

Democracy Corps

Carville · Greenberg

November 1, 2004

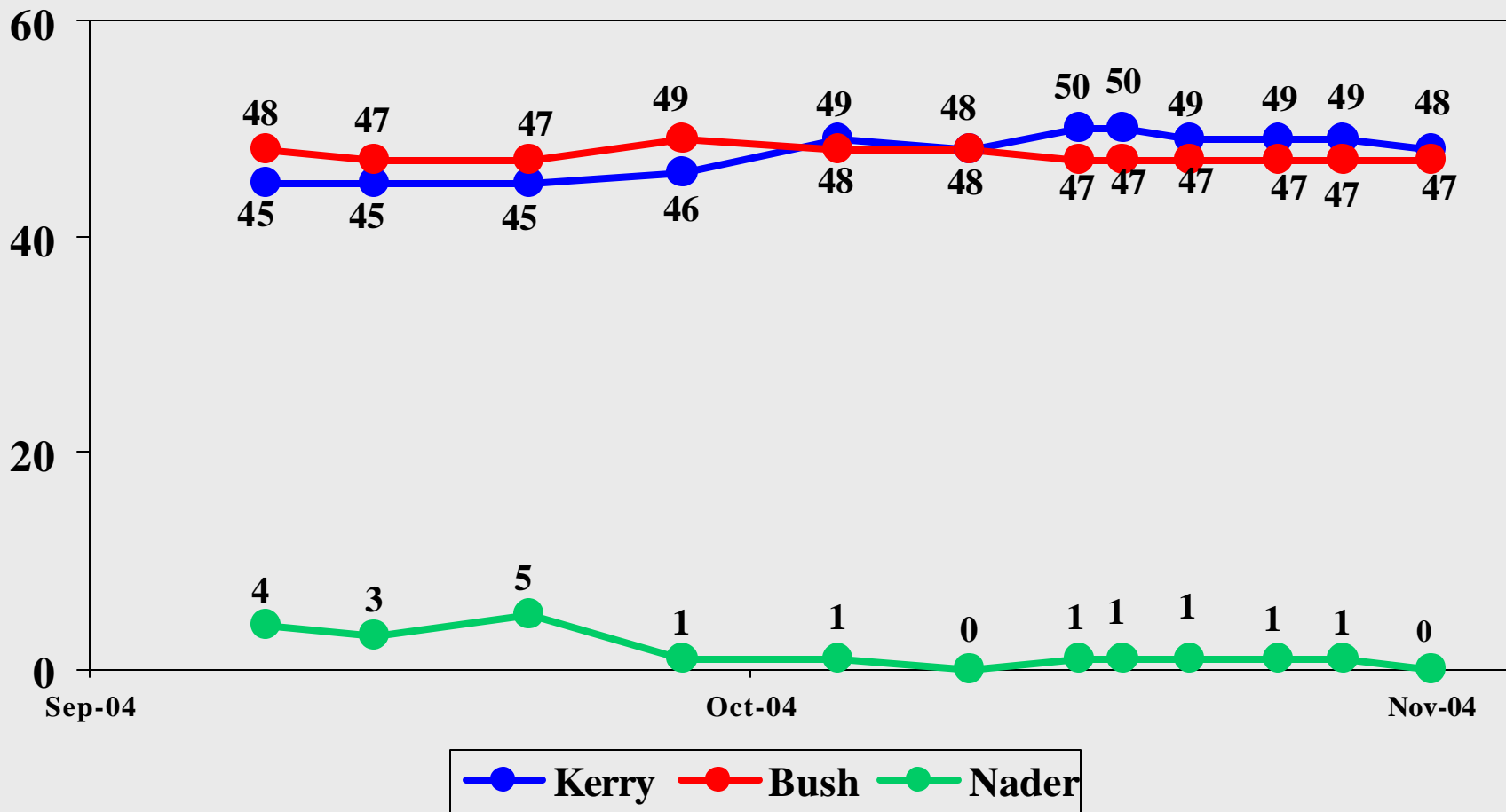


The State of the Race



Presidential Vote

Based on Nader and State Ballot

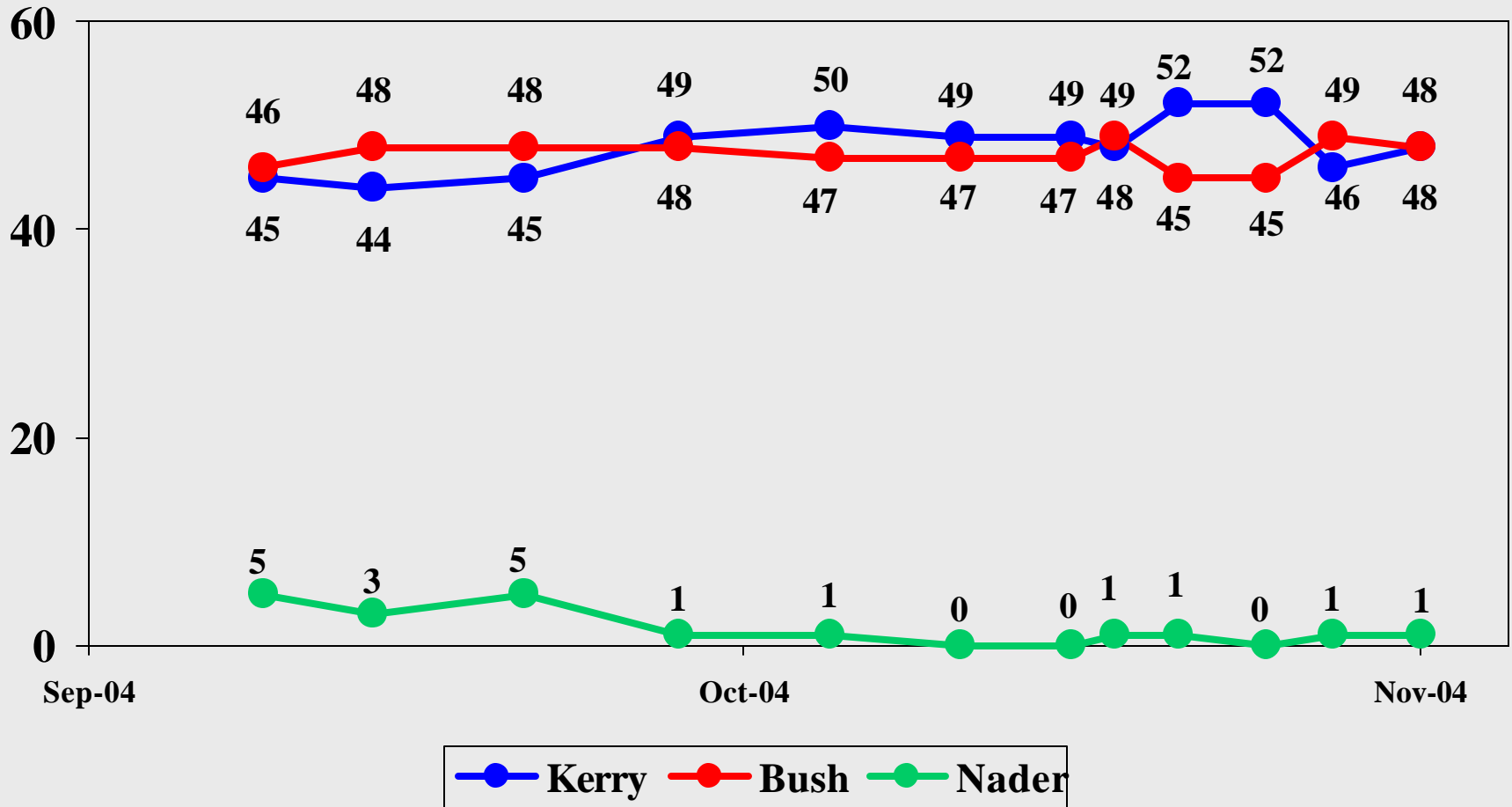


Kerry-Bush

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



Battleground: Presidential Vote



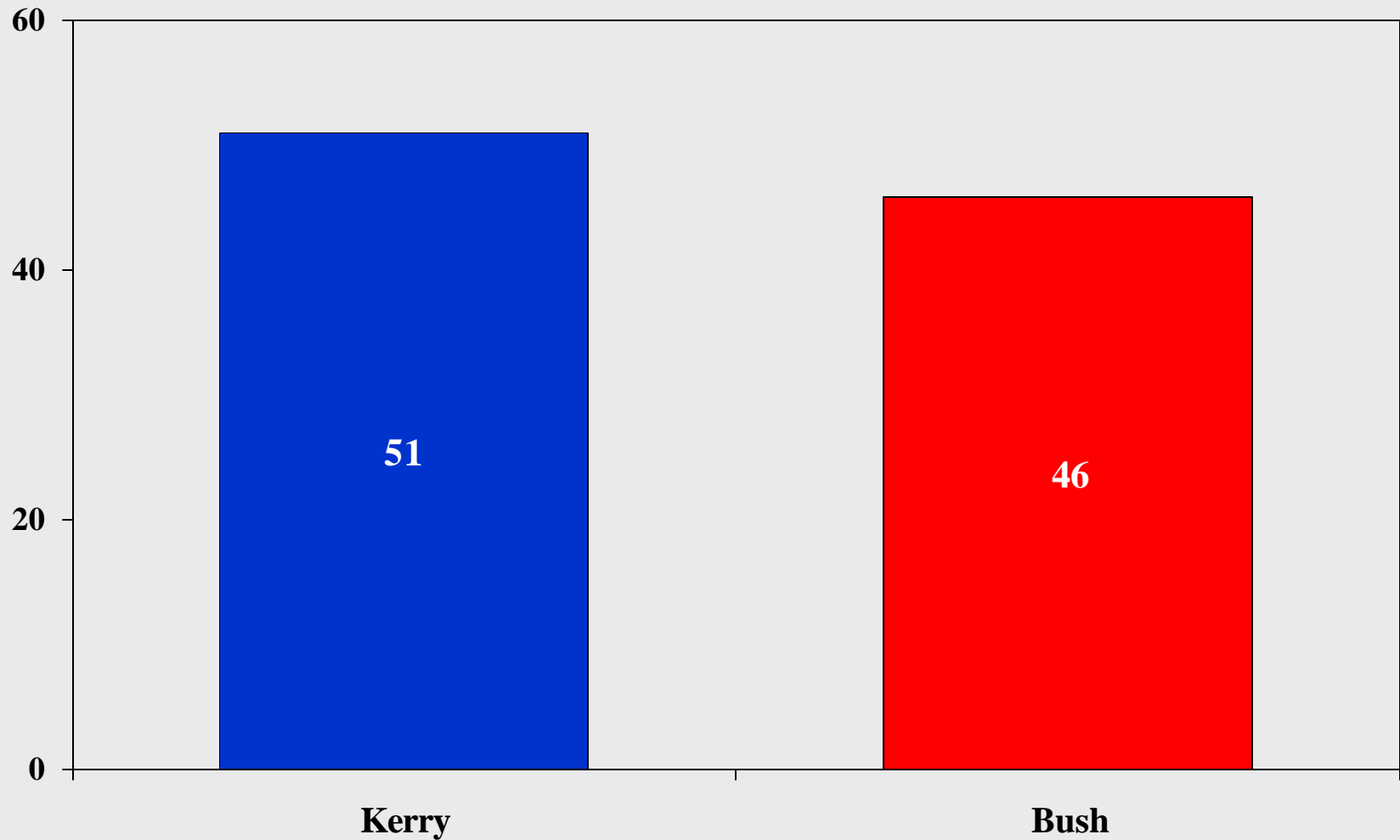
Kerry-Bush

-1 -4 -3 +1 +3 +2 +2 -1 +7 +7 -3 0



Current Battleground: Presidential Vote

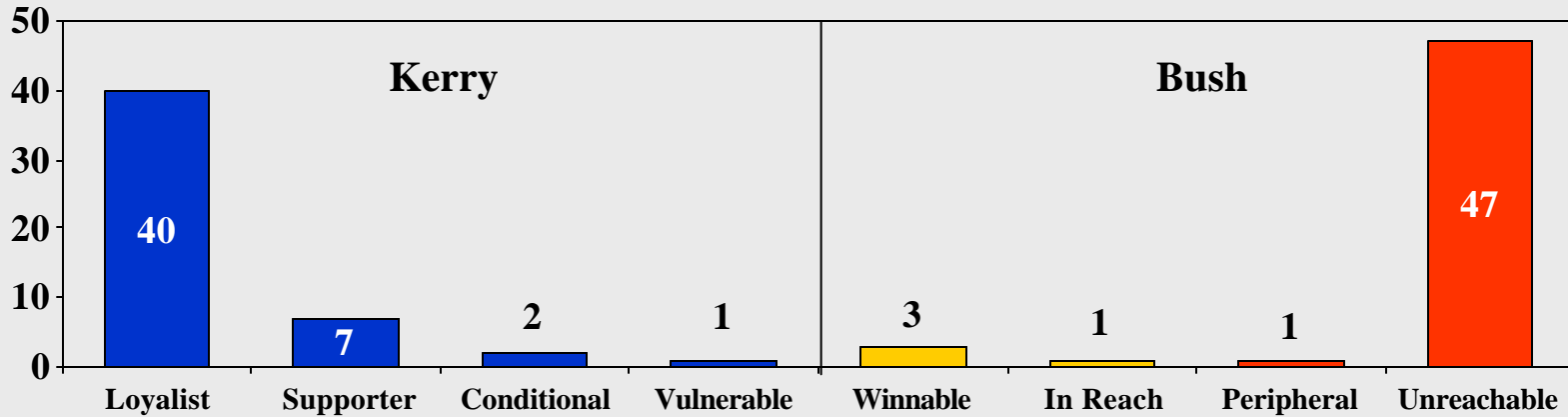
CO, FL, IA, NH, NV, NM, OH, PA and WI



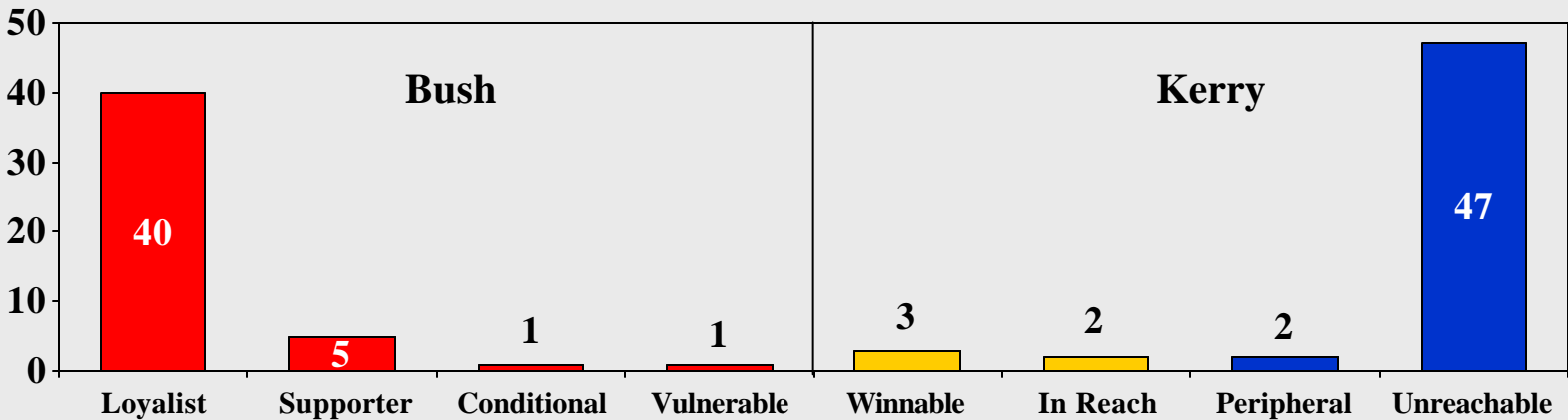


