

# **Democracy Corps**

## **Carville · Greenberg**

**October 29, 2004**

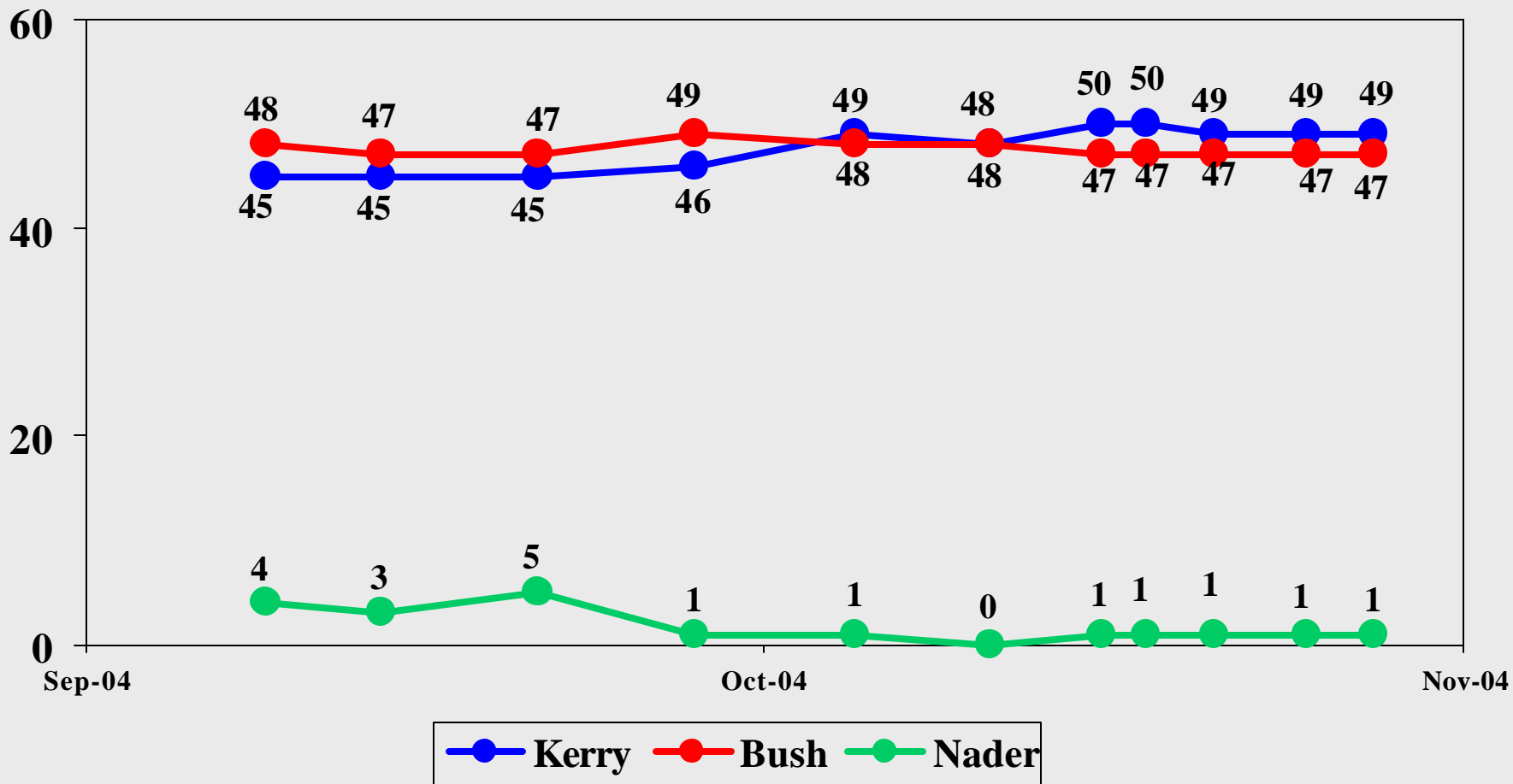


# The State of the Race



# Presidential Vote

## Based on Nader and State Ballot



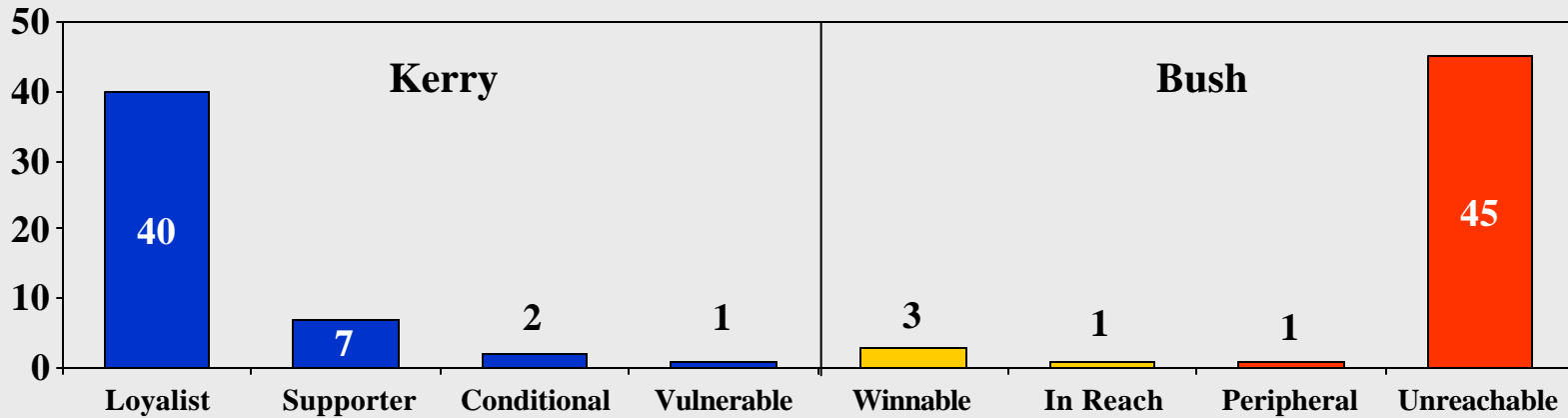
Kerry-Bush

-3 -2 -2 -3 +1 0 +3 +3 +2 +2 +2

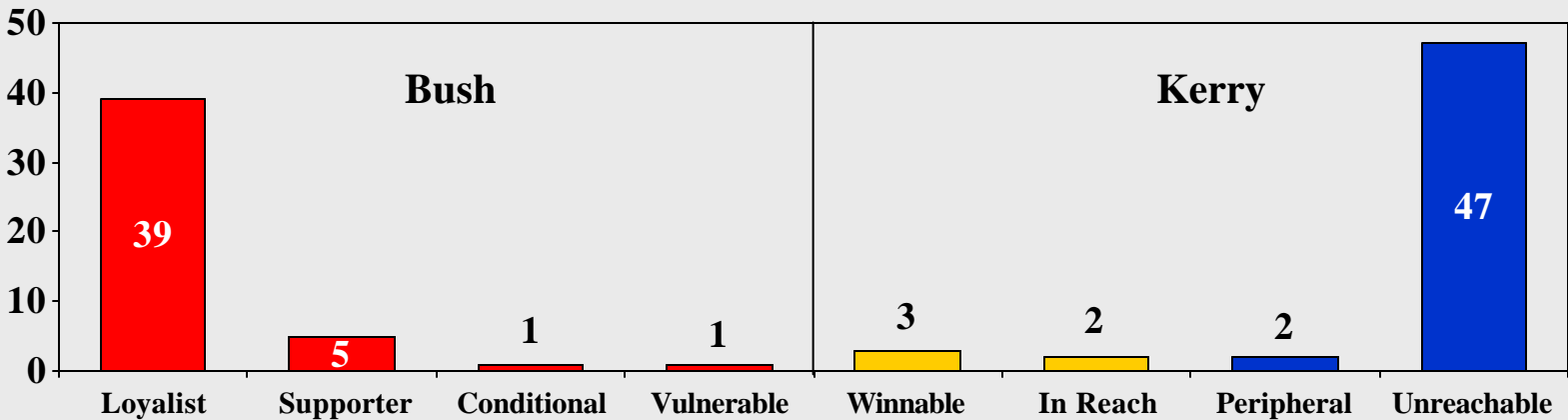


# Voter Choice Scale

## Kerry VCS

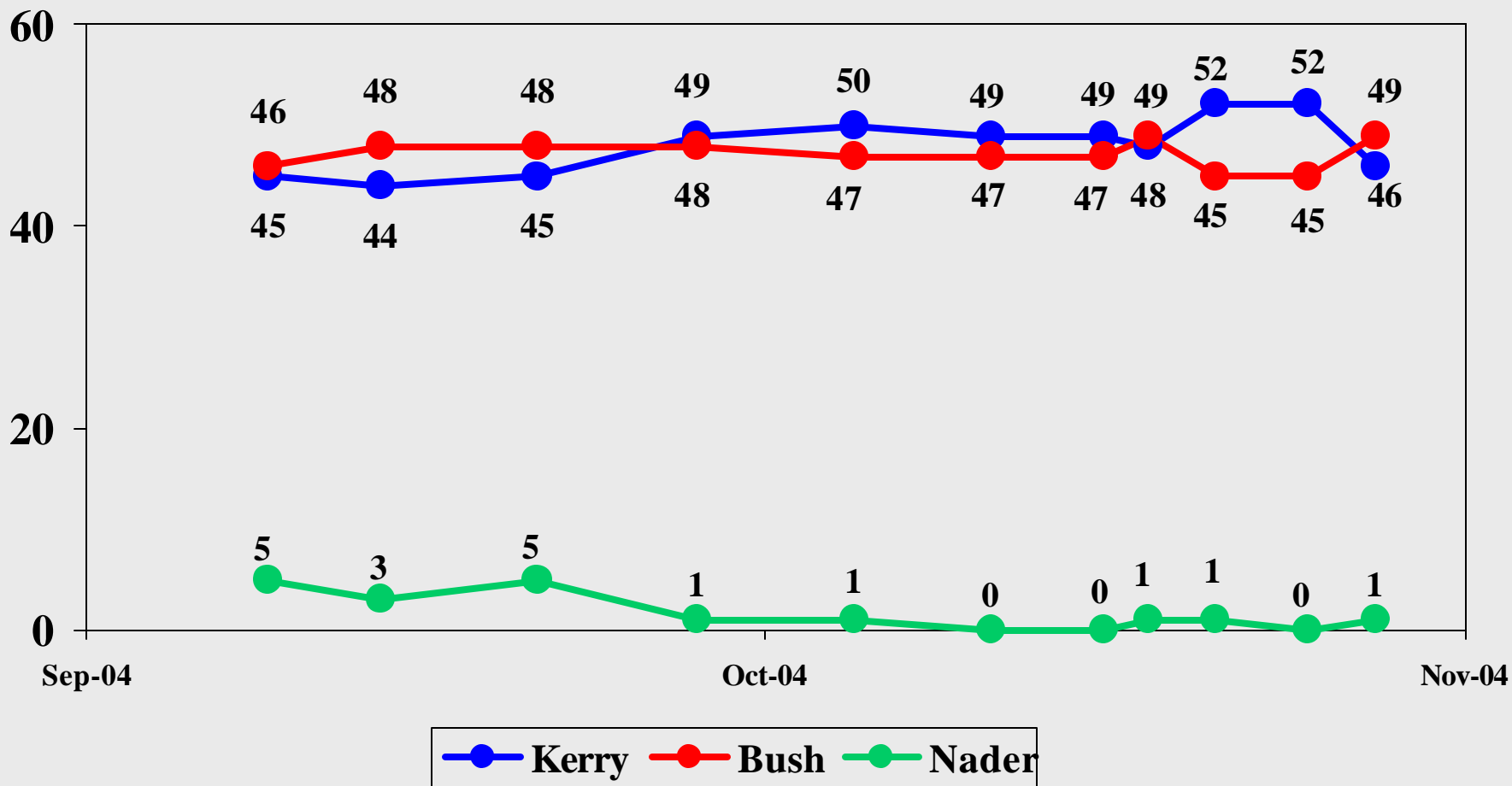


## Bush VCS





# Battleground: Presidential Vote

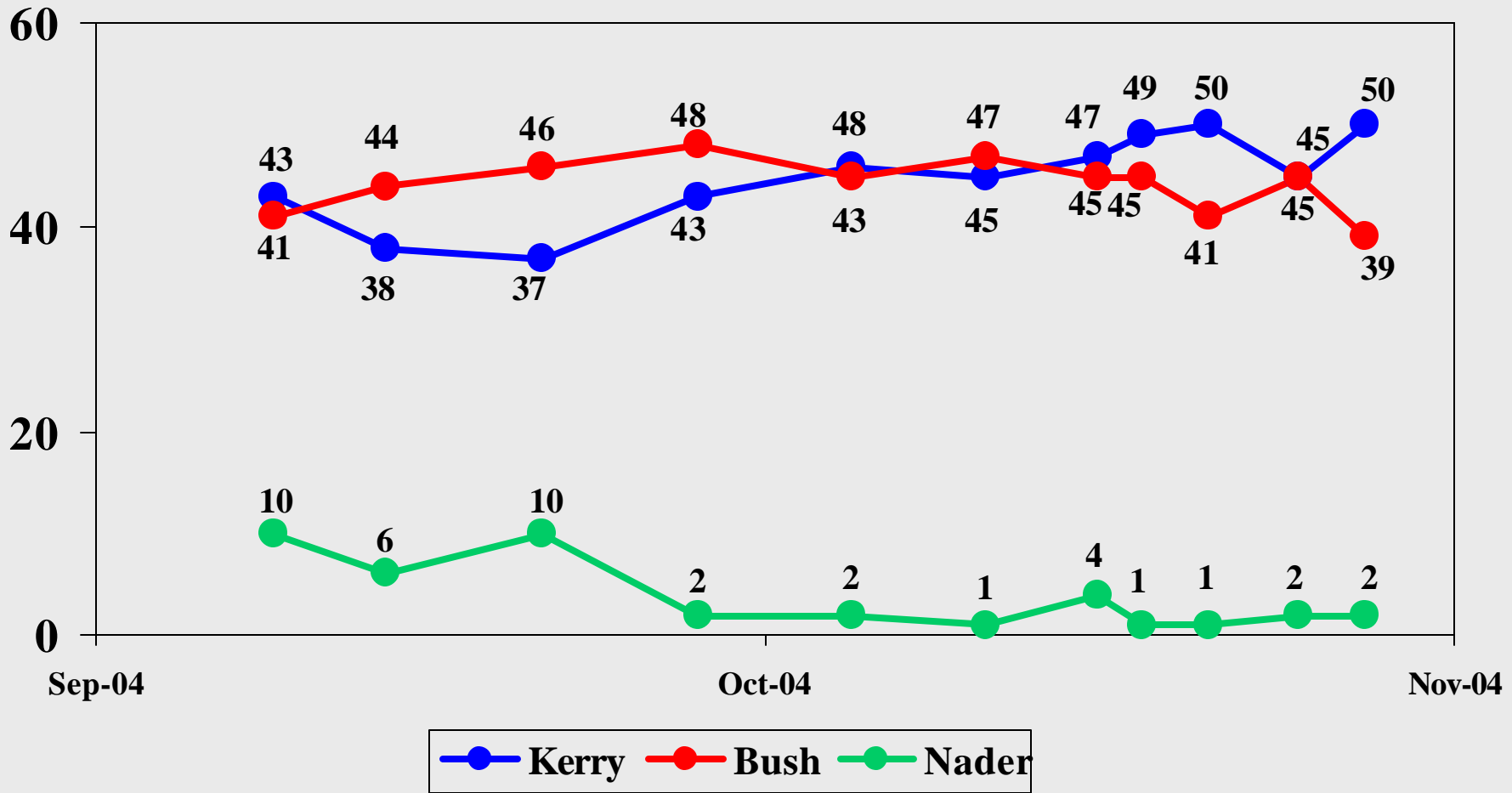


Kerry-Bush

-1 -4 -3 +1 +3 +2 +2 -1 +7 +7 -3



