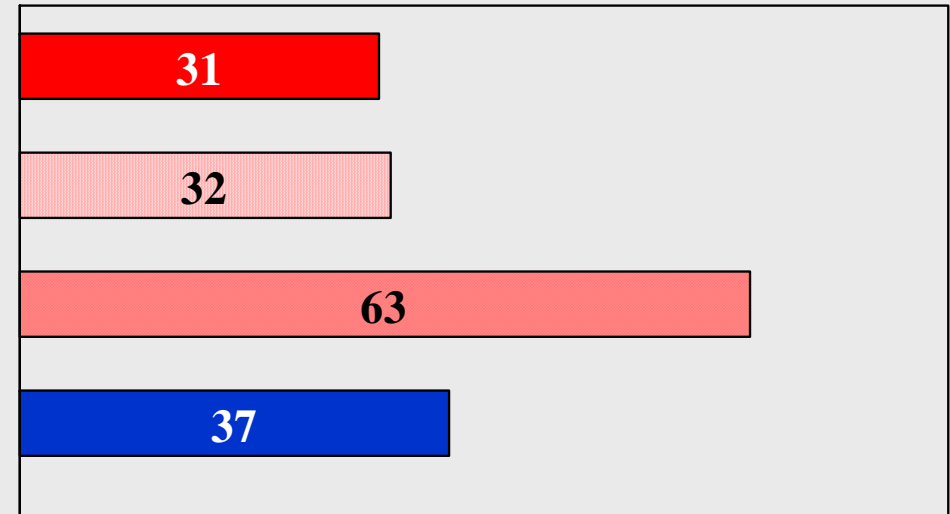
Bush can diminish change vote

Change, except terrorism

I agree with George Bush on most issues
I may not agree with Bush on many issues, but it is important to continue his direction on fighting terrorism

Total agree with Bush

I don't agree with George Bush's direction

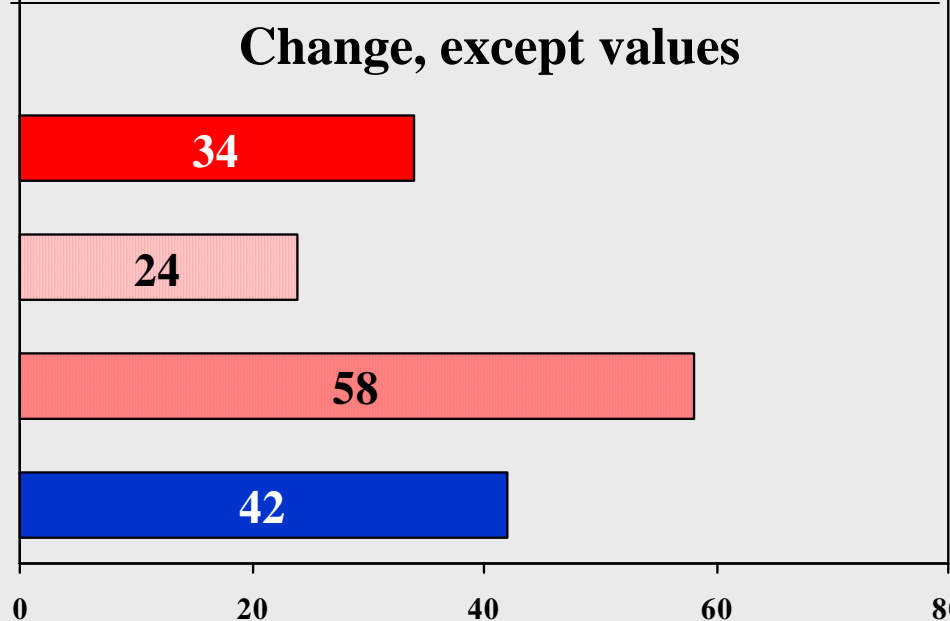


Change, except values

I agree with George Bush on most issues
I may not agree with Bush on many issues, but it is important to continue his direction on moral values and the family

