

Democracy Corps

Carville ♦ Greenberg

September 29, 2004

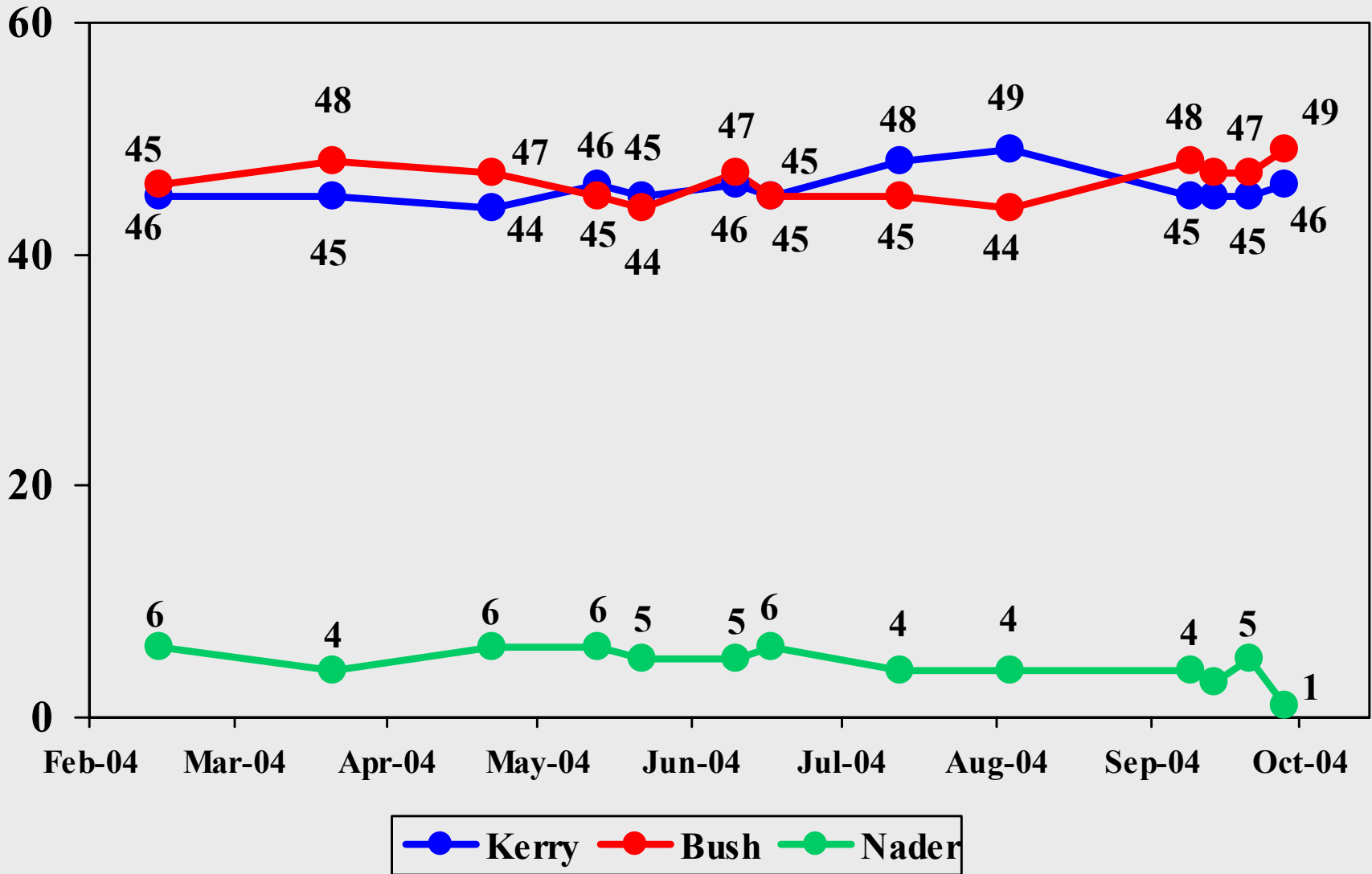


The State of the Race



Presidential Vote

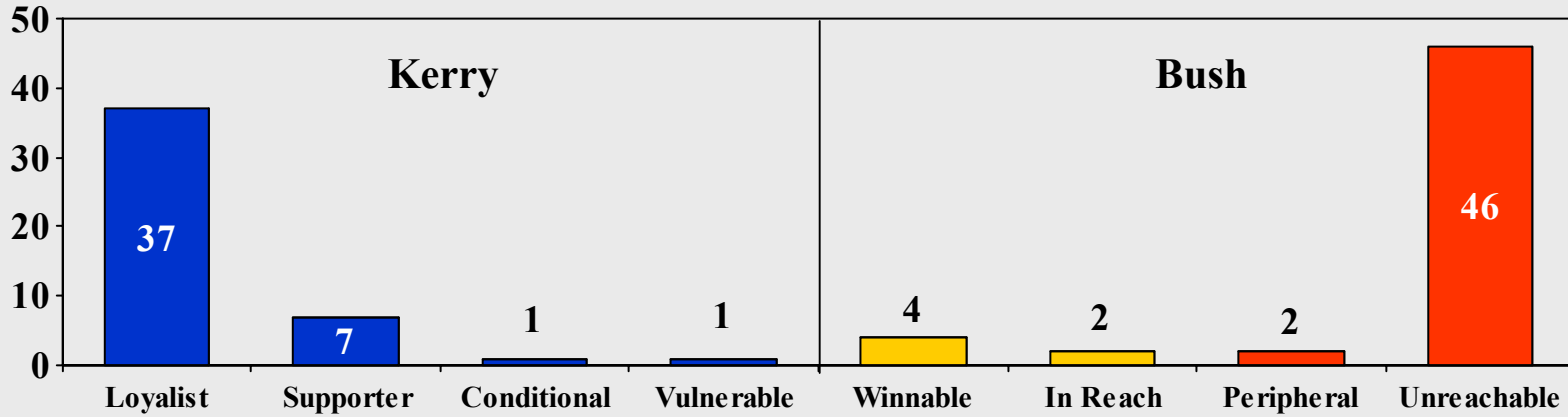
Based on Nader and State Ballot



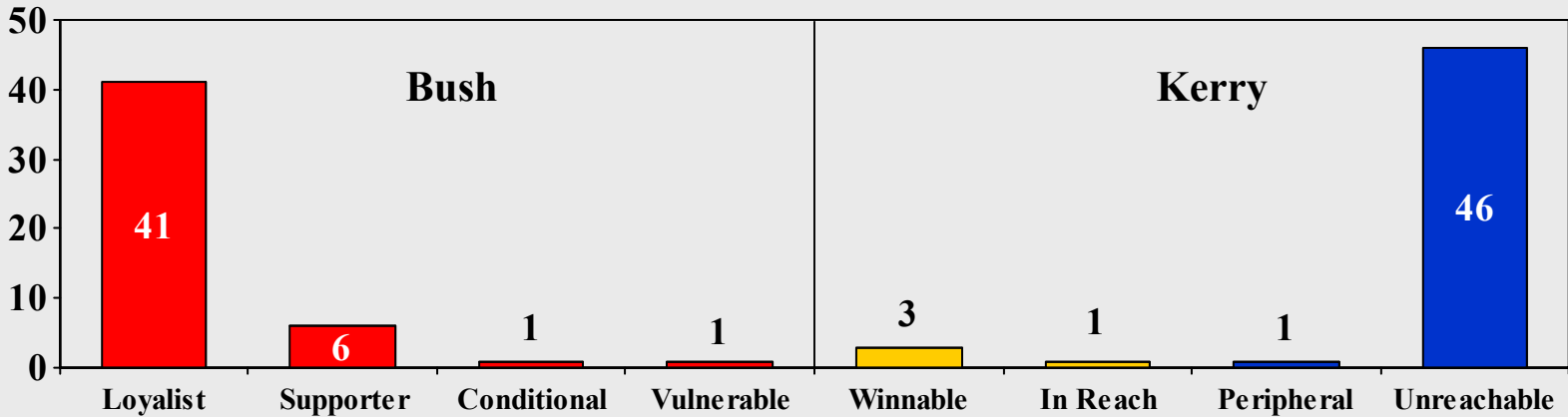


Voter Choice Scale

Kerry VCS

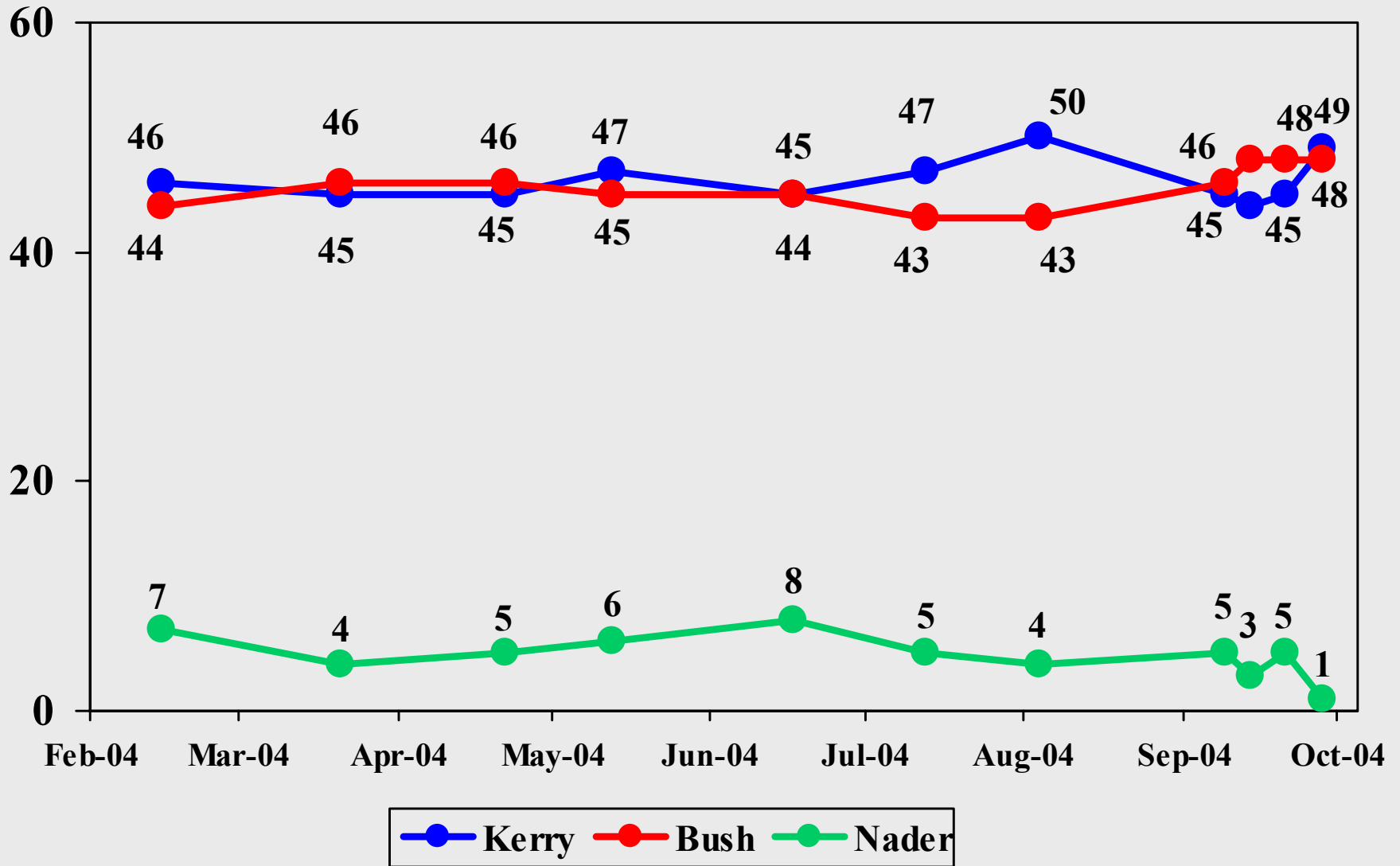


Bush VCS



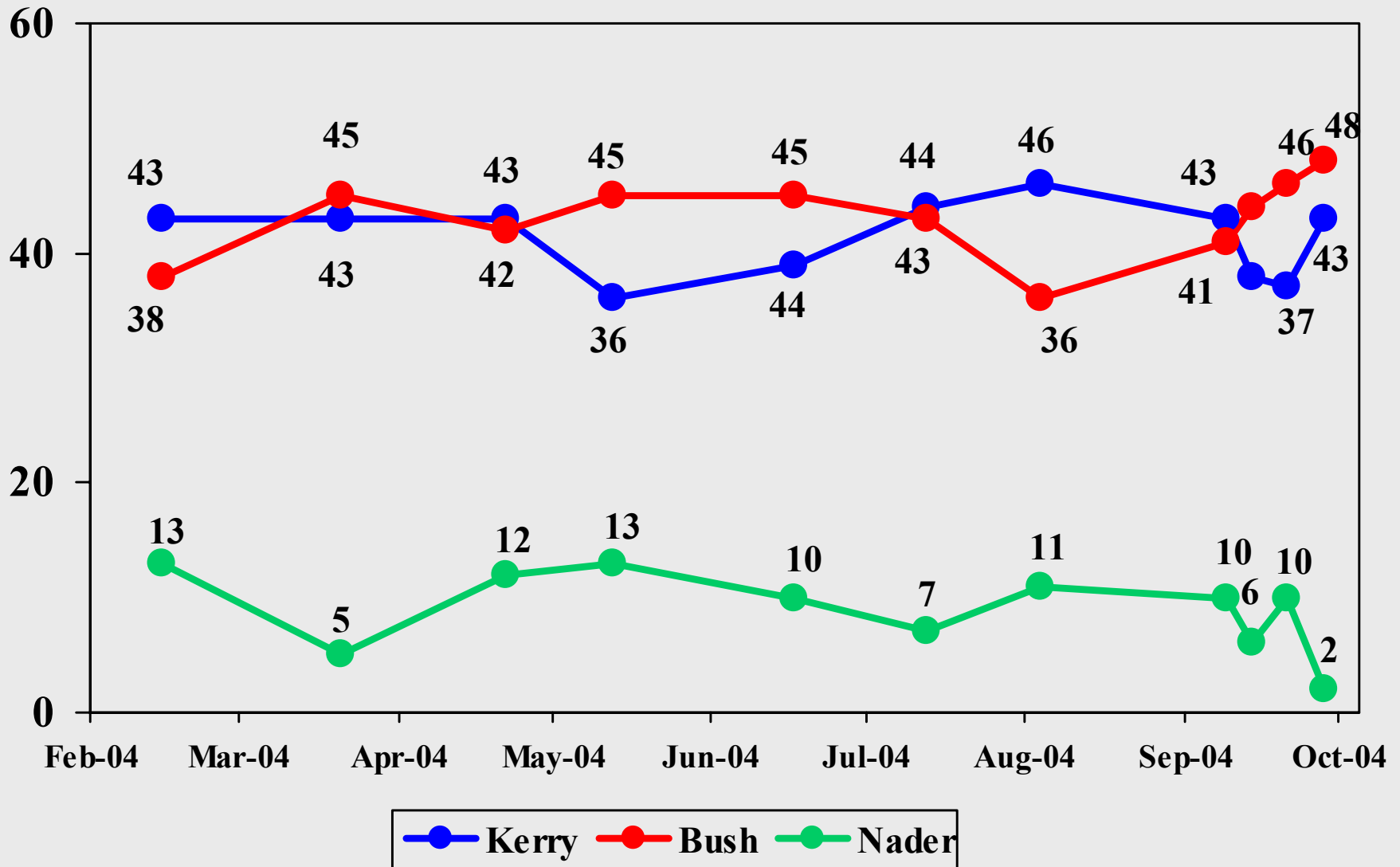


