

# Democracy Corps

Carville ♦ Greenberg ♦ Shrum

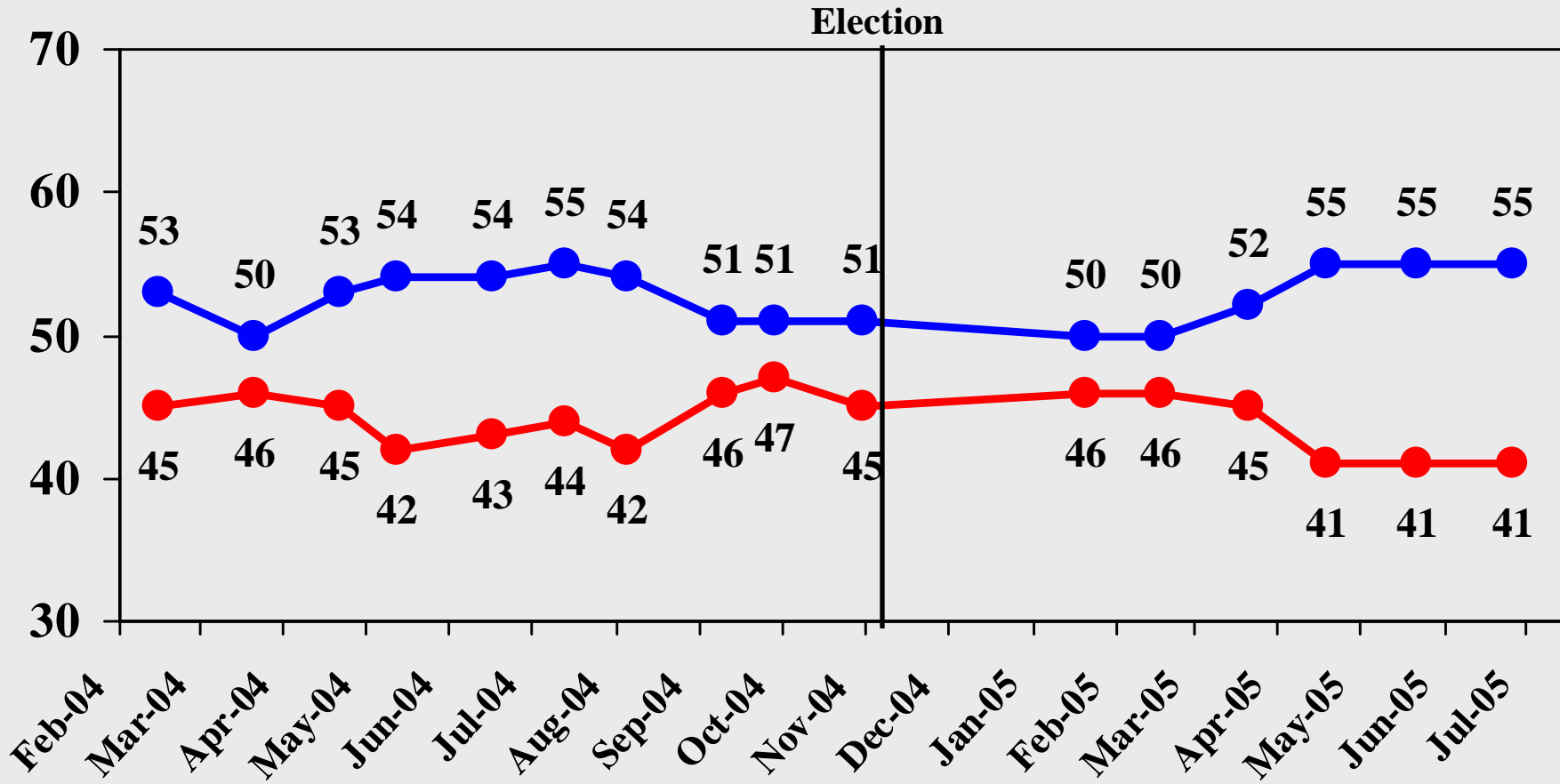
July 6, 2005

GREENBERG  
QUINLAN  
ROSNER  
RESEARCH INC





# Large and stable majority rejects Bush direction

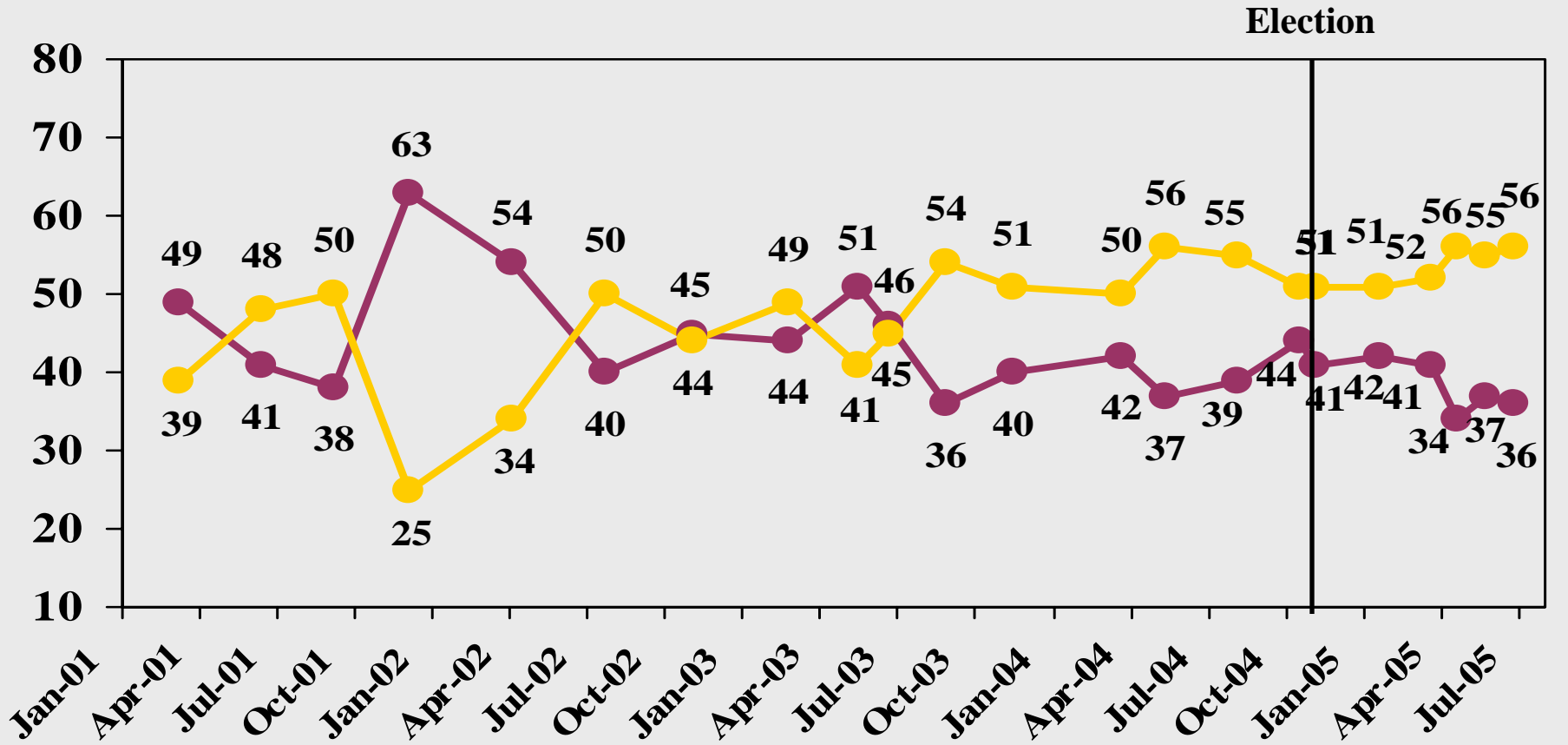


Net Difference	Feb-04	Mar-04	Apr-04	May-04	Jun-04	Jul-04	Aug-04	Sep-04	Oct-04	Nov-04	Dec-04	Jan-05	Feb-05	Mar-05	Apr-05	May-05	Jun-05	Jul-05
Net Difference	+8	+4	+8	+12	+11	+11	+12	+5	+4	+6		+4	+4	+7	+14	+14	+14	