Voter Choice Scale

Kerry VCS

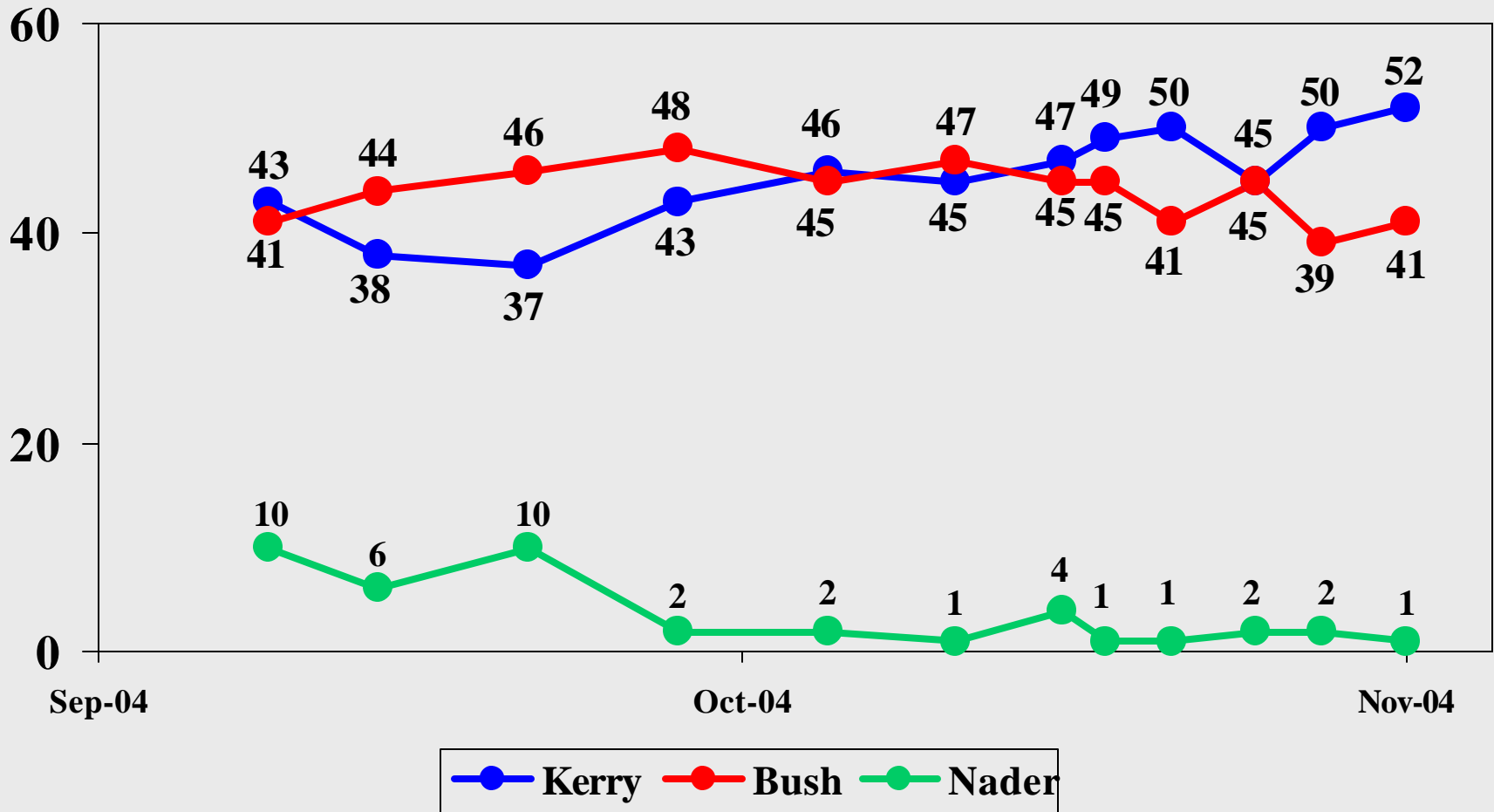


Bush VCS





Independents: Presidential Vote

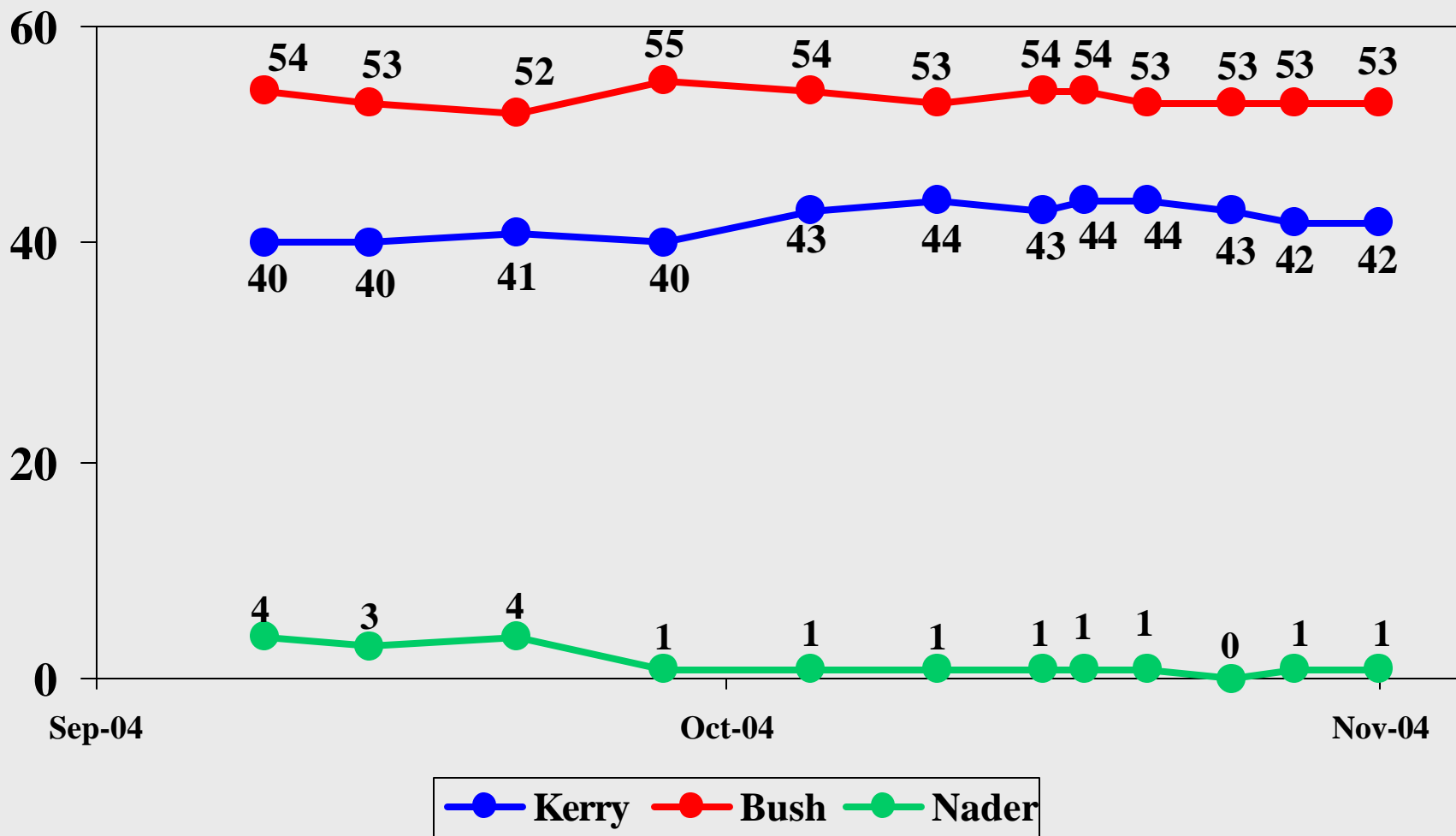


Kerry-Bush

+2 -6 -9 -5 +1 -2 +2 +4 +9 -- +11 +11



White Voters: Presidential Vote

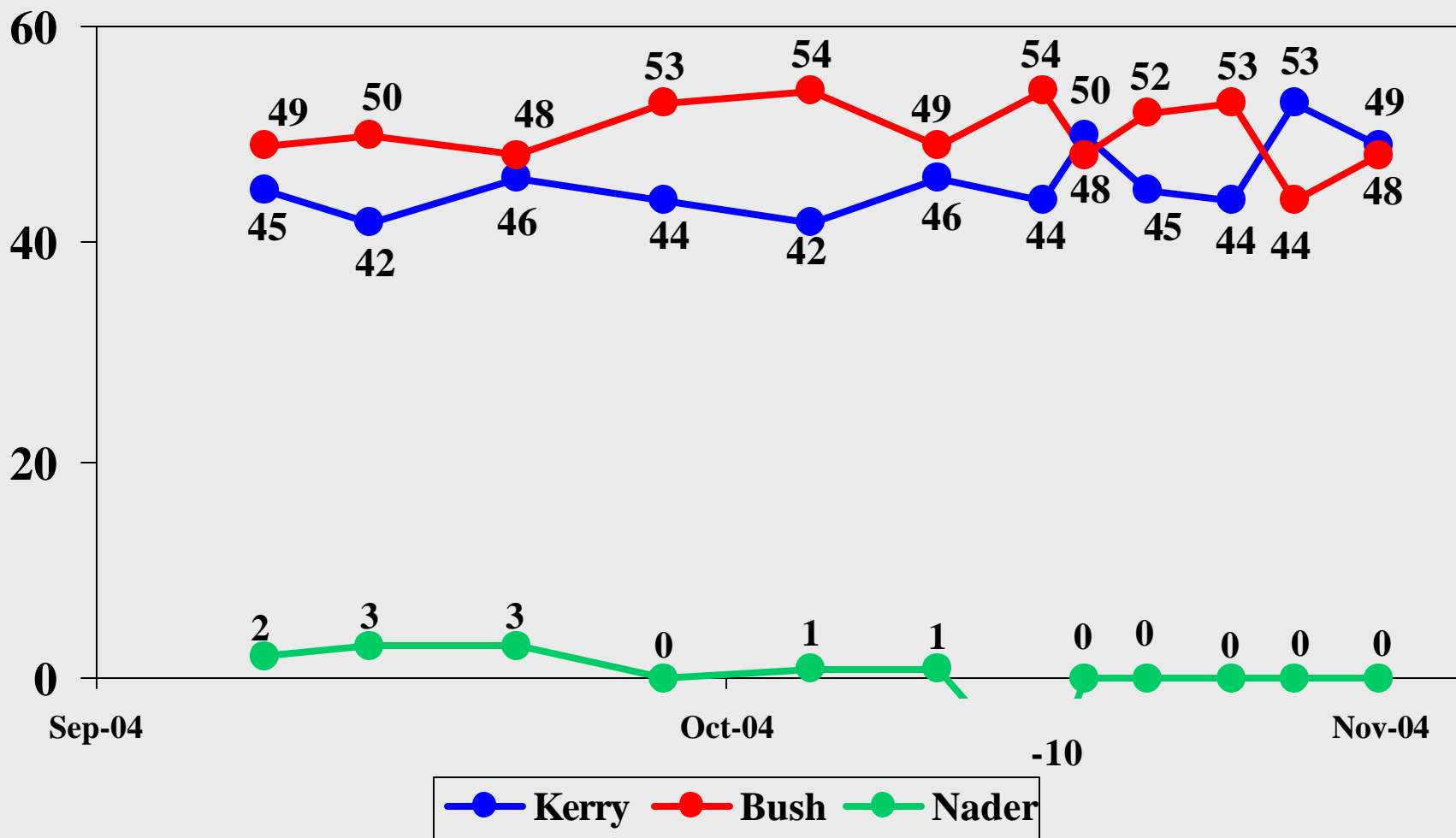


Kerry - Bush

-14 -13 -11 -15 -11 -9 -11 -10 -9 -10 -11 -11



White Catholics: Presidential Vote



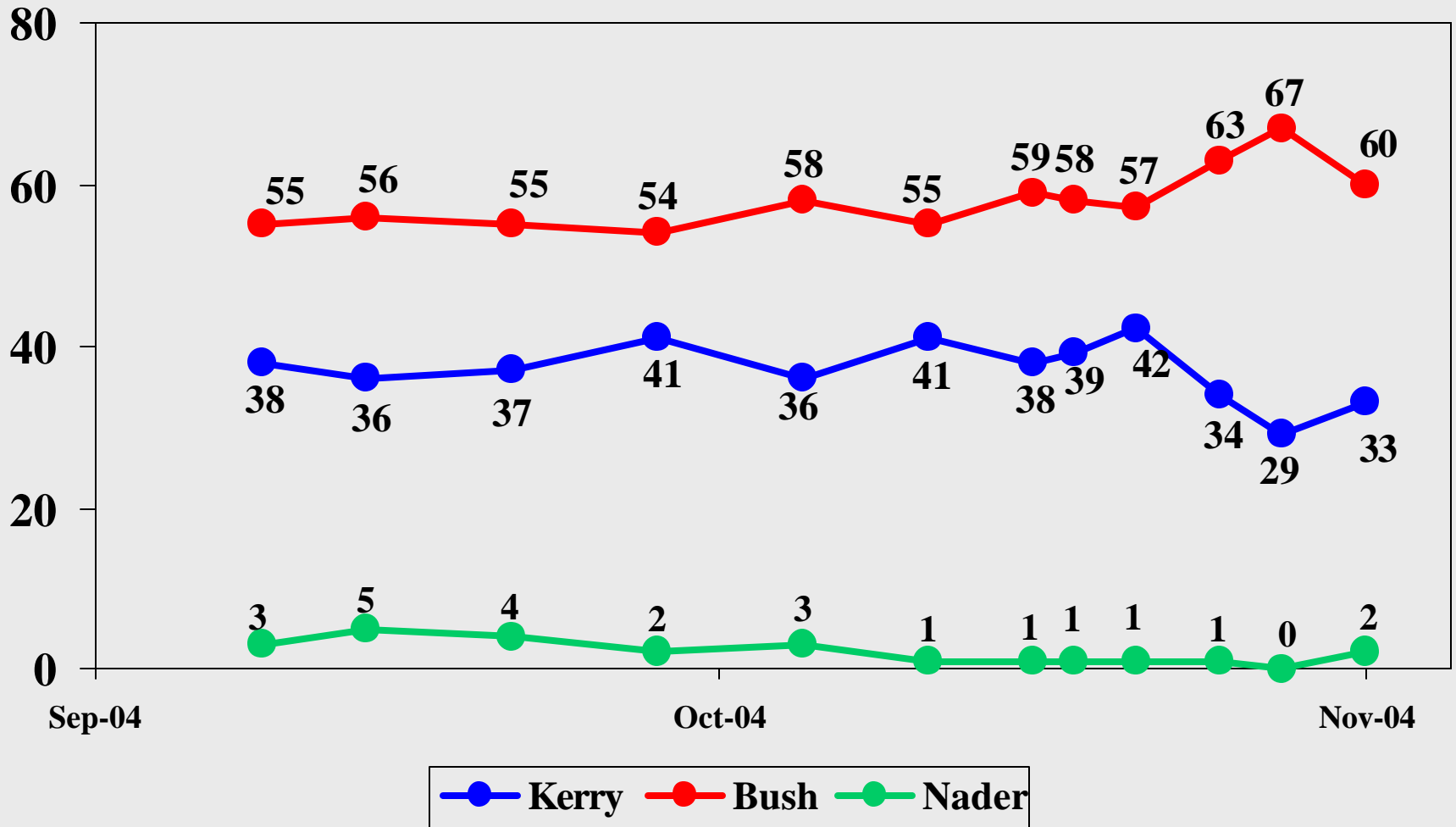
-10

Kerry - Bush

-4 -8 -2 -9 -12 -3 -10 +2 +7 -9 +9 +1



White Rural: Presidential Vote