# Independents: Presidential Vote

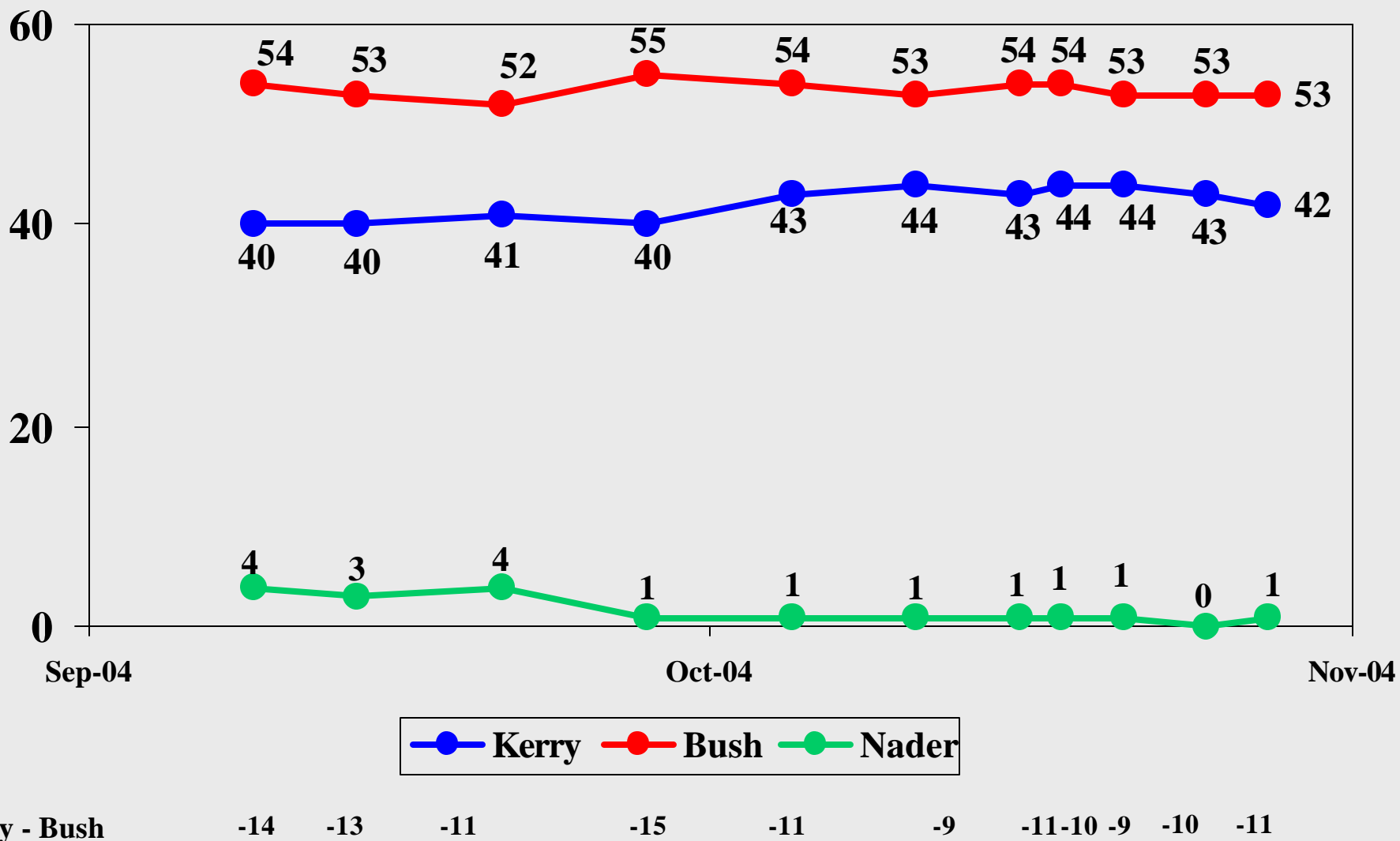


Kerry-Bush

+2 -6 -9 -5 +5 -2 +2 +4 +9 -- +11

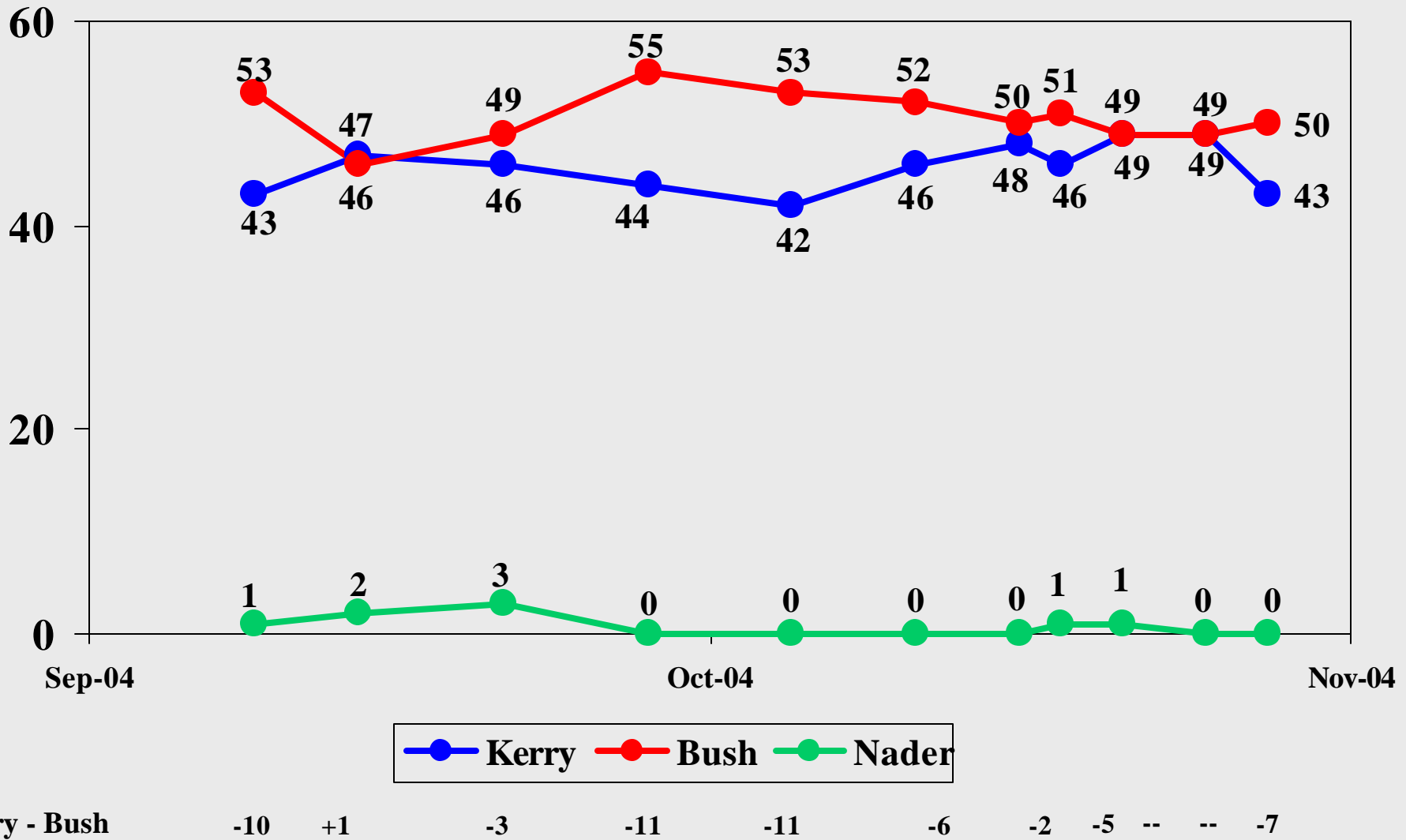


# White Voters: Presidential Vote



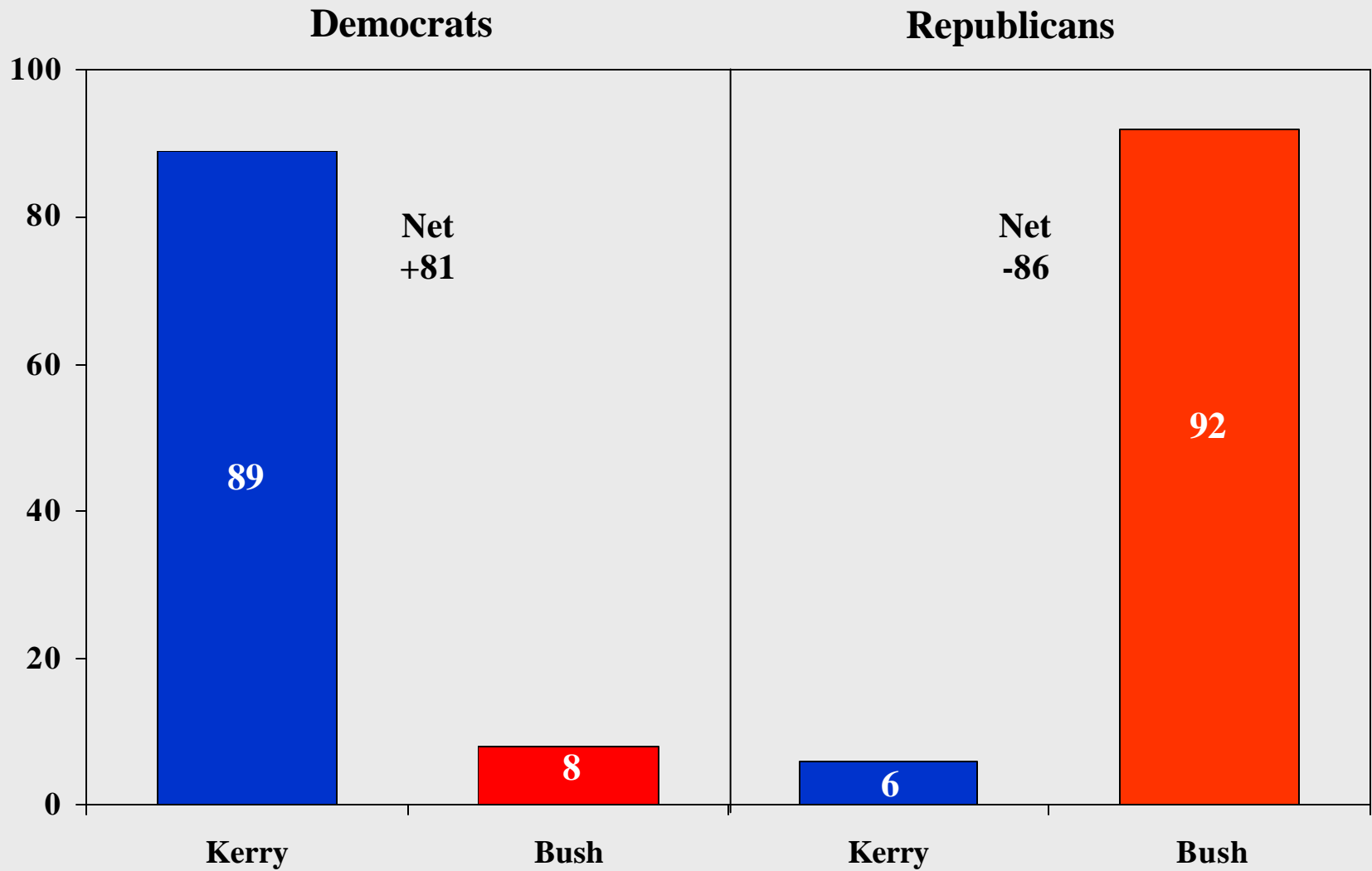


# White Seniors: Presidential Vote





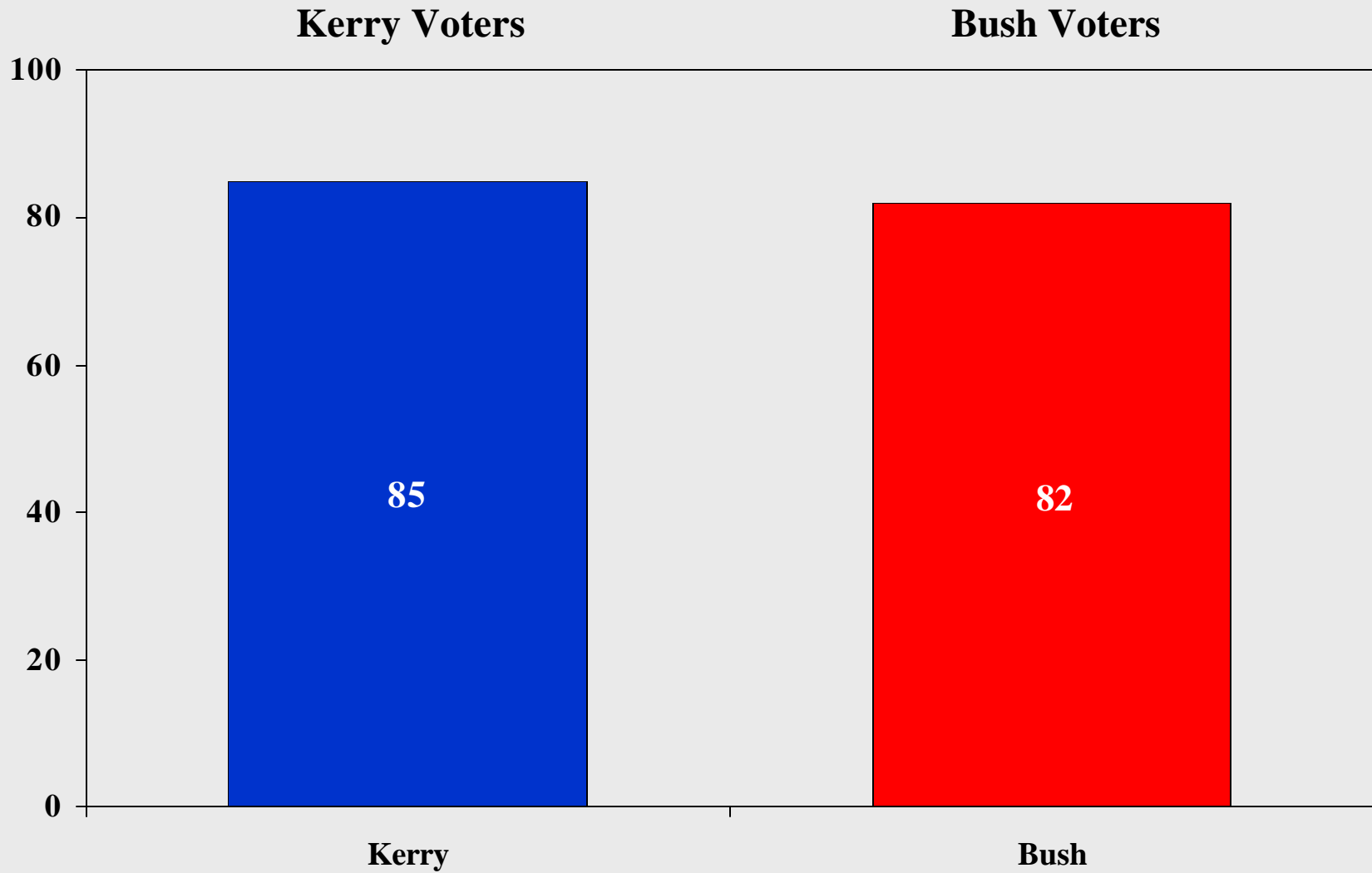
# The Partisans





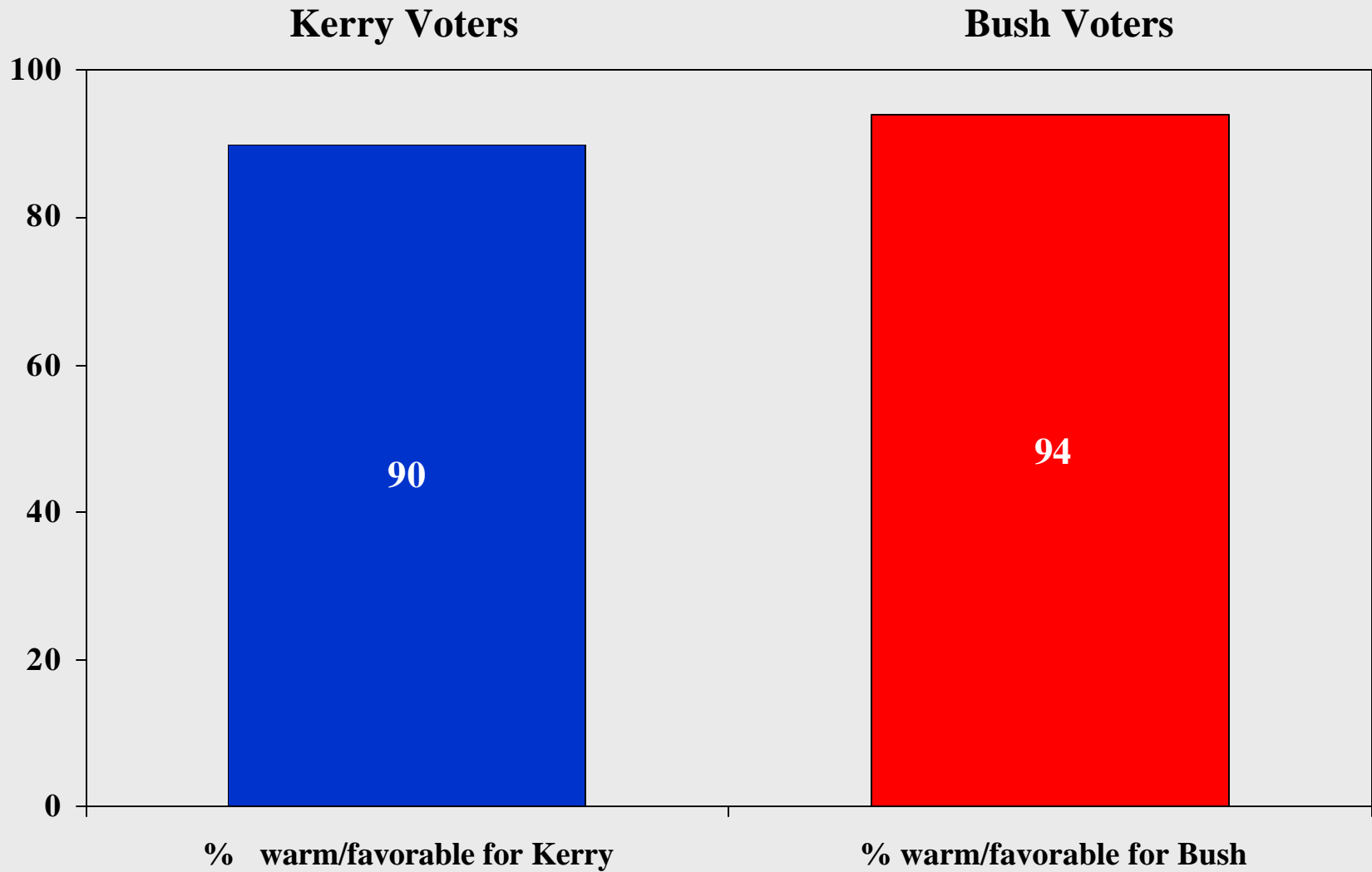
# Interest by Voters

Interest level of 10



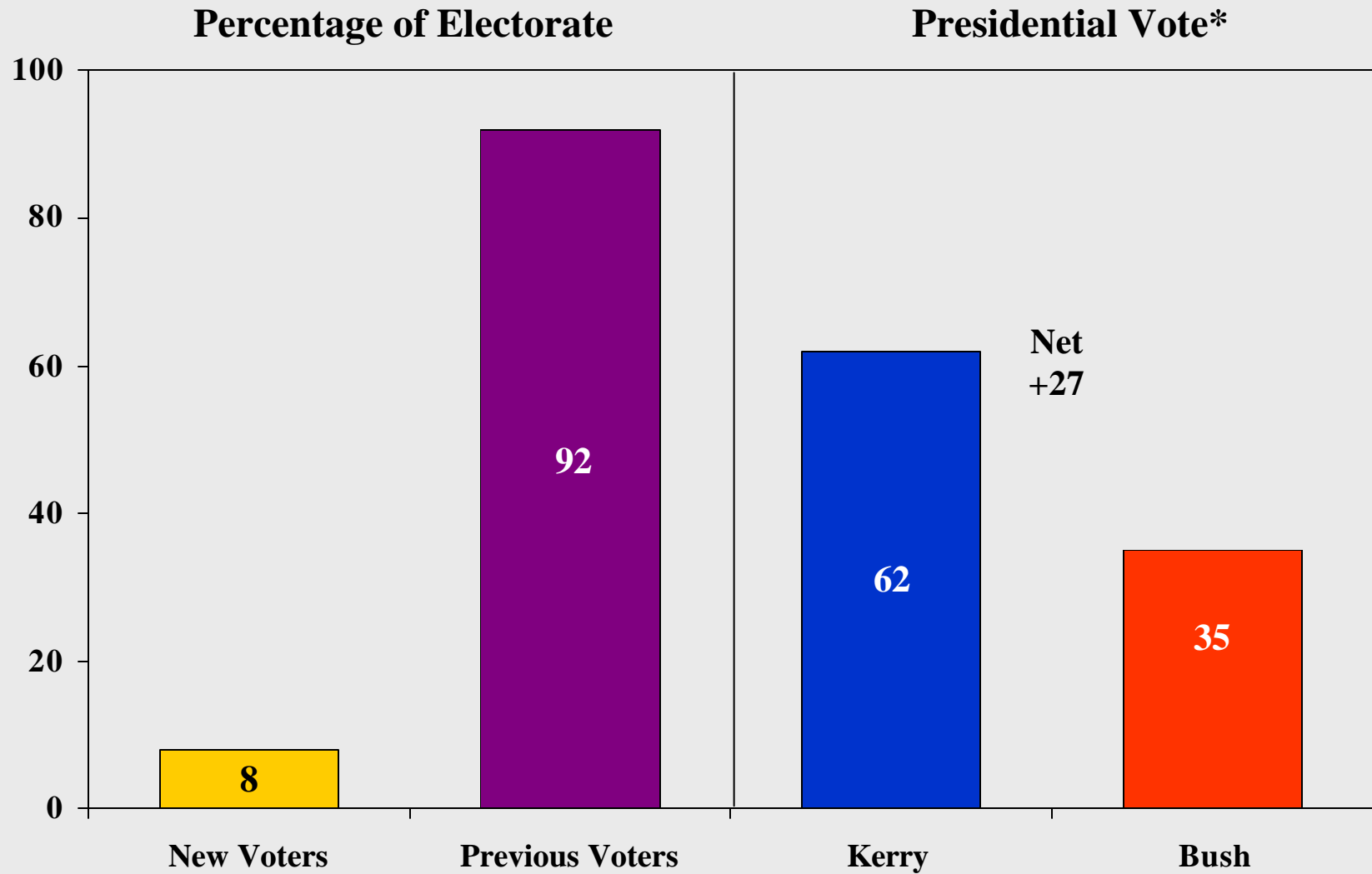


# Enthusiasm for Candidate





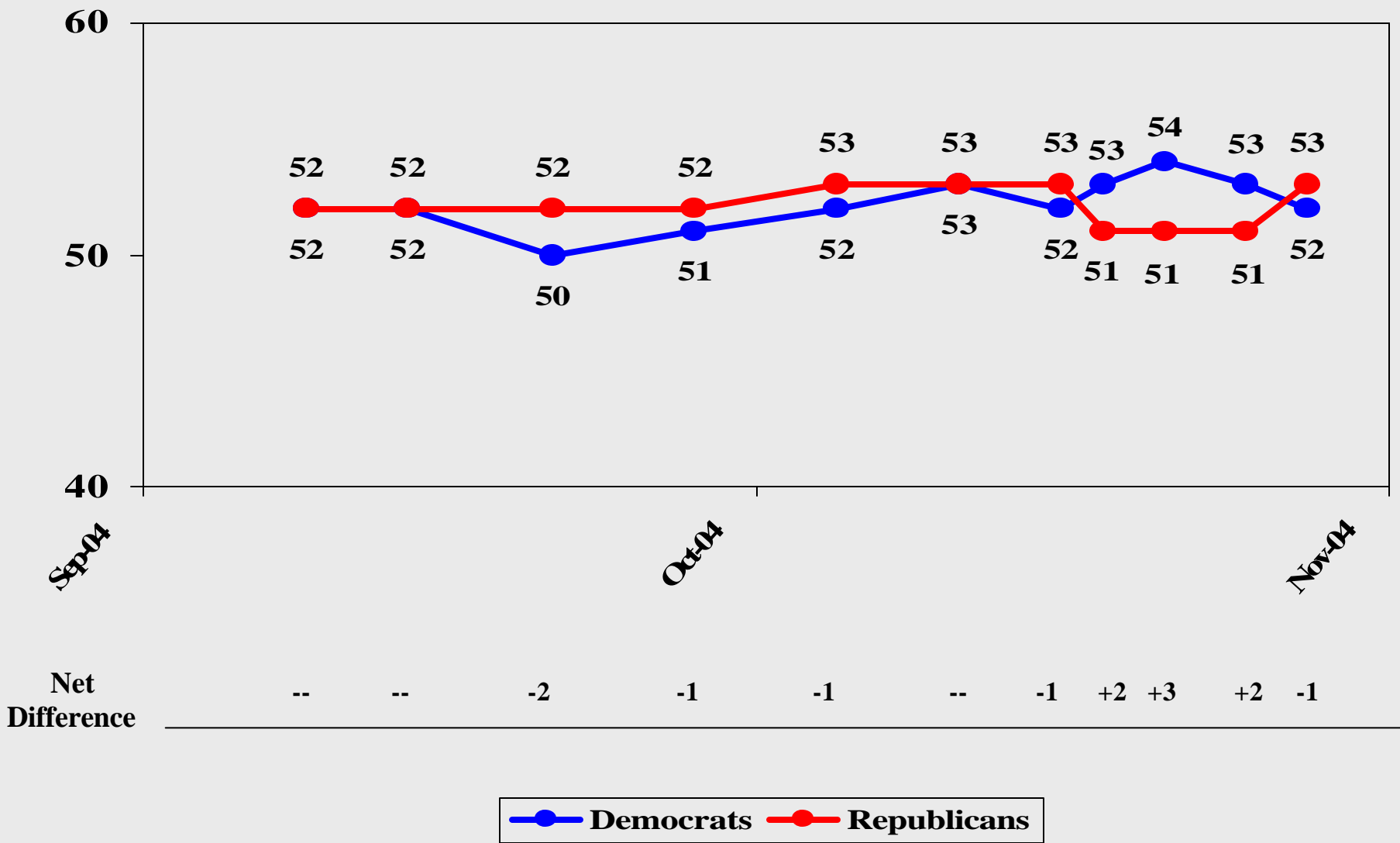
# New Voters: Percentage of the Electorate and Vote