Battleground: Presidential Vote



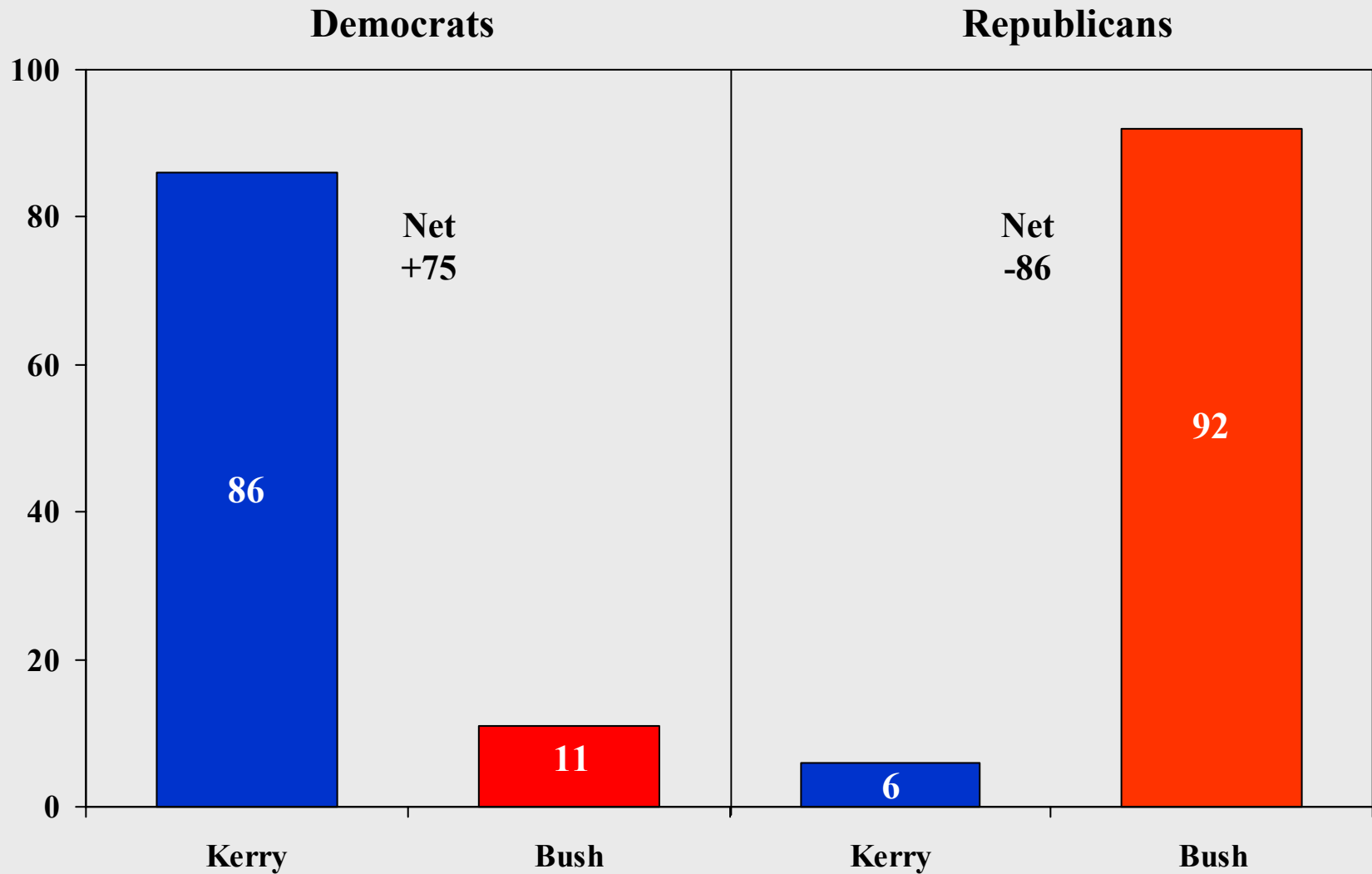


Independents: Presidential Vote





The Partisans





Target Groups

- **White Non-College Women**
- **White Rural Voters**
- **White Voters under 30**
- **White Senior Women**

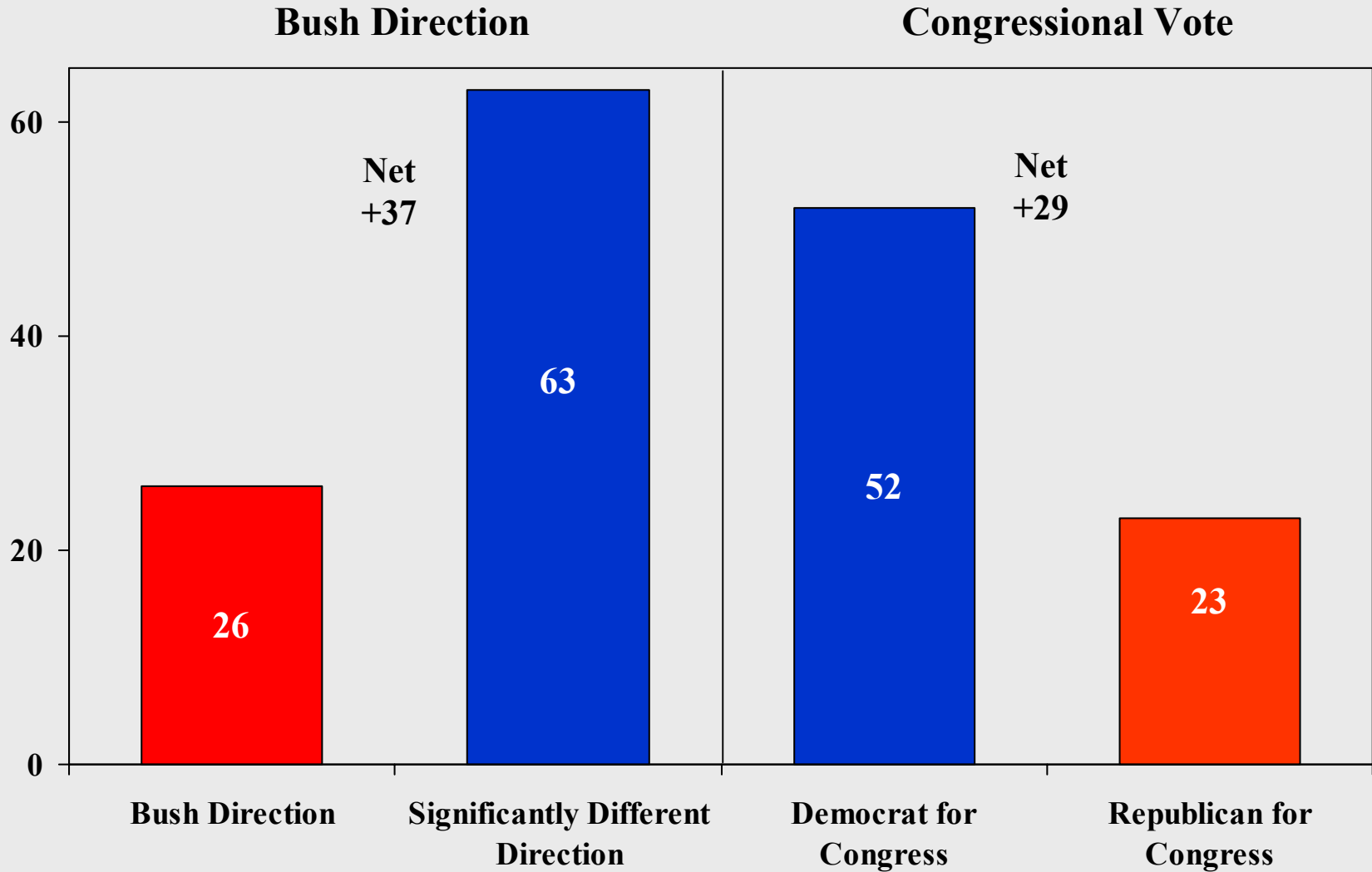


- **White Single Women**
- **White College-Educated Women**
- **White Union Households**
- **African Americans**