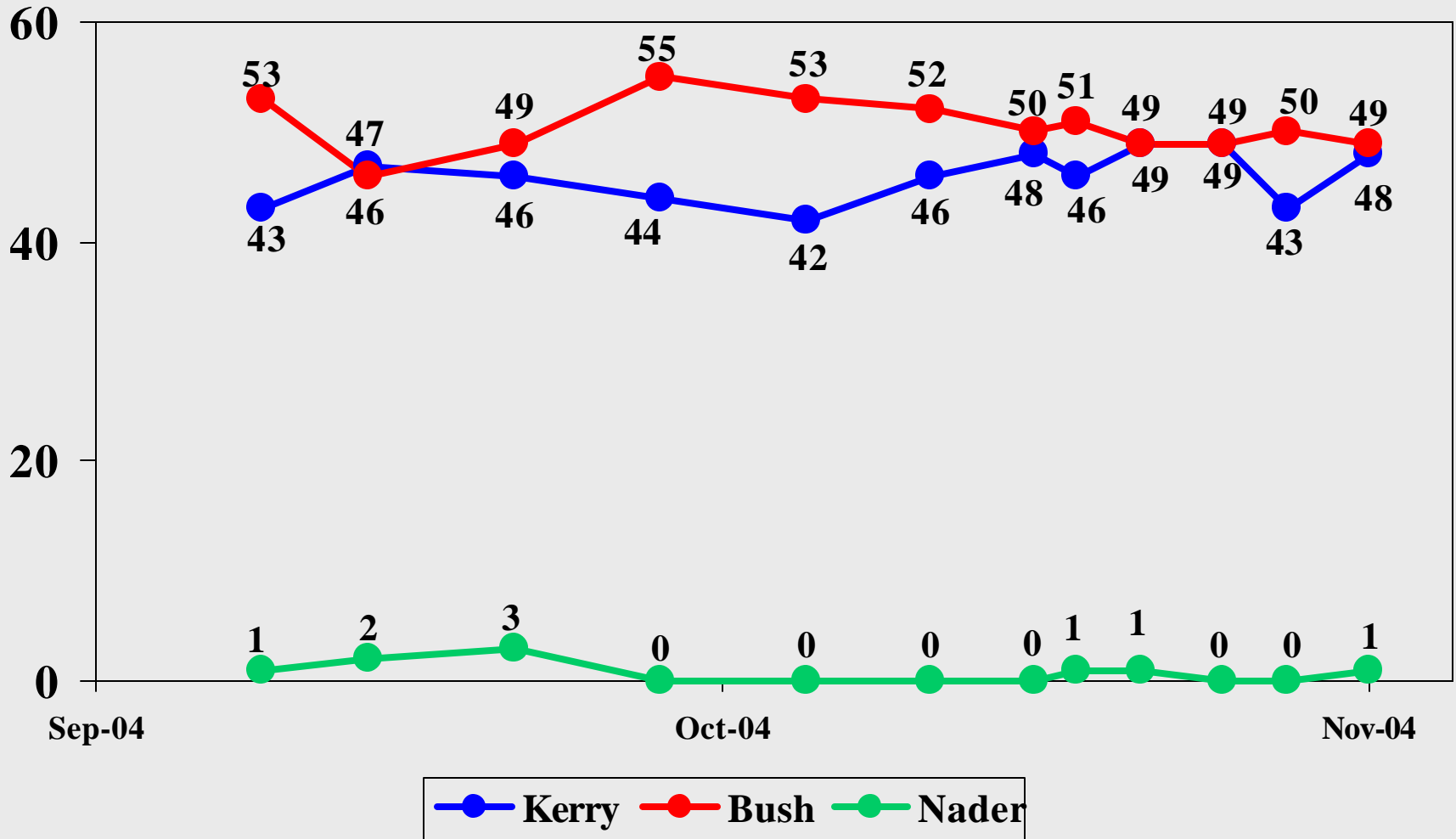
—●— Kerry —●— Bush —●— Nader

Kerry - Bush

-17 -20 -18 -13 -22 -14 -21 -19 -15 -29 -38 -27



White Seniors: Presidential Vote

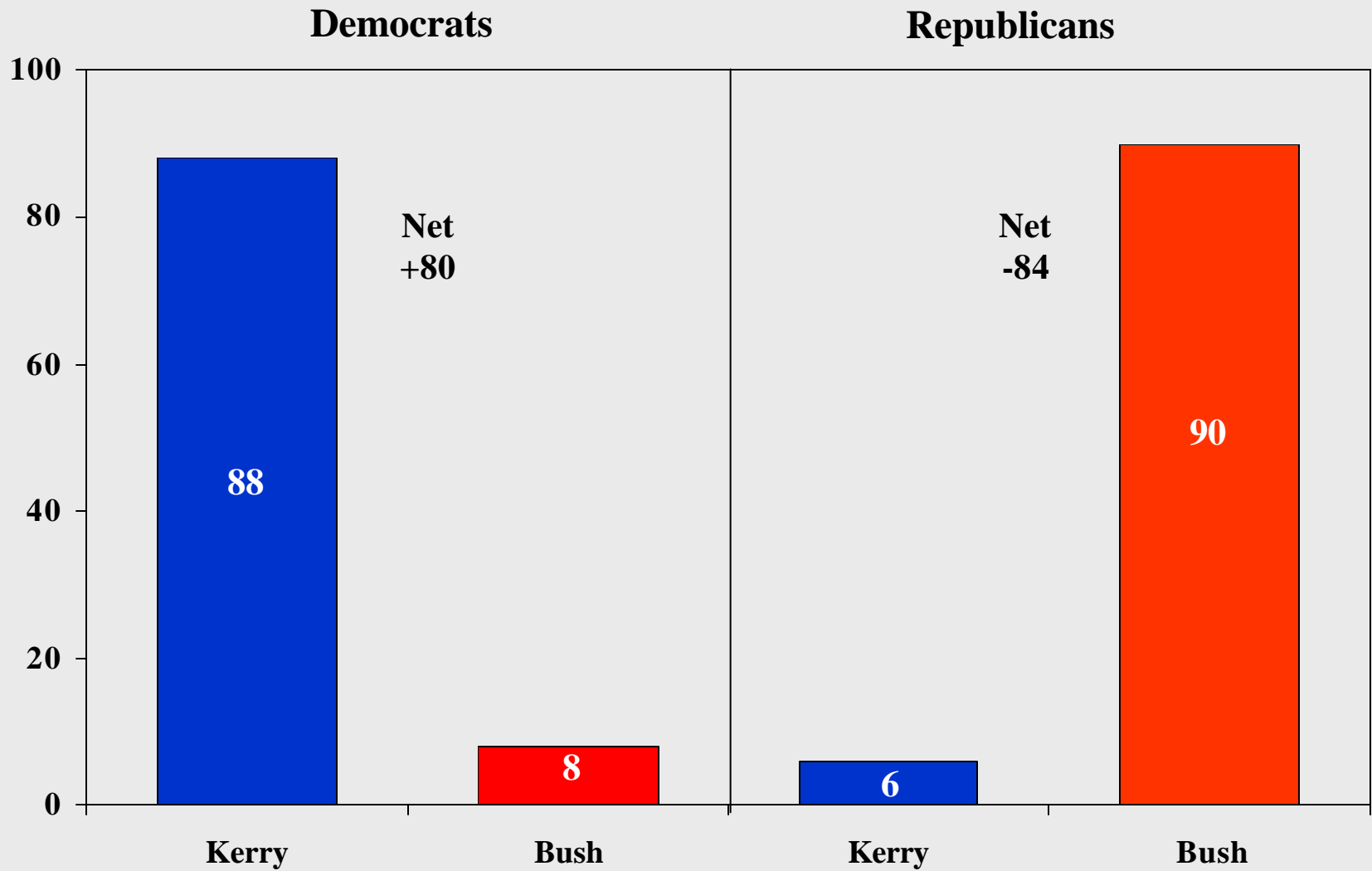


Kerry - Bush

-10 +1 -3 -11 -11 -6 -2 -5 -- -7 -1



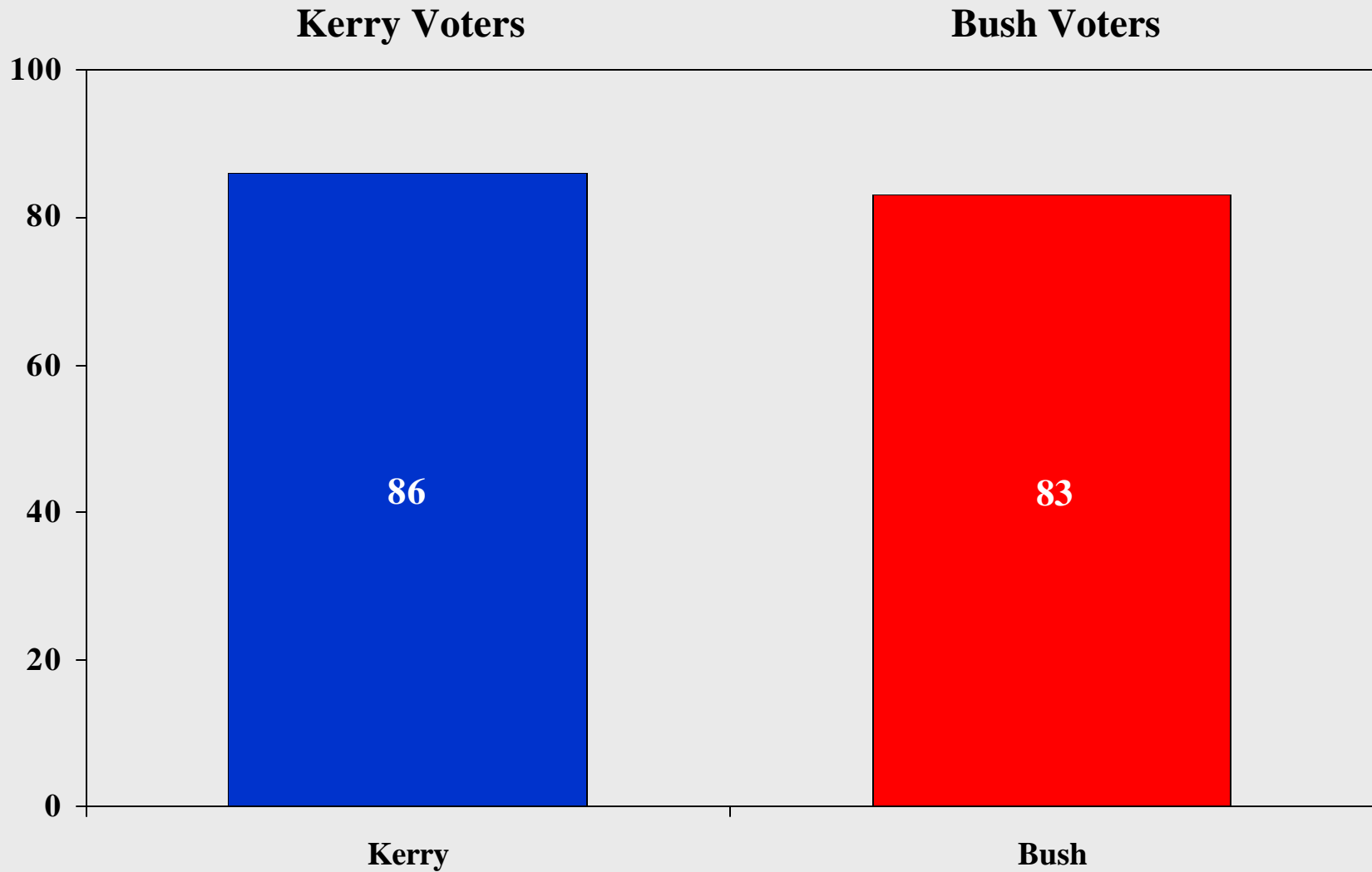
The Partisans





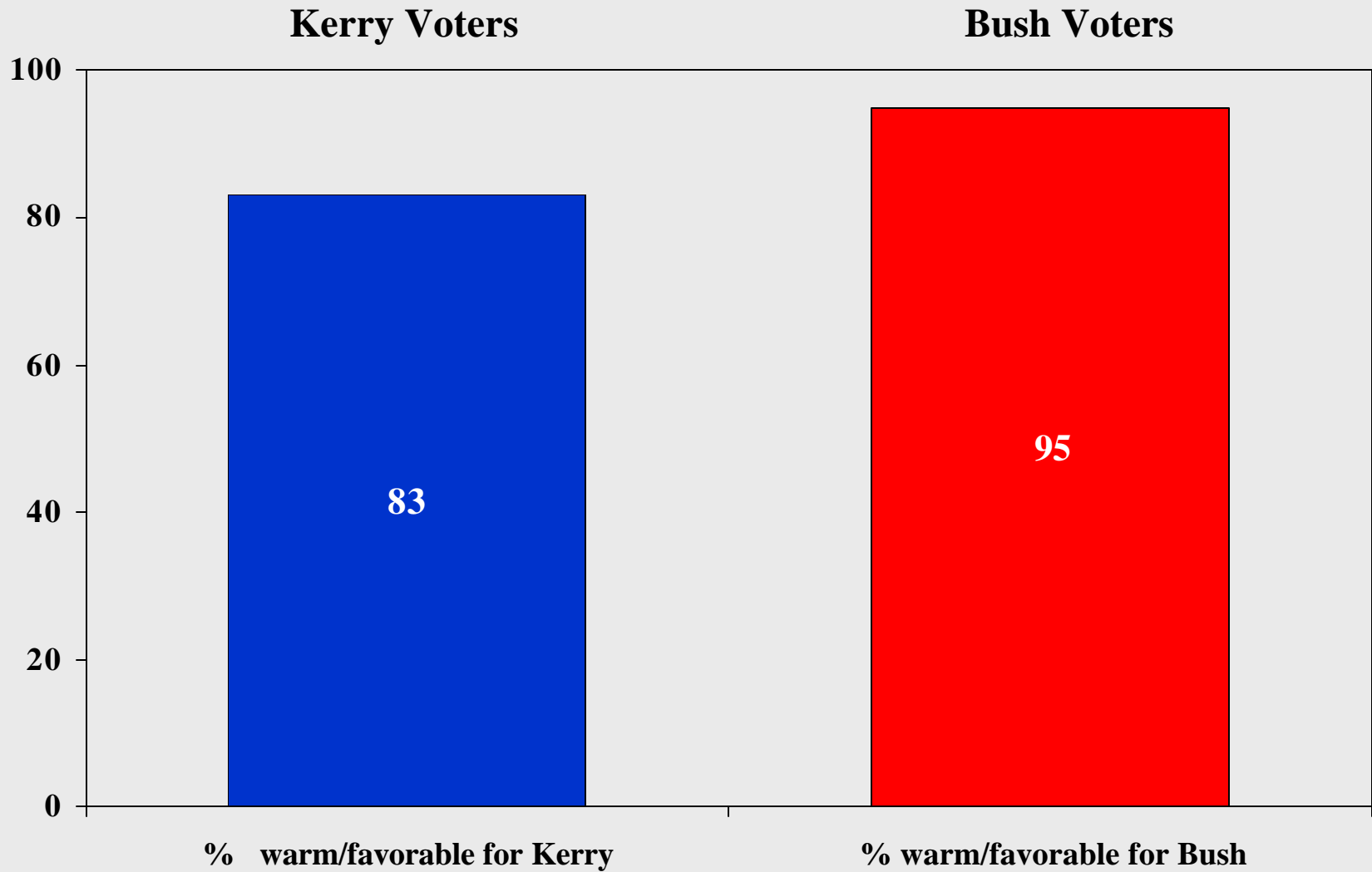
Interest by Voters

Interest level of 10



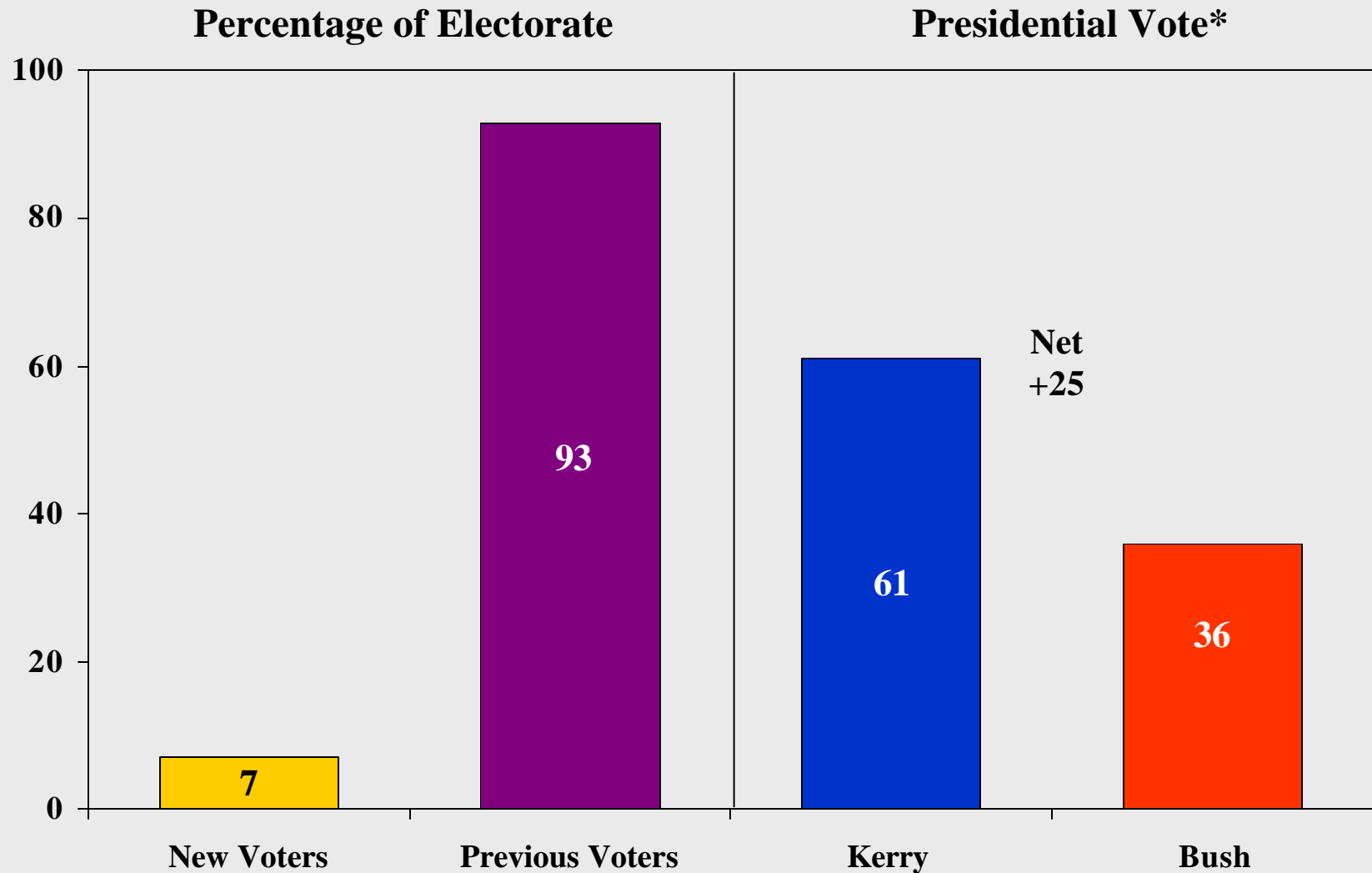


Enthusiasm for Candidate





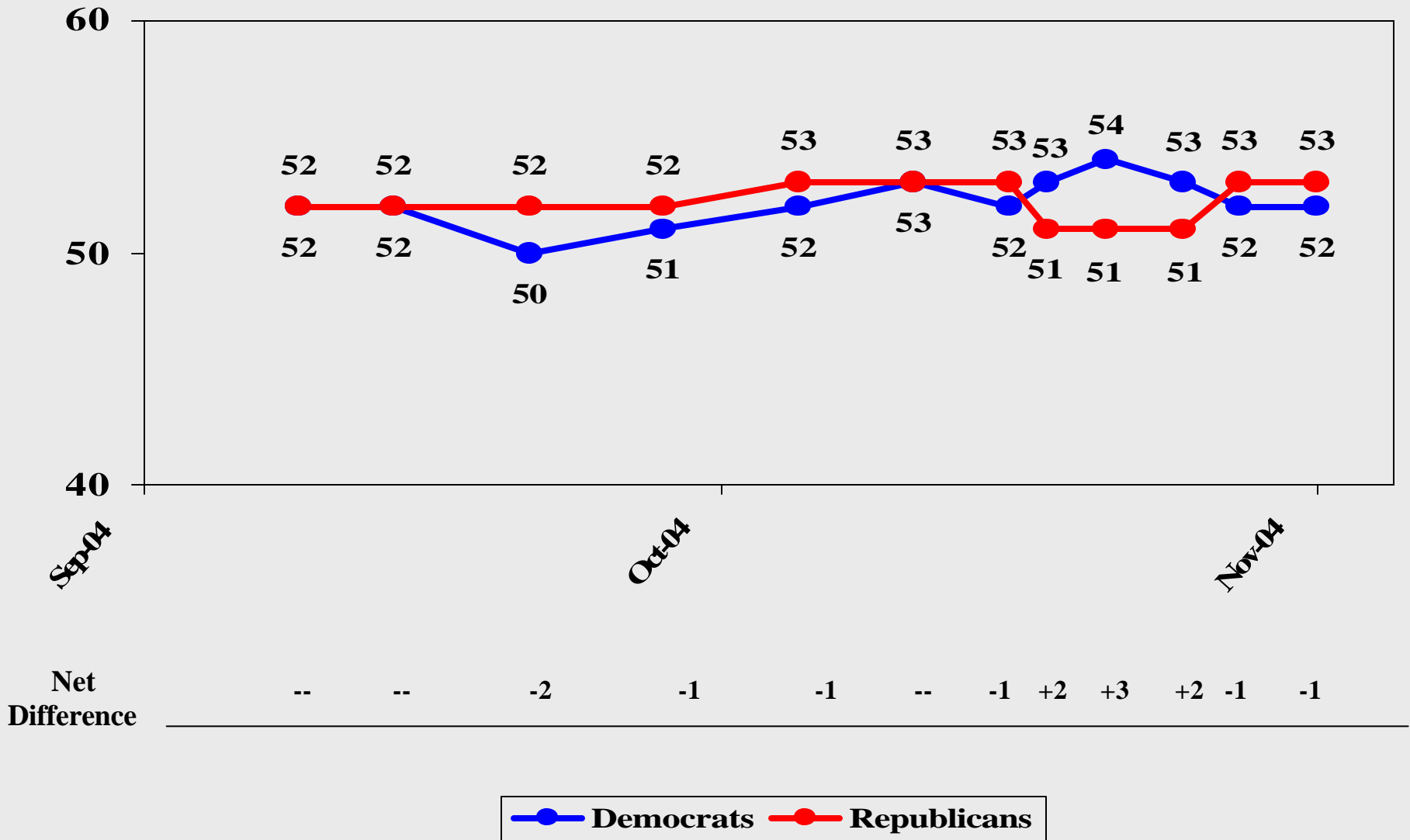
New Voters: Percentage of the Electorate and Vote