● Significantly Different Direction ● Bush Direction



# Increased number say wrong direction



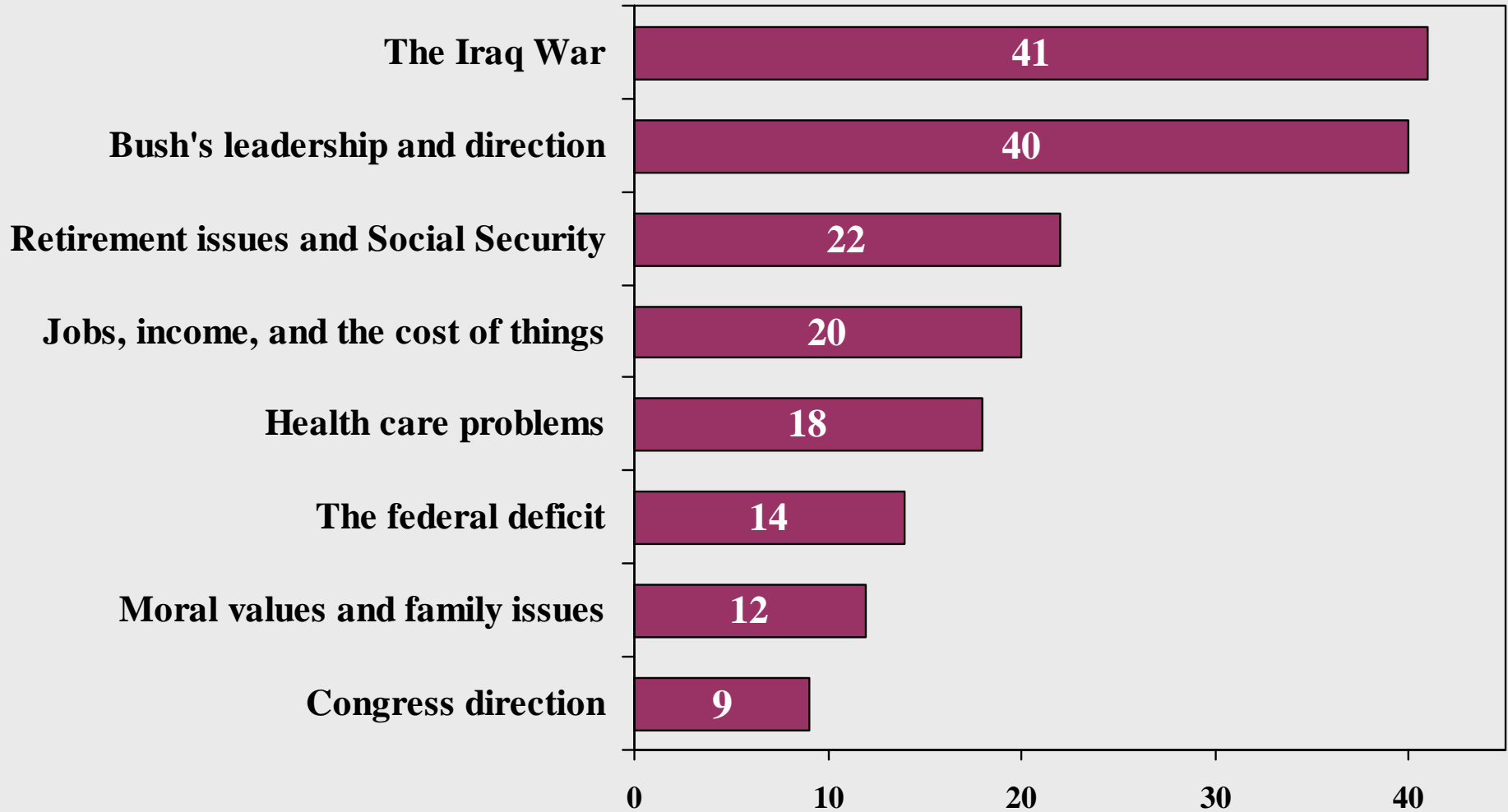
Net Difference +10 -7 -12 +38 +20 -10 +1 -5 +10 +1 -18 -11 -8 -19 -16 -7 -10 -9 -11 -22 -18 -20