The Undecided Vote

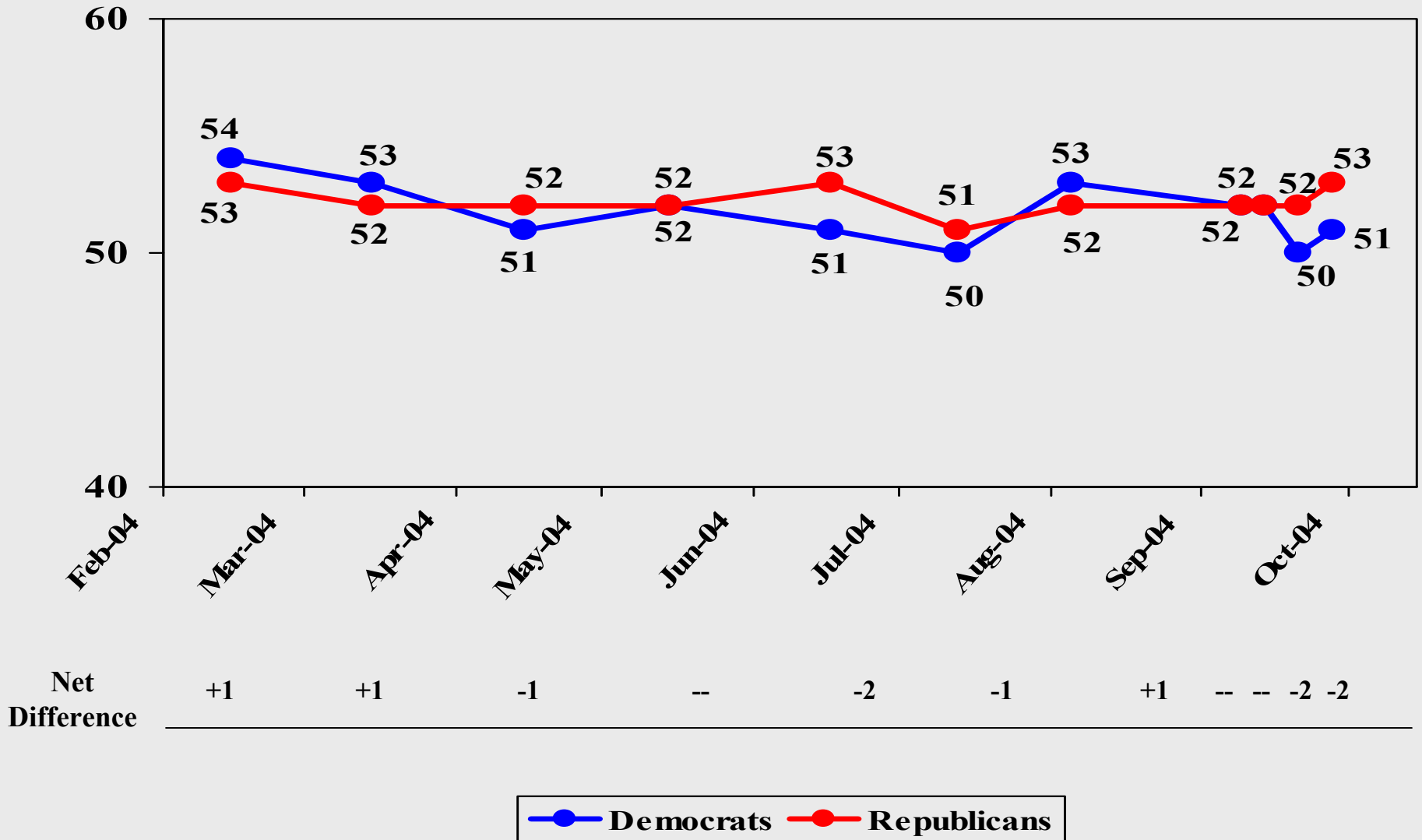
Combined Database – September 9th – 21st