# Party Thermometers

2004



● Democrats ● Republicans



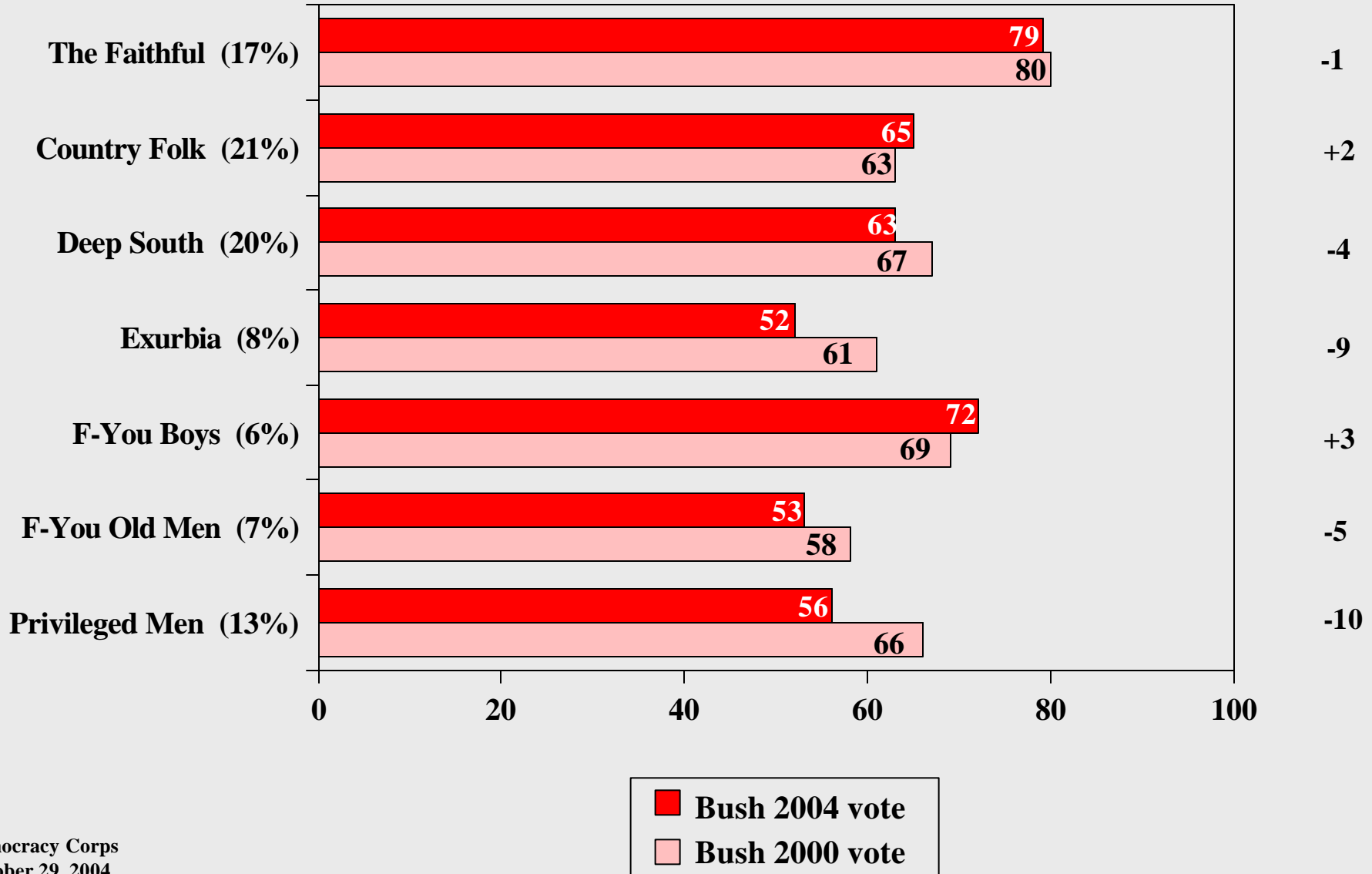
# The Two Americas



# The Republican Loyalist World

Support for Bush: 2004 and 2000

Net  
difference

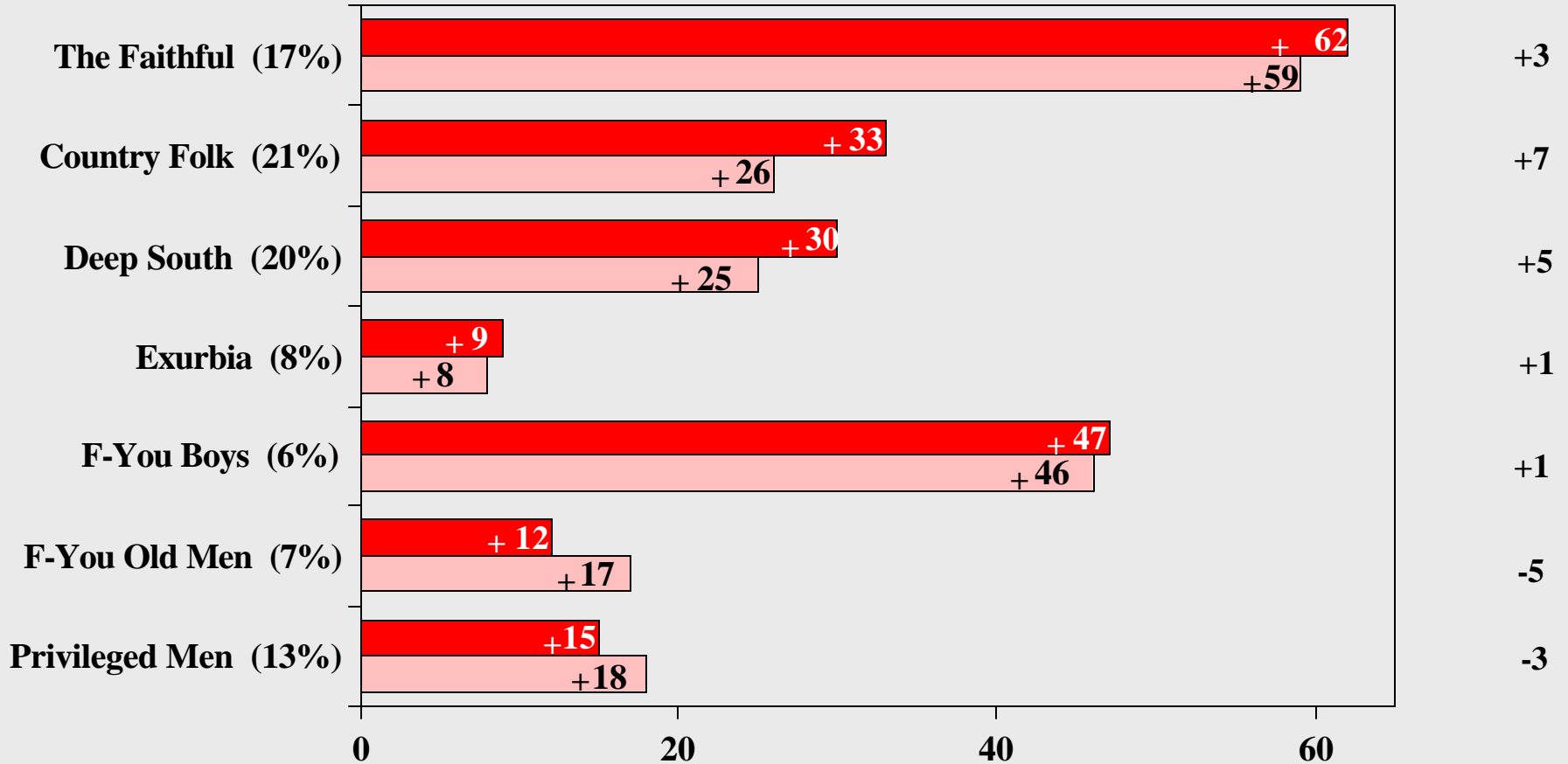




# The Republican Loyalist World

## Bush 2004 Vote Margin and Party ID Margin

Net  
difference

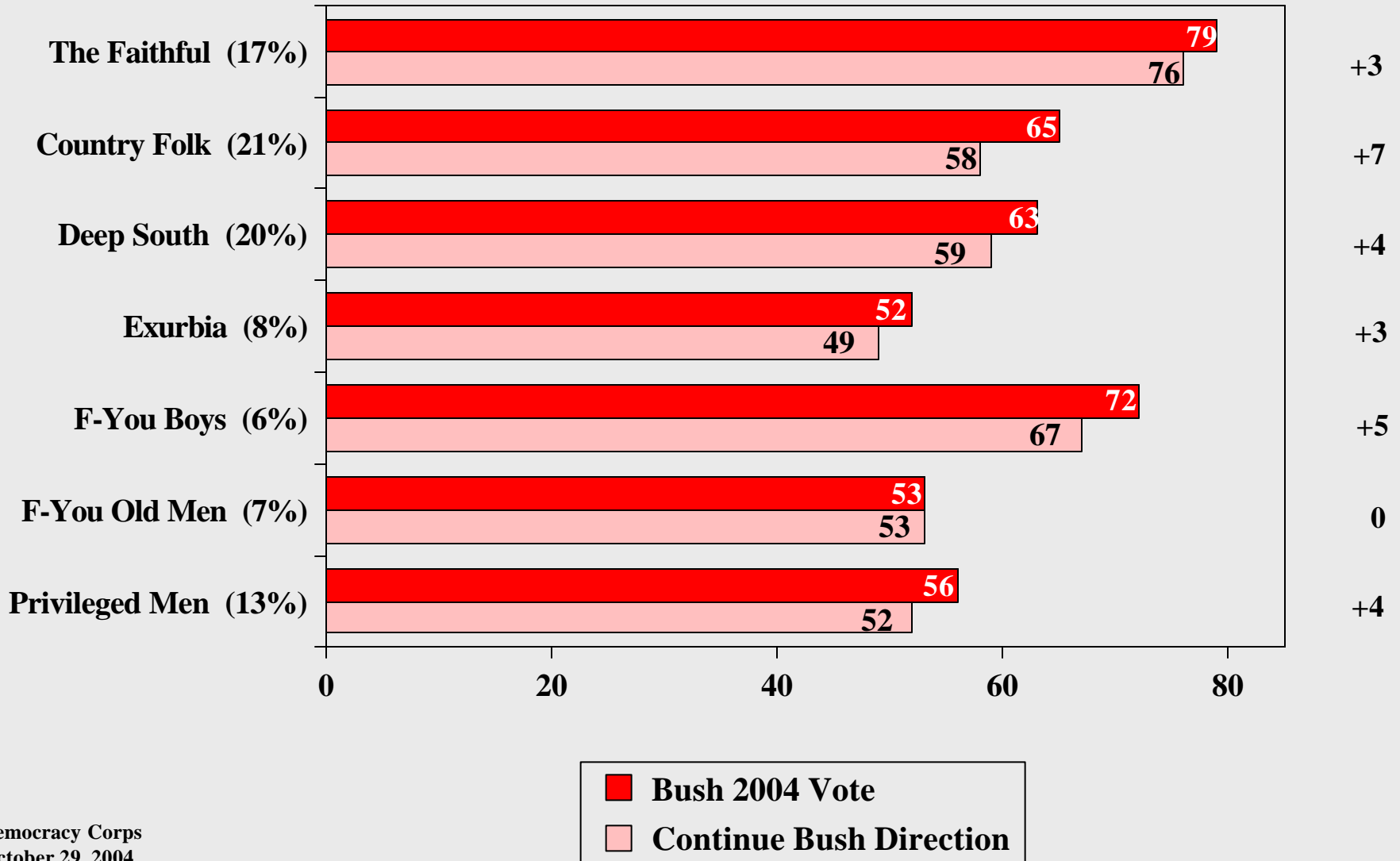




# The Republican Loyalist World

## Bush 2004 Vote and Bush Direction

Net  
difference

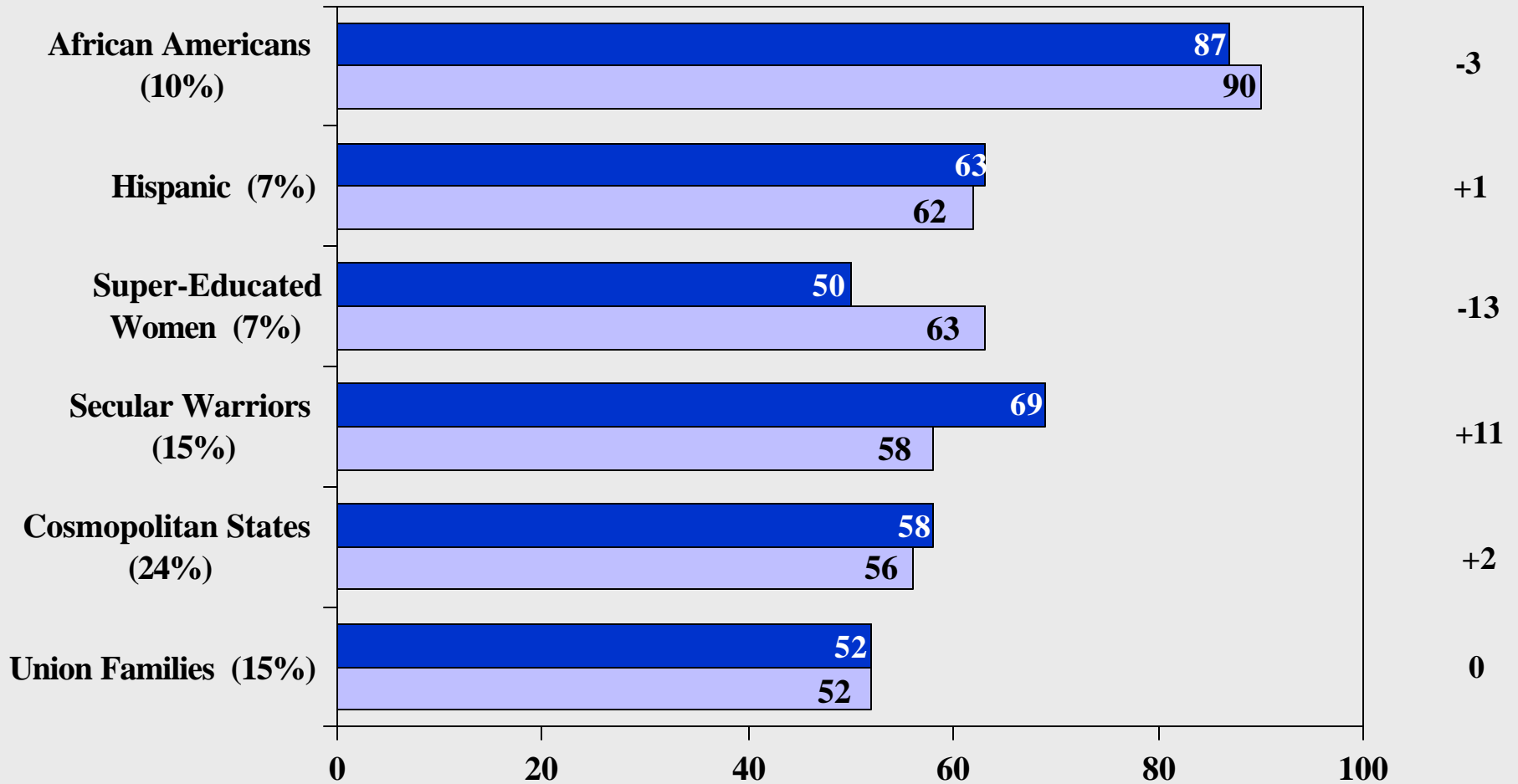




# The Democratic Loyalist World

## Support for Kerry and Gore

Net  
difference

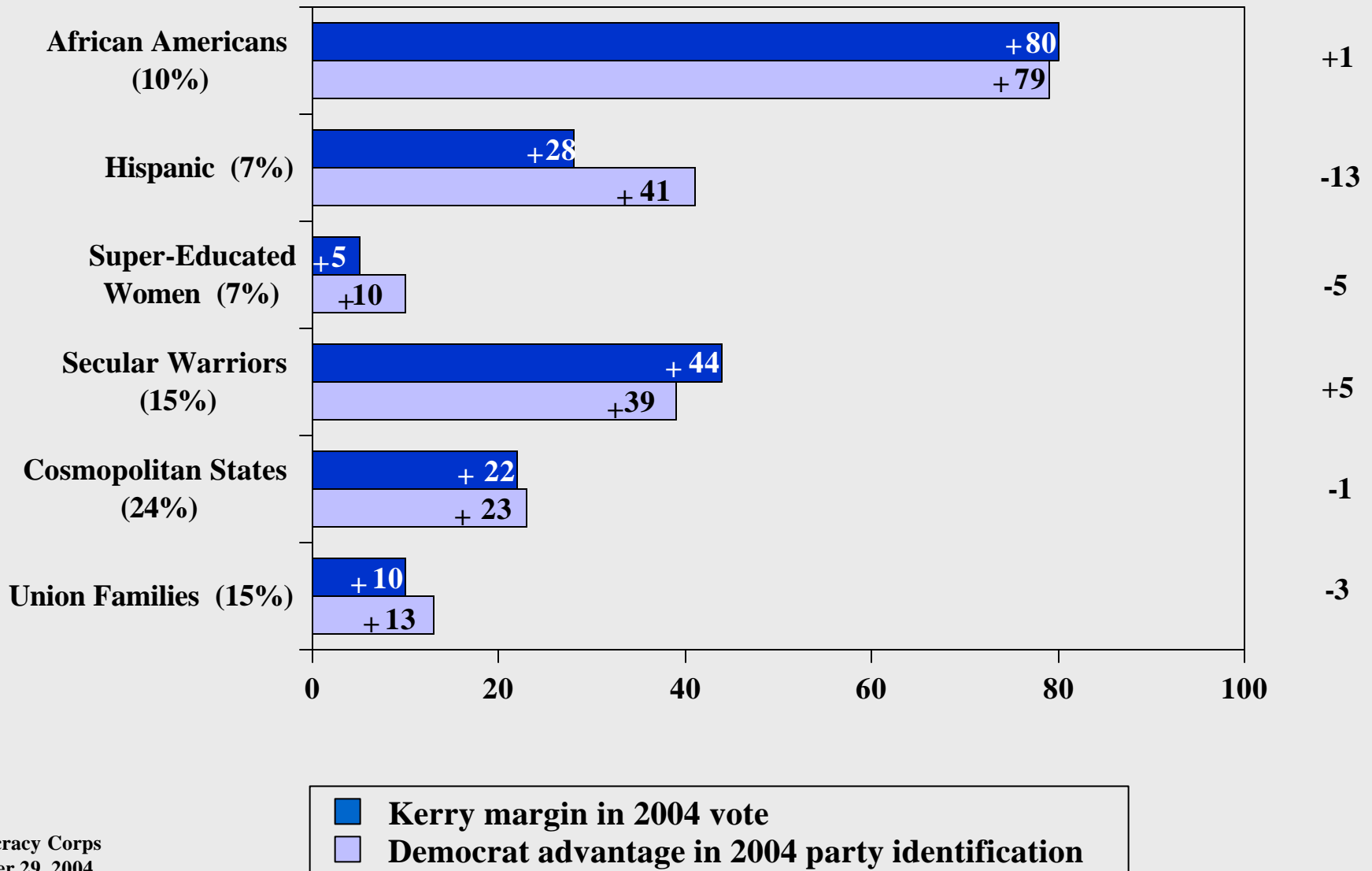