# Reasons for wrong direction

The Iraq war and Bush's leadership

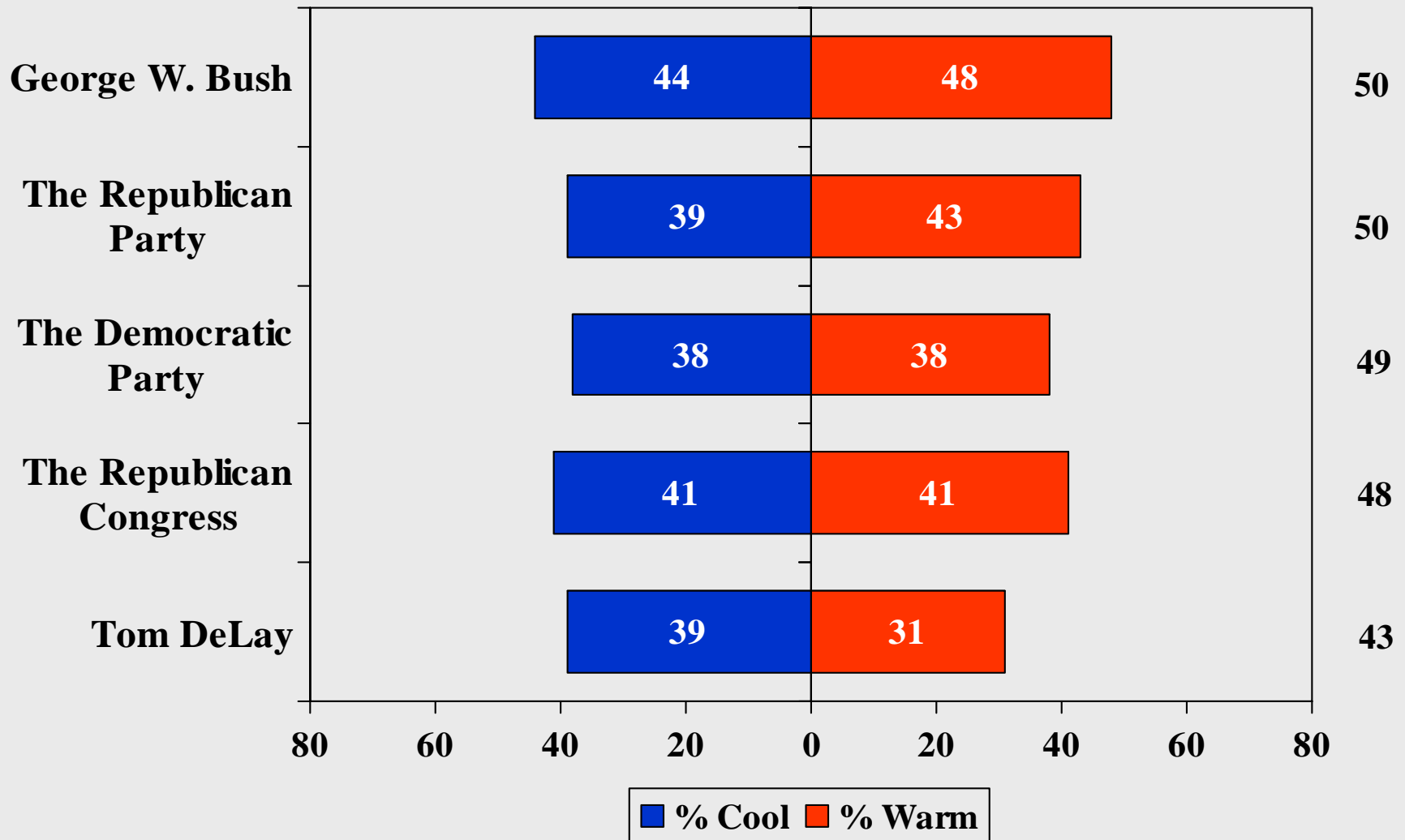




# Political thermometer scores

% Warm/Cool

Mean  
Therm



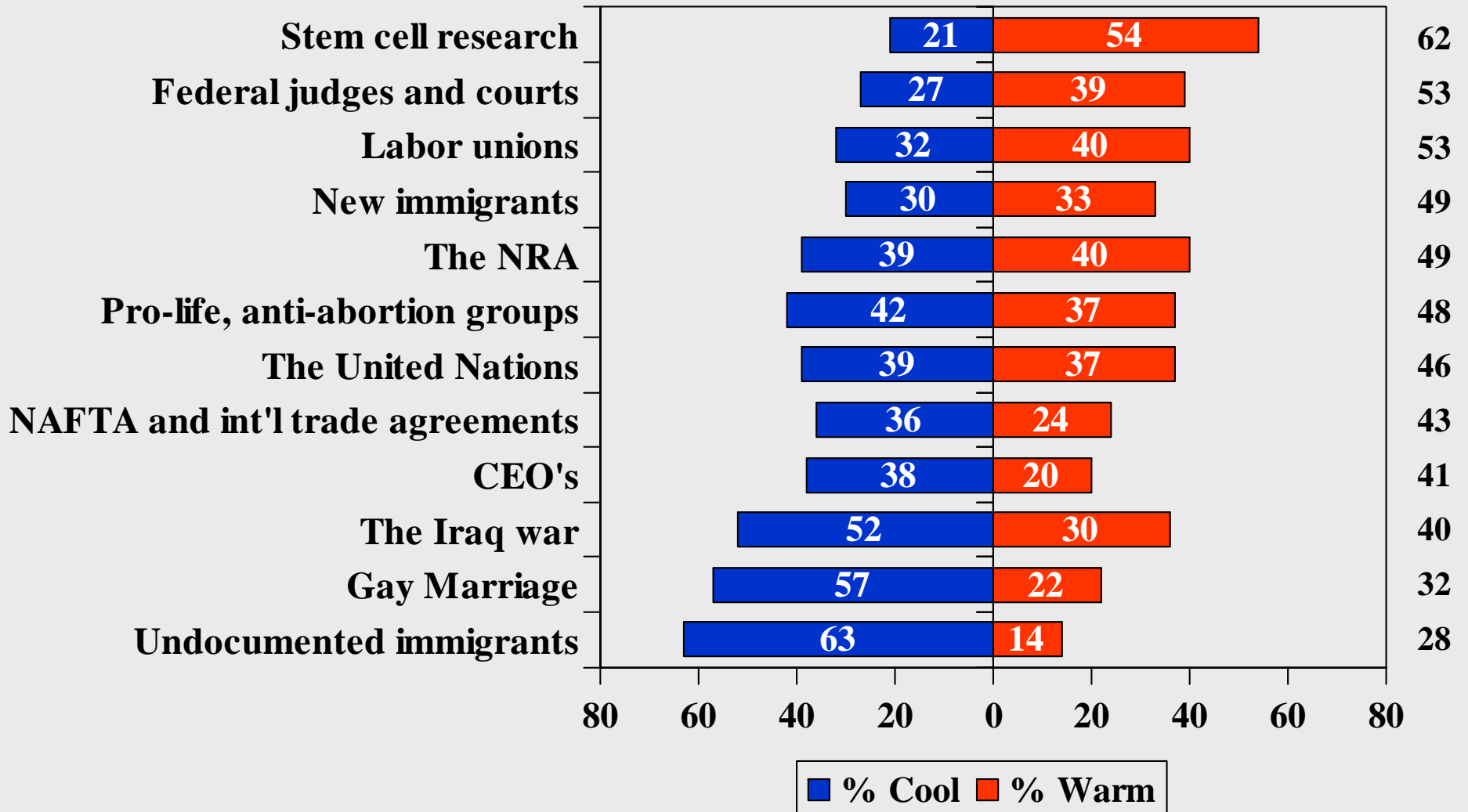
*“Now, I’d like to rate your feelings toward some people and organizations, with one hundred meaning a VERY WARM, FAVORABLE feeling; zero meaning a VERY COLD, UNFAVORABLE feeling; and fifty meaning not particularly warm or cold.”*