Total agree with Bush

I don't agree with George Bush's direction

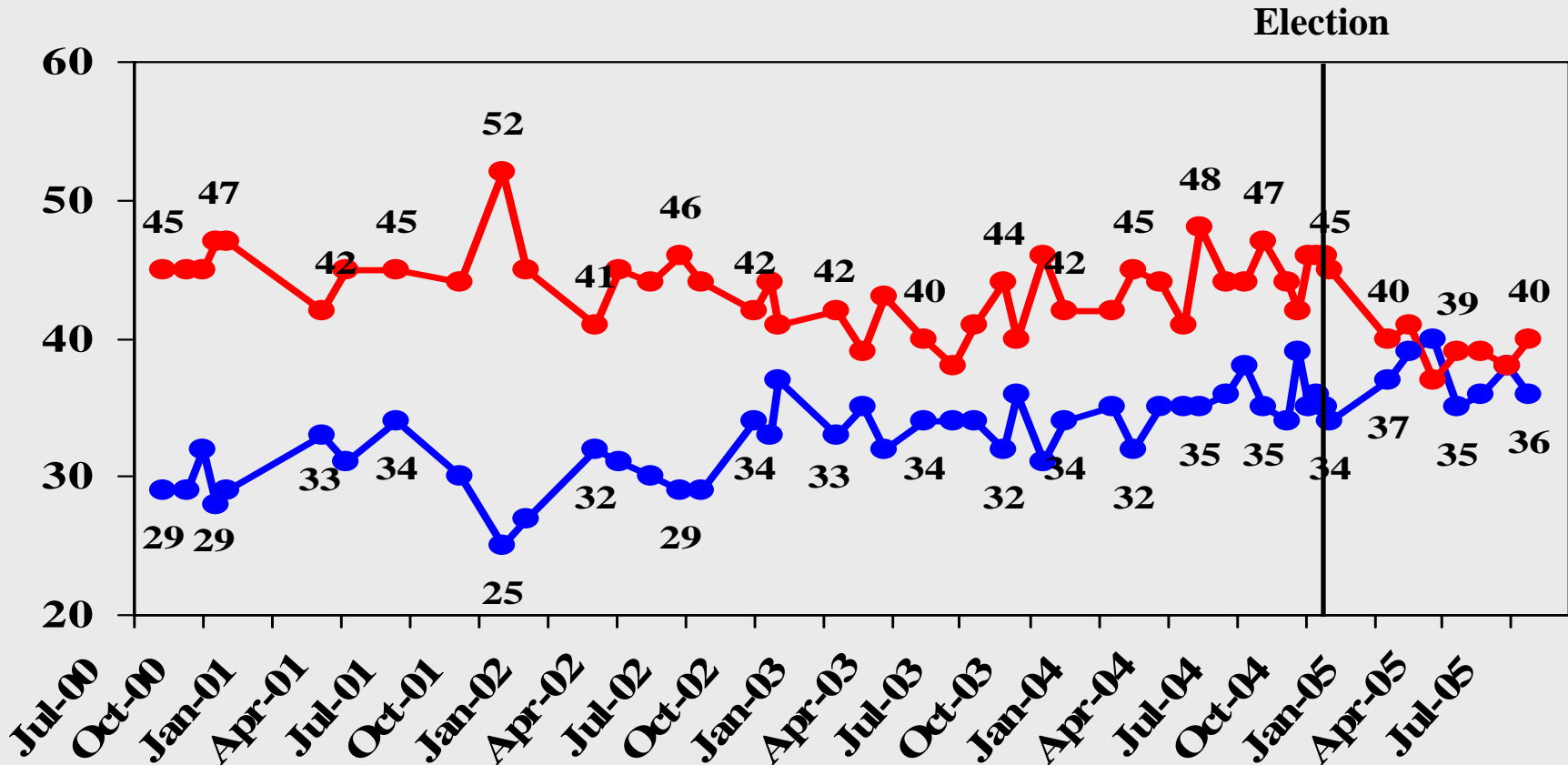




Holding back from Democrats



Democratic Party thermometer