# The Democratic Loyalist World

## Kerry 2004 Vote Margin and Party ID Margin

Net  
difference

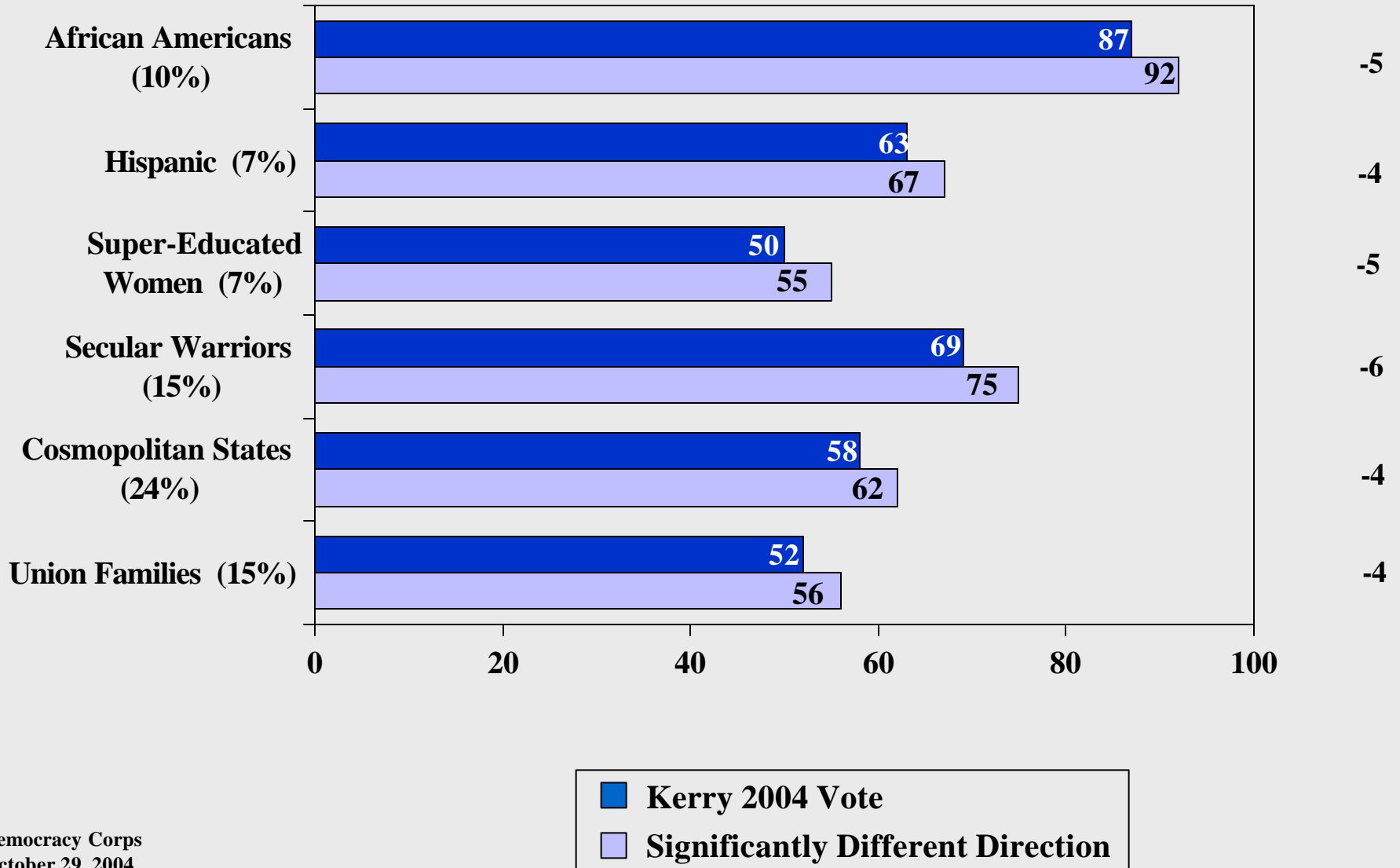




# The Democratic Loyalist World

## Kerry 2004 Vote and Different Direction

Net  
difference

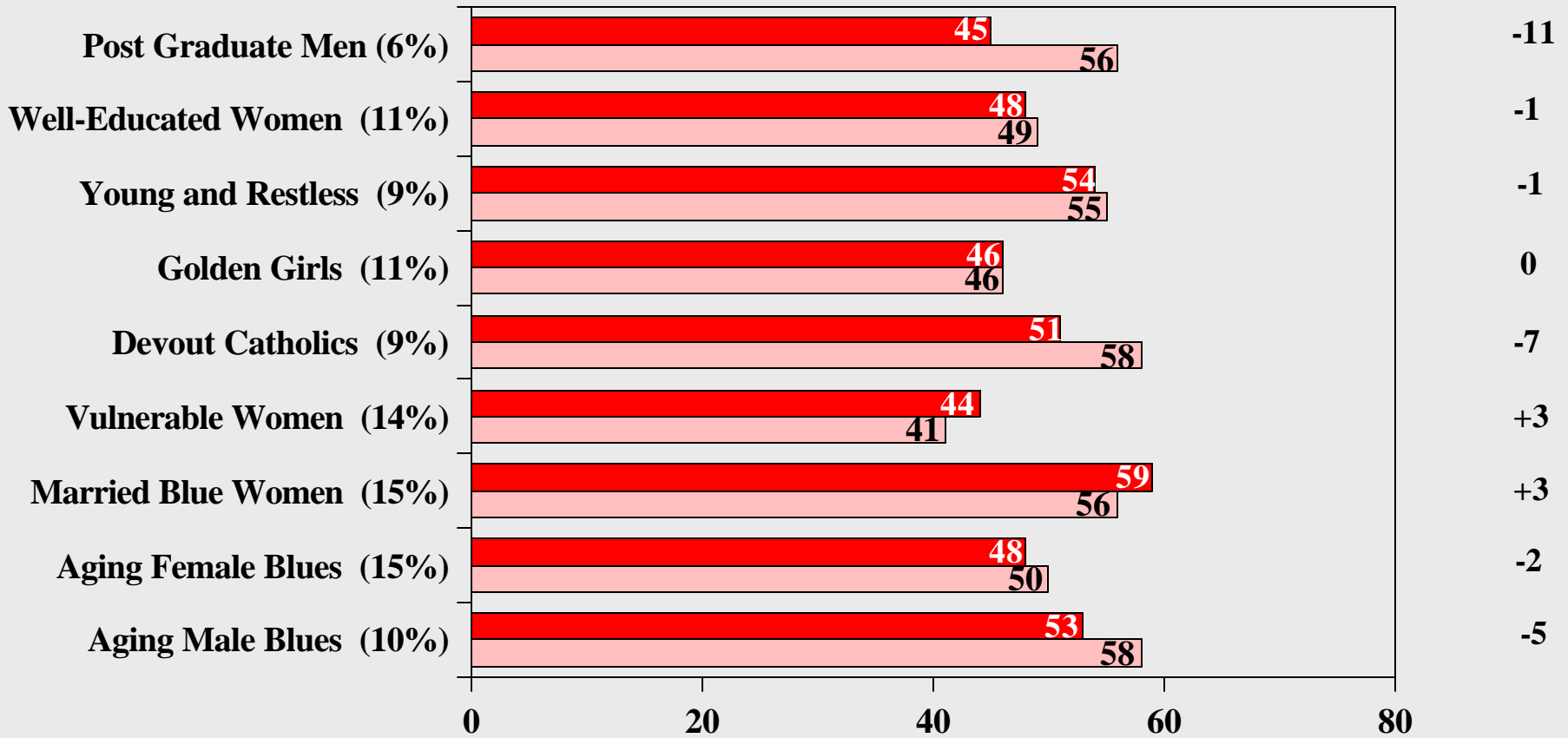




# The Contested World

## Support for Bush: 2004 and 2000

Net  
difference

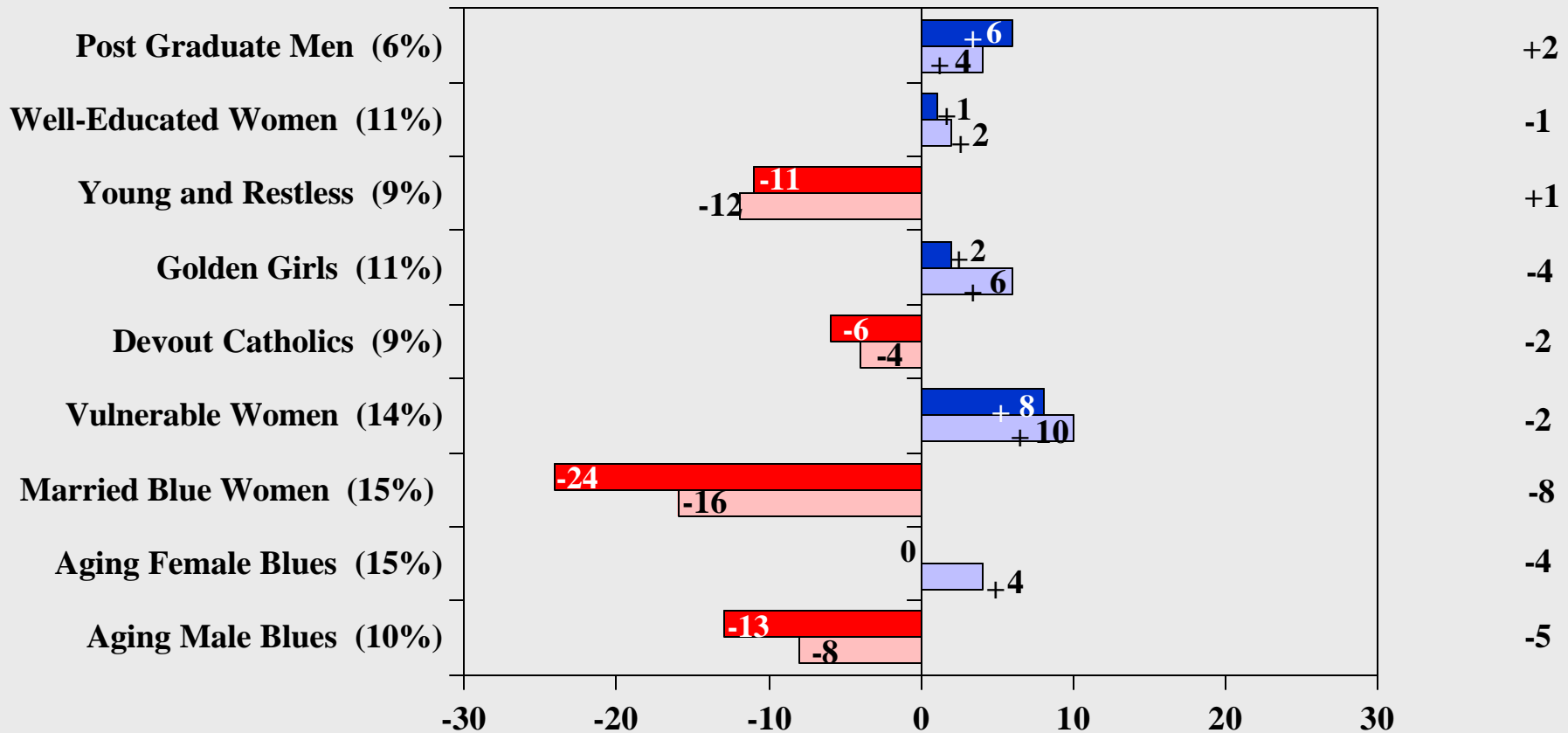




# The Contested World

## 2004 Vote Margin and Party ID Margin

Net  
difference

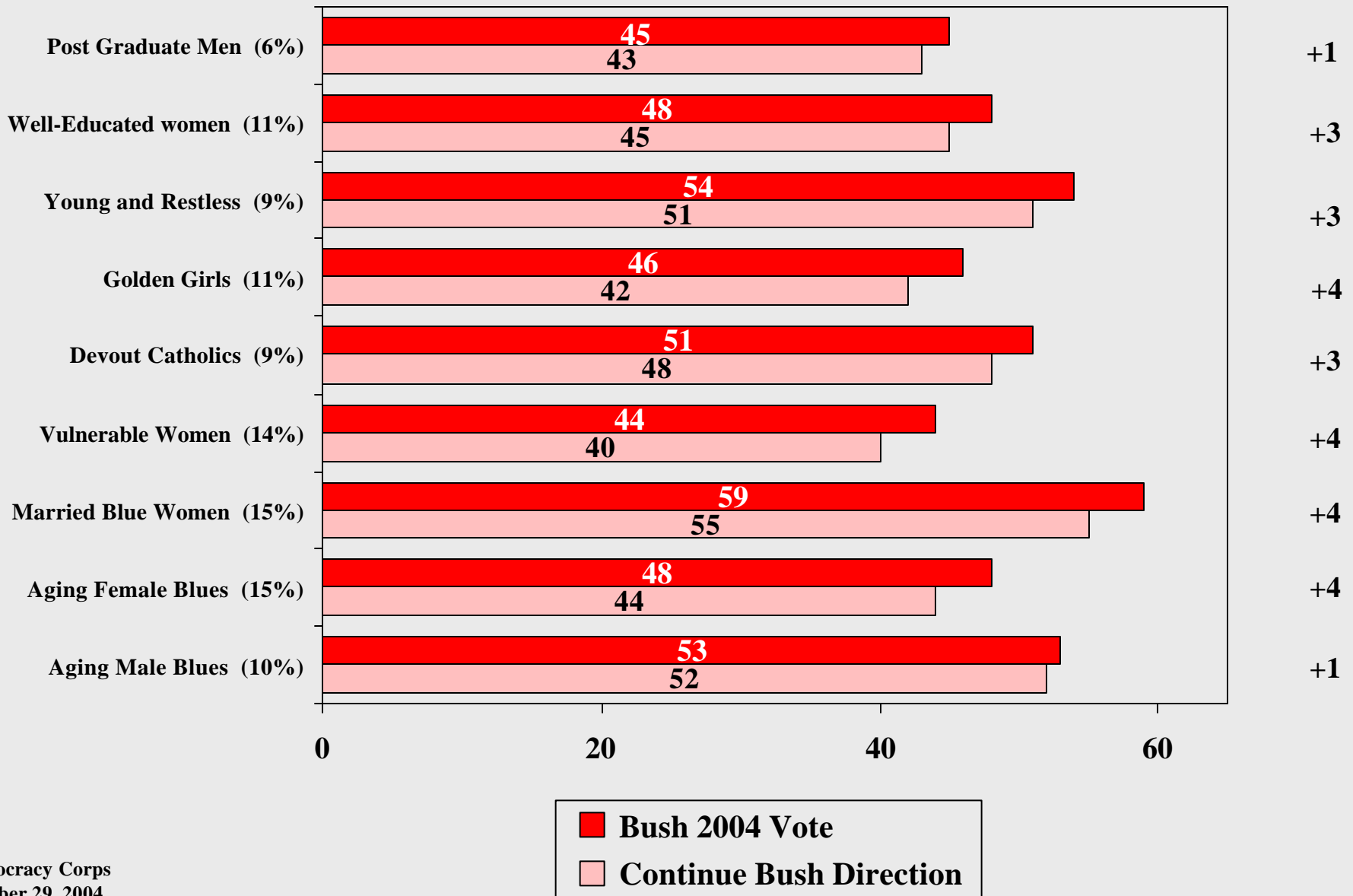




# The Contested World

## Bush 2004 Vote and Bush Direction

Net  
difference