Party Thermometers

2004





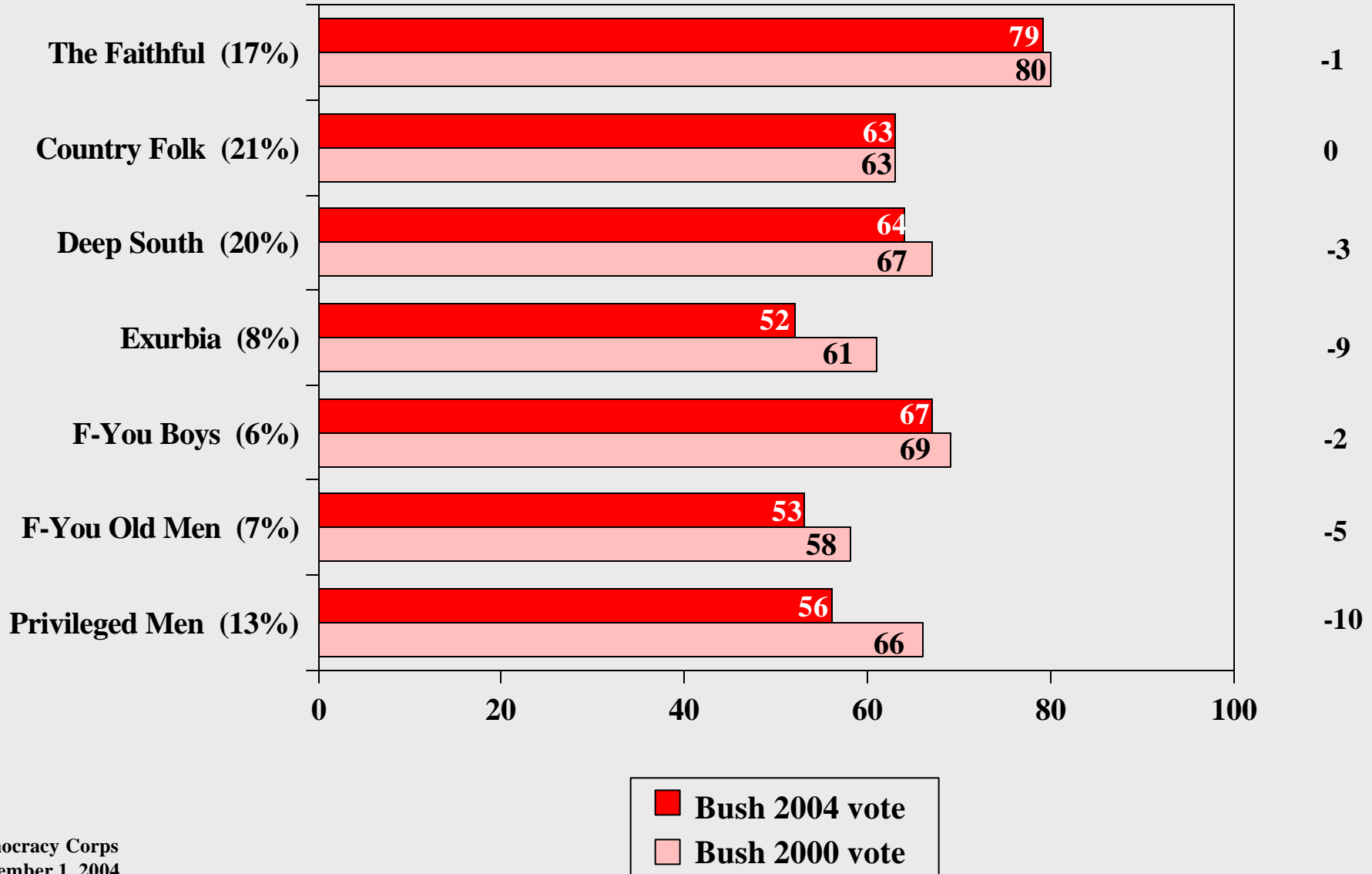
The Two Americas



The Republican Loyalist World

Support for Bush: 2004 and 2000

Net
difference

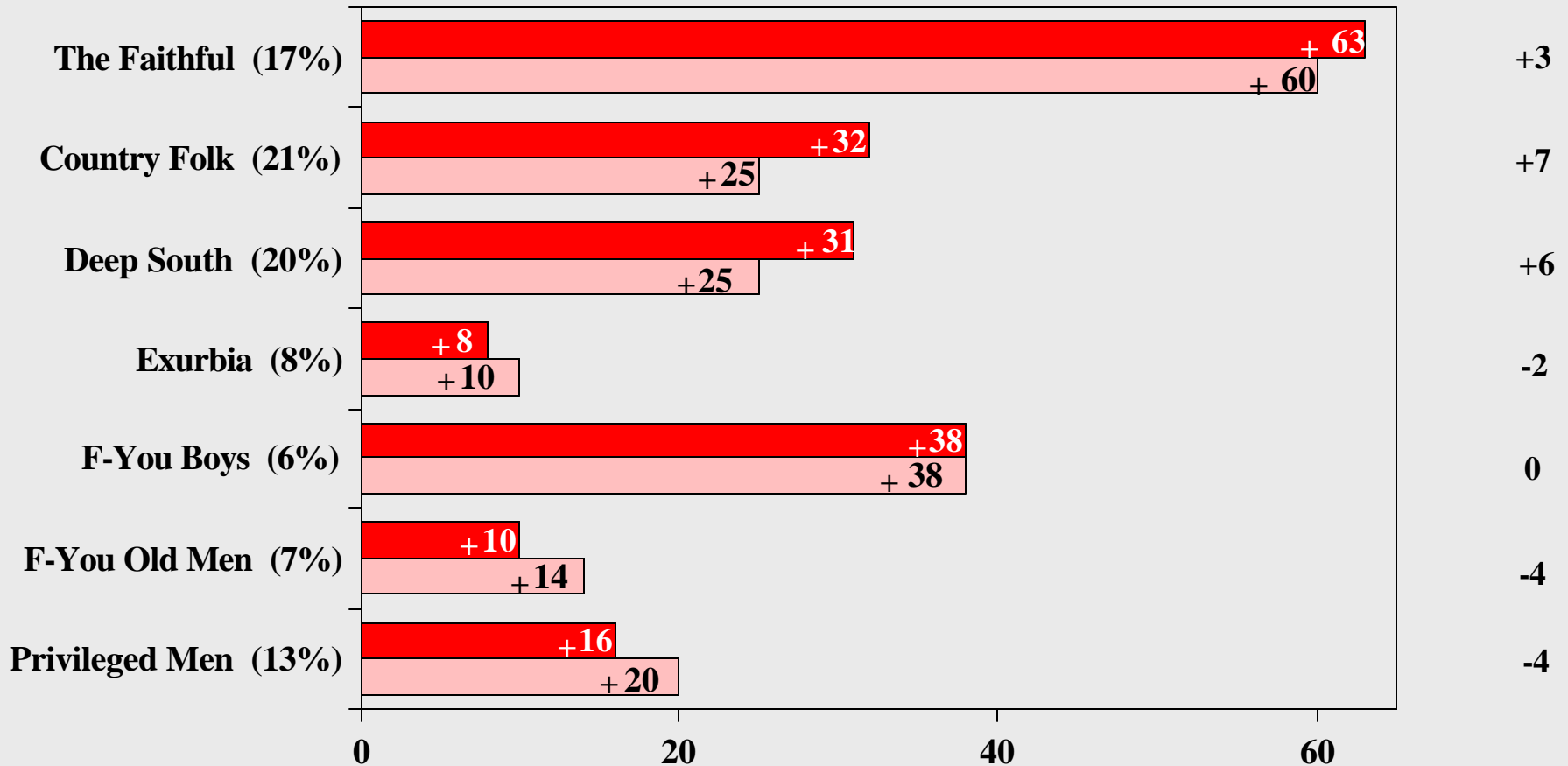




The Republican Loyalist World

Bush 2004 Vote Margin and Party ID Margin

Net
difference

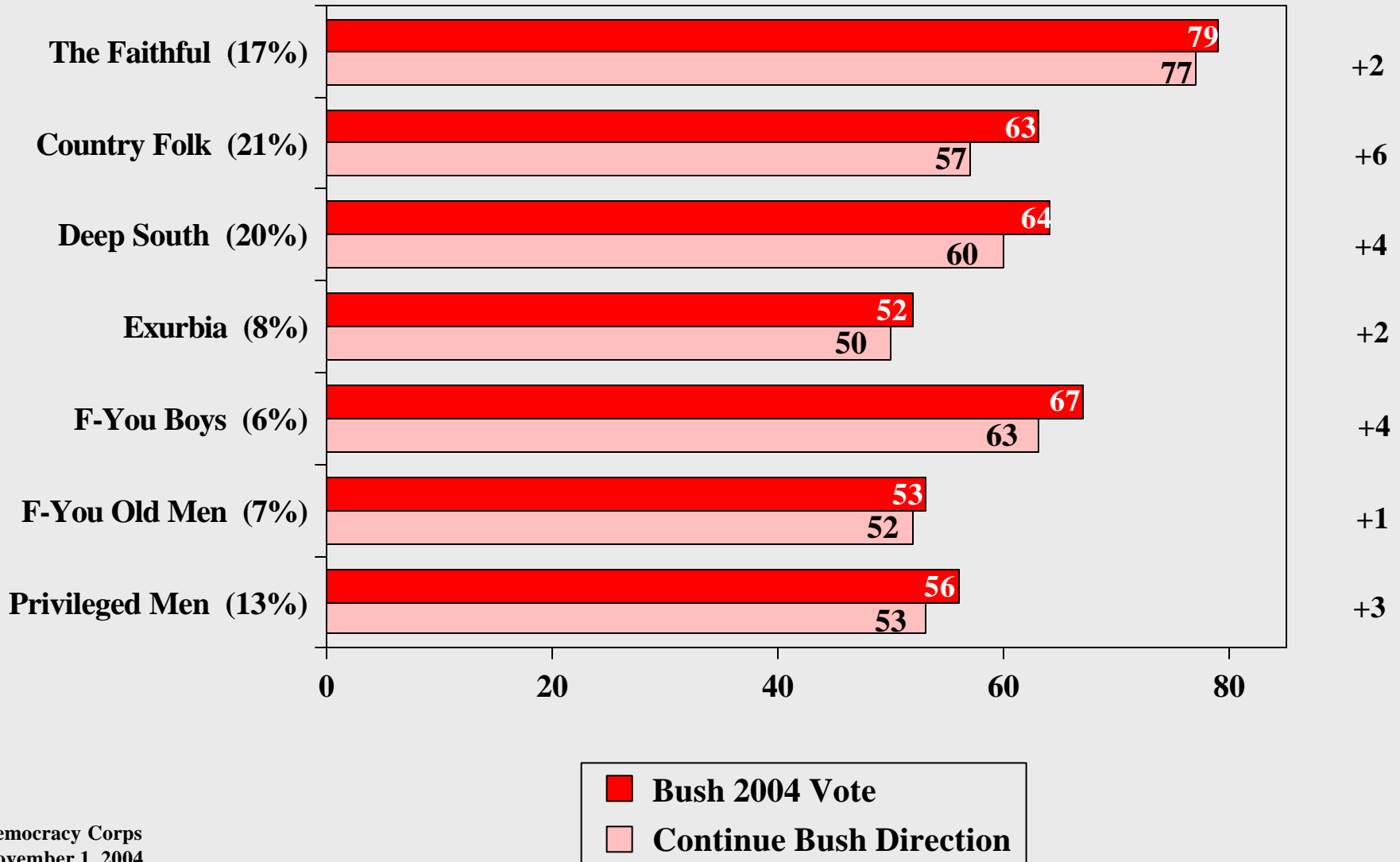




The Republican Loyalist World

Bush 2004 Vote and Bush Direction

Net
difference

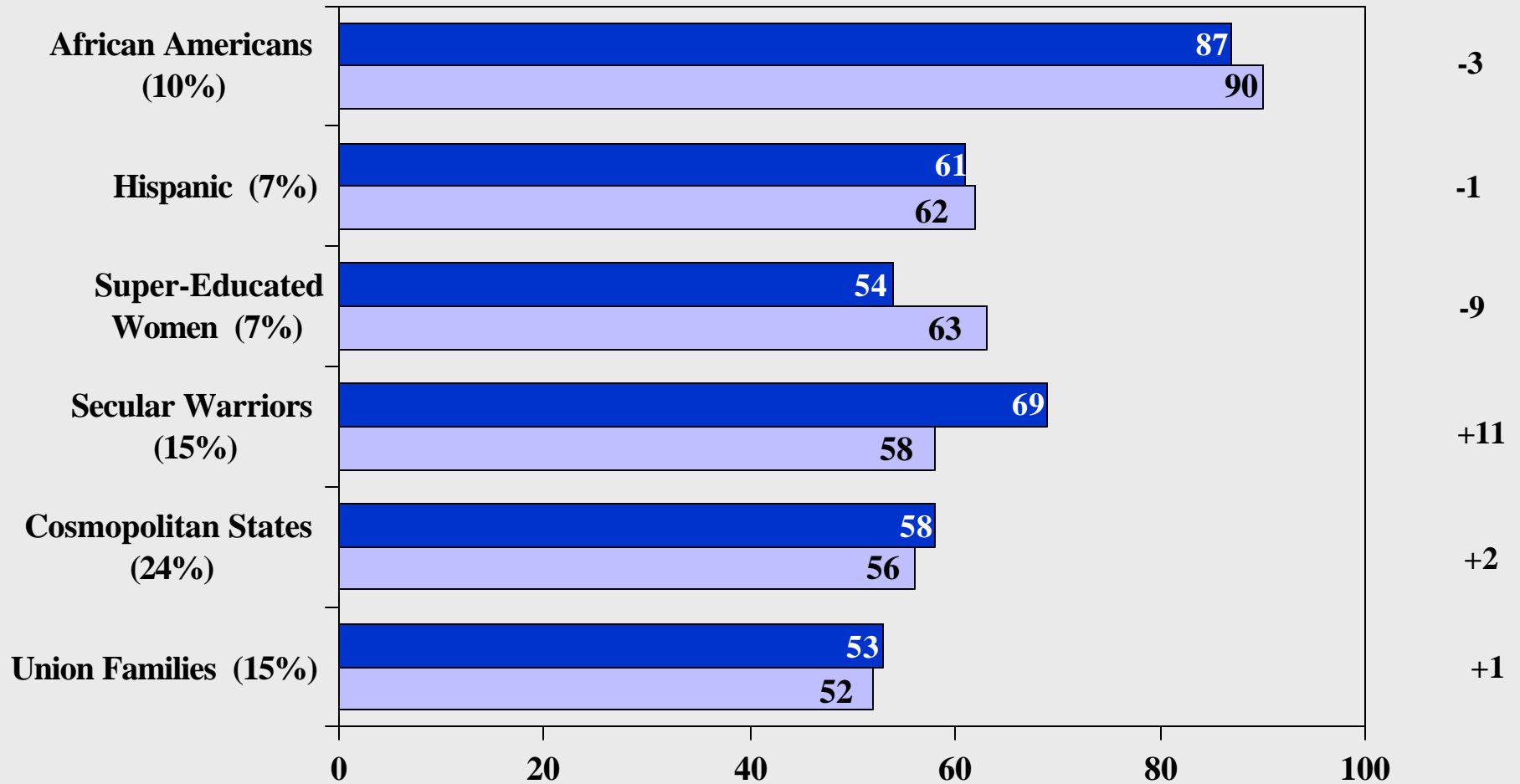