Party Thermometers

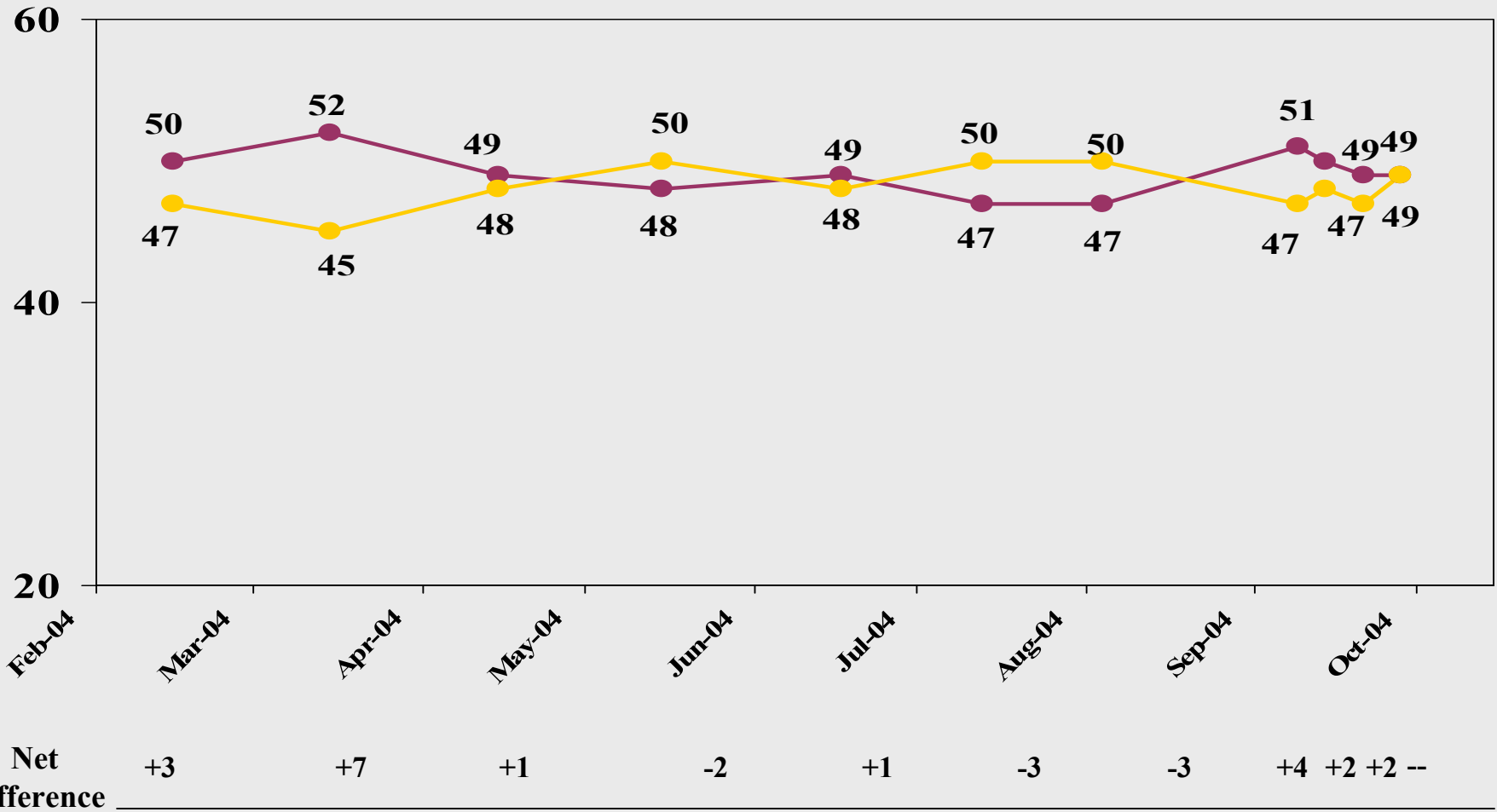
2004





Bush Job Approval

2004



● Approve ● Disapprove

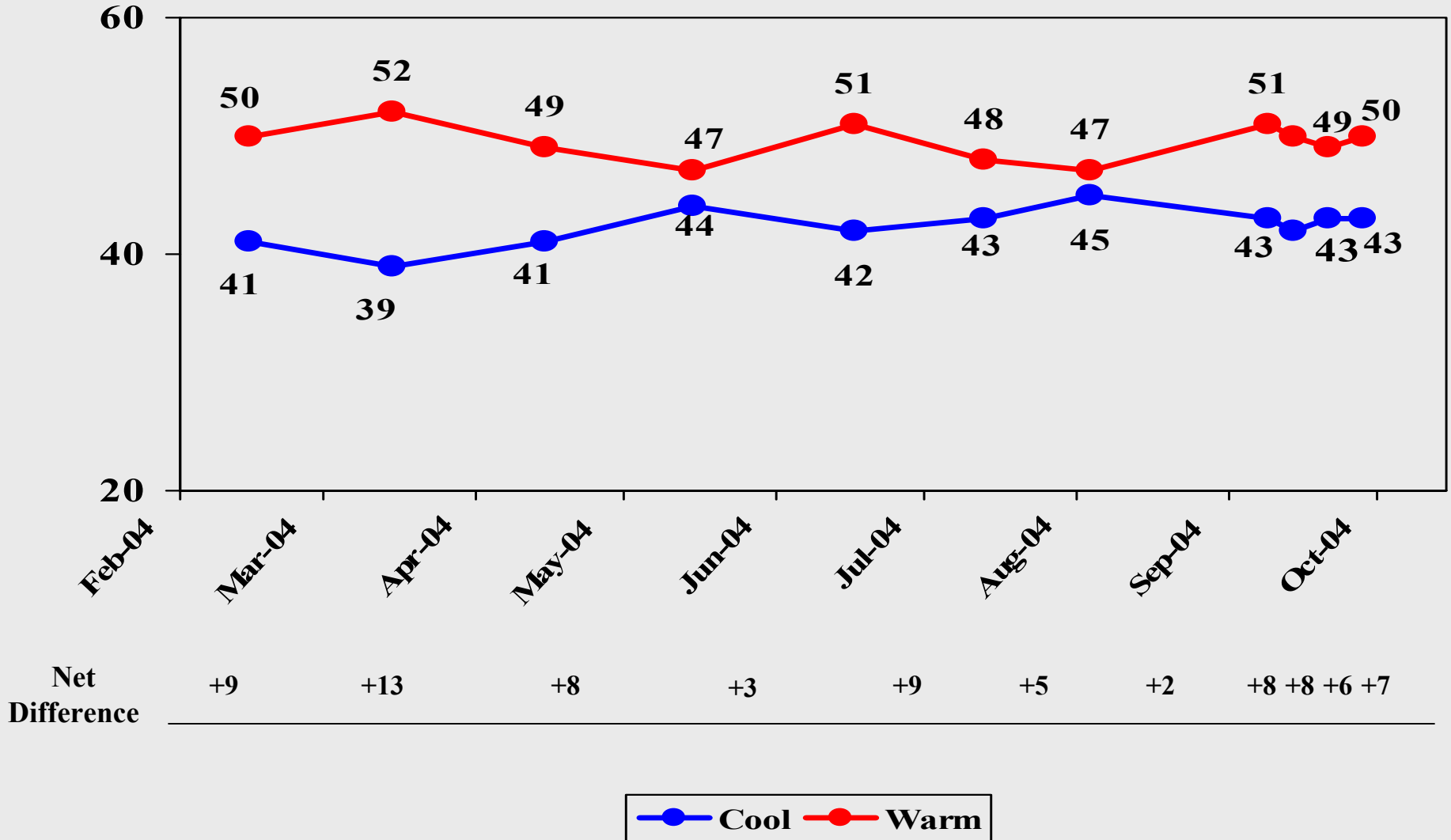


The Political Leaders



Bush Thermometer

2004



Net
Difference

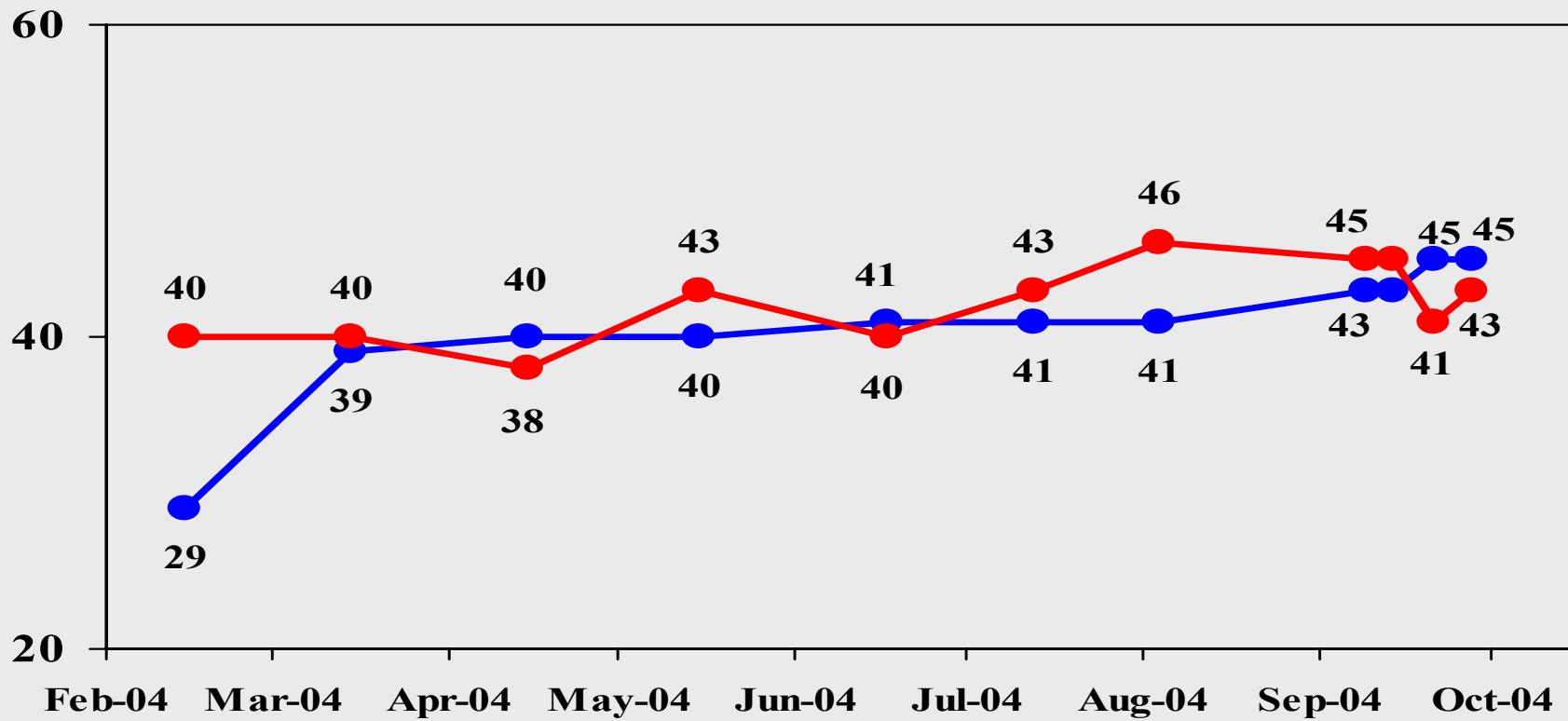
+9 +13 +8 +3 +9 +5 +2 +8 +8 +6 +7





Kerry Thermometer

2004



Net
Difference

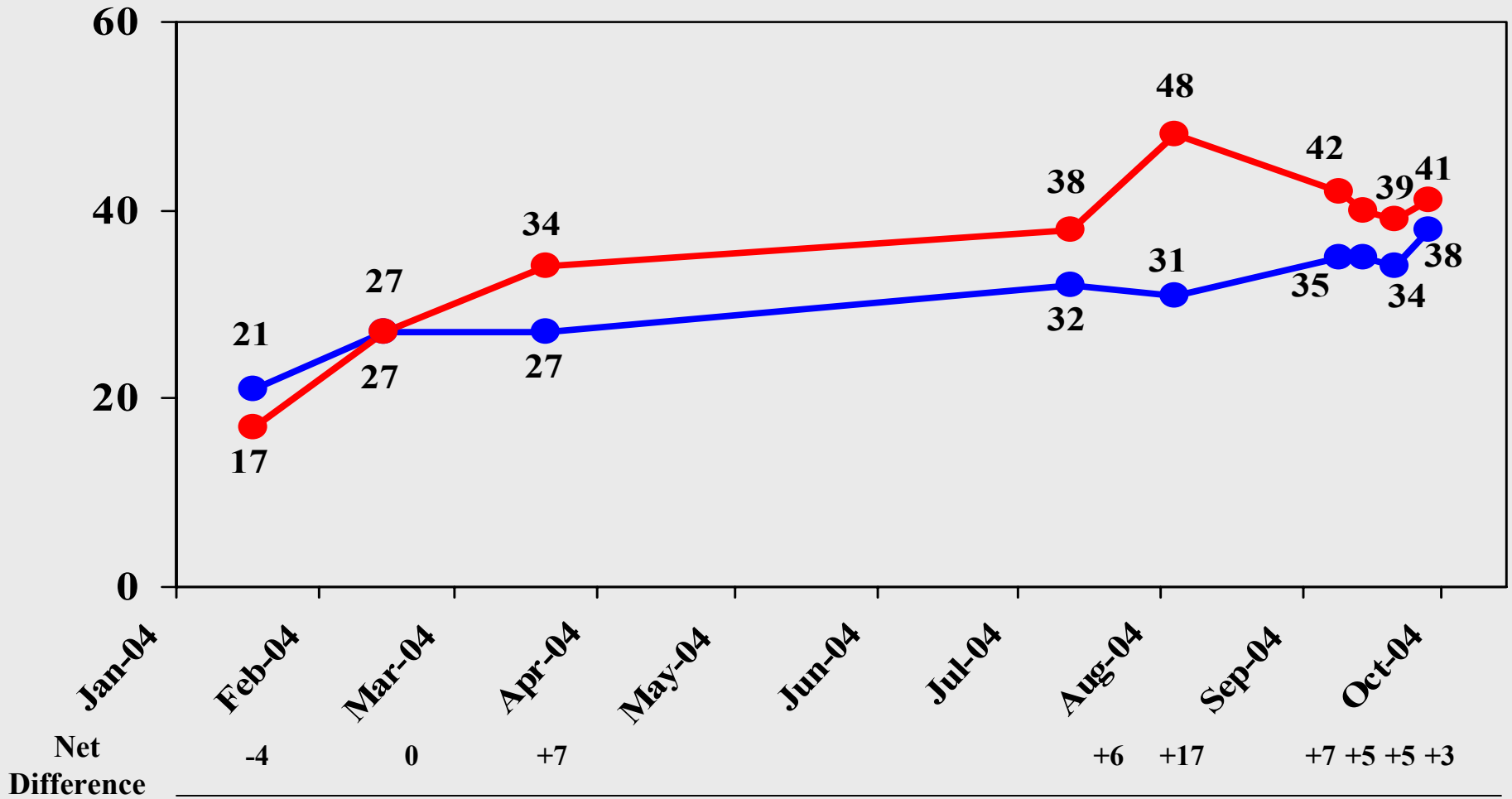
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Edwards Thermometer