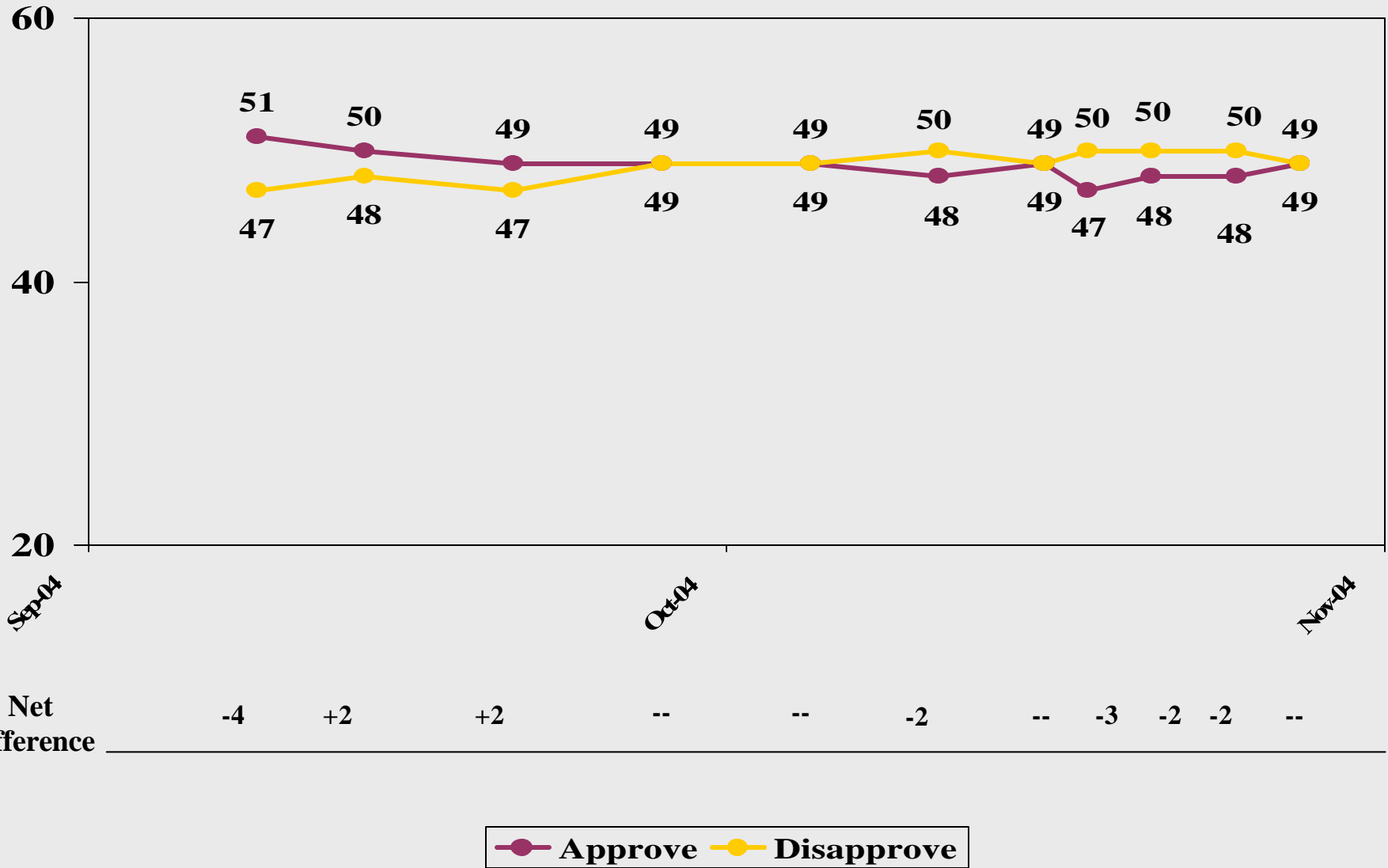


# The Political Leaders



# Bush Job Approval

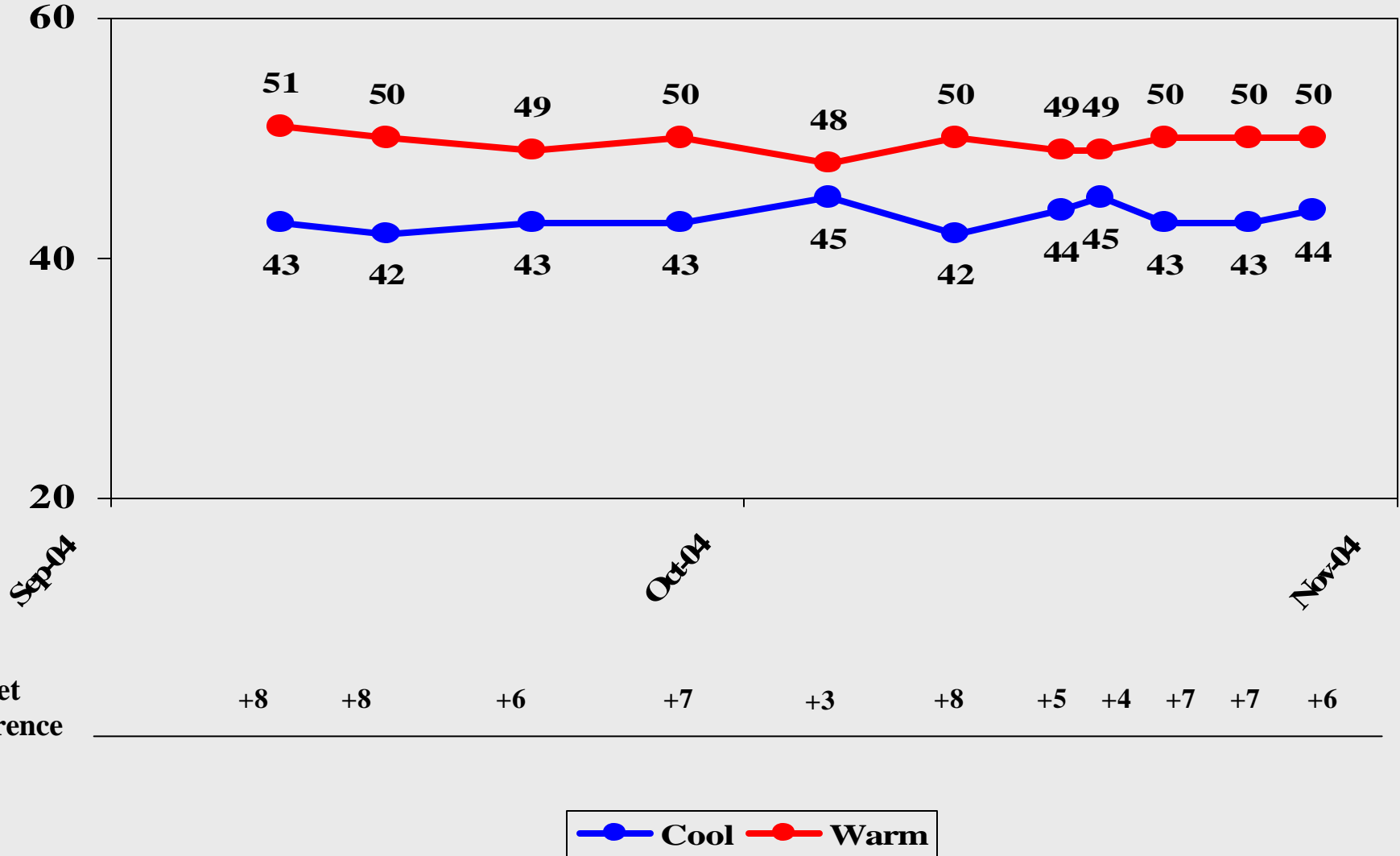
2004





# Bush Thermometer

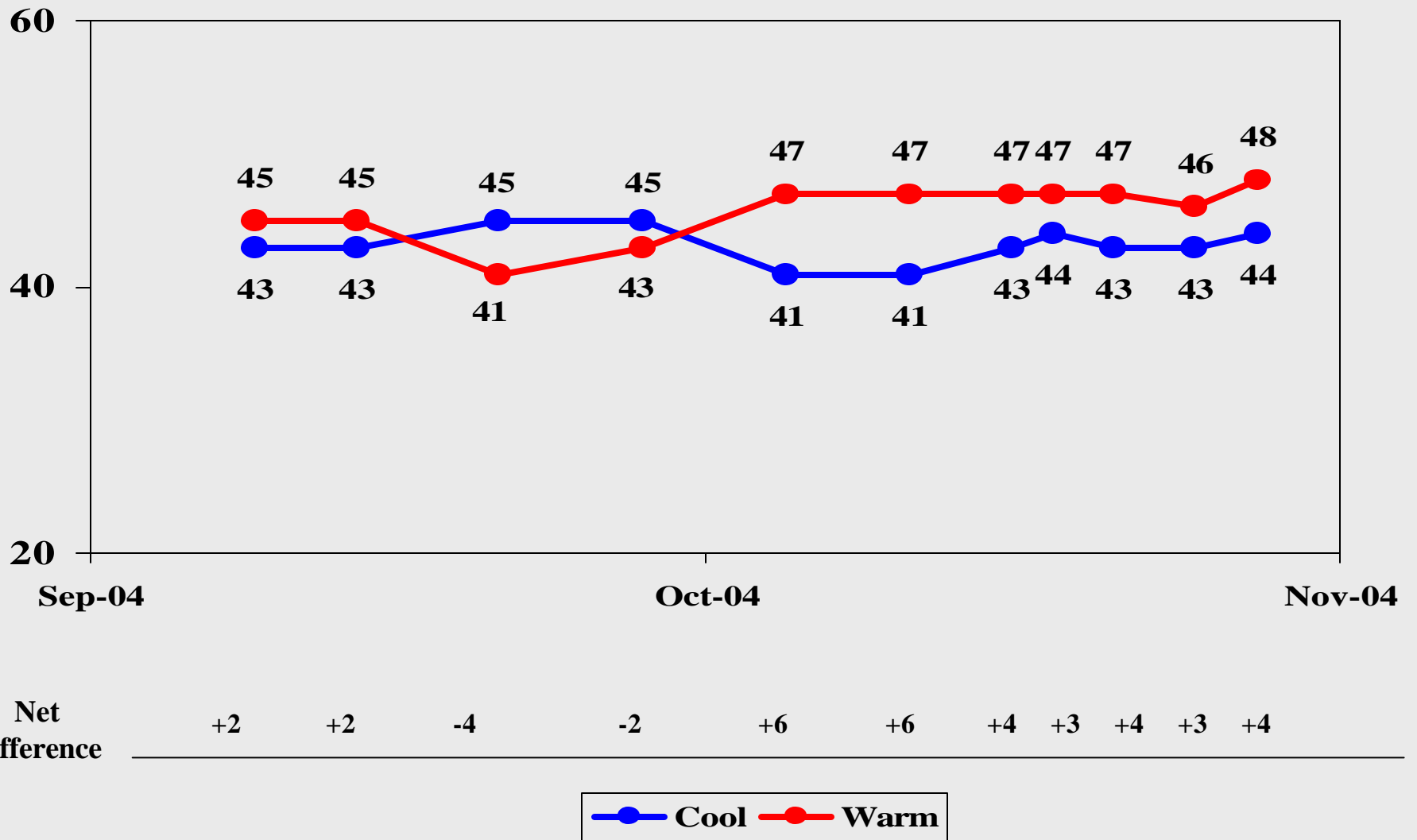
2004





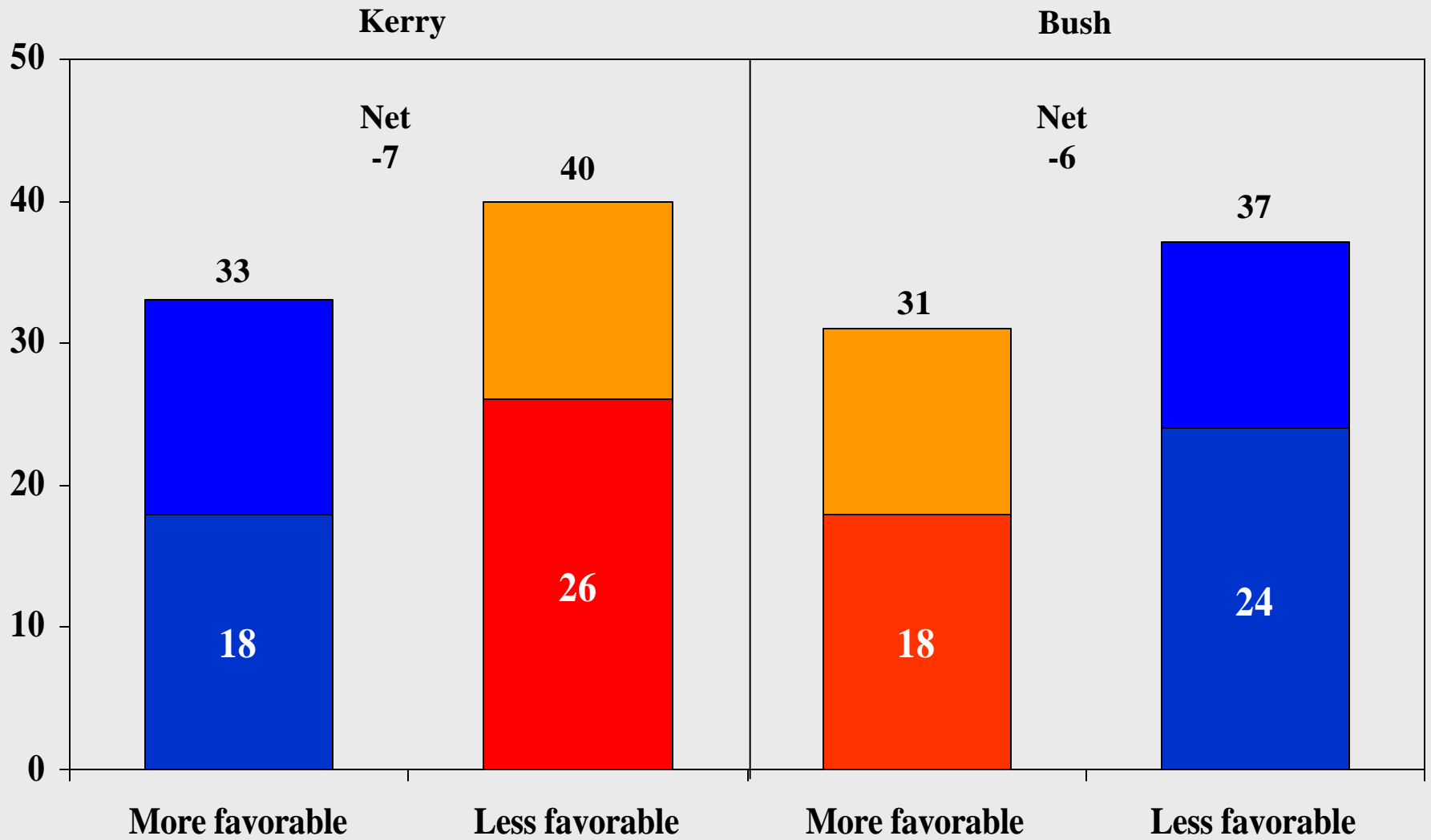
# Kerry Thermometer

2004





# More or Less Favorable View of Kerry and Bush

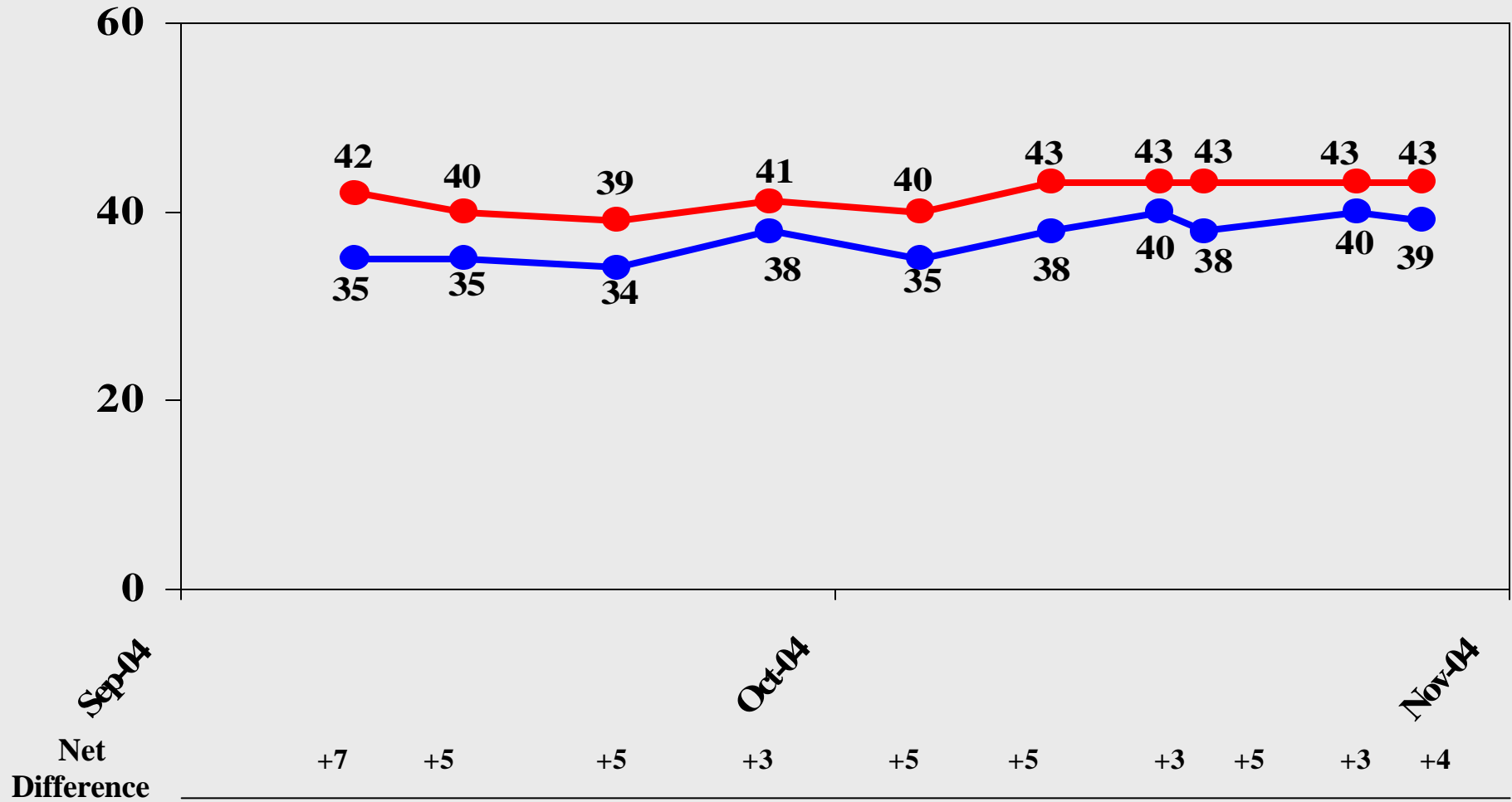


*“Has what you have heard about John Kerry/George Bush in the past couple of days made you feel more favorable or less favorable in your opinion of him?”*



# Edwards Thermometer

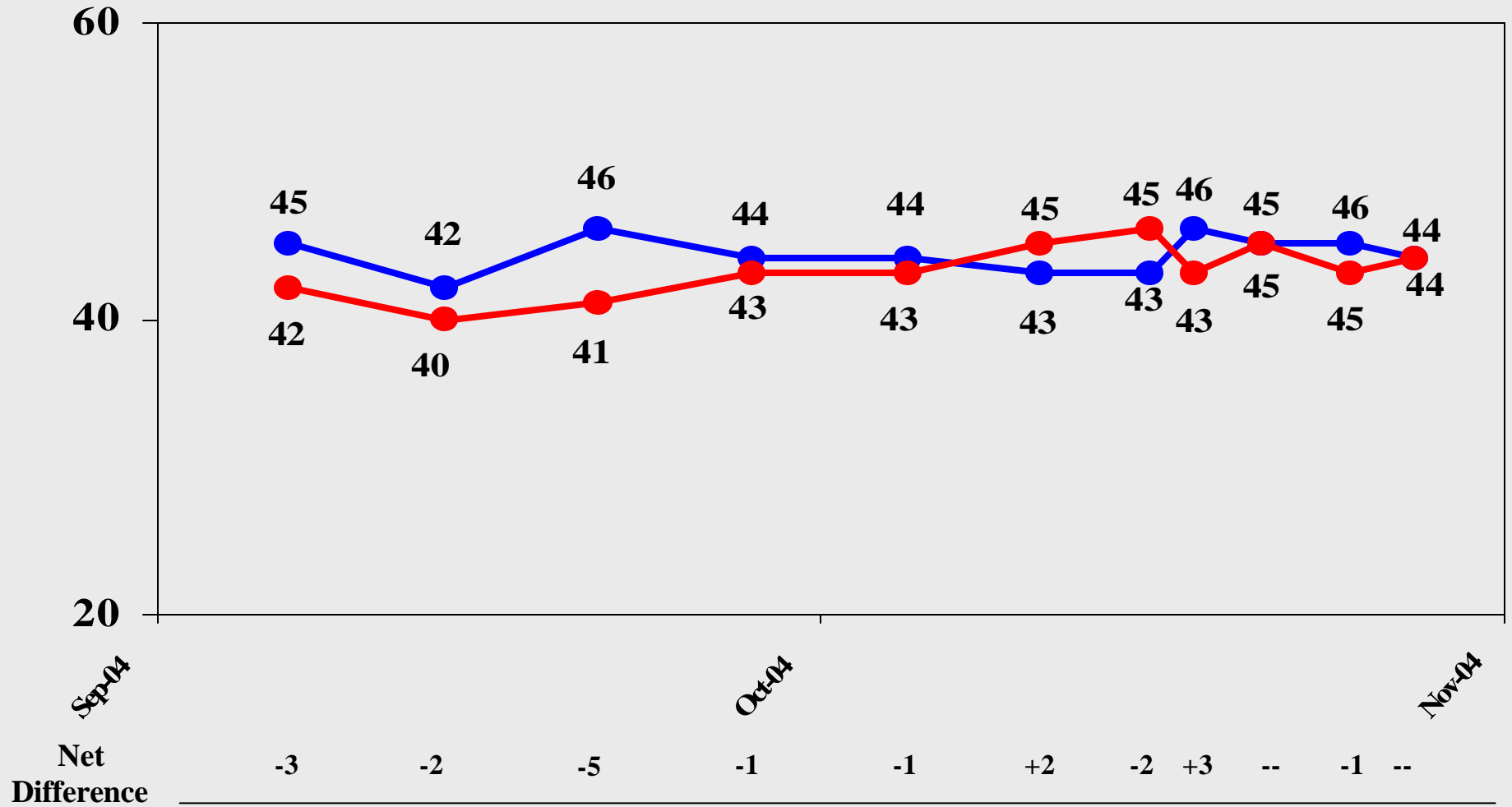
2004