# Cultural thermometer scores

% Warm/Cool

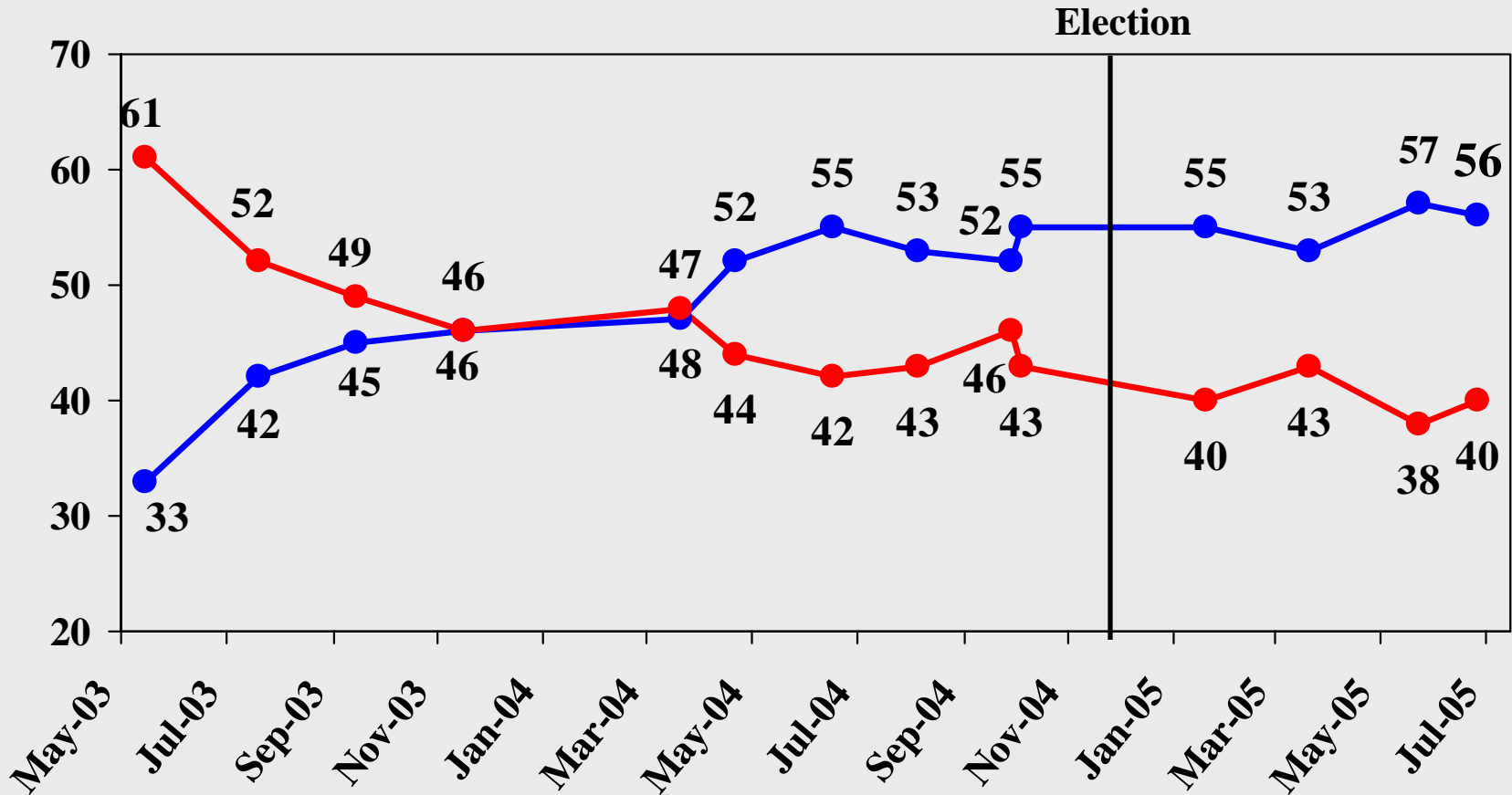
Mean  
Therm



*“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.”*



# Iraq war not worth costs

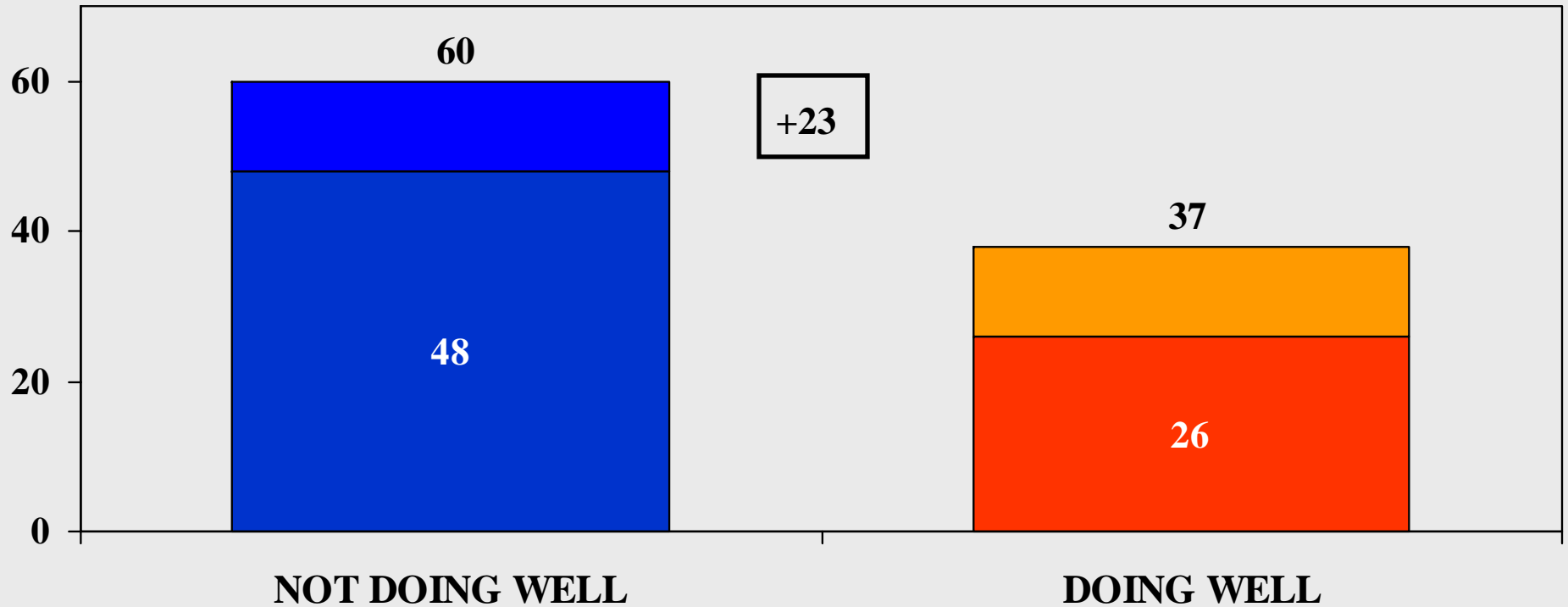


Net Difference	-28	-10	-4	--	-1	+8	+13	+10	+6	+12	+15	+10	+19	+16
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- Not worth the cost of U.S. lives and dollars
- Worth the cost of U.S. lives and dollars



# Public does not see better economy

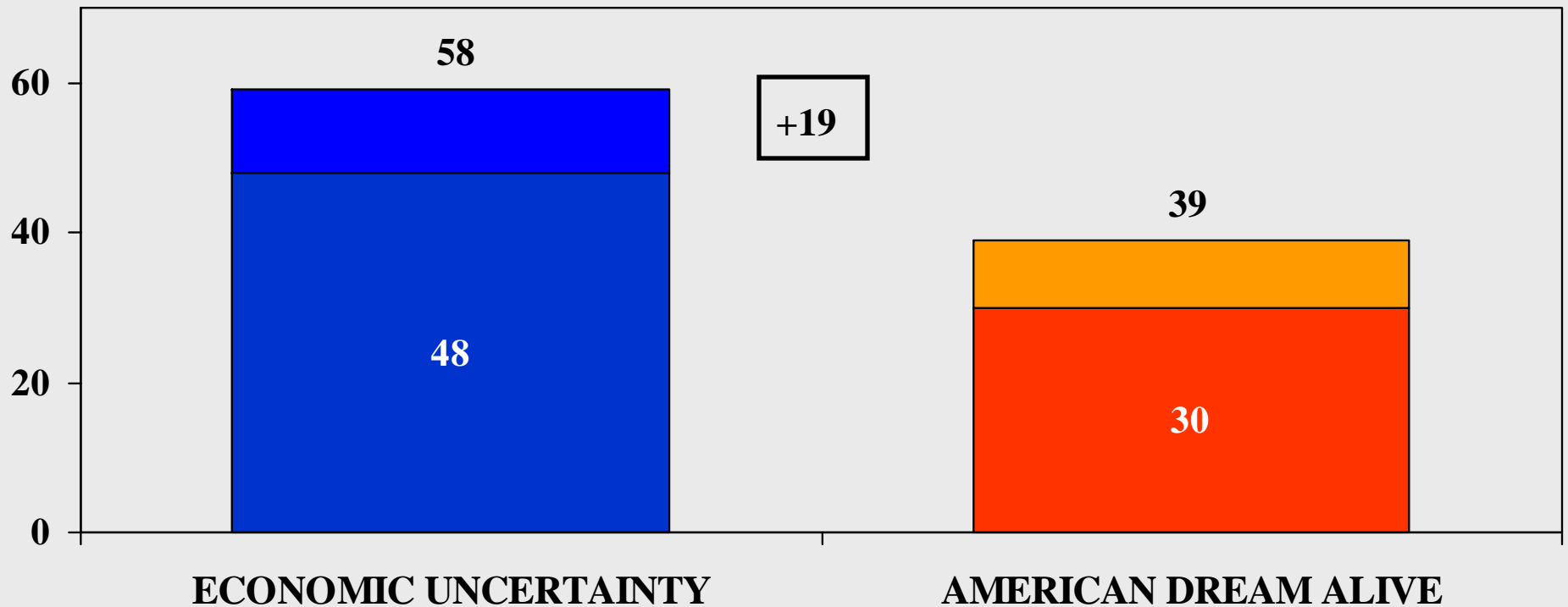


**The economy is not doing well. Jobs are scarce, incomes stagnant, and benefits being cut back.**

**The economy is doing well, creating jobs, rising incomes and home ownership and moving in the right direction**



# Uncertain economy clouding American dream



**ECONOMIC UNCERTAINTY**

Most people today face increasing uncertainty about employment, with stagnant incomes, paying more for health care, taxes, and retirement, while those at the top have booming incomes and lower taxes.

**AMERICAN DREAM ALIVE**

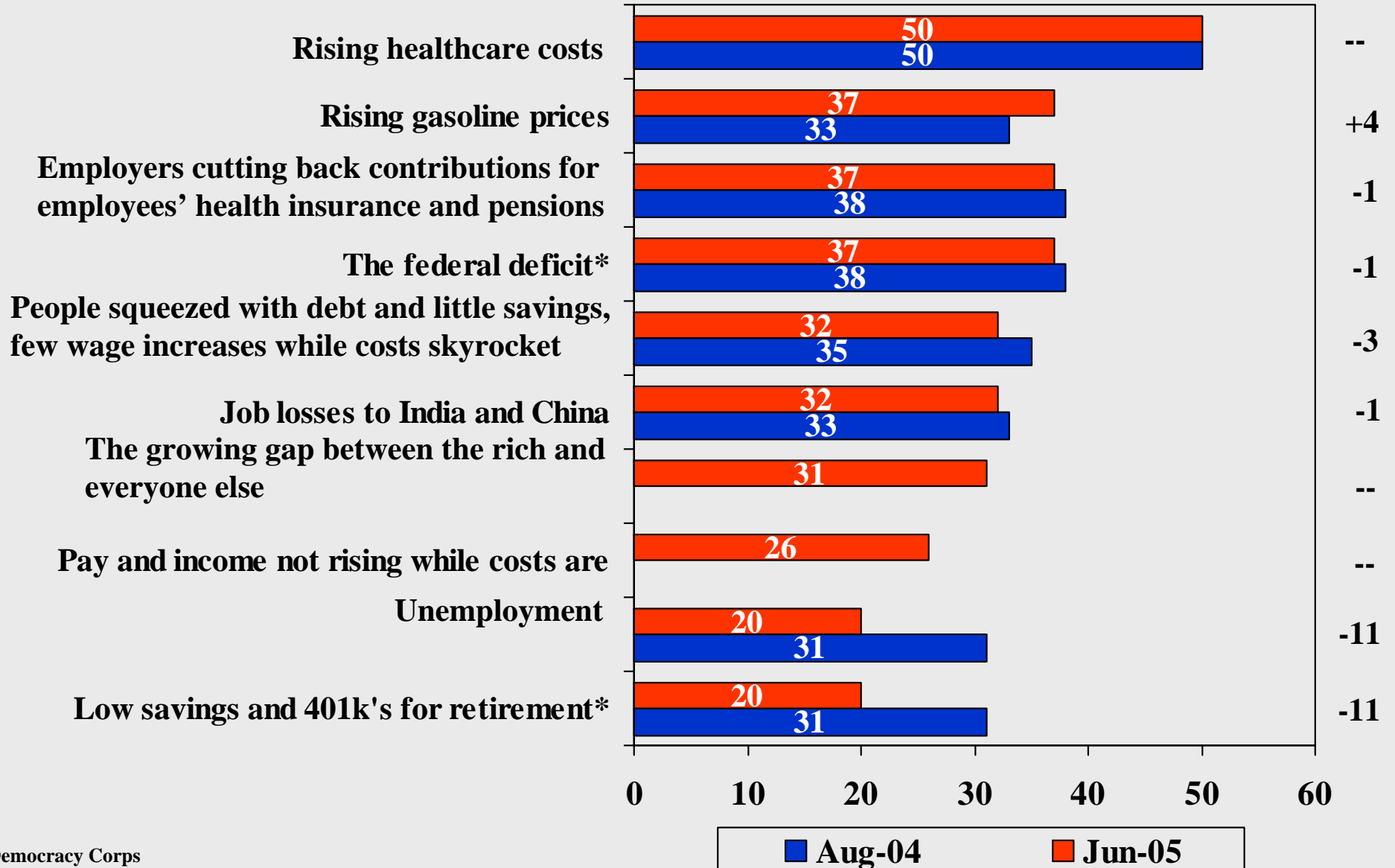
Our economy faces ups and downs, but most people can expect to better themselves, see rising incomes, find good jobs and provide economic security for their families. The American dream is very much alive.