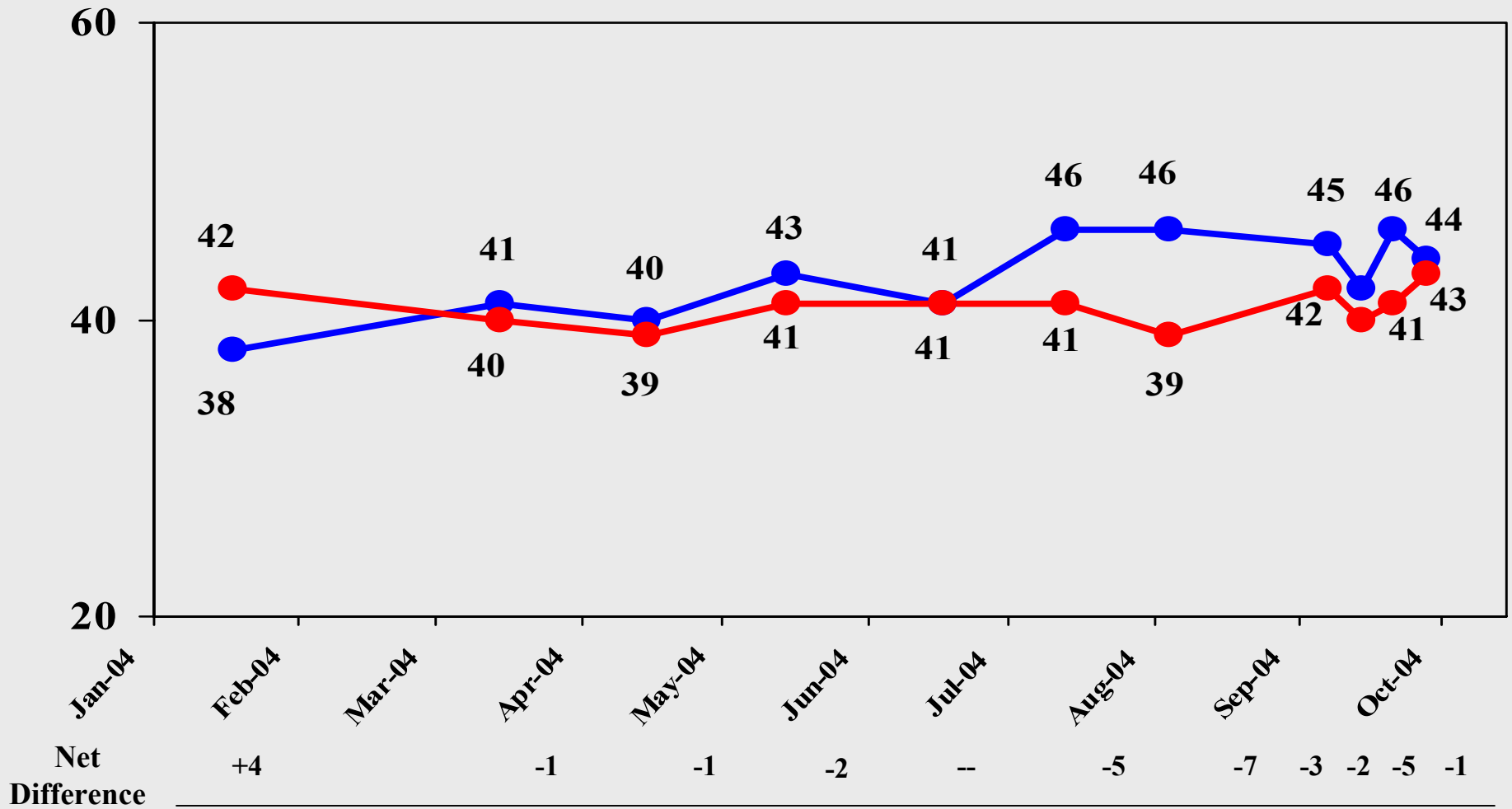
2004





Cheney Thermometer

2004





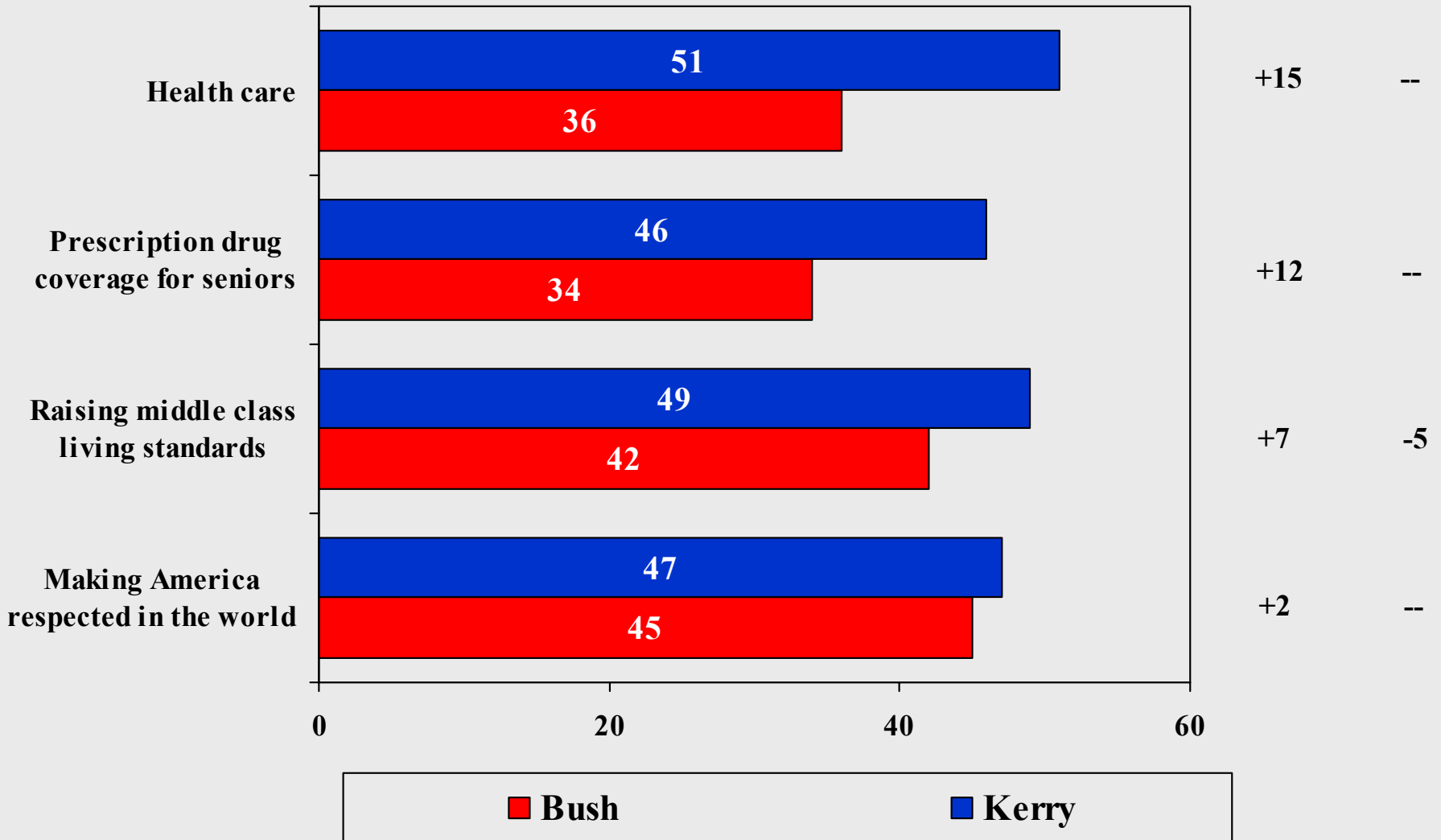
The Issue Battle



Issues: Kerry vs. Bush

Kerry Strengths

Net
difference Change
from 9/21

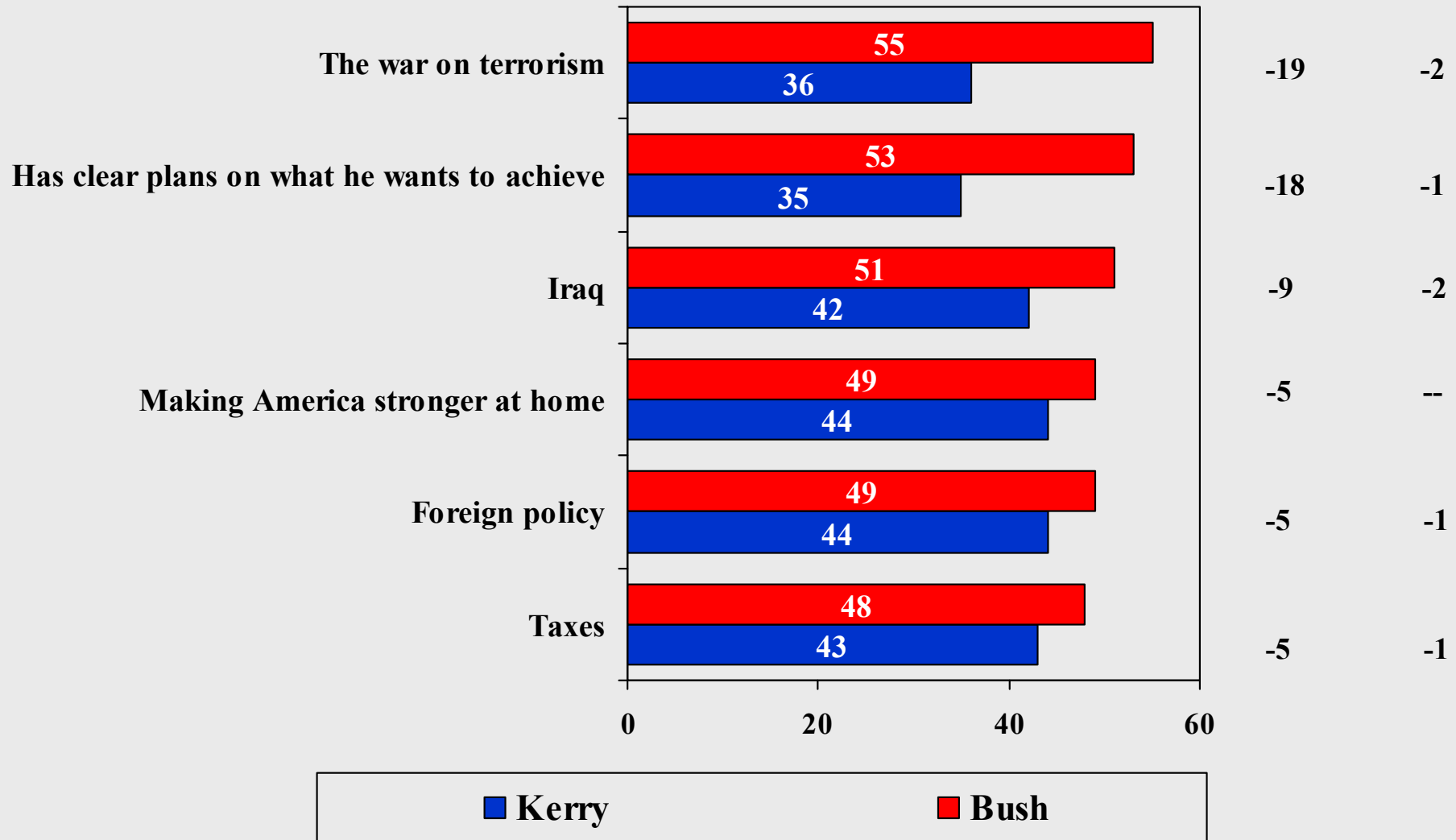




Issues: Kerry vs. Bush

Bush Strengths

Net
difference Change
from 9/21



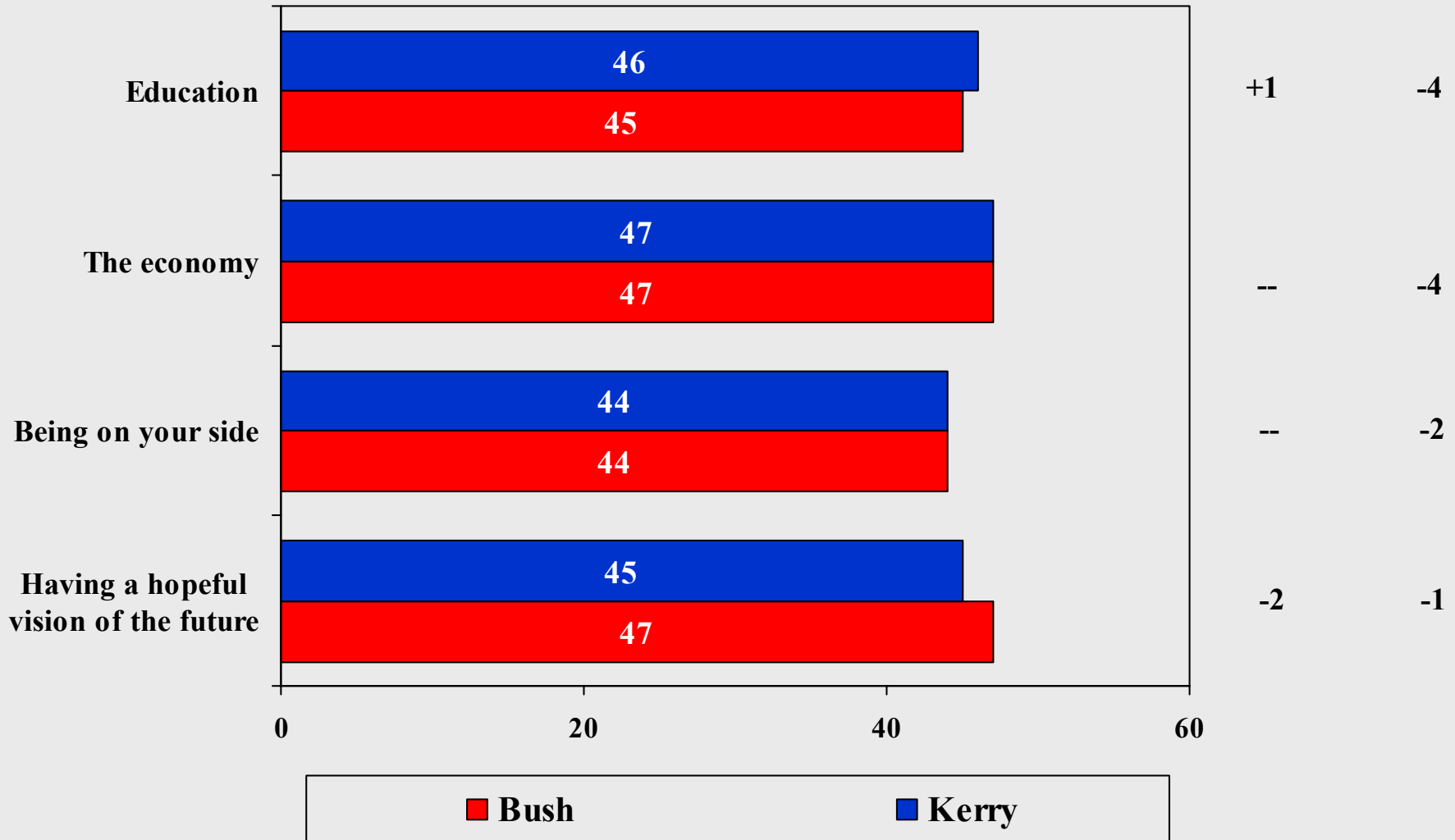


Issues: Kerry vs. Bush

Contested

Net
difference

Change
from 9/21



“Now I am going to ask you something different. I am going to read a list of issues and I want you to tell me whether, overall, you think John Kerry or George Bush would do a better job with this issue. If you do not know, just tell me and we will move on to the next item.”