The Democratic Loyalist World

Support for Kerry and Gore

Net
difference

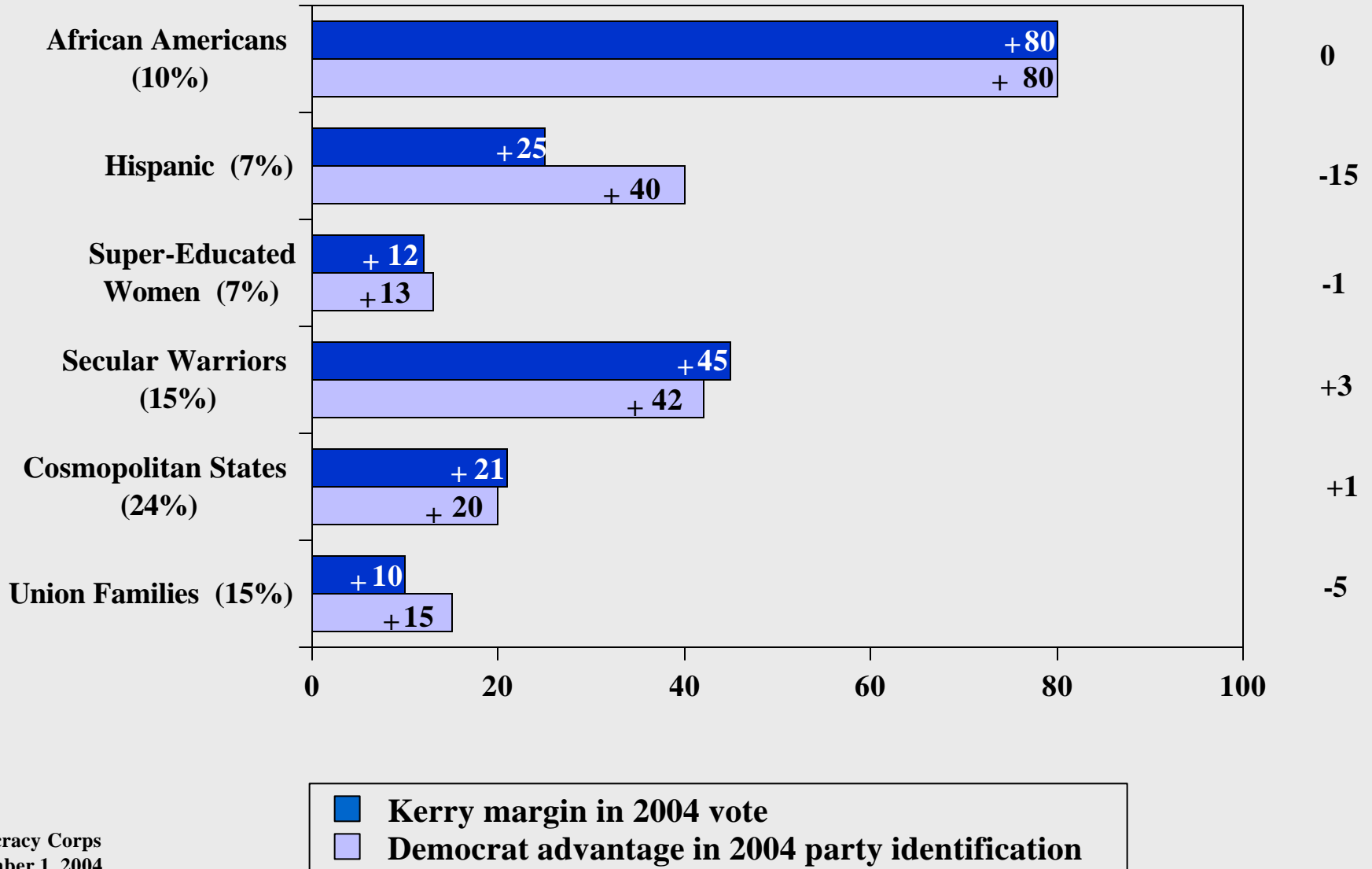




The Democratic Loyalist World

Kerry 2004 Vote Margin and Party ID Margin

Net
difference

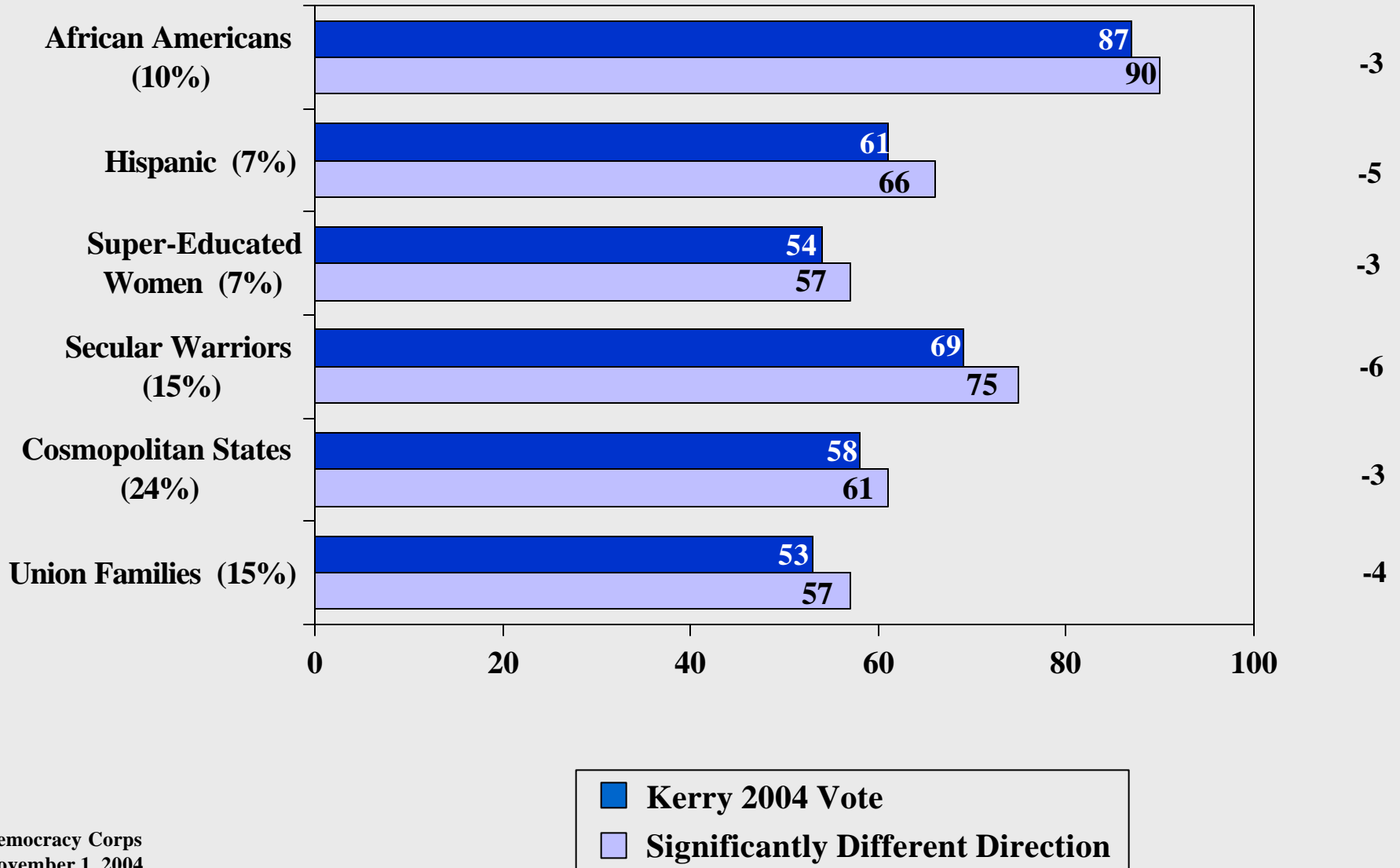




The Democratic Loyalist World

Kerry 2004 Vote and Different Direction

Net
difference

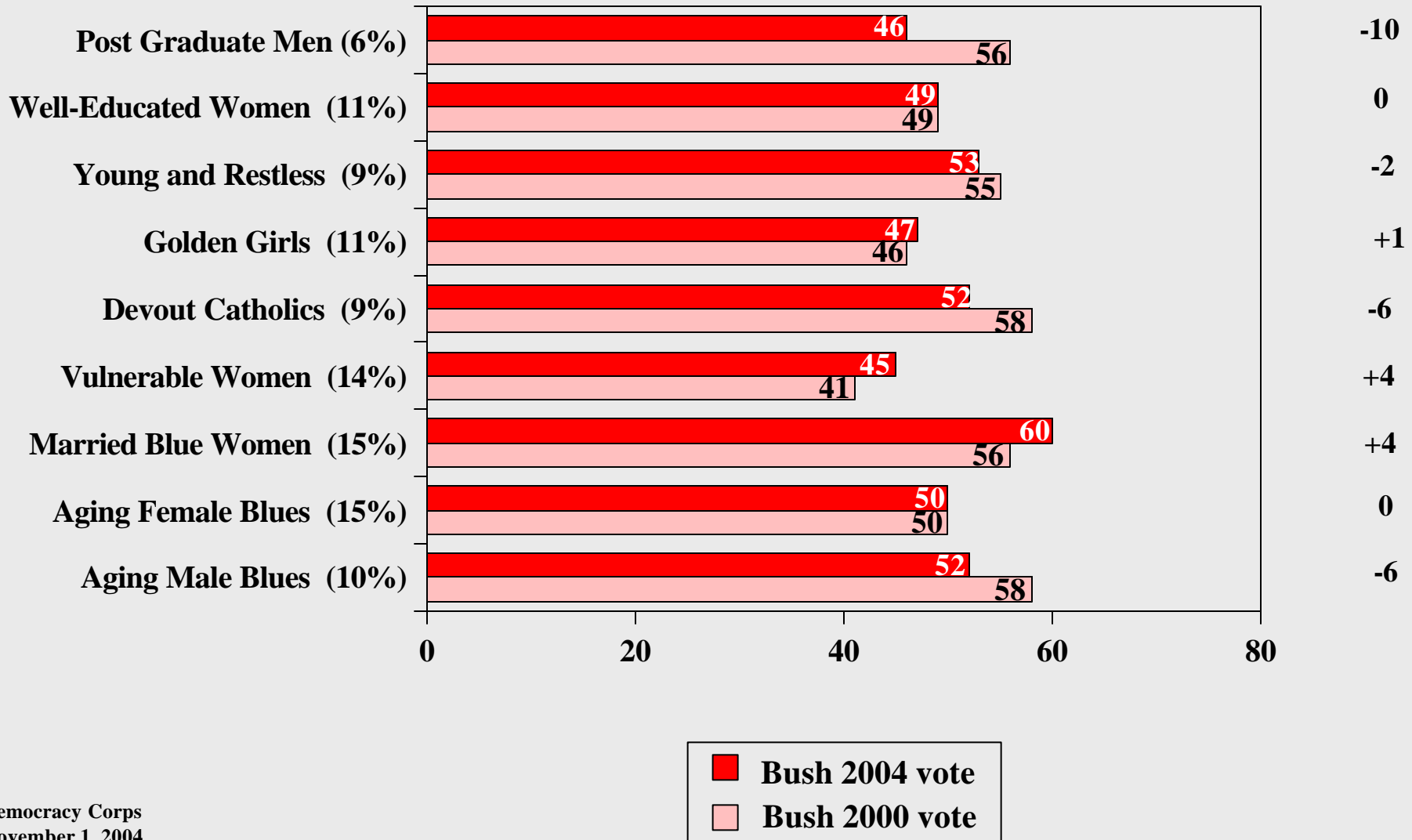




The Contested World

Support for Bush: 2004 and 2000

Net
difference

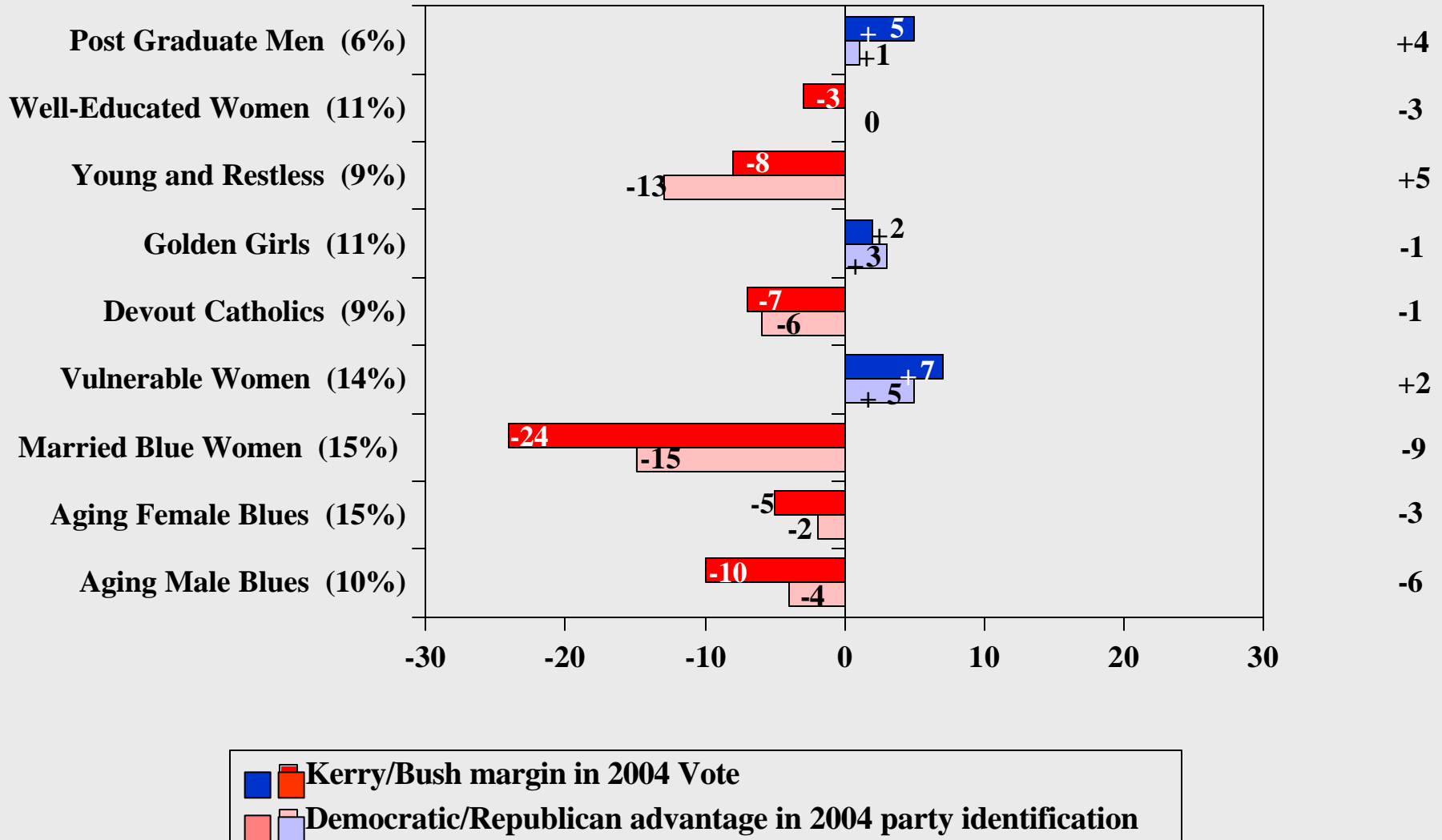