# Major economic problems persist

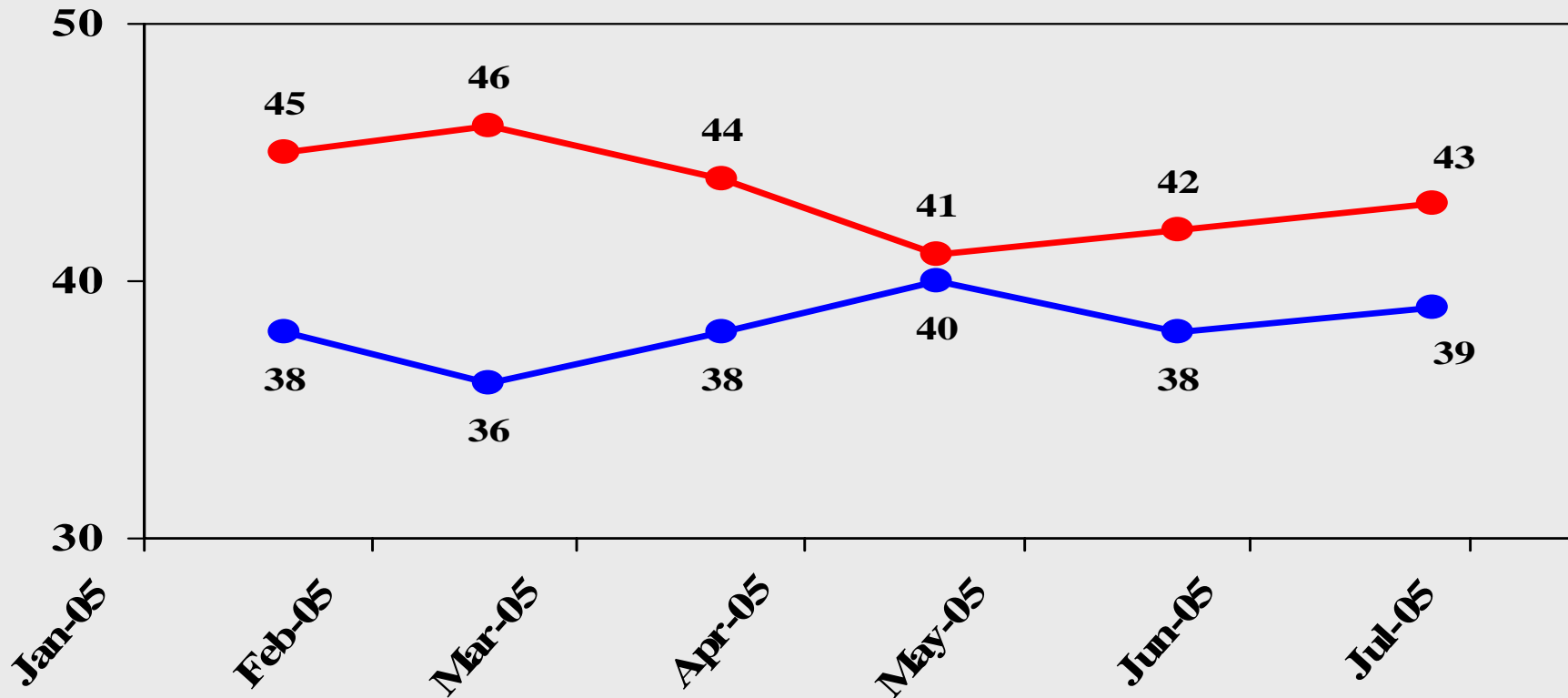
Percent responding “very serious problem”