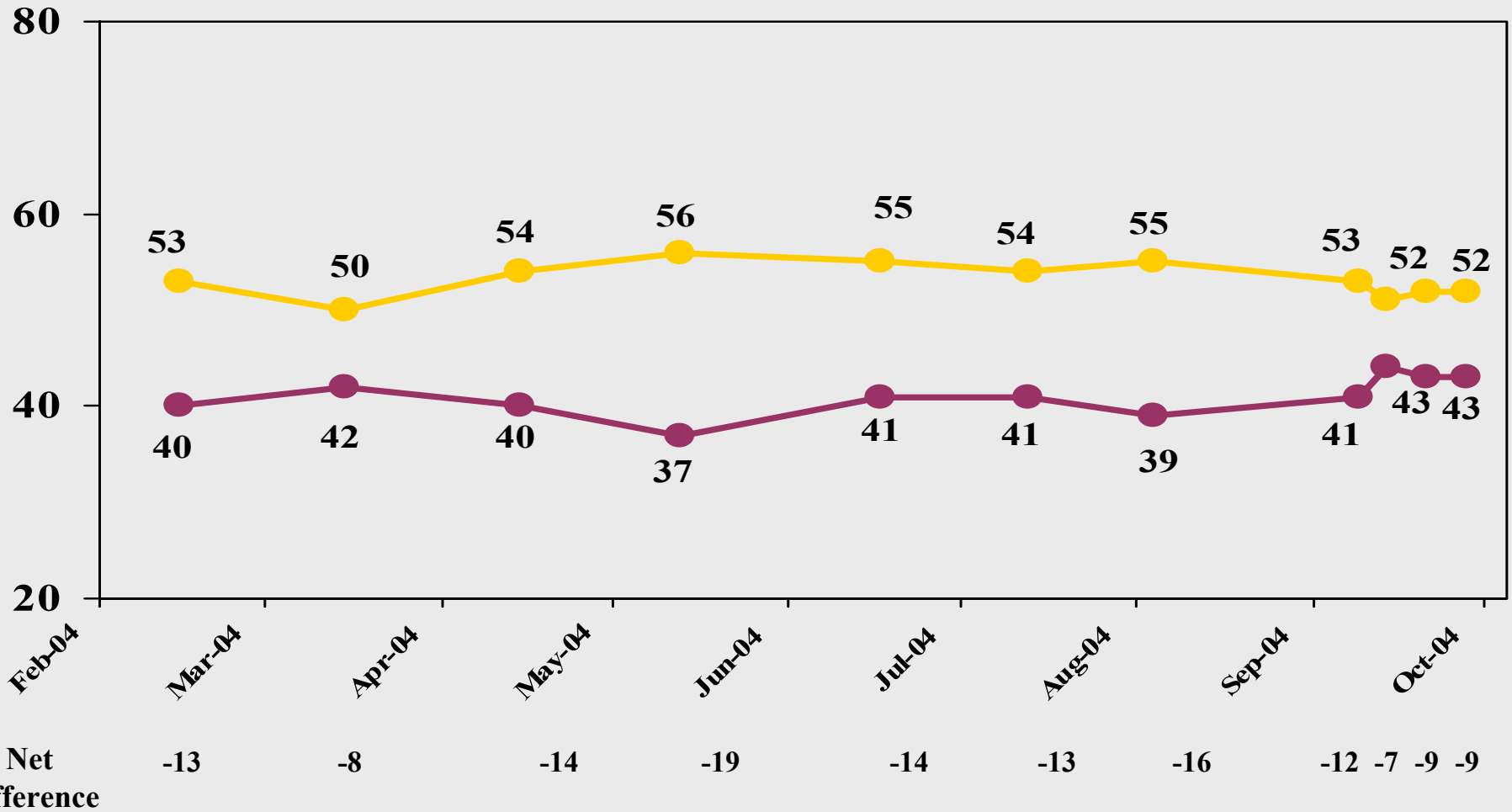


Structure of the Race



Change: Direction

2004

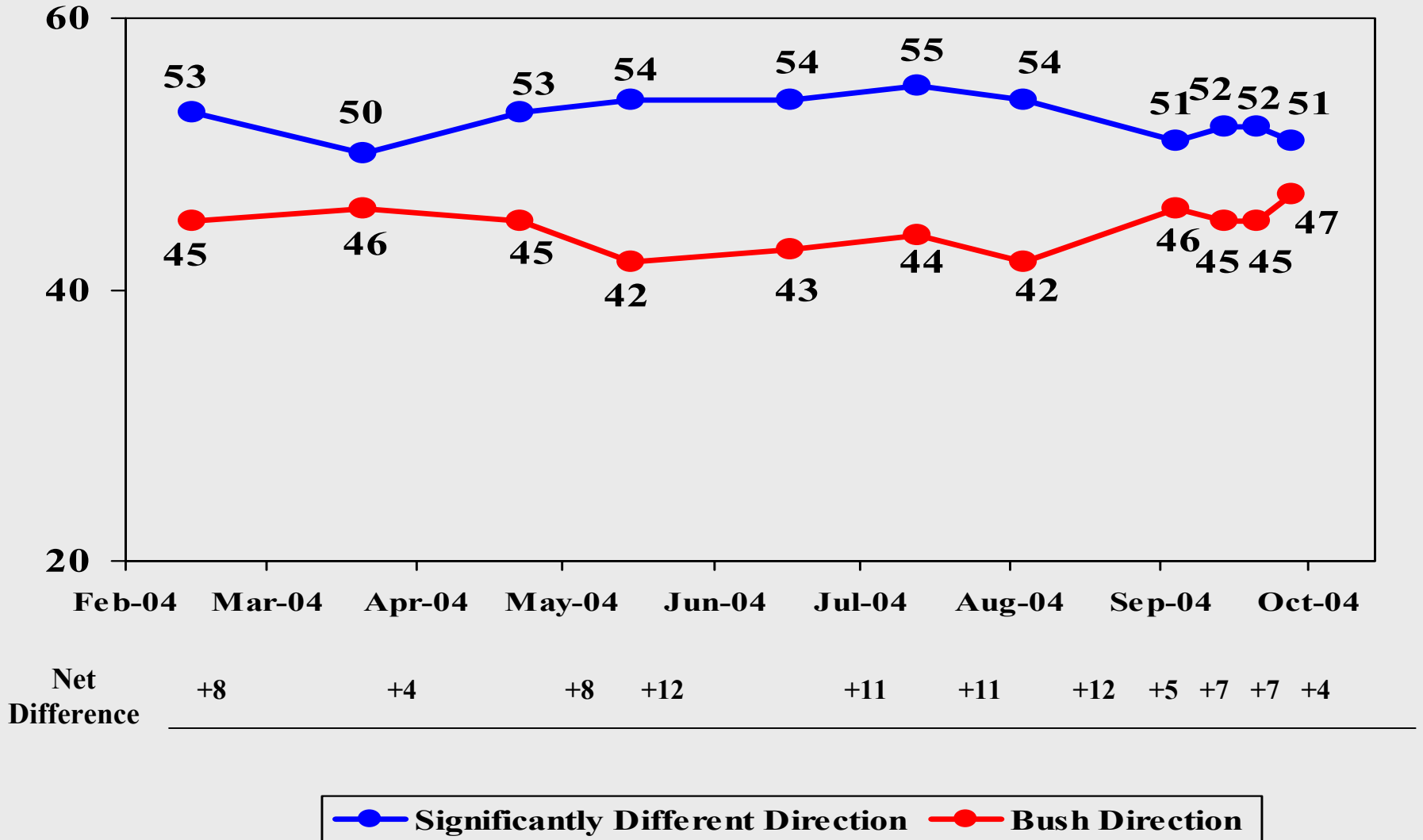


● Right direction ● Wrong direction



Change: Bush Change Direction

2004

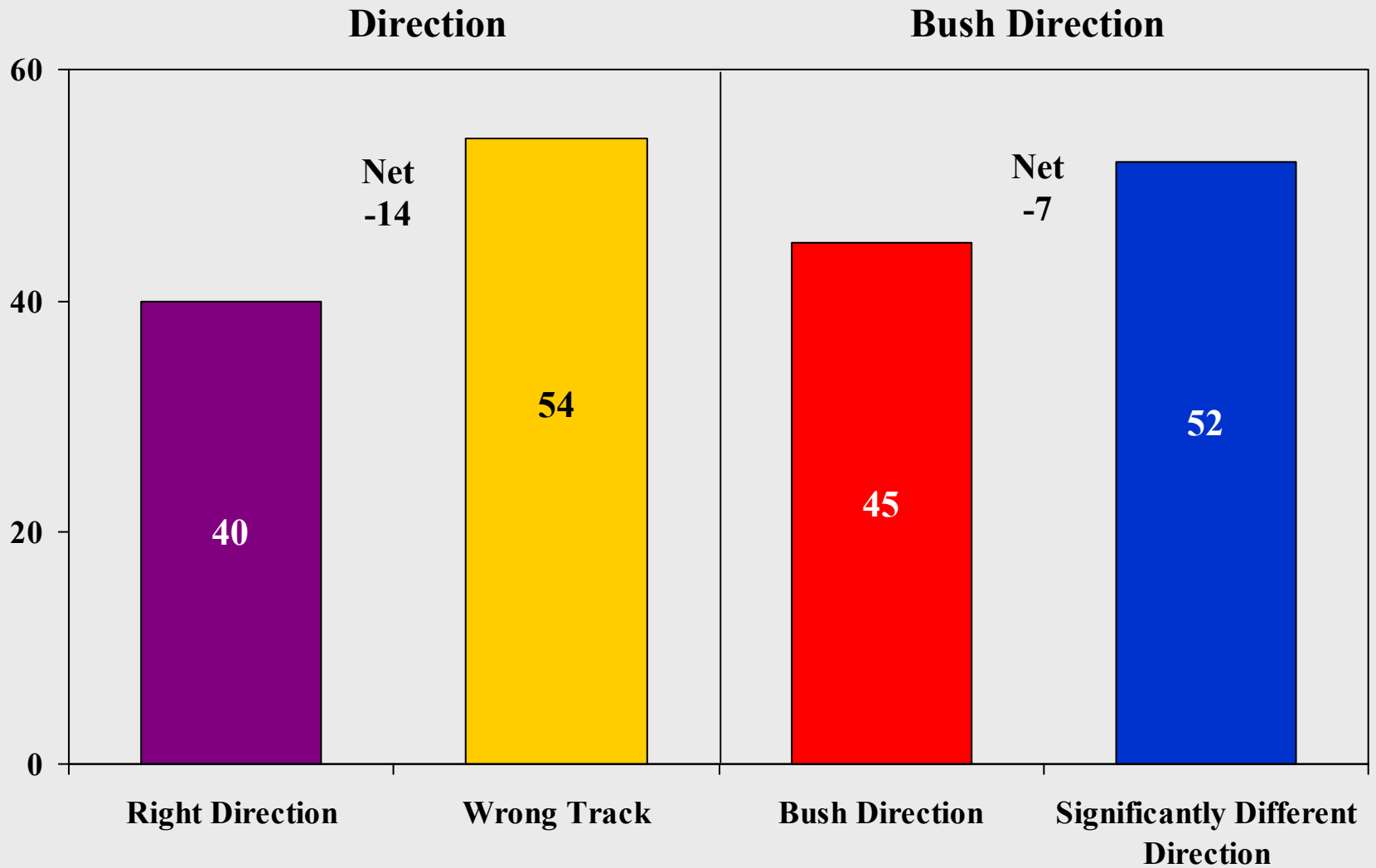


Net
Difference

● Significantly Different Direction ● Bush Direction