The Contested World

2004 Vote Margin and Party ID Margin

Net
difference

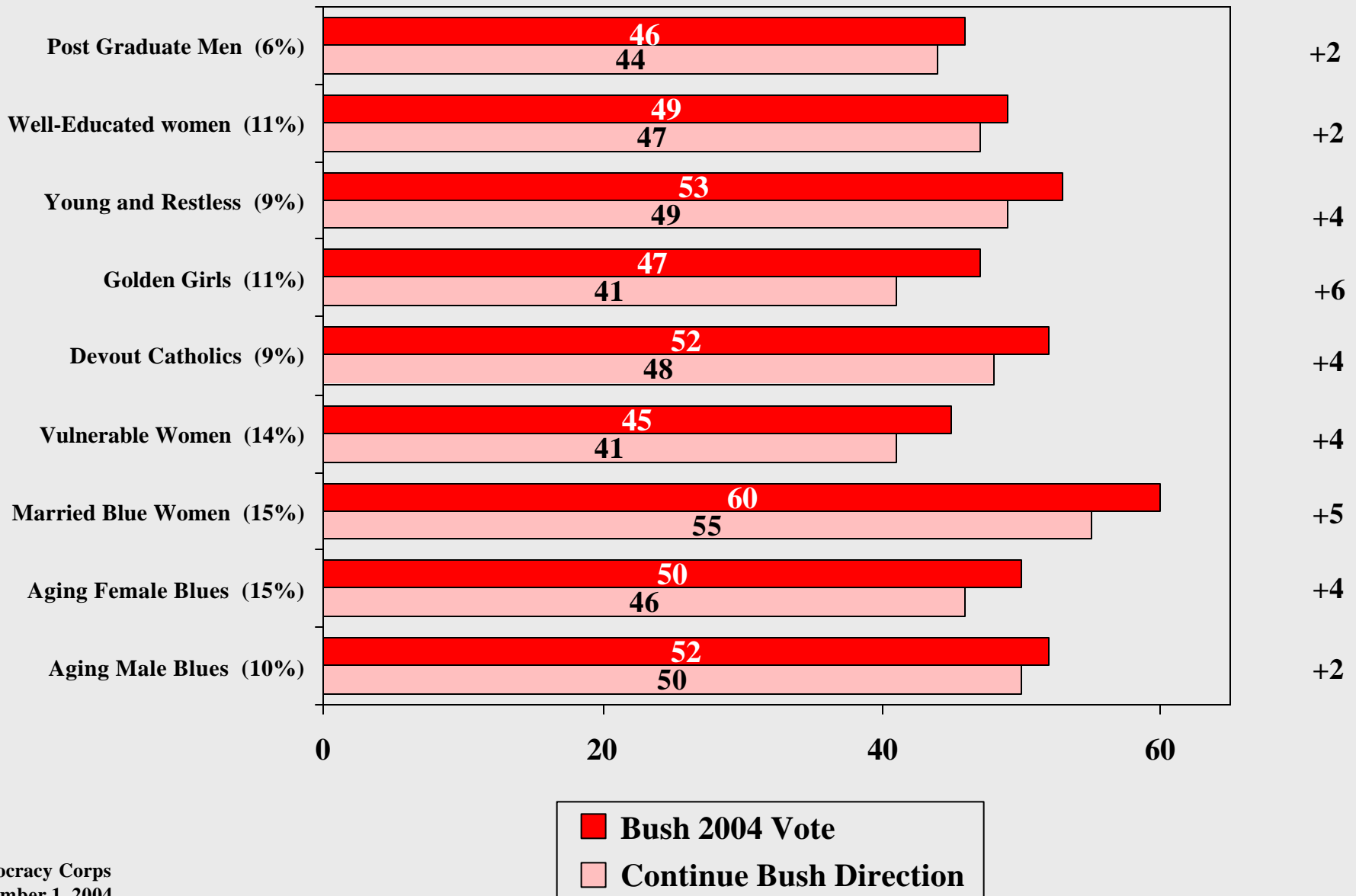




The Contested World

Bush 2004 Vote and Bush Direction

Net
difference



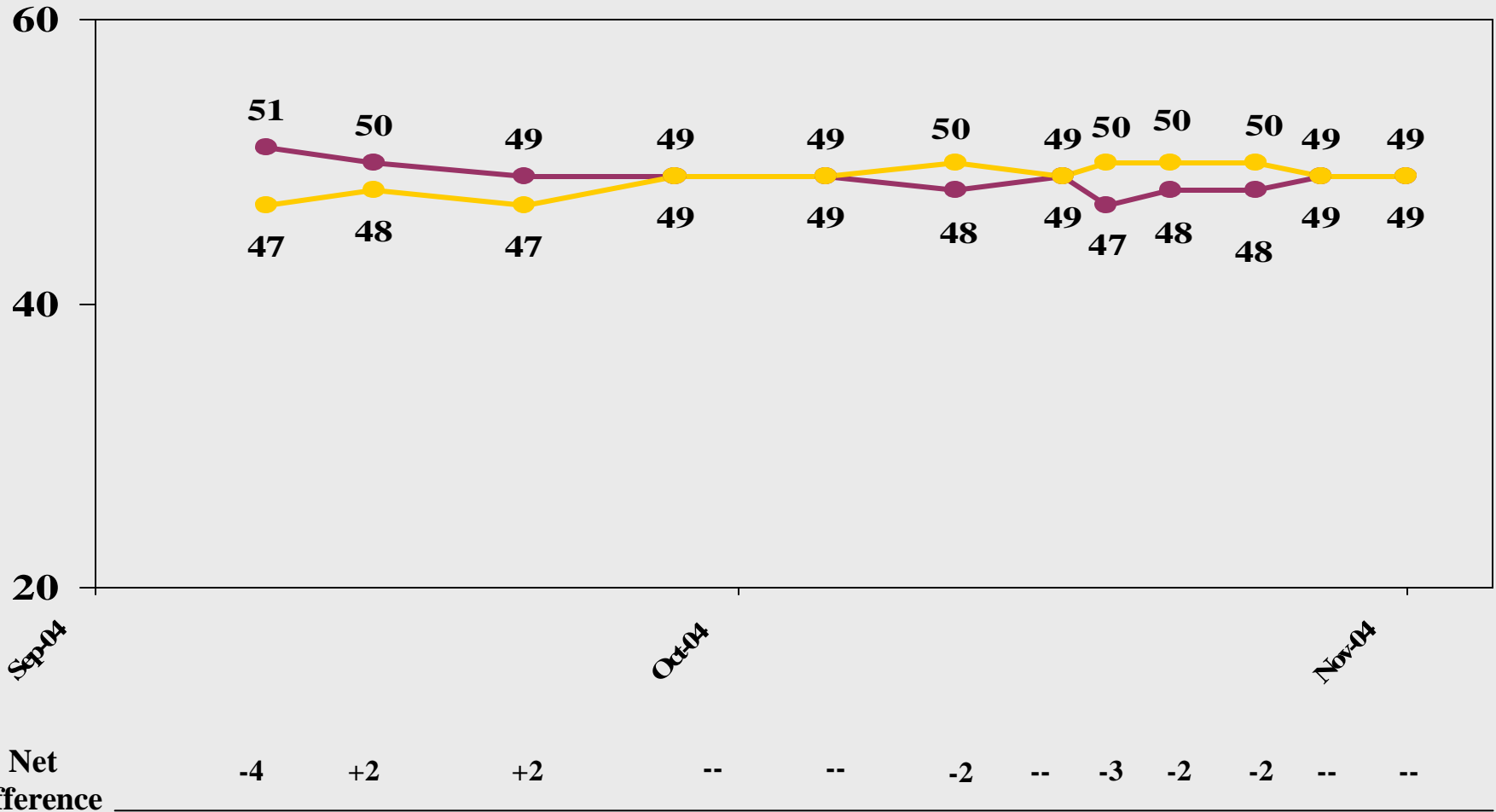


The Political Leaders



Bush Job Approval

2004

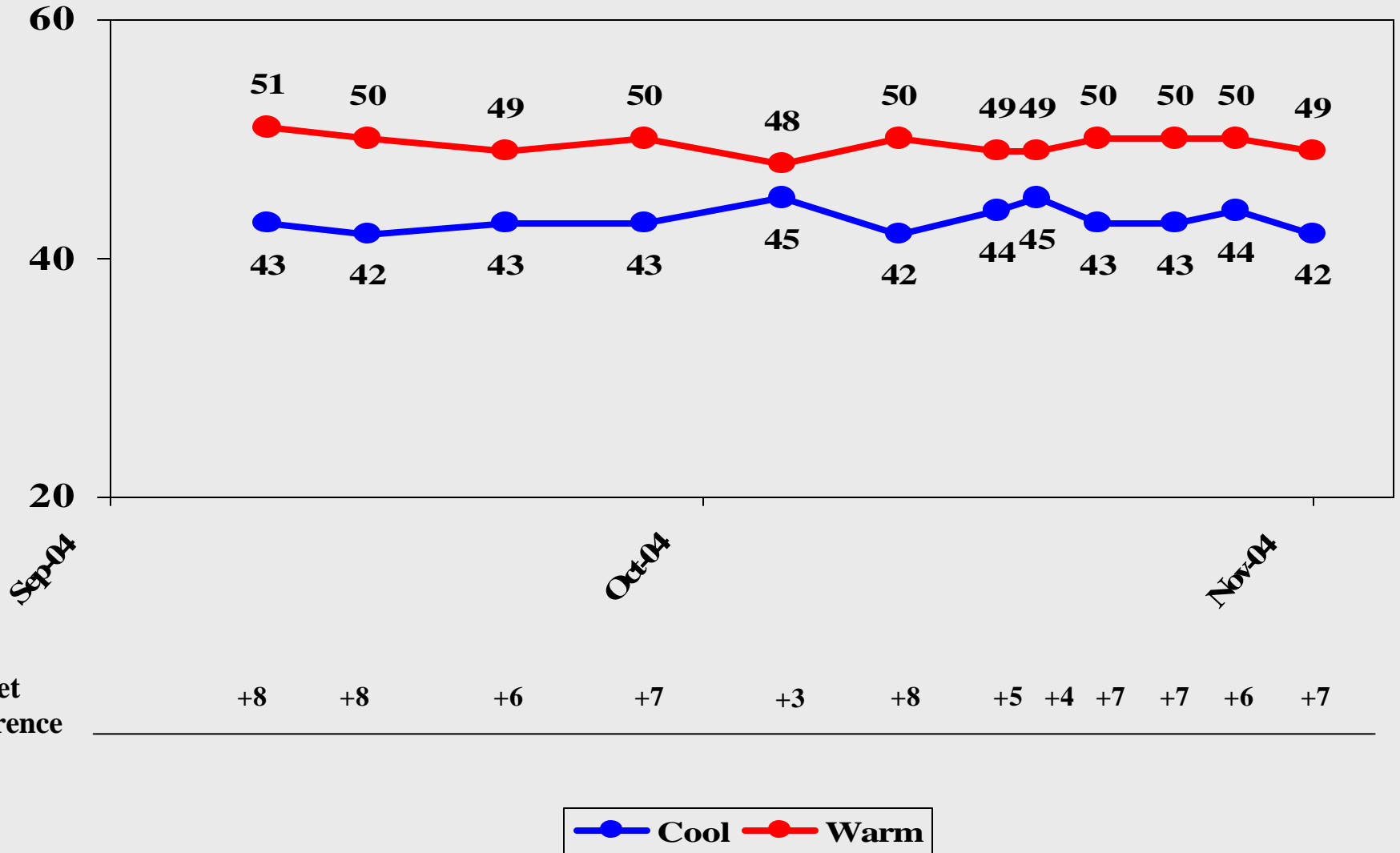


● Approve ● Disapprove



Bush Thermometer

2004



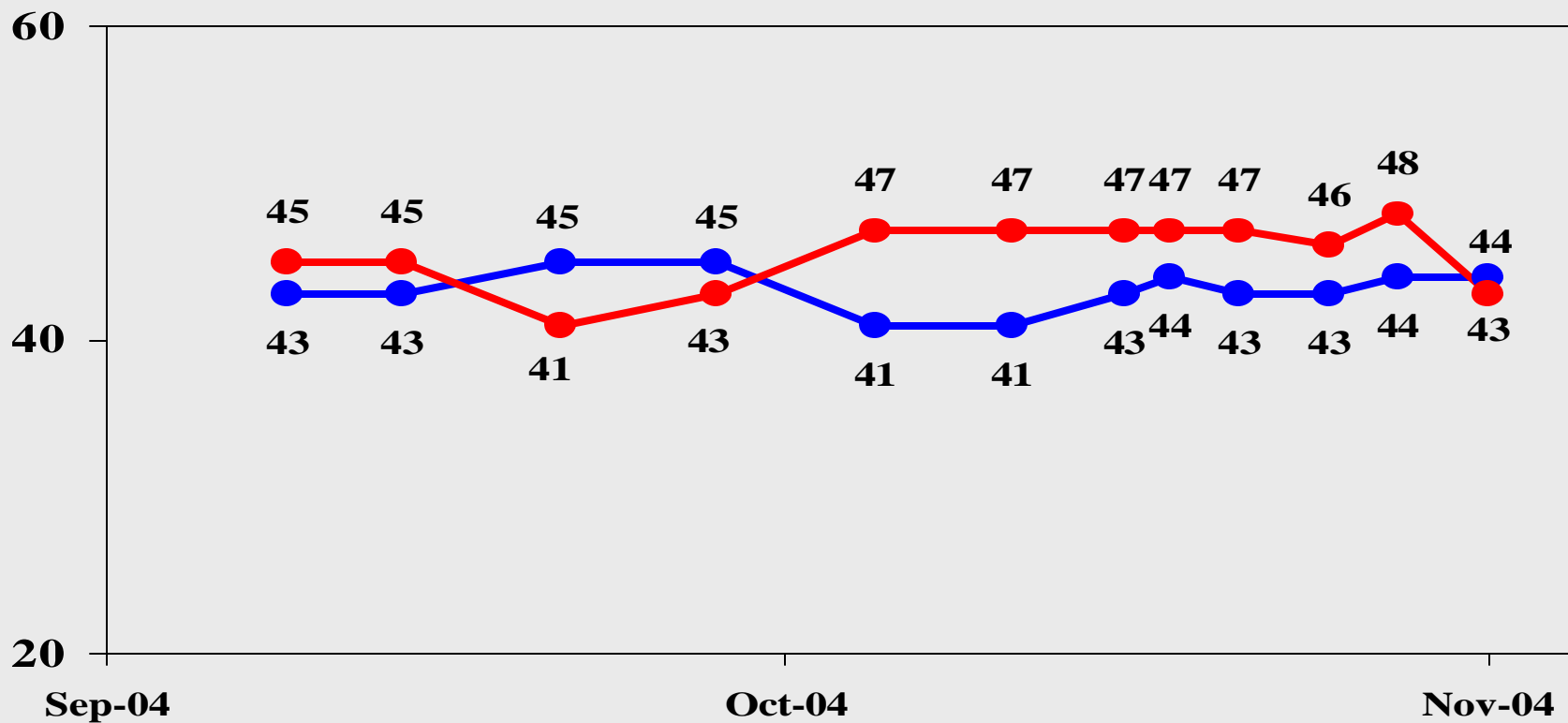
Net
Difference

—●— Cool —●— Warm



Kerry Thermometer

2004