Net Shift





# Republican Party thermometer



Net  
Difference

+7

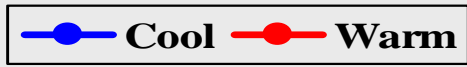
+10

+6

+1

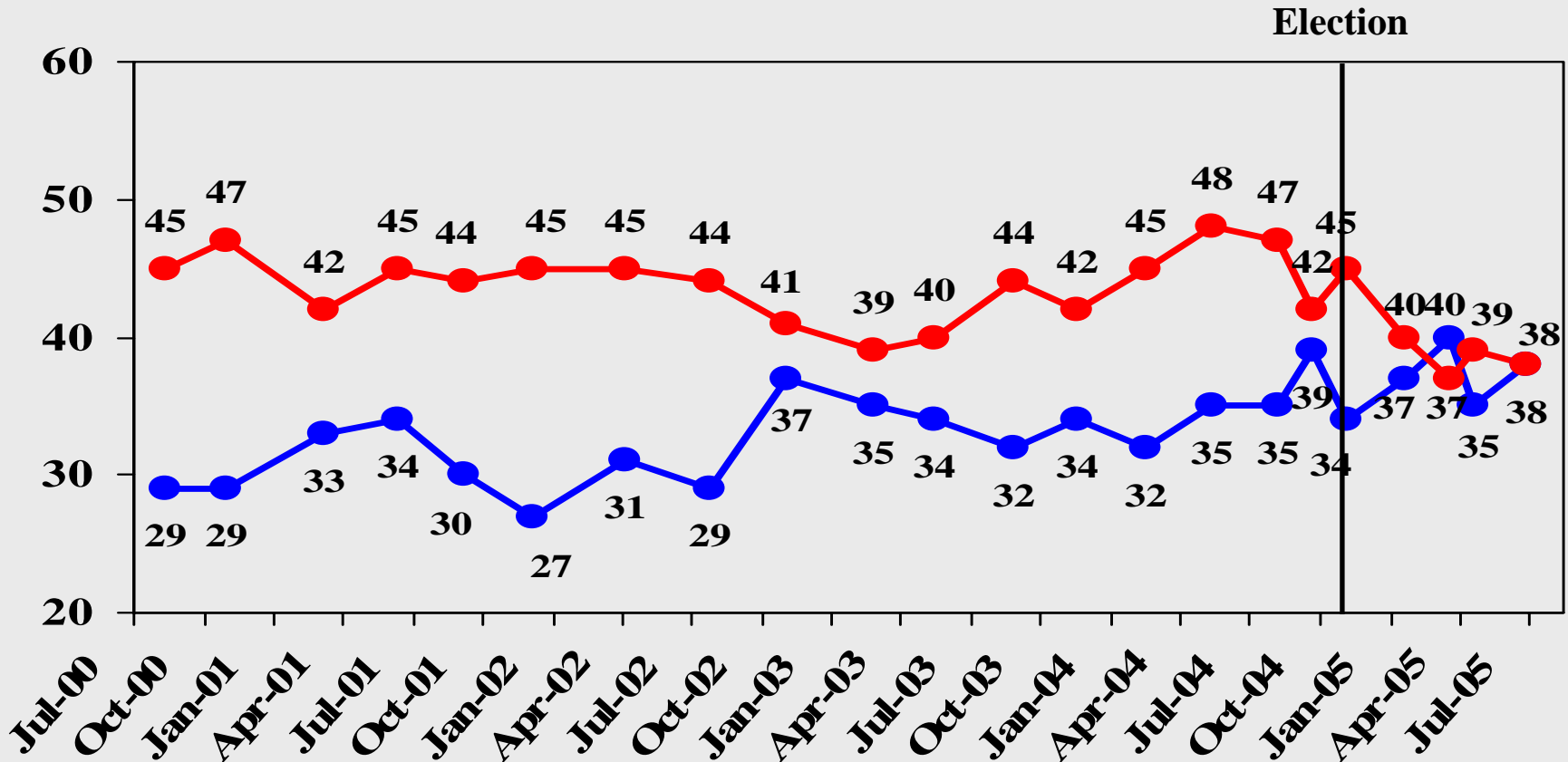
+4

+4





# Democratic Party thermometer

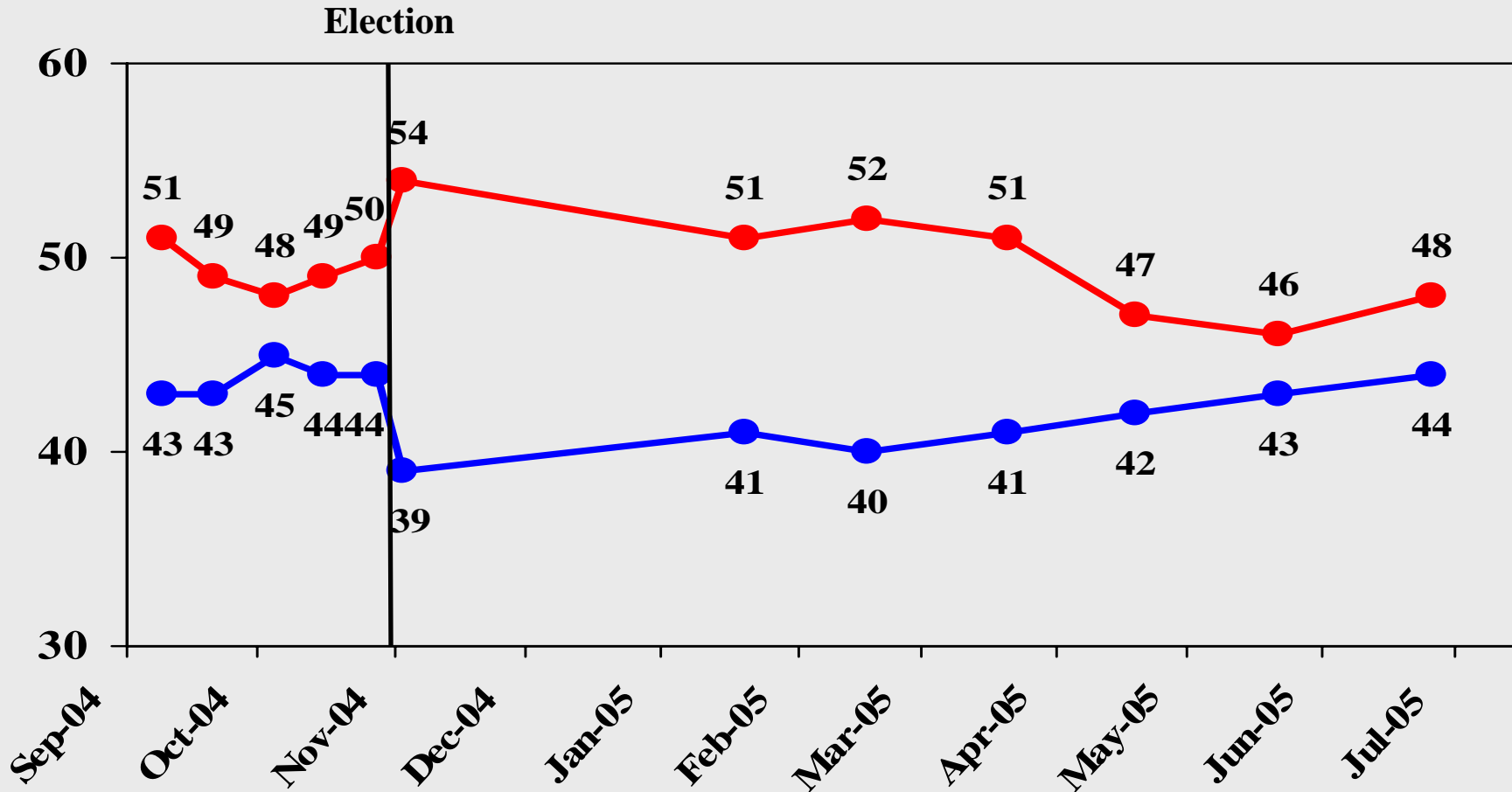


Net Difference	+16	+18	+9	+11	+14	+18	+14	+15	+4	+4	+6	+12	+8	+13	+13	+12	+11	+3	-3	+3	0
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# Bush personal thermometer

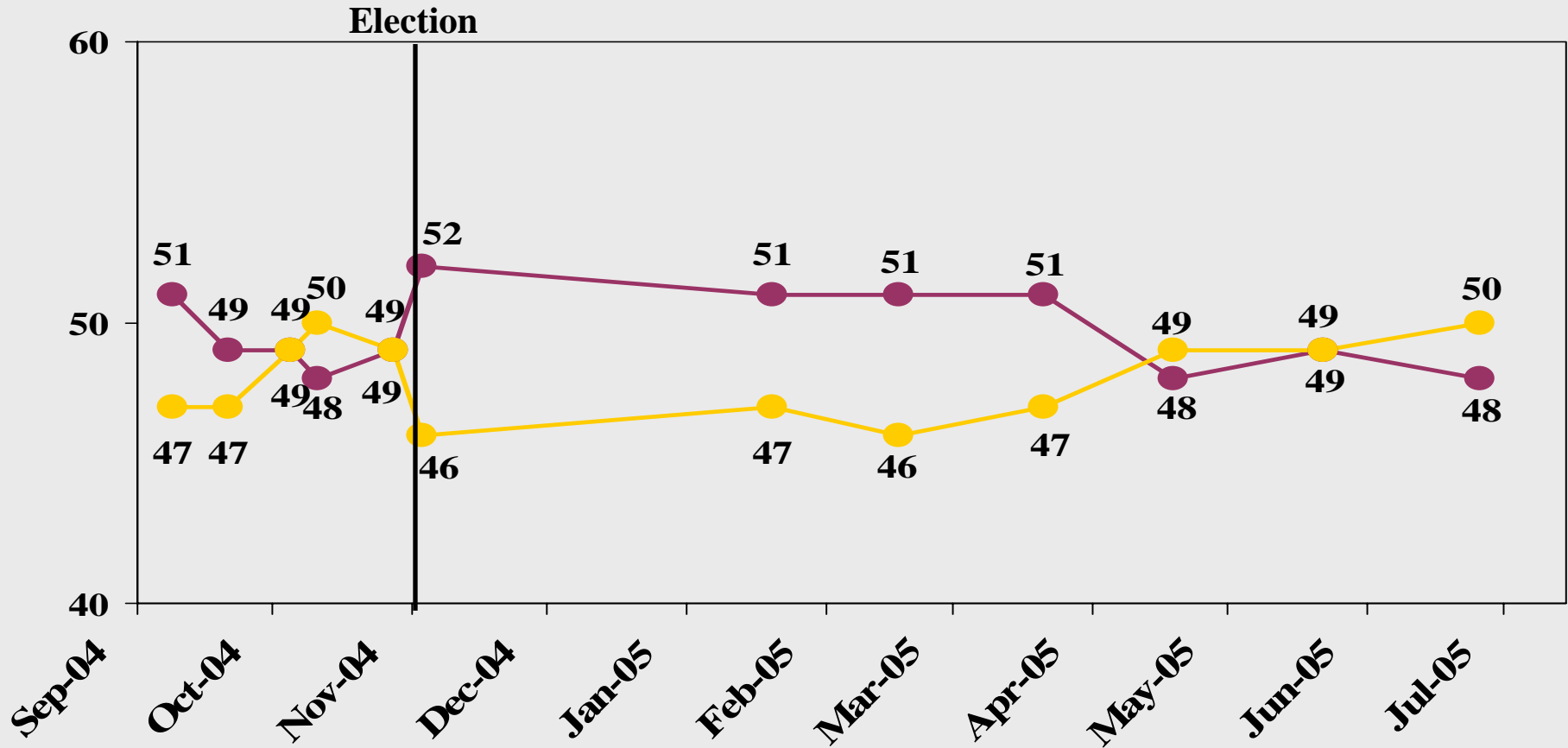


Net Difference	+8	+6	+3	+5	+6	+15	+10	+12	+10	+5	+3	+4
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# Bush approval clearly negative for first time