# Cheney Thermometer

## 2004



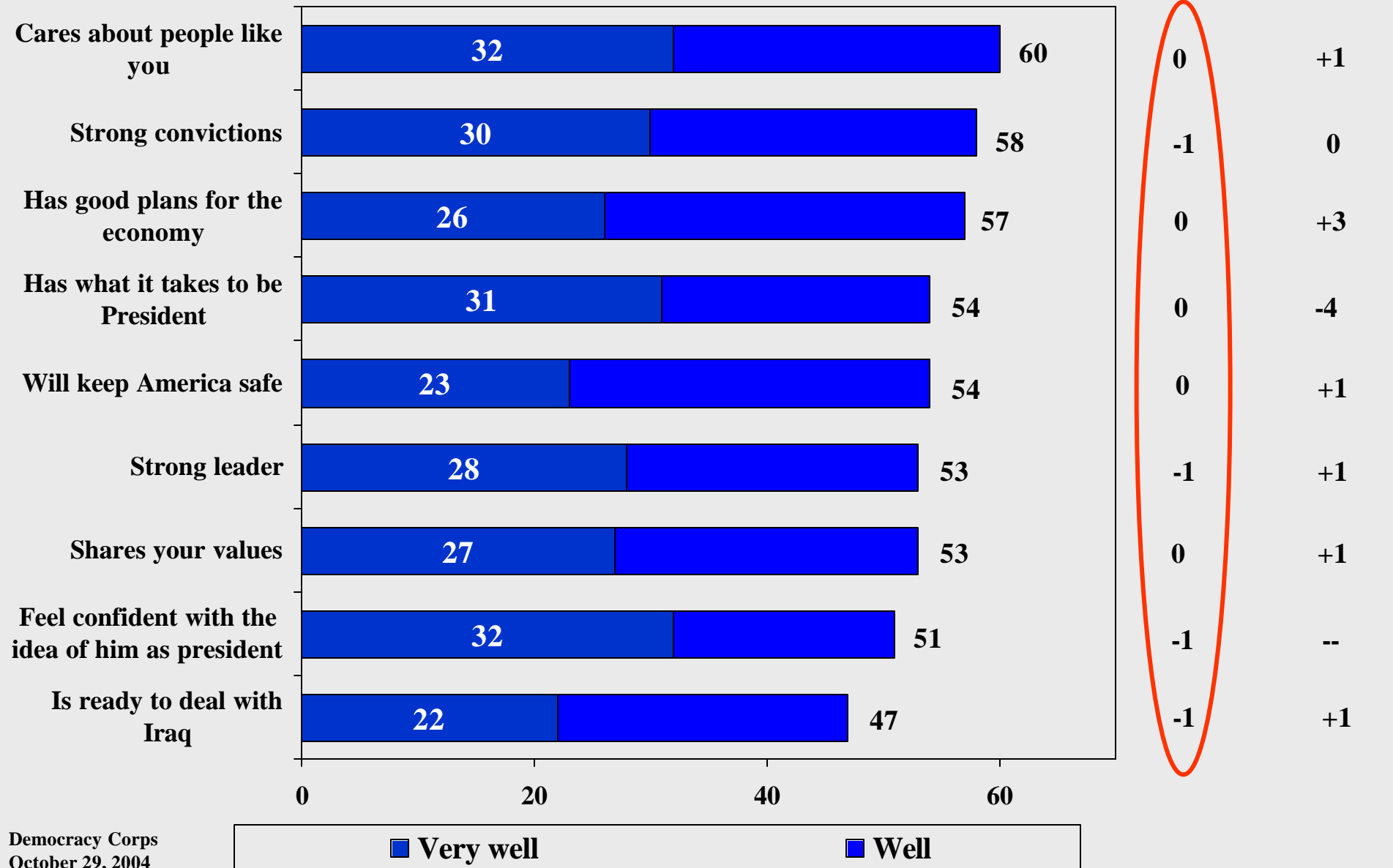
● Cool ● Warm



# Kerry Positive Attributes

Since  
10/25

Since pre-  
debates



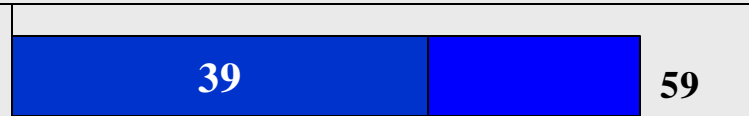


# Kerry Negative Attributes

Since  
10/25

Since pre-  
debates

**Jumps on any issue to try to win political advantage**



+4

--

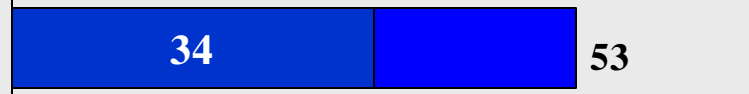
**Flip-flops on important issues**



+2

-3

**Too liberal**



+2

0

**Just not sure you can trust him to keep the country safe**



0

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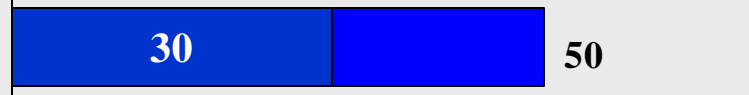
**Being too negative in his campaign**