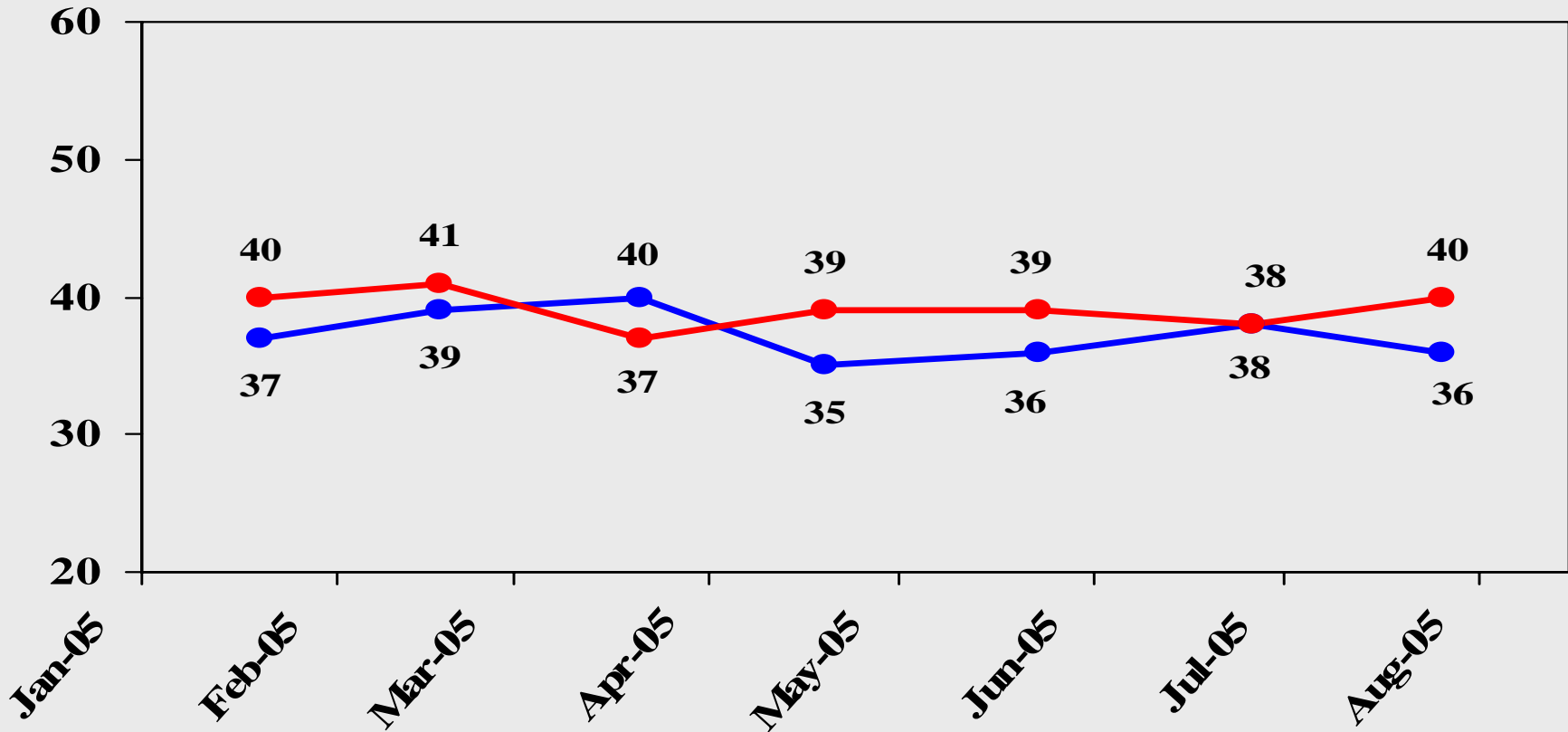
Net Difference	+16	+18	+9	+11	+27	+9	+17	+8	+9	+6	+12	+8	+13	+13	+12	+11	+3	+4	+4
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Democratic Party thermometer