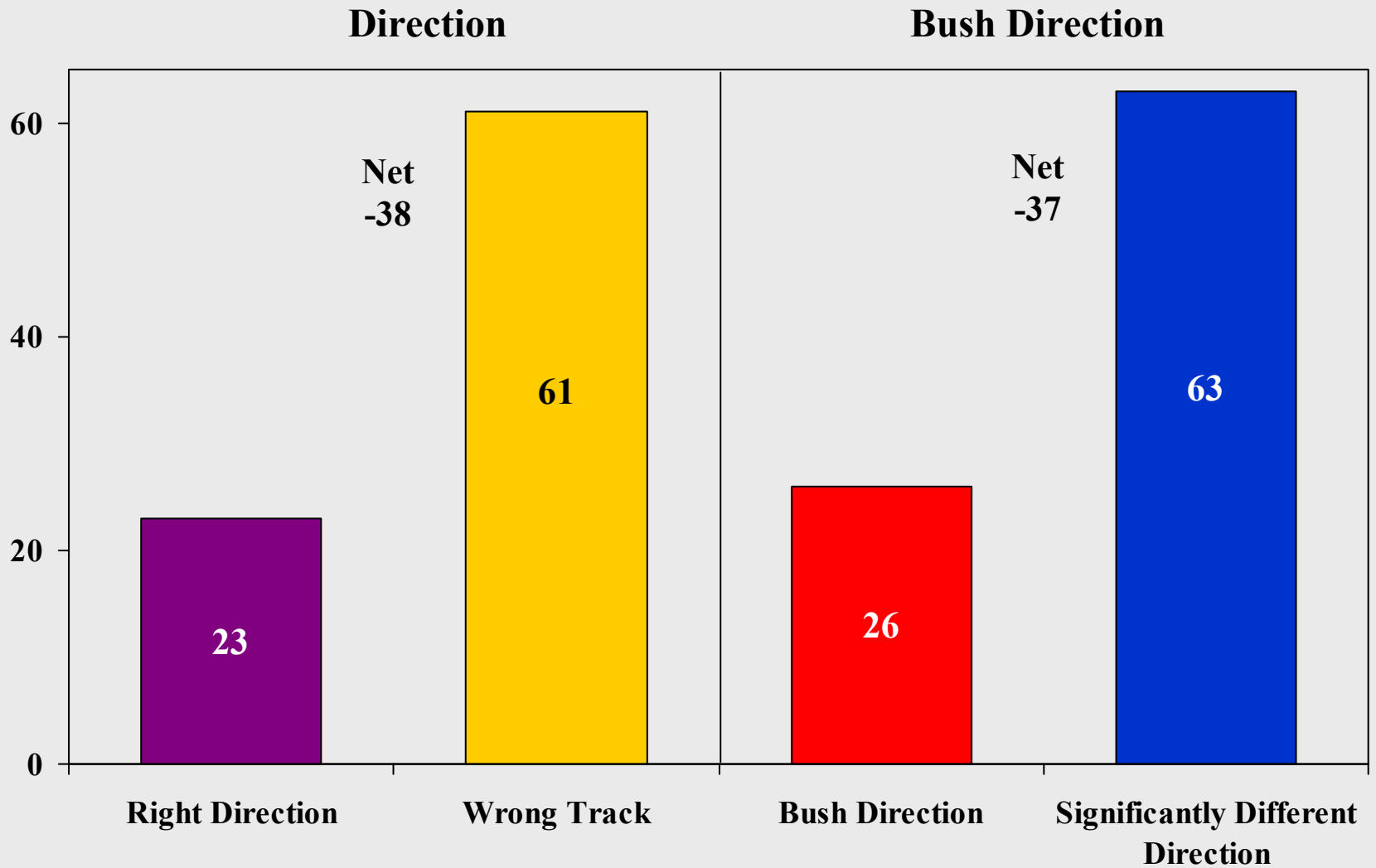
Independents and Change





Undecided Voters and Change

Combined Database – September 9th – 21st



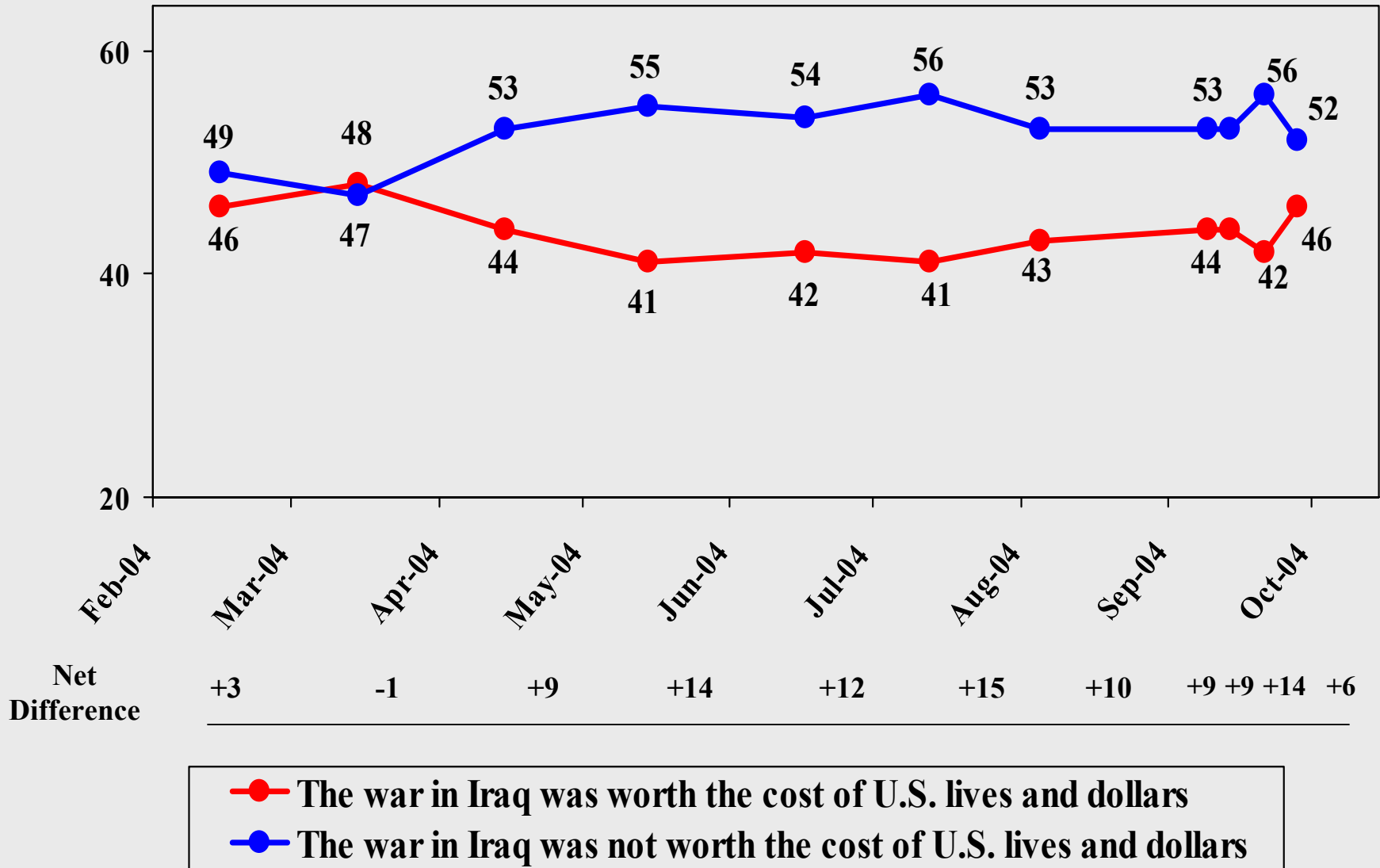


The State of Iraq



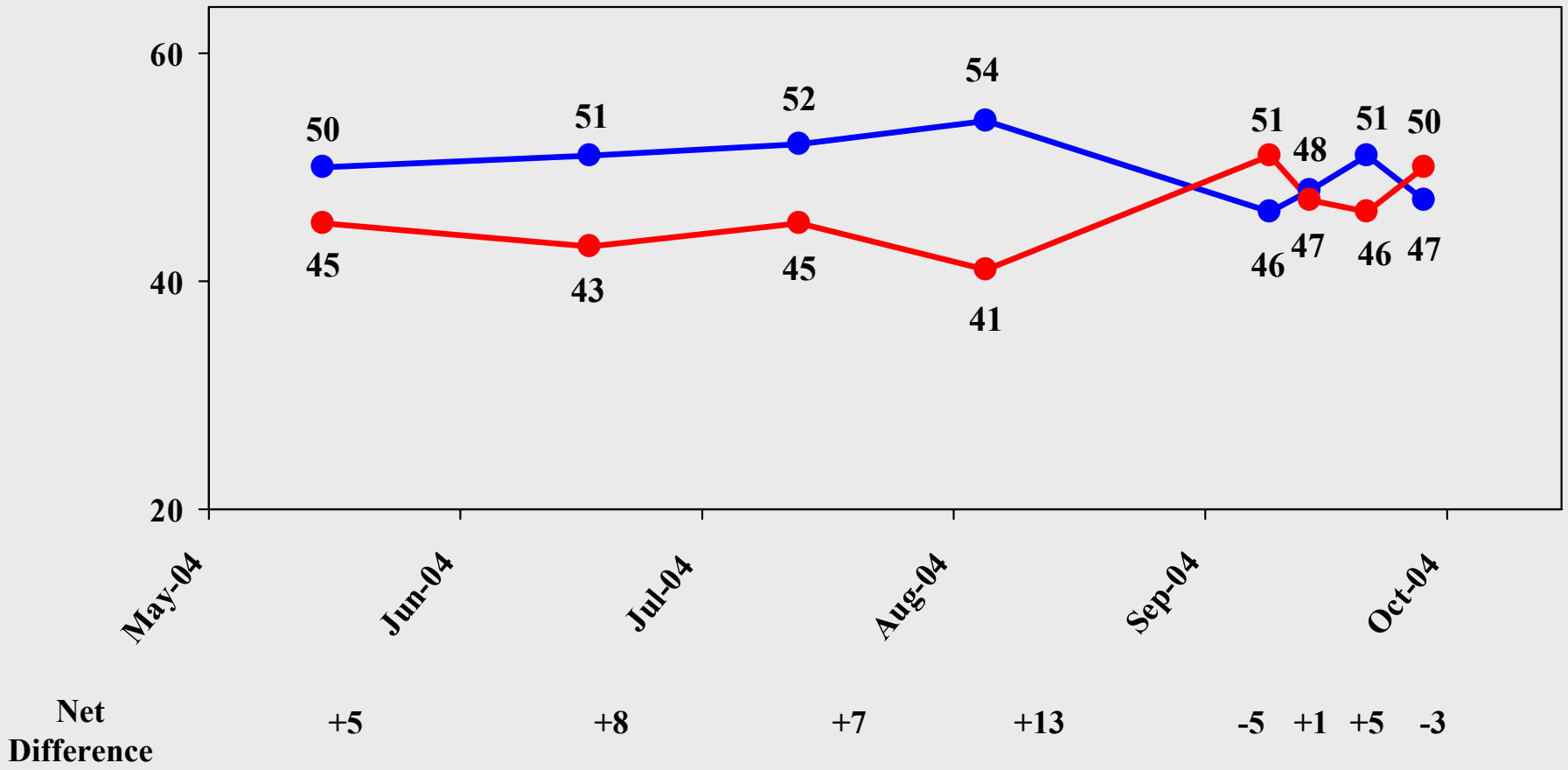
Was the War in Iraq Worth it?