Net  
Difference

+4 +2 -- -- -- +6

+4

+5

+4

-1

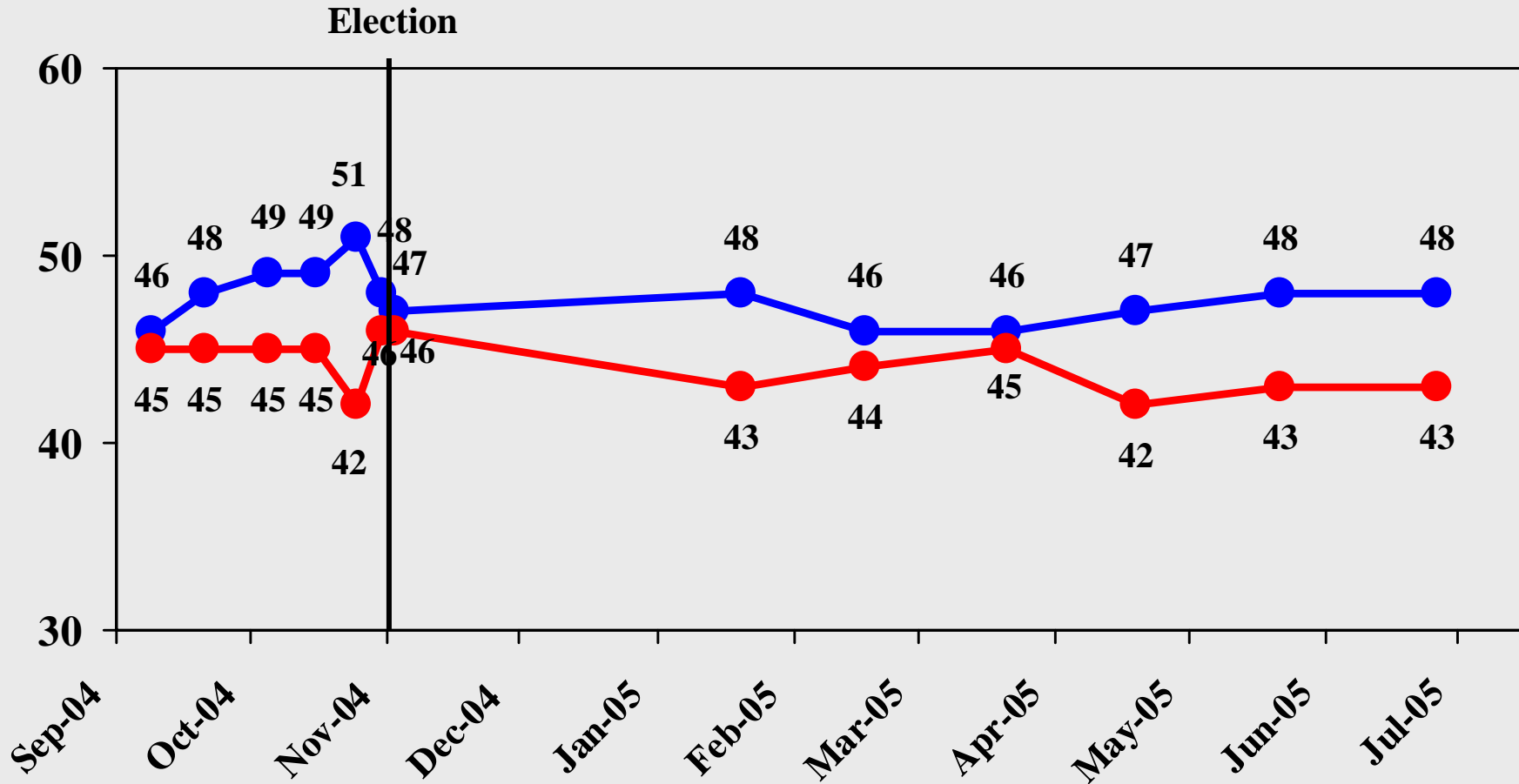
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-2