2005



Net
Difference

+3

+2

-3

+4

+3

0

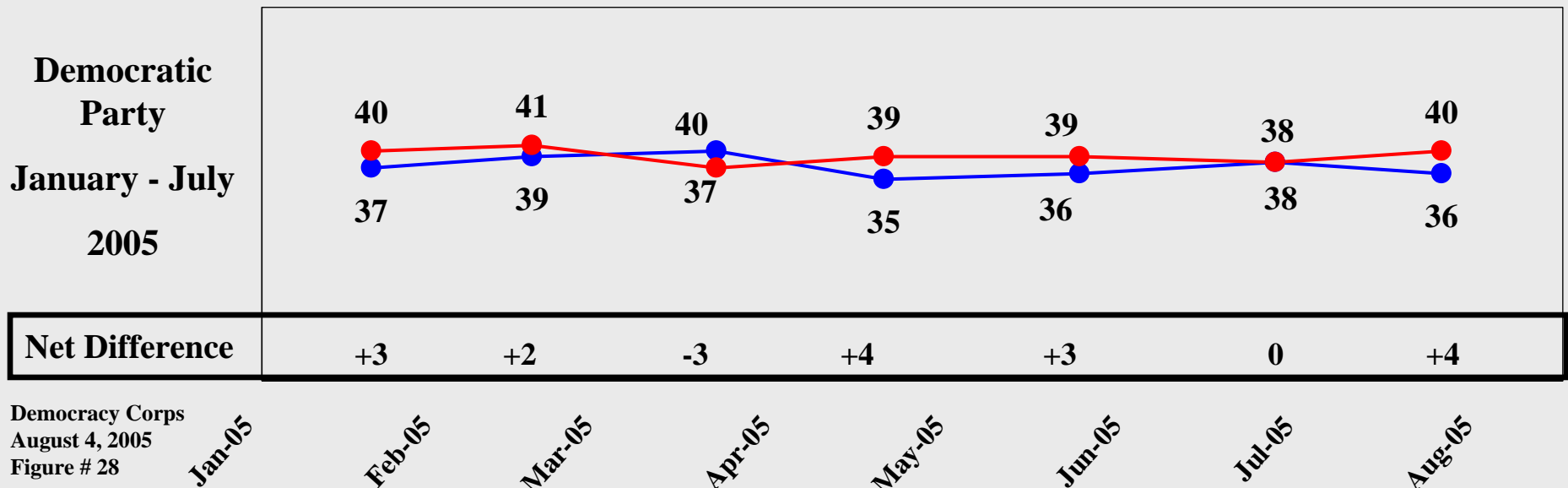
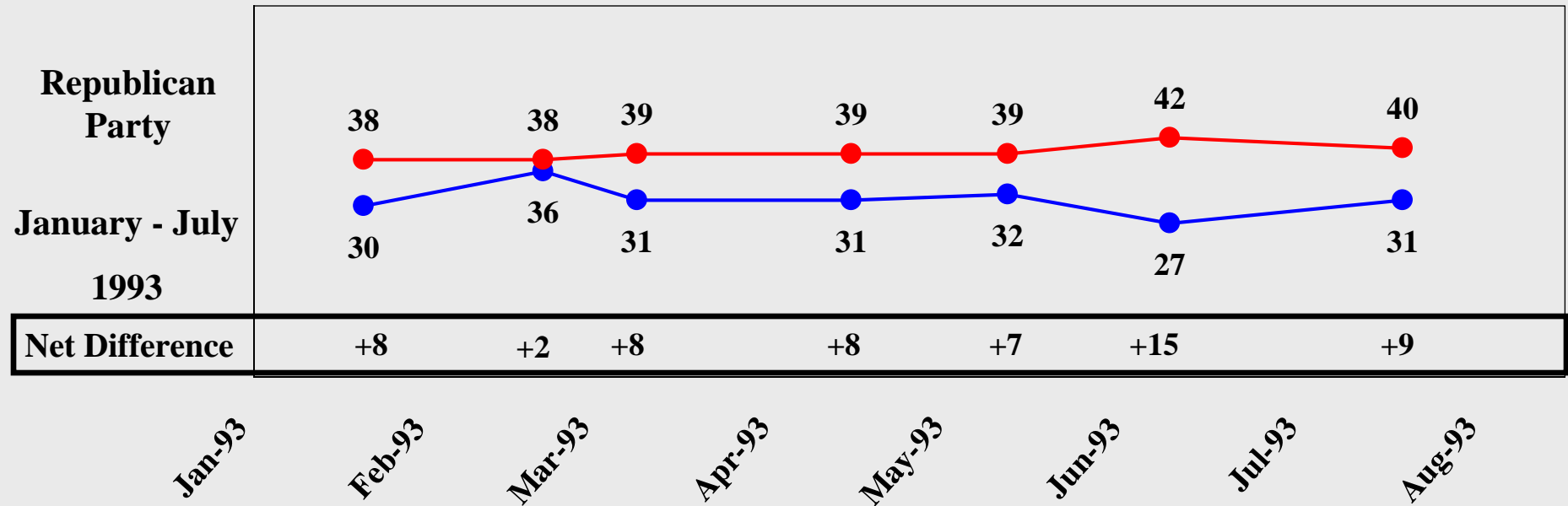
+4