+1

+12

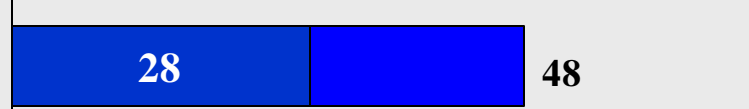
**Too ready to raise taxes**



+3

-2

**Not strong enough on security and defense issues**



+1

+1

0 20 40 60

Very well

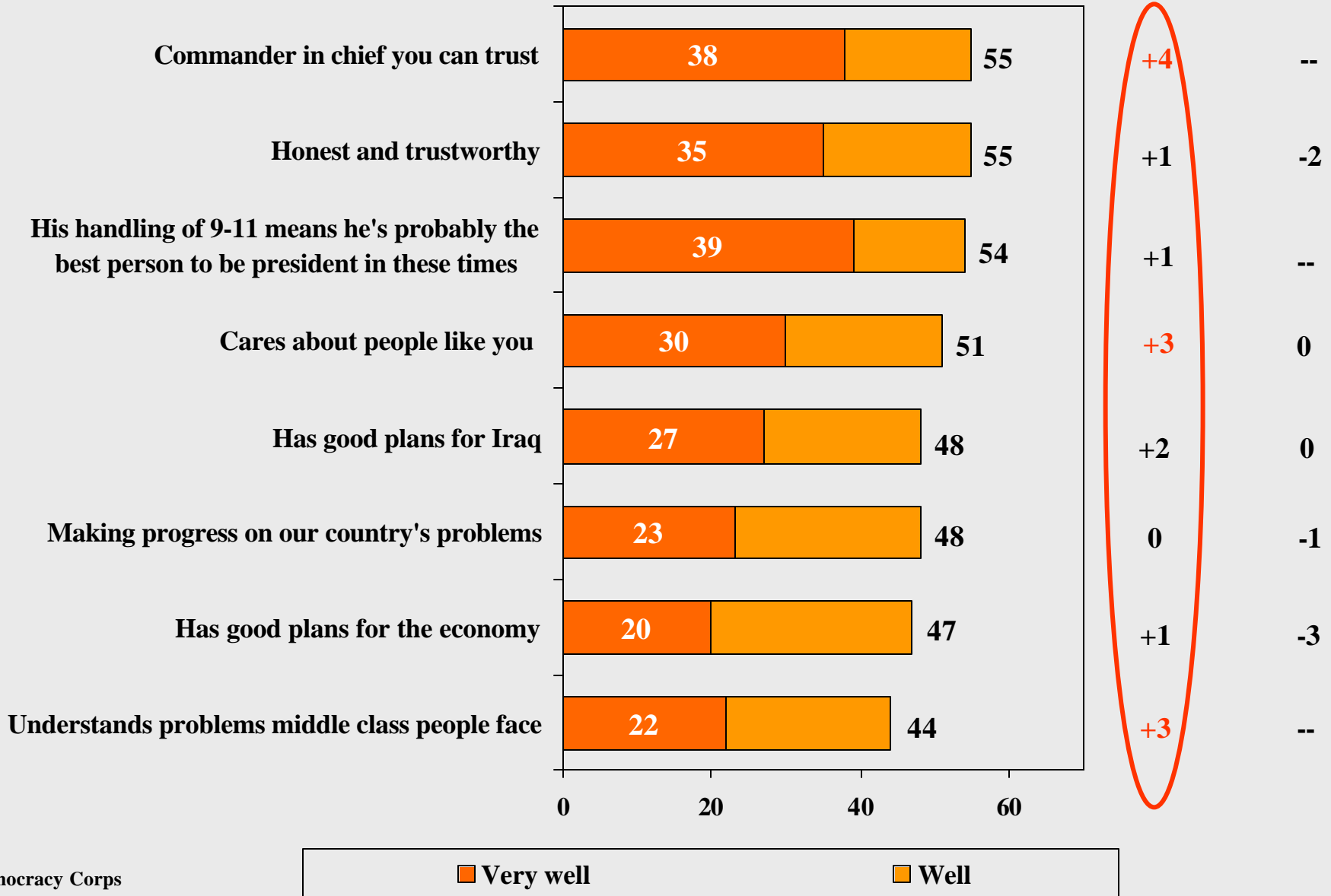
Well



# Bush Positive Attributes

Since  
10/25

Since pre-  
debates

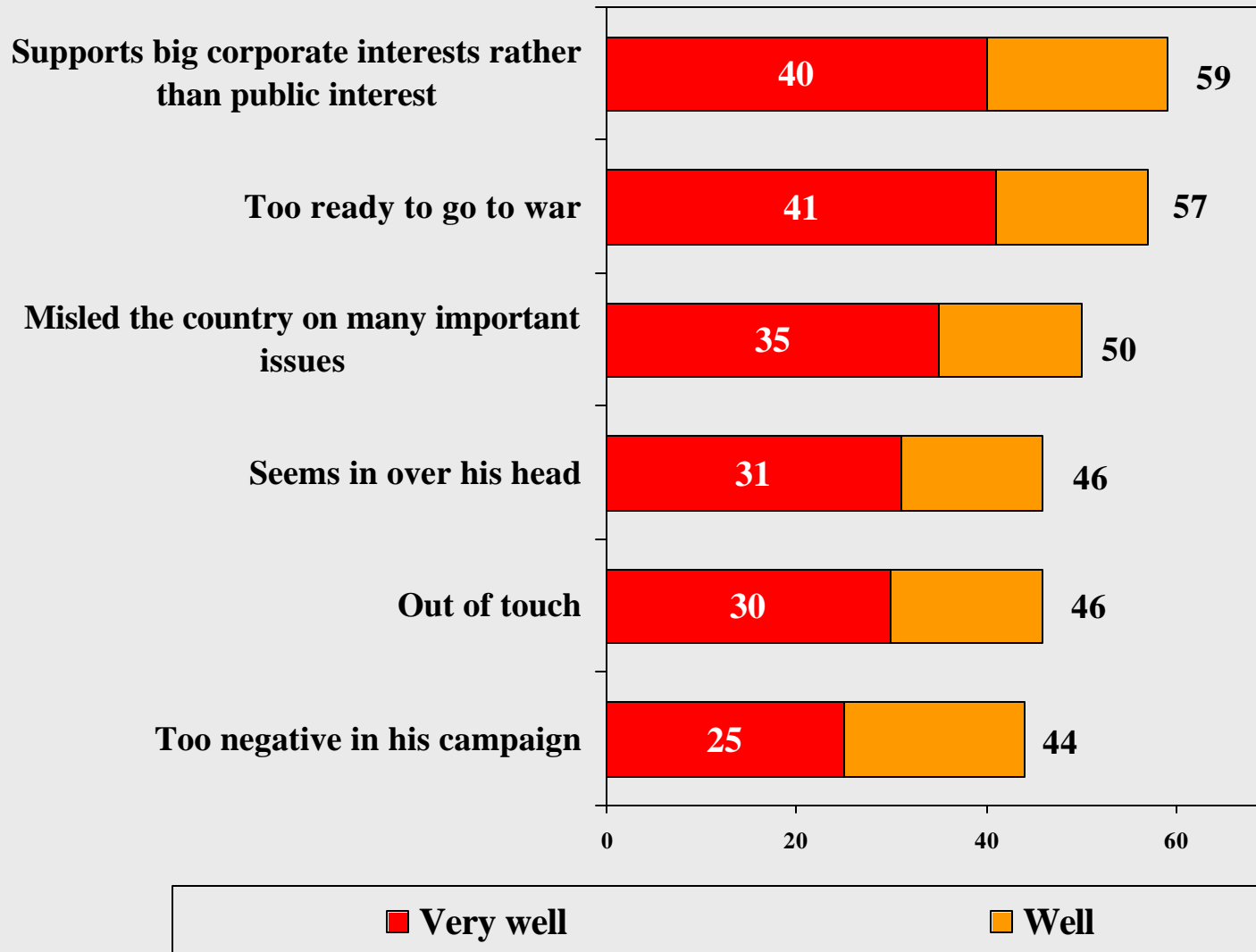




# Bush Negative Attributes

Since  
10/25

Since pre-  
debates



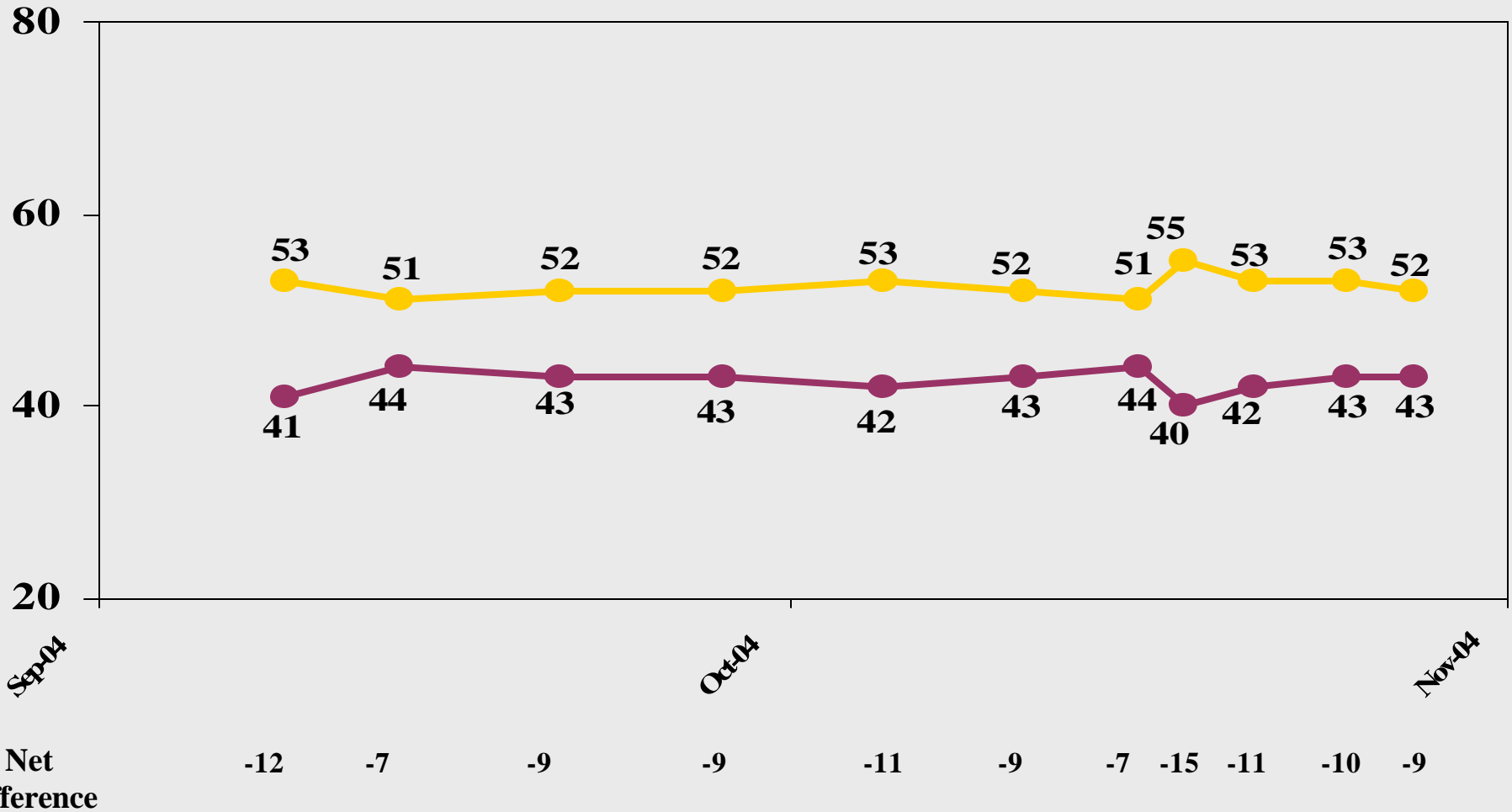


# Structure of the Race



# Change: Direction

## 2004

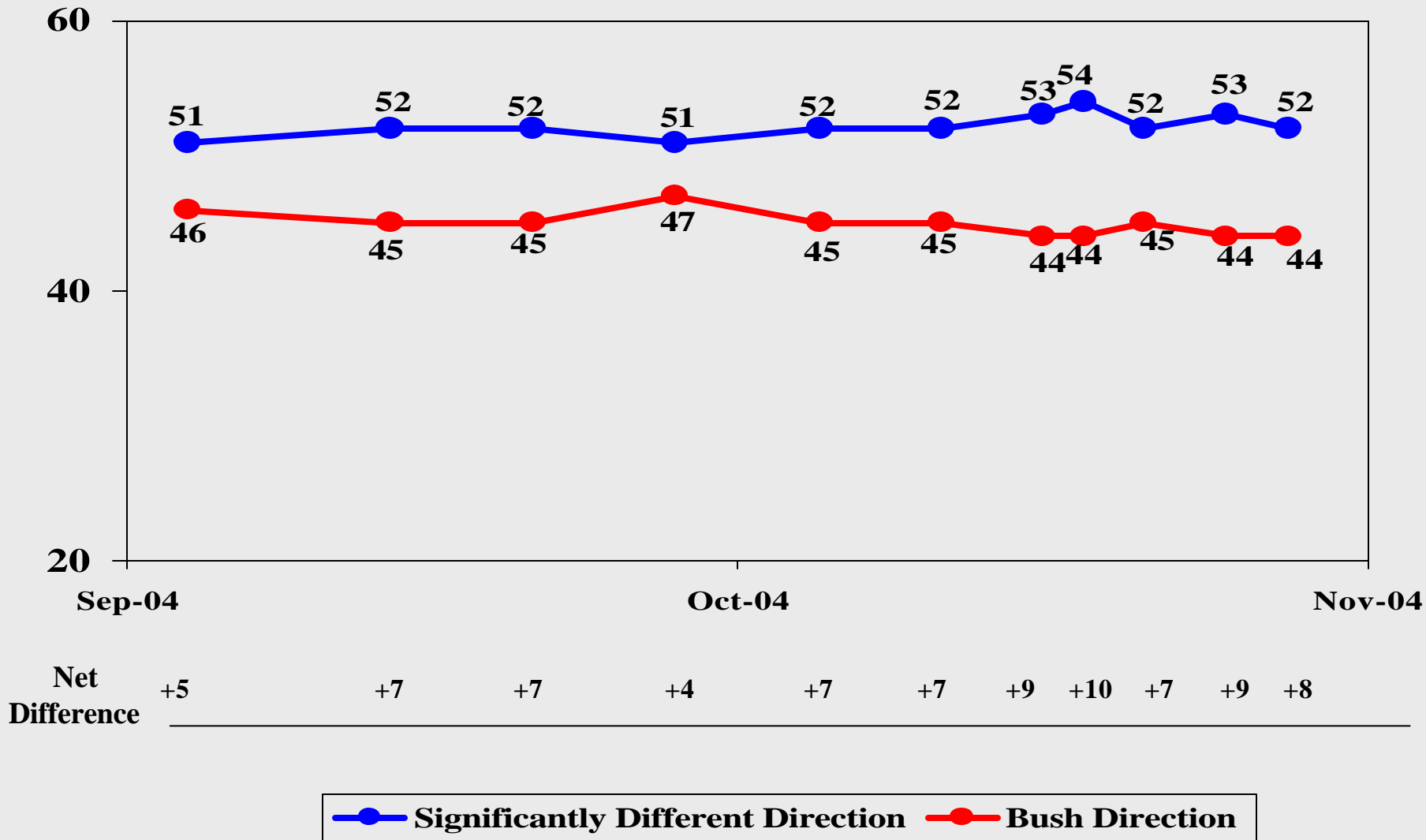


● Right direction ● Wrong direction



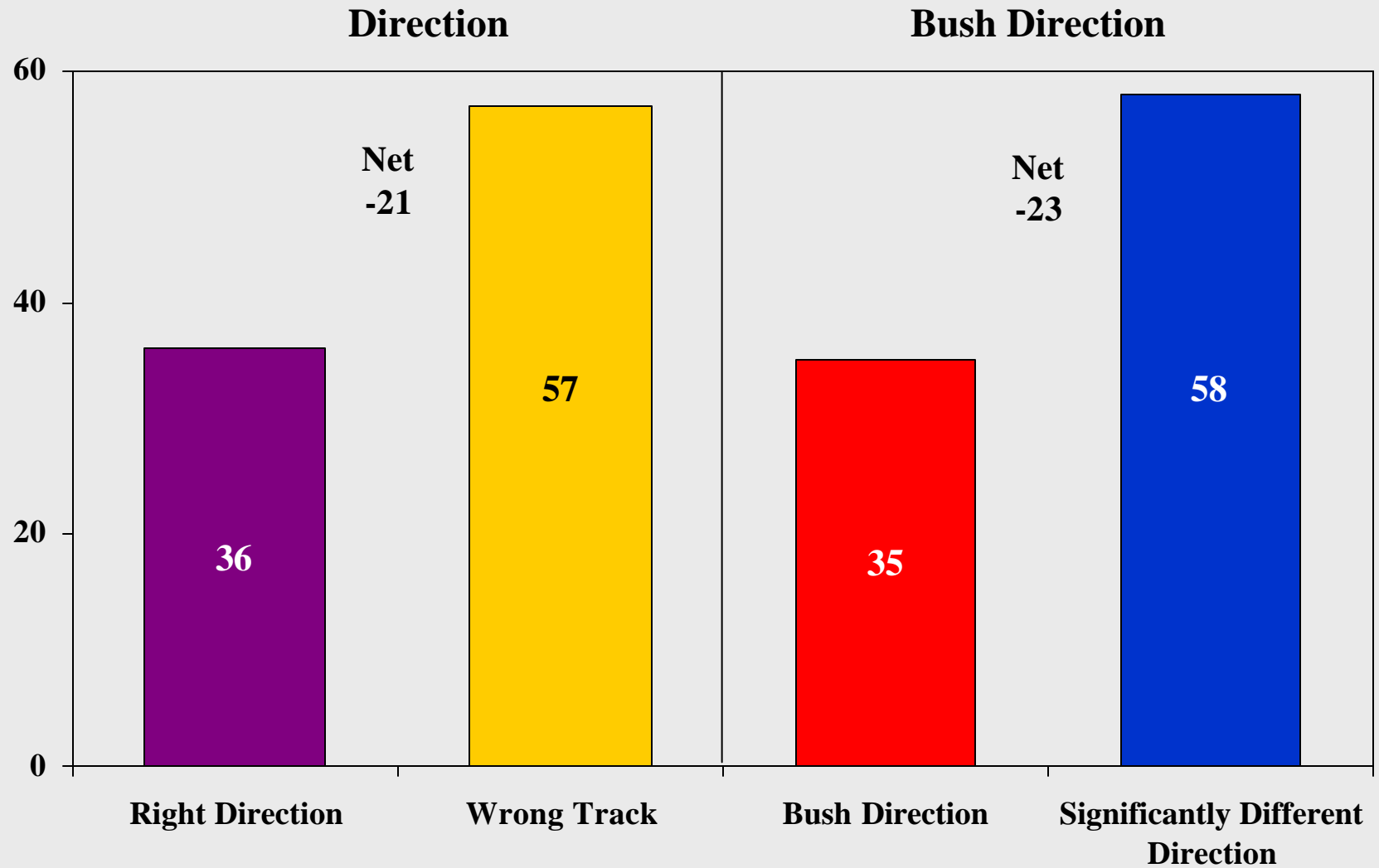
# Change: Bush Change Direction

2004





# Independents and Change





# The Issue Battle



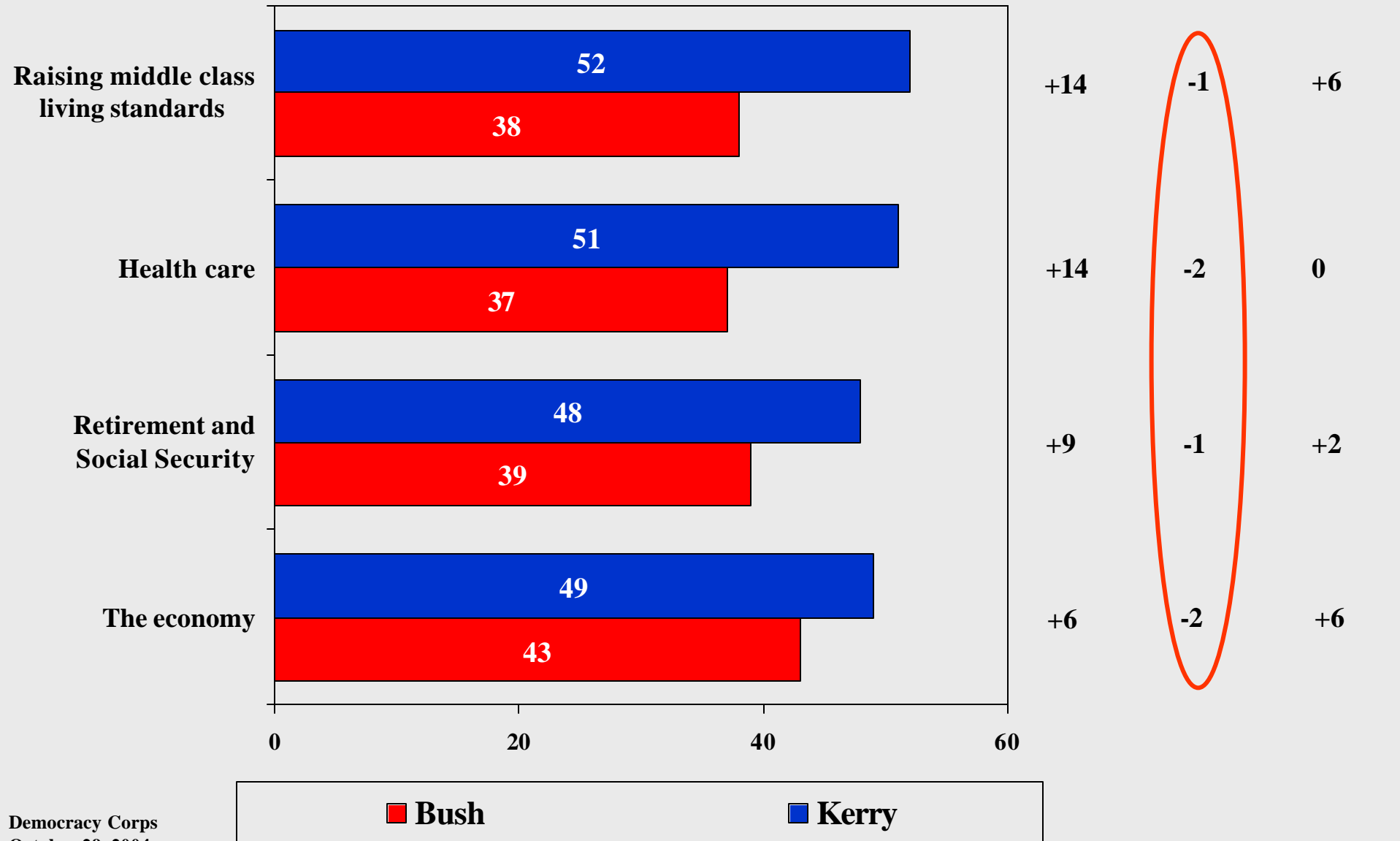