Net
Difference

+2 +2 -4 -2 +6 +6 +4 +3 +4 +3 +4 -1



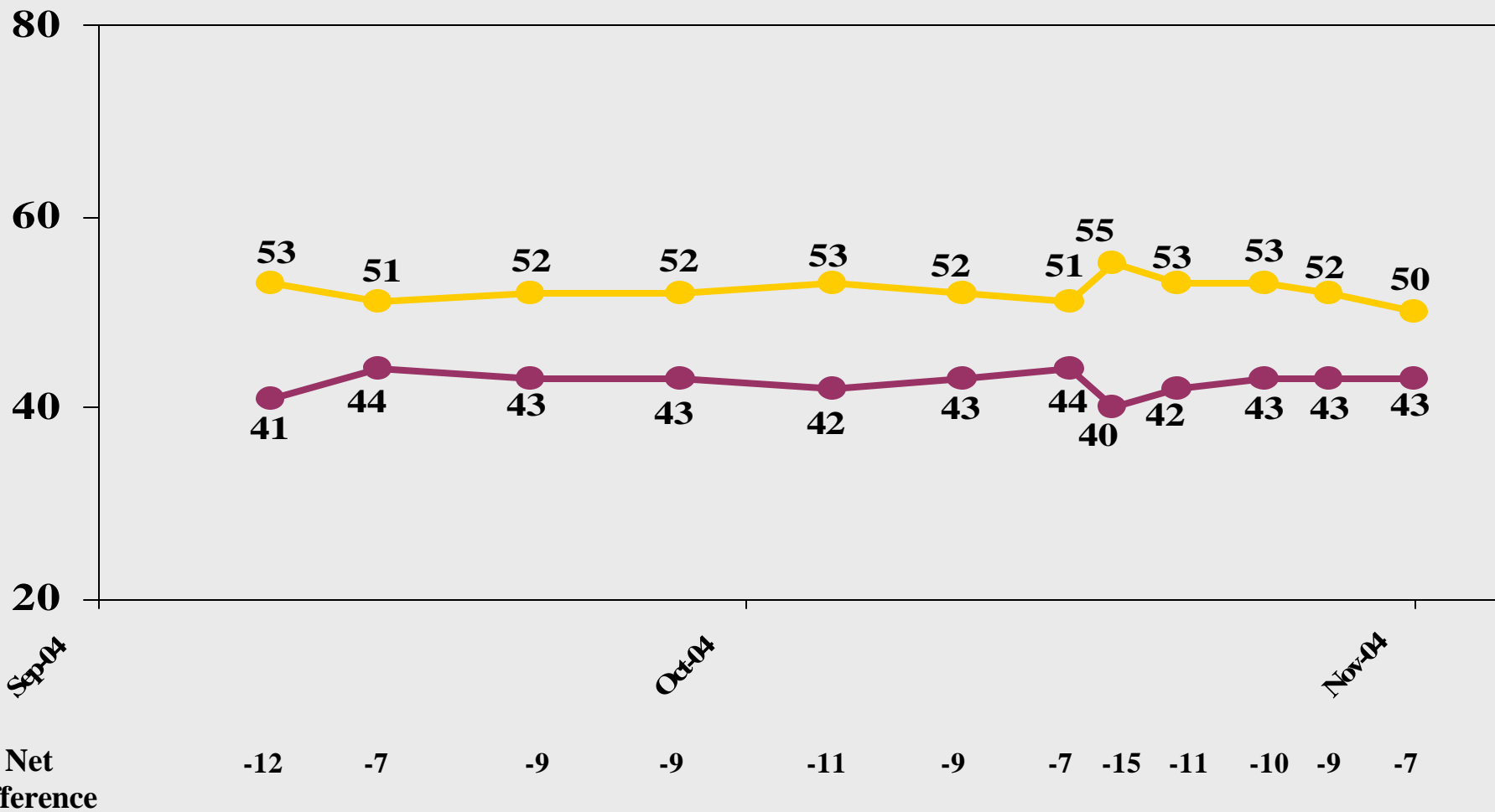


Structure of the Race



Change: Direction

2004

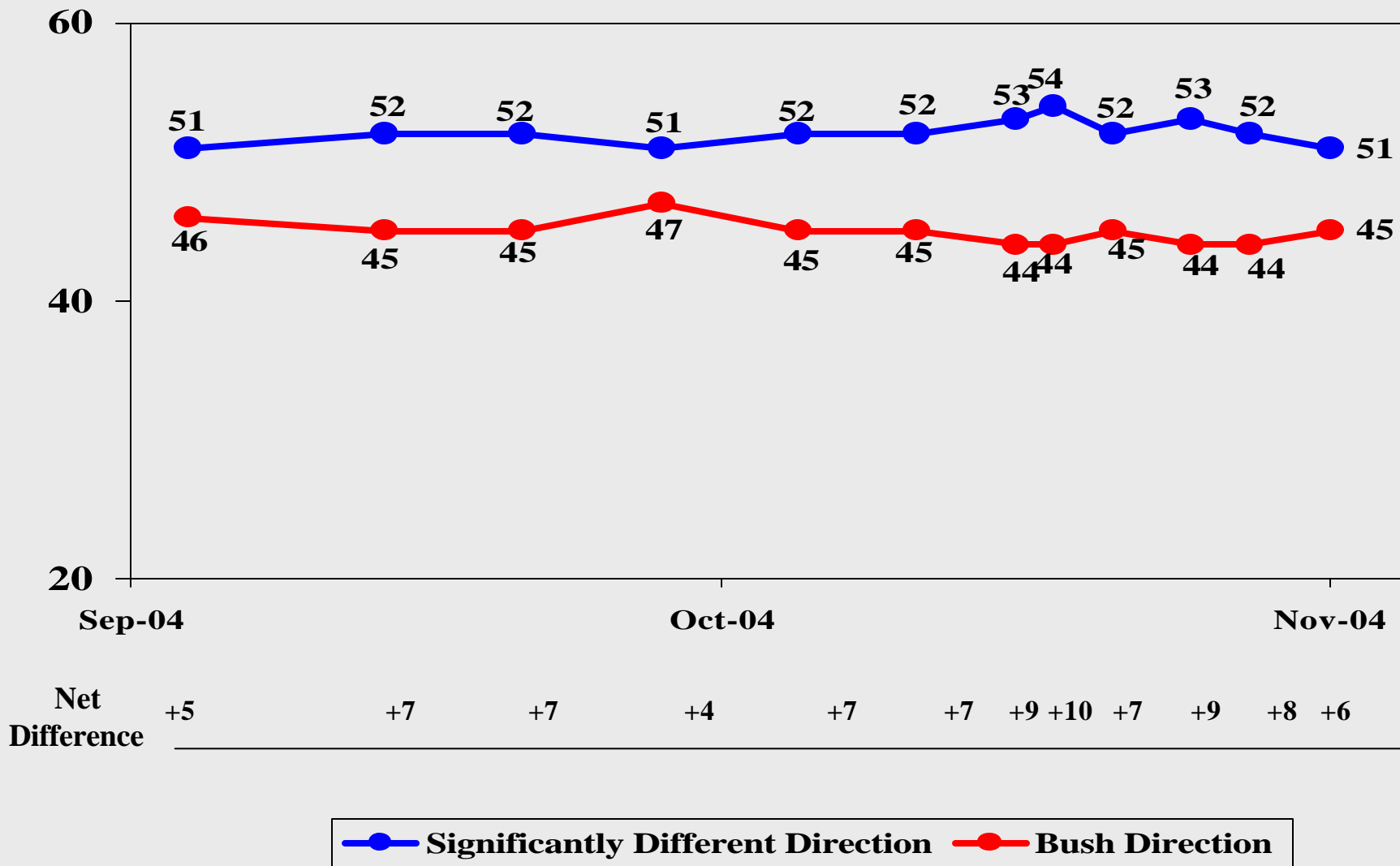


● Right direction ● Wrong direction



Change: Bush Change Direction

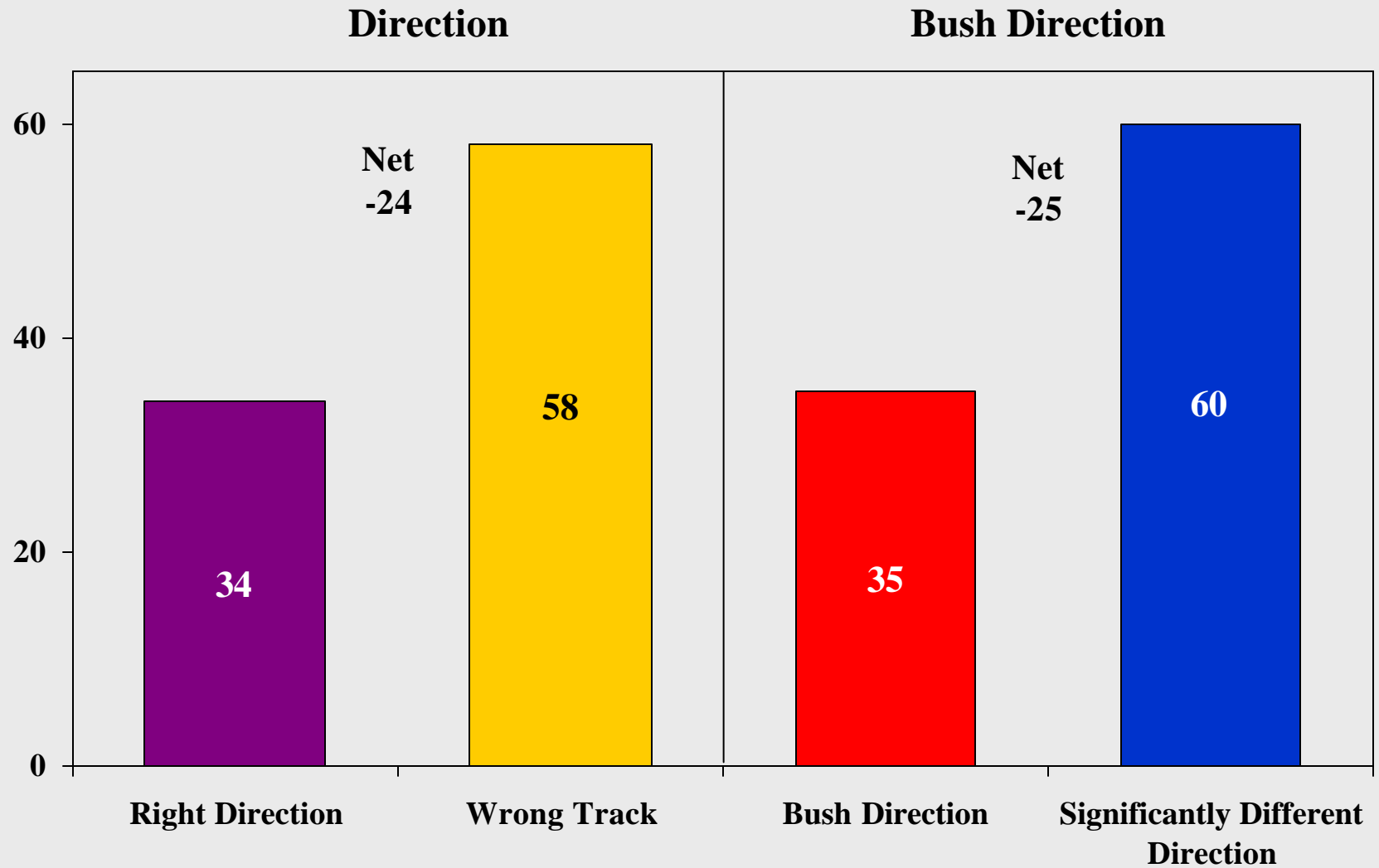
2004



● Significantly Different Direction ● Bush Direction



Independents and Change





The Issue Battle



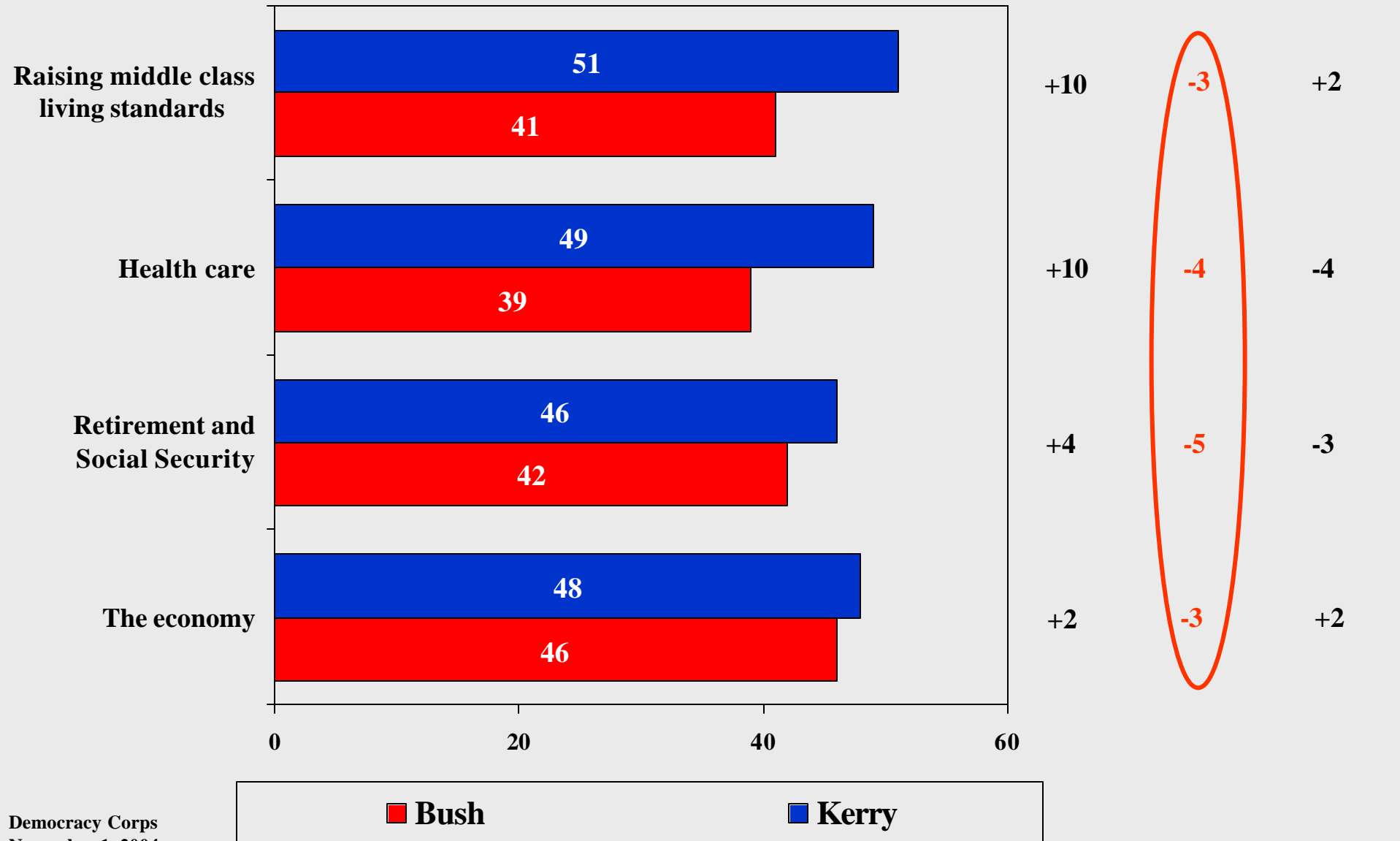
Kerry Issues

Kerry vs. Bush

Net