—●— Cool —●— Warm



Party Thermometers

1993-2005





Change Agenda



Democratic change messages

	Prefer statement strongly	Total prefer statement
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REDUCED DEFICIT, ALTERNATIVE FUELS, LOWER DRUG PRICES

The Democrats say our country needs a change in direction. We'll cut the federal deficits by 50 percent, replace 7 million barrels of imported oil with American-produced alternative fuels, and require the government to negotiate lower drug prices for seniors.

42	56
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The Republicans say they want to continue to lower taxes to strengthen the economy, reduce unnecessary government spending in order to cut the deficit, and strengthen our military so we can defeat the terrorists.

33	39
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JOB CREATION CREDITS, ALTERNATIVE FUELS, LOWER DRUG PRICES

The Democrats say our country needs a change in direction. We'll create tax credits for companies creating jobs in America, replace 7 million barrels of imported oil with American-produced alternative fuels, and require the government to negotiate lower drug prices for seniors.

43	55
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The Republicans say they want to continue to lower taxes to strengthen the economy, reduce unnecessary government spending in order to cut the deficit, and strengthen our military so we can defeat the terrorists.

35	41
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Democratic change messages

	Prefer statement strongly	Total prefer statement
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JOB CREATION CREDITS, ALTERNATIVE FUELS, LOWER DRUG PRICES

The Democrats say our country needs a change in direction. We'll create tax credits for companies creating jobs in America, replace 7 million barrels of imported oil with American-produced alternative fuels, and require the government to negotiate lower drug prices for seniors.

43	55
----	----

The Republicans say they want to continue to lower taxes to strengthen the economy, reduce unnecessary government spending in order to cut the deficit, and strengthen our military so we can defeat the terrorists.

35	41
----	----

JOB CREATION CREDITS, LOWER DRUG PRICES, LOBBYING REFORM

The Democrats say our country needs a change in direction. We'll create tax credits for companies creating jobs in America, require the government to negotiate lower drug prices for seniors, and implement strong lobby reforms barring members of Congress from becoming lobbyists.

44	52
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The Republicans say they want to continue to lower taxes to strengthen the economy, reduce unnecessary government spending in order to cut the deficit, and strengthen our military so we can defeat the terrorists.

39	46
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