# Kerry Issues

## Kerry vs. Bush

Net  
difference

Since  
10/25

Since pre-  
debates





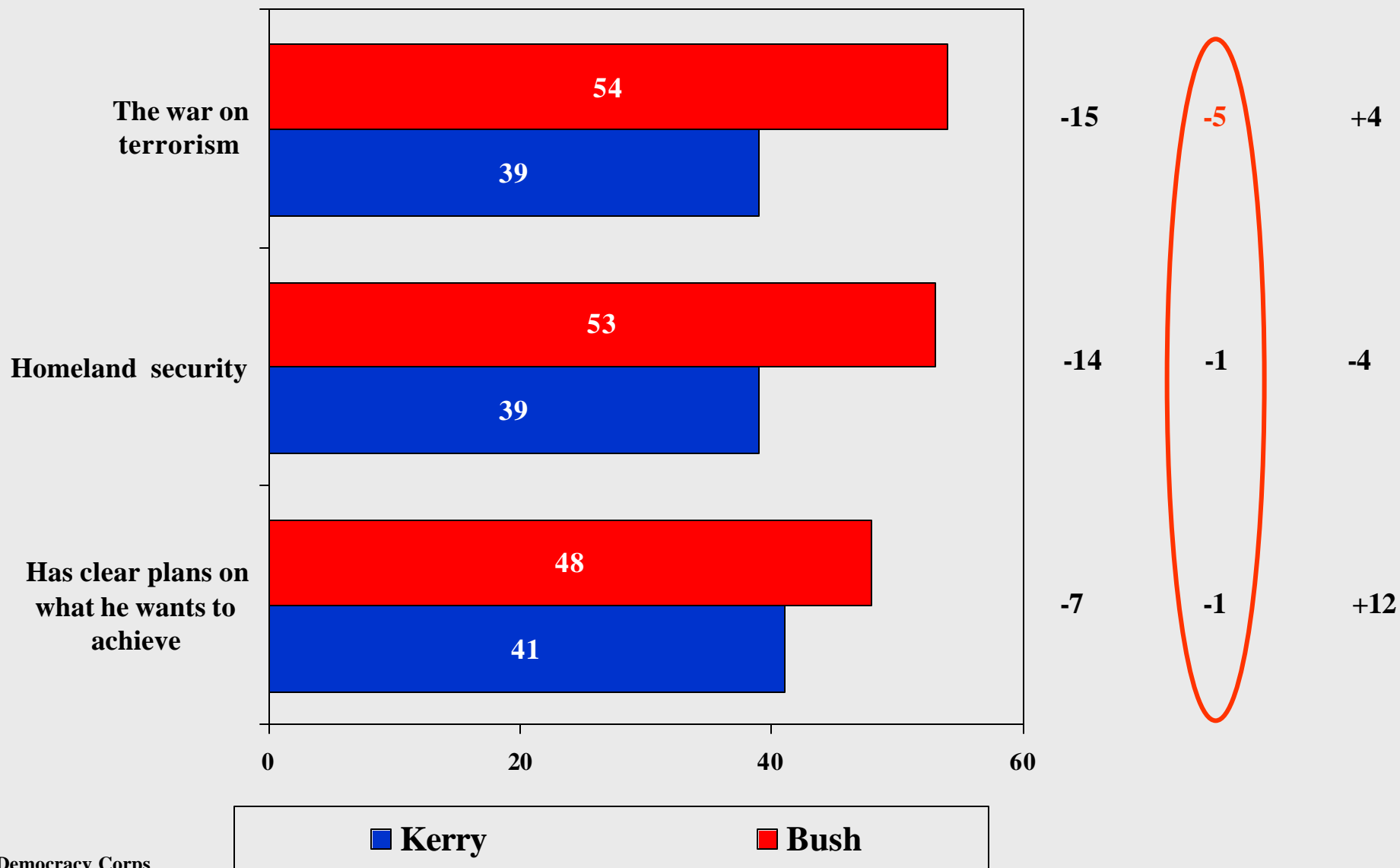
# Bush Issues

## Kerry vs. Bush

Net  
difference

Since  
10/25

Since pre-  
debates





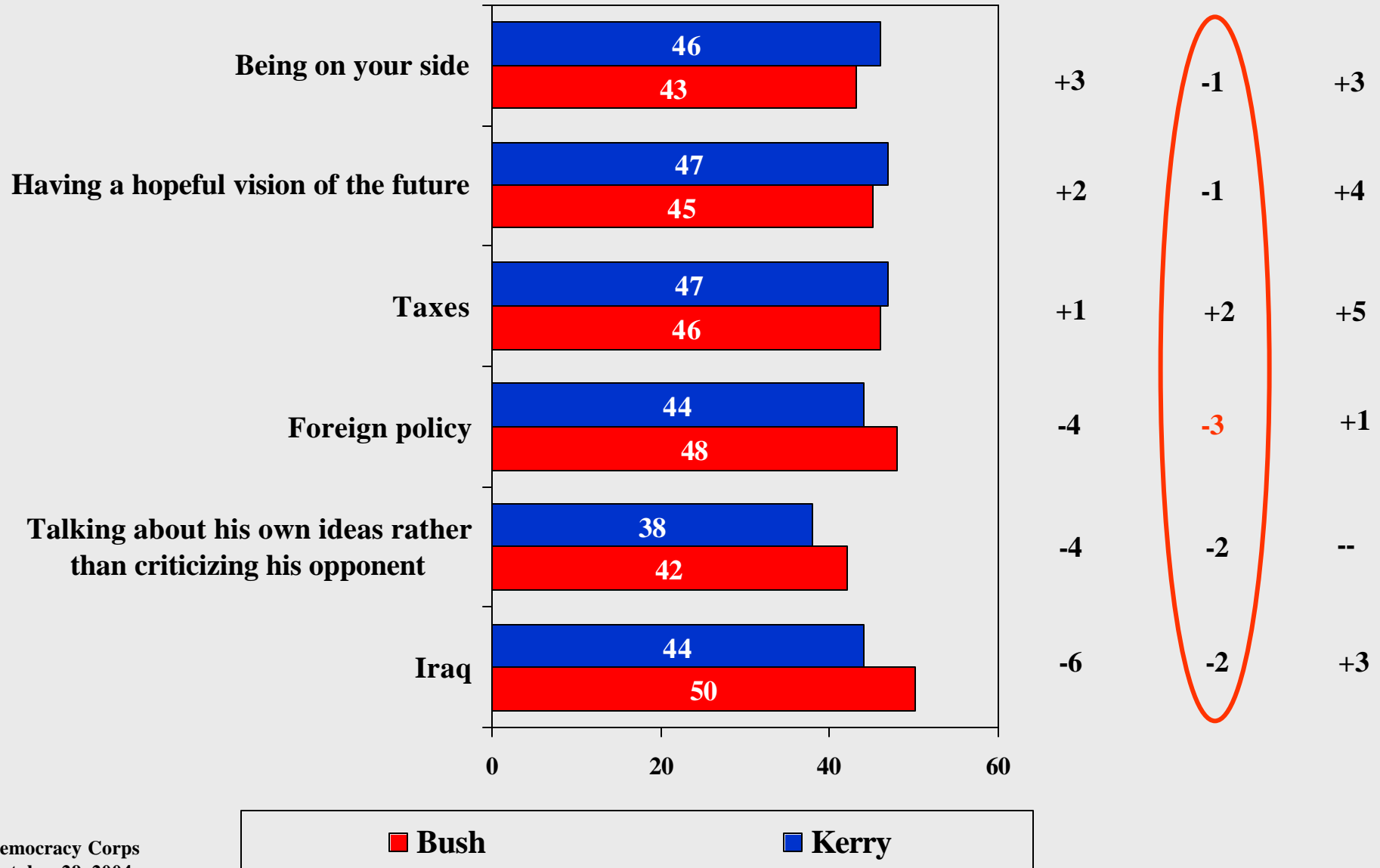
# Contested Issues

Kerry vs. Bush

Net  
difference

Since  
10/25

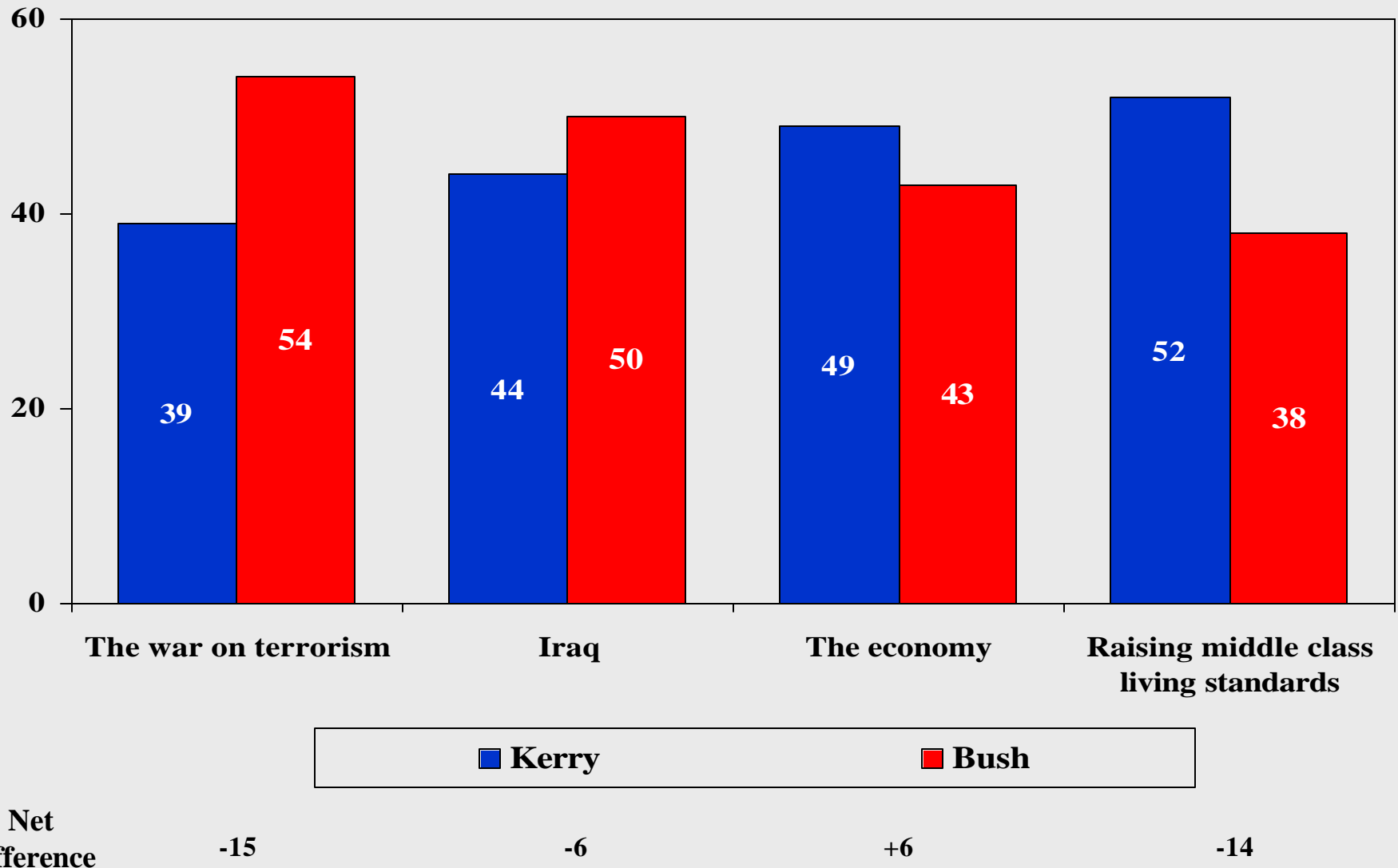
Since pre-  
debates





# Better Job on Key Issues

Kerry vs. Bush

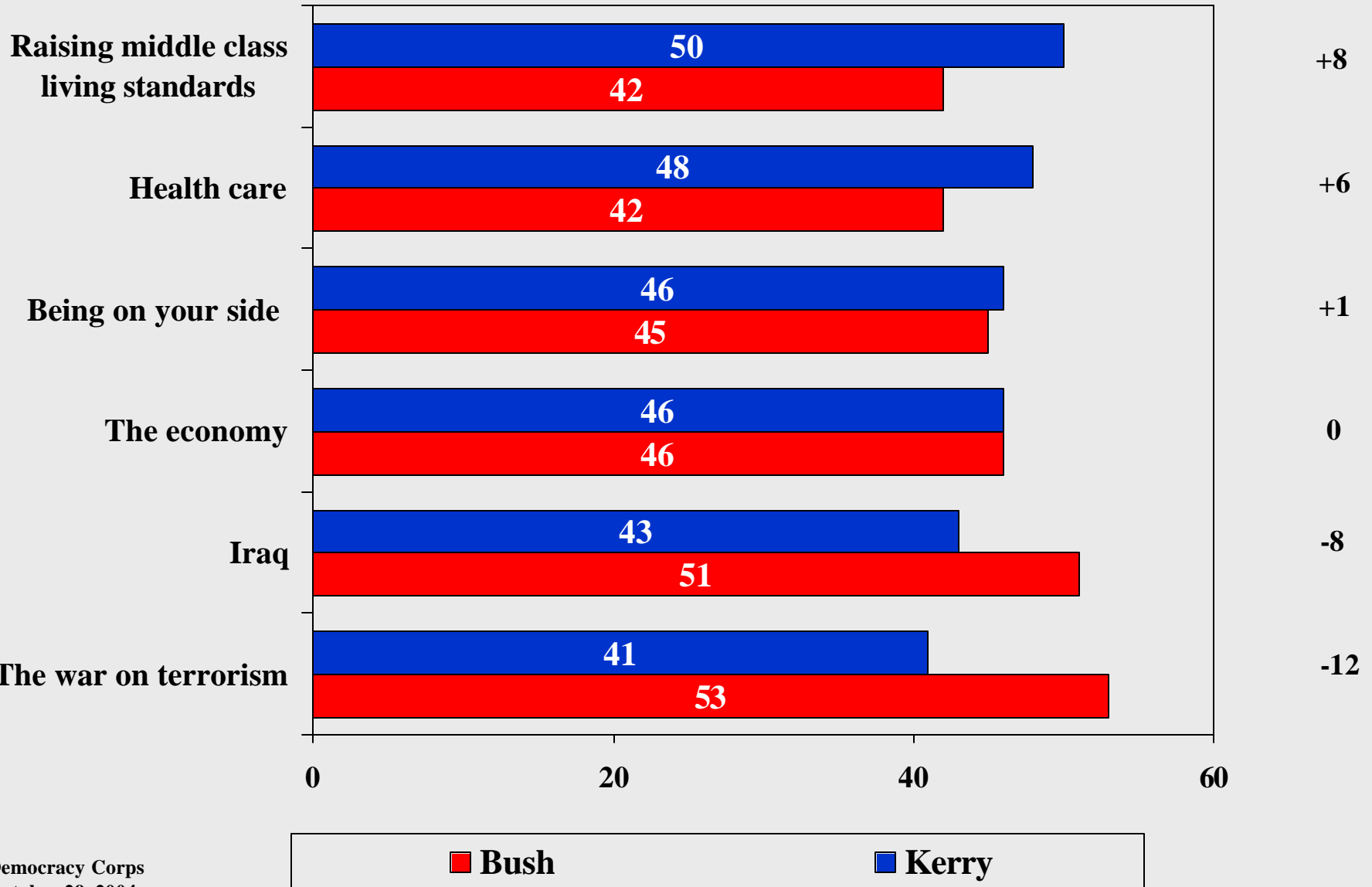




# The Issues: White Older Non-College Women

Kerry vs. Bush

Net  
difference



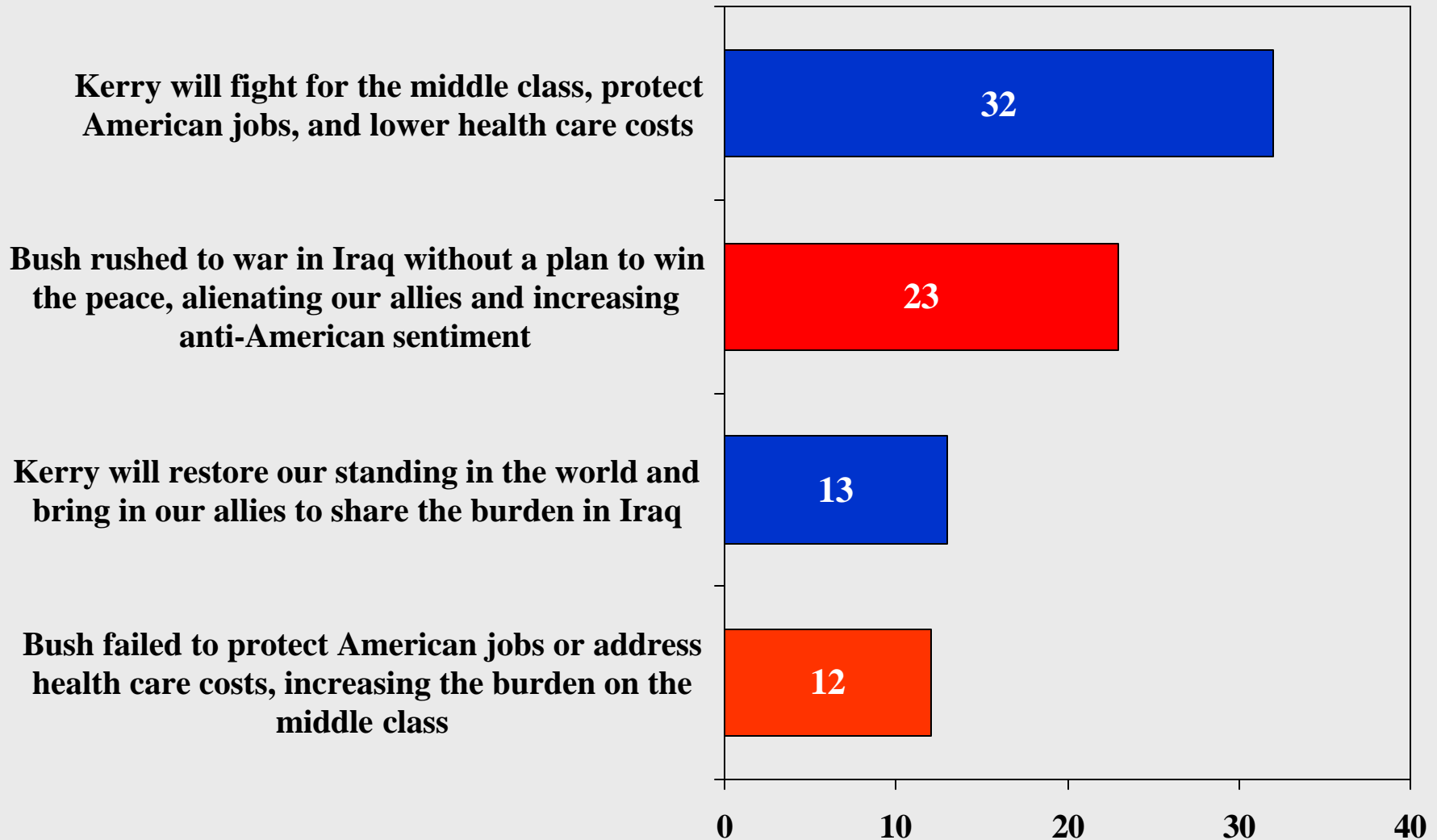


# **Best Reasons to Support Bush and Kerry**



# Best Reasons to Support Kerry

## Persuadable Voters





# Best Reasons to Support Bush

## Persuadable Voters