difference

Since
10/28

Since pre-
debates





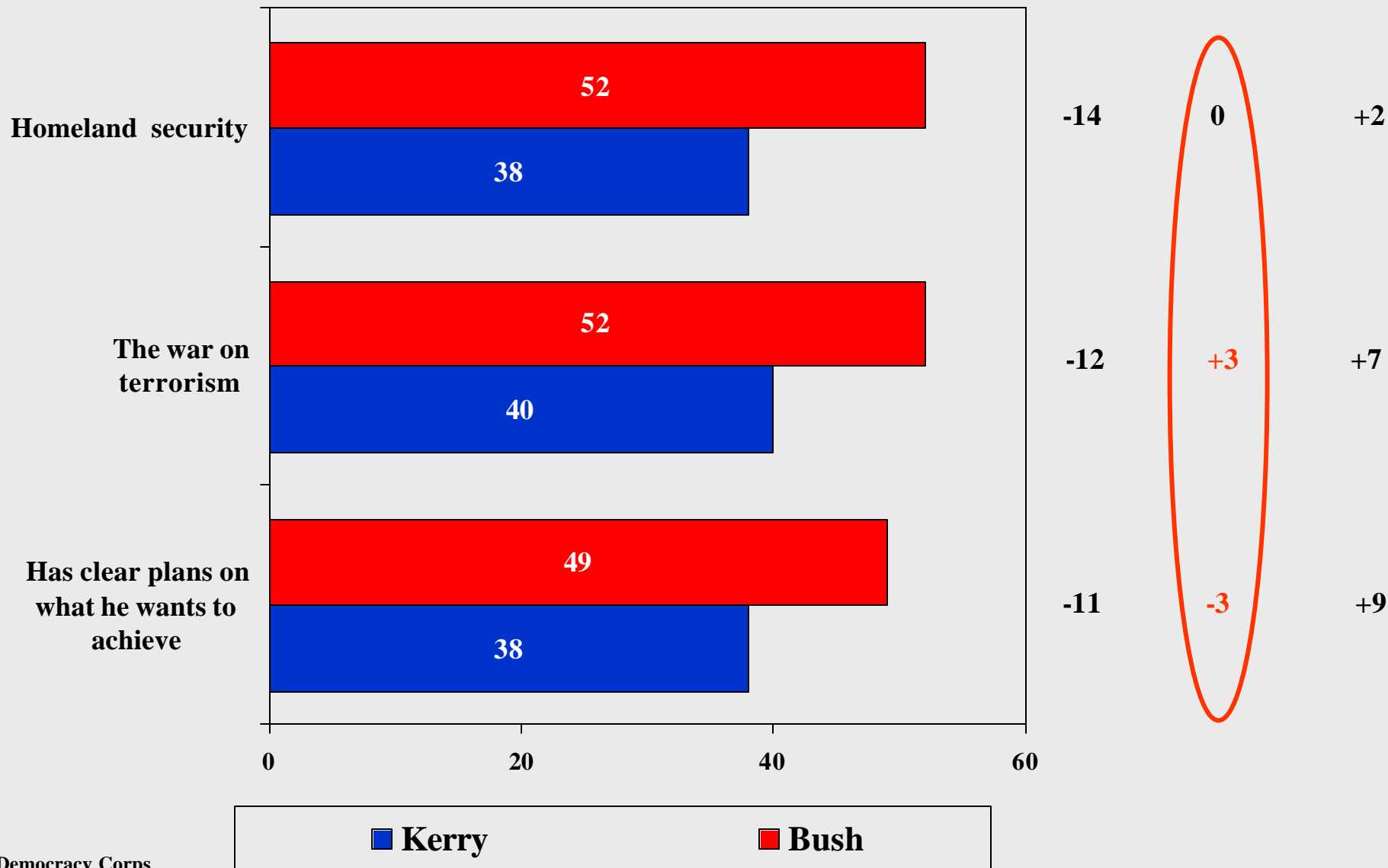
Bush Issues

Kerry vs. Bush

Net
difference

Since
10/28

Since pre-
debates



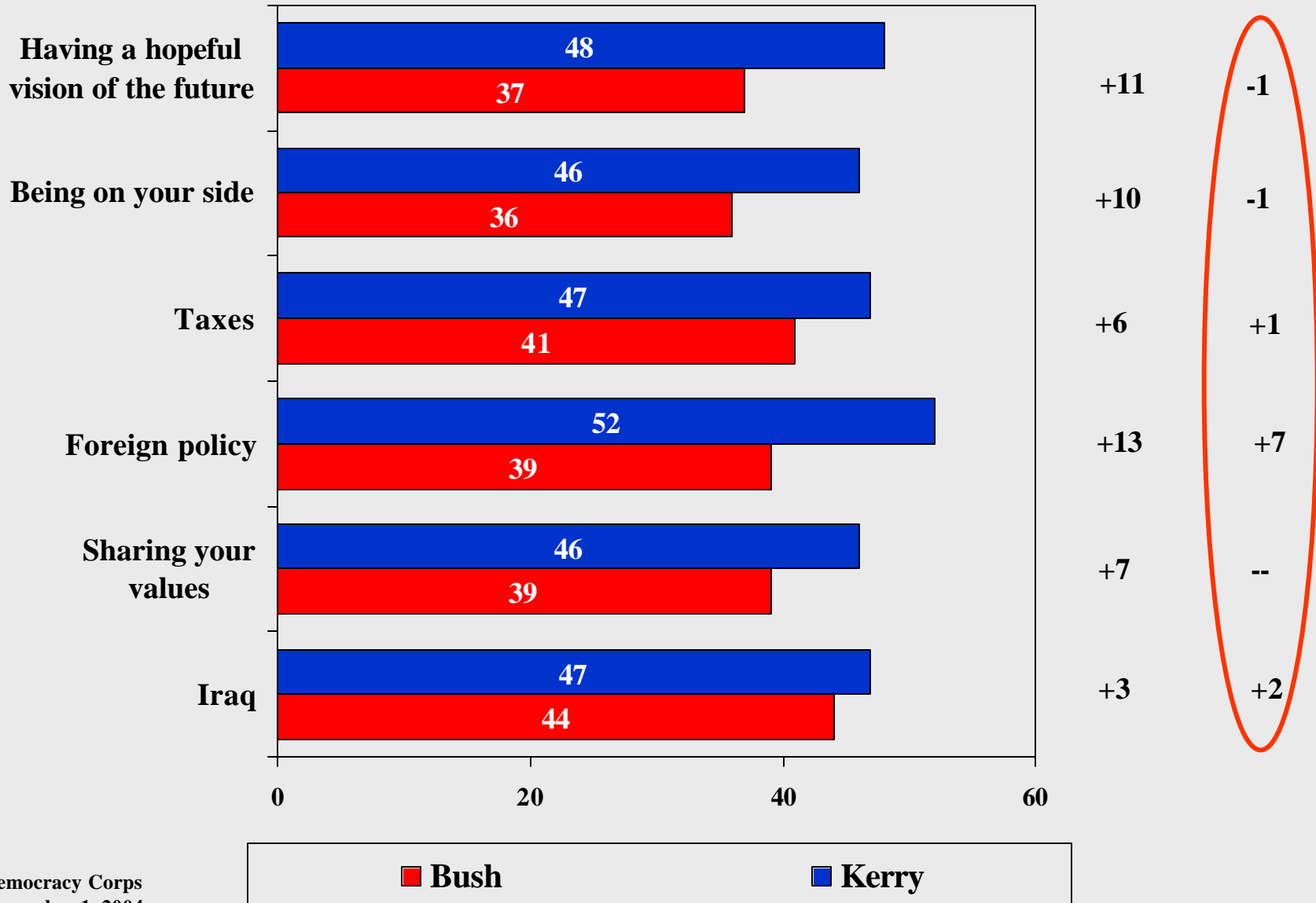


Contested Issues: Independents

Kerry vs. Bush

Net
difference

Since
10/28

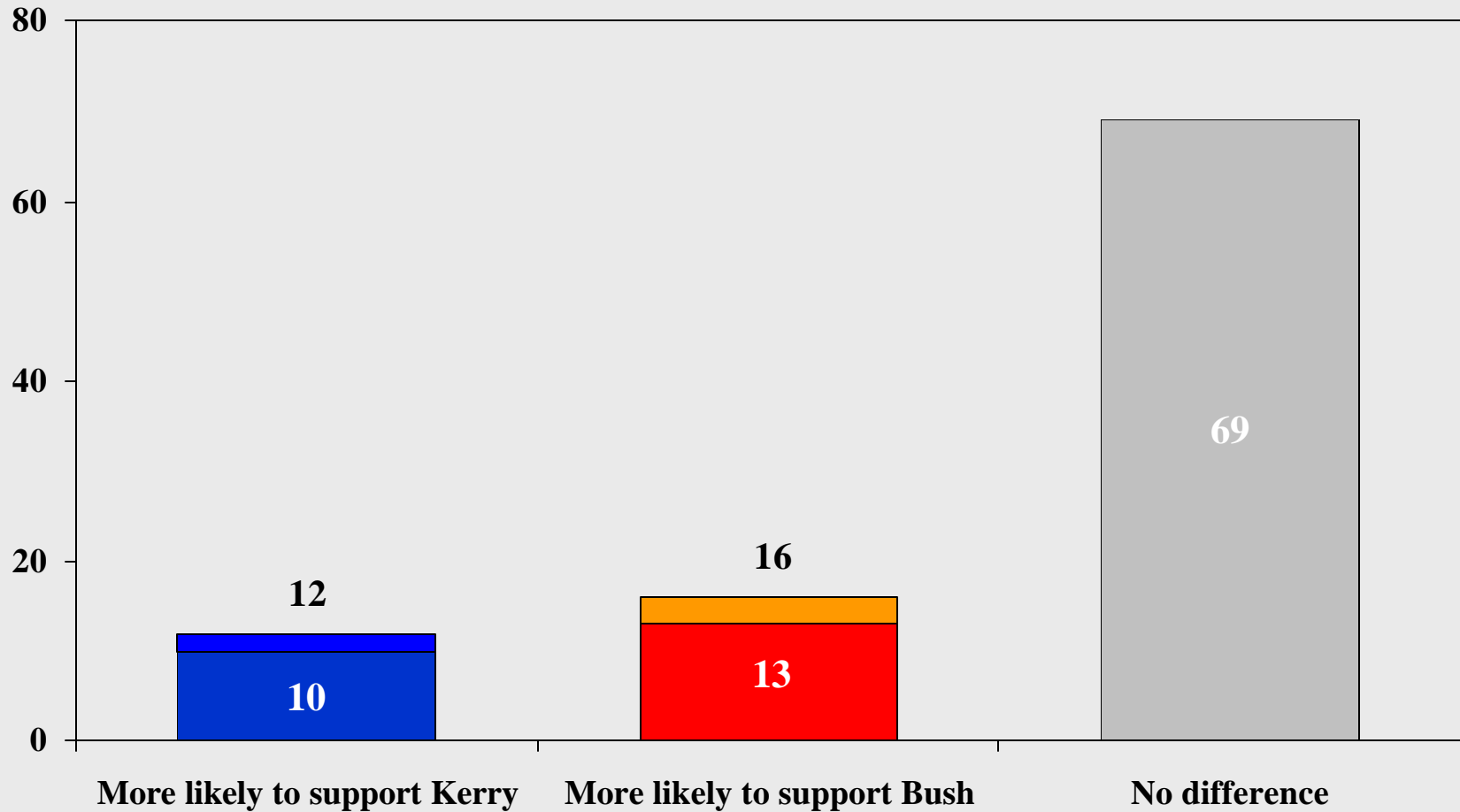




Impact of Bin Laden Tape



Impact of Bin Laden Tape





Impact of Bin Laden Tape

Reinforces shift of focus off Bin Laden vs. Underscores Bush's emphasis