● Approve ● Disapprove



# Democrats maintain lead in Congressional vote



**Democratic margin**

+1 +3 +4 +4 +9 +2 +1

+5

+2

+1

+5

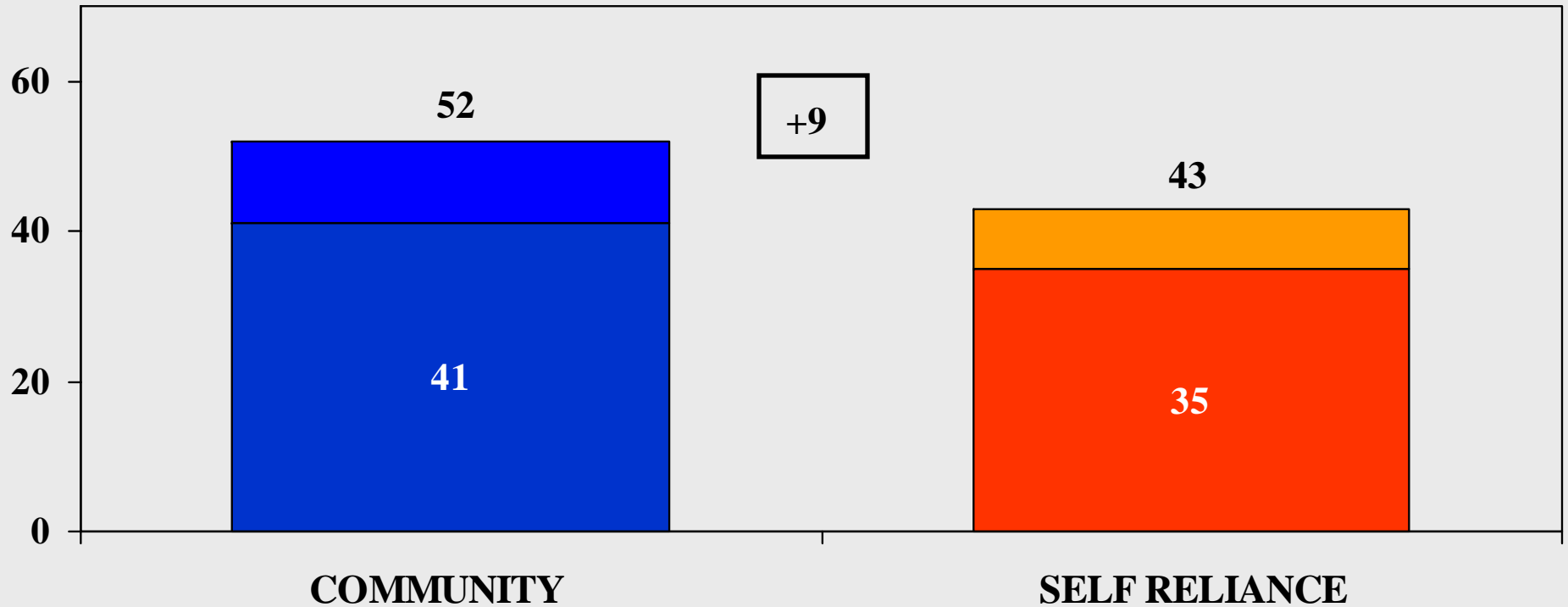
+5

+5

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



# Community more central than self reliance



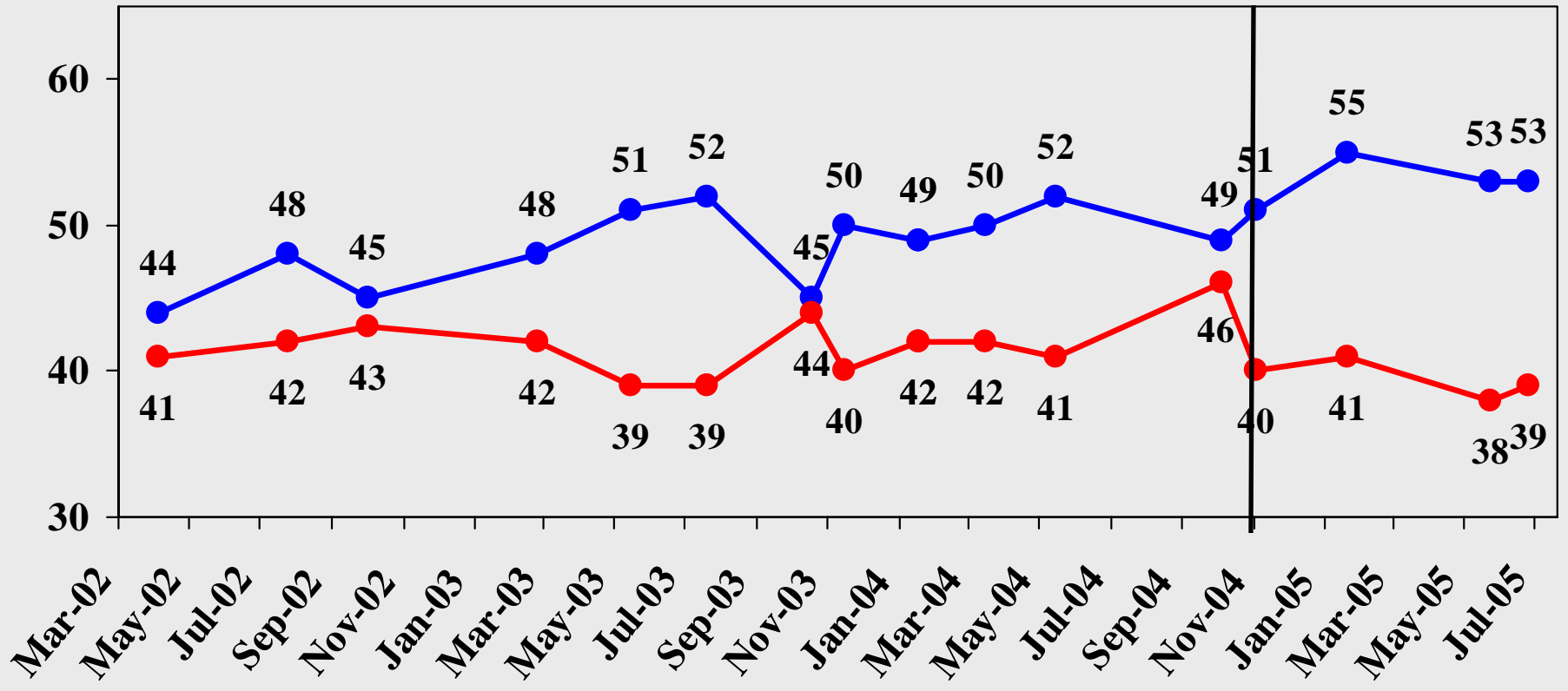
**COMMUNITY**  
The role of government should be to promote the principle of a strong community. America is most successful when we pull together to pursue policies that expand opportunity and create a rising prosperity for all, not just a few.

**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.



# Voters think alliances more important than military strength

Election



Net Difference	Mar-02	May-02	Jul-02	Sep-02	Nov-02	Jan-03	Mar-03	May-03	Jul-03	Sep-03	Nov-03	Jan-04	Mar-04	May-04	Jul-04	Sep-04	Nov-04	Jan-05	Mar-05	May-05	Jul-05
	+3	+6	+2			+6	+12	+13		+1	+10	+7	+8	+11		+3	+11	+14		+15	+14

- America's security depends on building strong ties with other nations
- Bottom line, America's security depends on its own military strength



# Democratic Party choice messages

## Economic/corporate frames

Much  
More  
Likely

Total  
More  
Likely

<b>▶ The Republicans think this is the best economy in our lifetime. The Democrats say we need to make our economy work for everyone, not just the few.</b>	<b>44</b>	<b>62</b>
<b>▶ Republicans have let the super-rich and big corporations get whatever they want in Washington. The Democrats will stand up for the middle class.</b>	<b>38</b>	<b>56</b>
<b>Republicans have let the super-rich and big corporations get whatever they want in Washington. The Democrats will stand up for everyone.</b>	<b>35</b>	<b>53</b>



# Democratic Party choice messages

## Domestic priority frames

Much  
More  
Likely

Total  
More  
Likely

<p>▶ <b>Republicans have the wrong priorities - an extreme partisan agenda, including the Terry Schiavo case, stopping stem cell research and getting partisan control of the federal courts. Democrats have different priorities - health care, jobs and retirement security.</b></p>	<b>39</b>	<b>56</b>
<p>▶ <b>Republicans have done nothing about health care, except help the drug and insurance companies. The Democrats will get health care costs down.</b></p>	<b>37</b>	<b>58</b>
<p>▶ <b>Republicans have the wrong priorities - further tax cuts for the wealthiest, privatizing Social Security and shielding corporations from lawsuits. Democrats have different priorities -- healthcare, jobs and retirement security.</b></p>	<b>37</b>	<b>57</b>
<p><b>Republicans have spent \$200 billion in Iraq and much more coming, while cutting programs at home. The Democrats will prioritize America too.</b></p>	<b>36</b>	<b>55</b>
<p><b>Republicans have done nothing about health care. Democrats will get moving on health care.</b></p>	<b>31</b>	<b>52</b>



# Democratic Party choice messages

## Republican abuse of power frames

Much  
More  
Likely    Total  
More  
Likely

**Republicans are taking care of themselves in Washington -- vacations and homes paid for by lobbyists, blocking ethics violations, and giving themselves pay raises - while our soldiers fight in Iraq. The Democrats say its time for a change.**

**37      53**

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**Republicans in Washington play by a different set of rules. They receive vacations and homes paid for by lobbyists and then block ethics investigations, even as they vote themselves pay raises. The Democrats say, its time Washington played by the same rules as everybody else.**

**34      49**



# Republican Party choice messages

## Domestic priority frames

	Much More Likely	Total More Likely
<b>▶ Democrats support legalizing gay marriage and blocked Congress from protecting the family. Republicans will defend the sanctity of marriage.</b>	41	55
<b>▶ Democrats support higher taxes and bigger government. Republicans want people to keep more of their own money and have cut taxes every year in order to spur economic growth.</b>	37	54
<b>Democrats are so tied to the education lobby, they oppose all reforms to the education system. Republicans have increased education funding and brought higher standards and accountability to our schools.</b>	29	52
<b>Democrats talk about healthcare but they have never passed anything. Republicans passed the prescription drug benefit for seniors which will reduce the costs of prescription drugs by up to 25 percent.</b>	29	50



# Republican Party choice messages

## National security frames

Much  
More  
Likely

Total  
More  
Likely

▶ **Democrats cut funding for intelligence and are not strong on defense. Republicans are committed to a strong national defense and keeping America secure.**

38 57

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**The Democrats are now calling for a retreat and withdrawal of our troops from Iraq. The Republicans say we can not leave without finishing the job.**

37 55

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**Democrats push the agenda of the ACLU and trial lawyers, rather than doing everything to protect our country. Republicans created the department of homeland security, implemented the Patriot Act and took the offensive against terrorism to keep our country safe.**

36 55



# Republican Party choice messages

## Democratic obstructionist frames

Much  
More  
Likely

Total  
More  
Likely

**Democrats have obstructed every energy bill put before Congress. Republicans are for producing more energy in America to reduce prices and make us independent.**

31 49

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**Democrats have offered no new ideas and are obstructing chances for change. Republicans are offering new ideas and practical solutions to major problems.**

27 47



## Republican security messages

	Much/ Smwt/ Little	Much/ Smwt/ Little
	More Likely	More Likely
<p><b>Republicans have been unwavering in their opposition to the terrorists. They created the department of homeland security over the opposition of the Democrats and now the Democrats are trying to stop the government from monitoring and detaining potential terrorists. President Bush needs a Congress that will support his commitment to keep America safe</b></p>	<b>49</b>	<b>55</b>
<p><b>Today, foreign fighters are supporting the insurgents attacking U.S. troops in Iraq. Despite repeated warnings, Syria continues to allow the insurgents to be supplied and have safe haven. Imagine the president asks for a resolution to authorize the use of force to bomb these supports areas in Syria. The Democrats are divided as usual, but the Republicans say it is important that we support our troops and do what is necessary to keep our country safe</b></p>	<b>48</b>	<b>55</b>



# Congressional revote