2004





War in Iraq: More or Less Secure

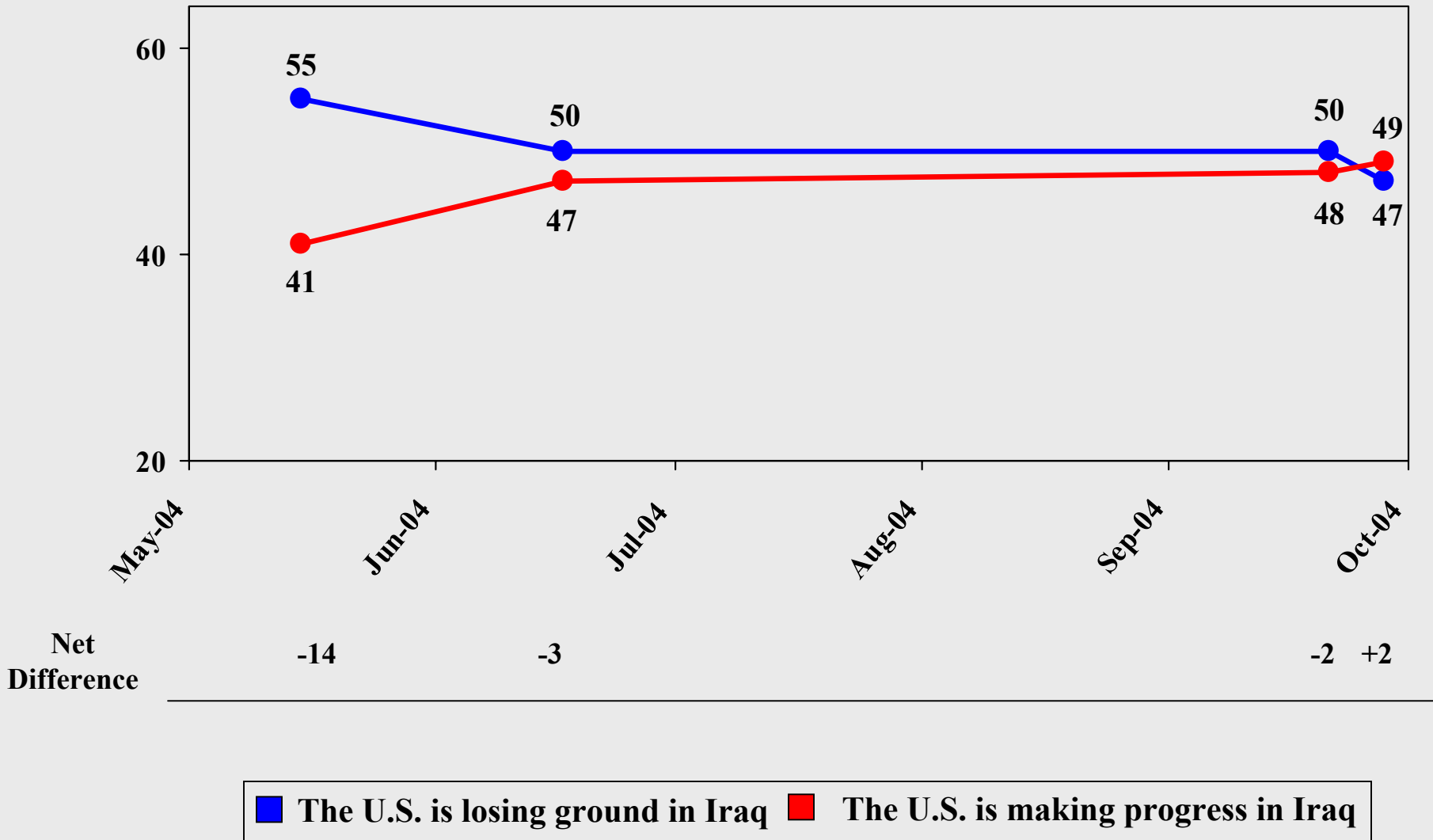


■ The Iraq War has made us less secure. **■ The Iraq War has made us more secure.**

“Now I’m going to read you some pairs of statements. As I read each pair, please tell me whether the FIRST statement or the SECOND statement comes closer to your own views, even if neither is exactly right.”



Making Progress in Iraq vs. Losing Ground



"Now I'm going to read you some pairs of statements. As I read each pair, please tell me whether the FIRST statement or the SECOND statement comes closer to your own views, even if neither is exactly right."

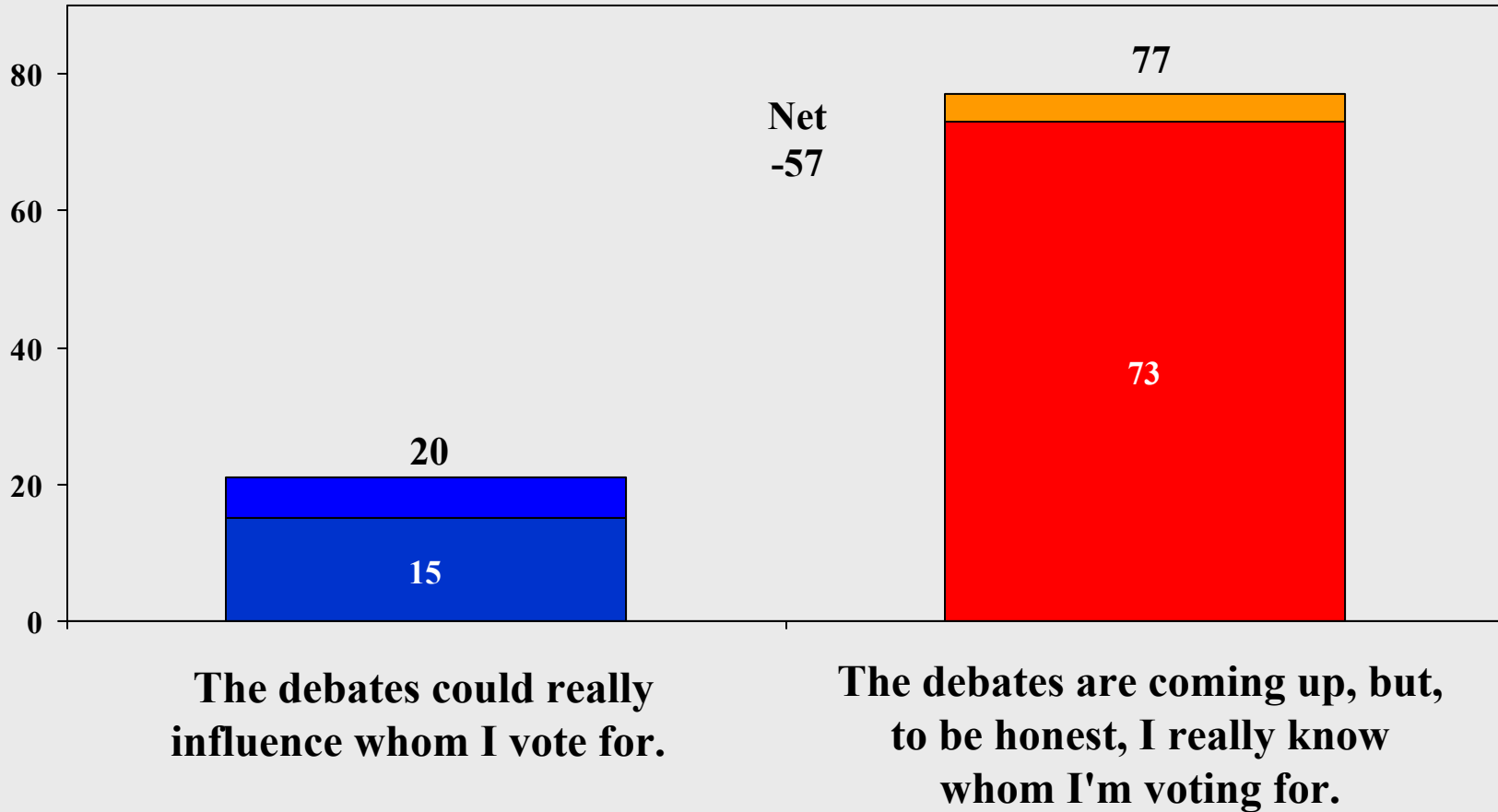


The Debates



Importance of Debates

Could determine vote vs. Already decided



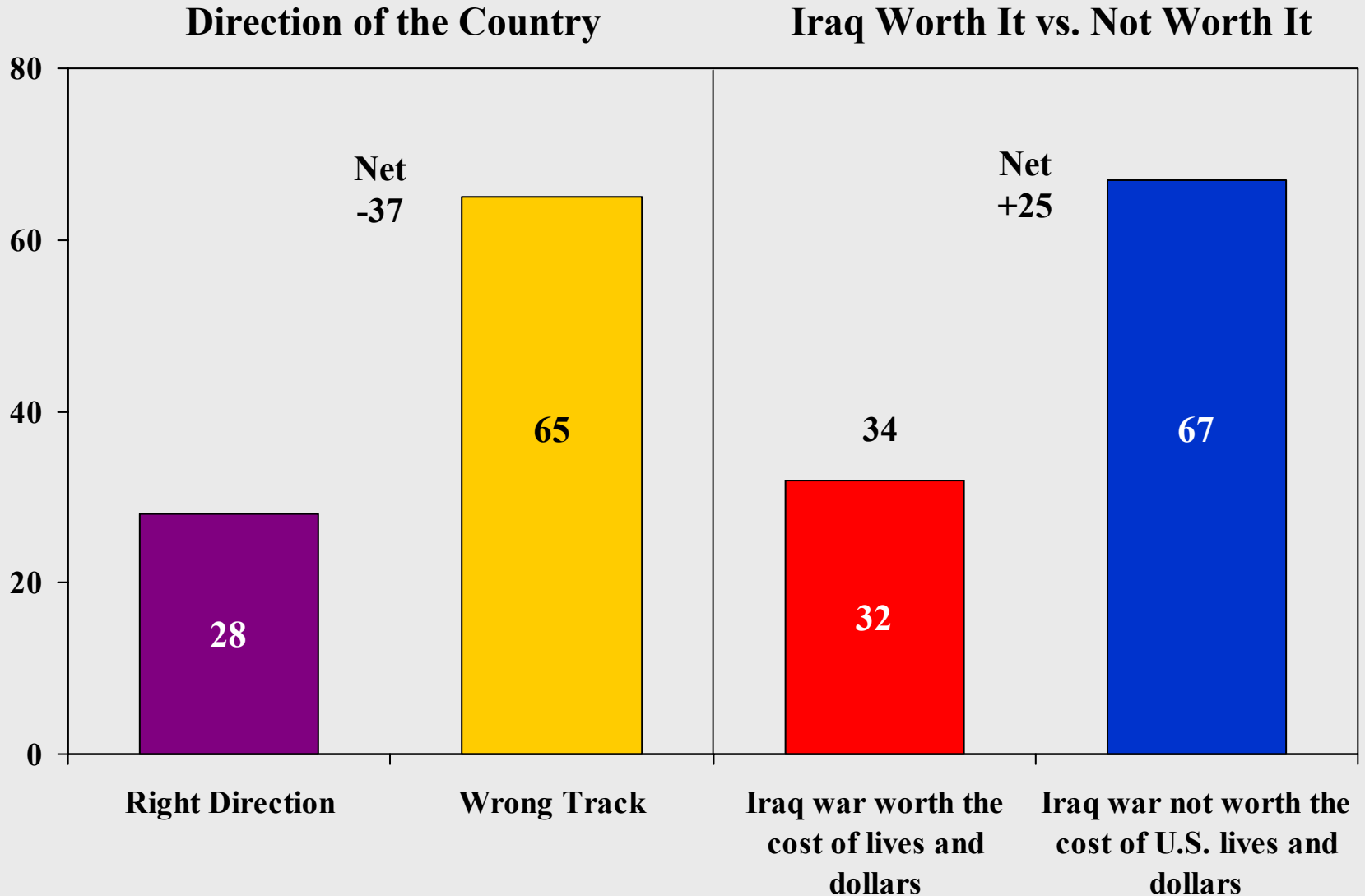
■ 1st Statement- Strongly ■ 2nd Statement- Strongly
■ 1st Statement- Not so strongly ■ 2nd Statement- Not so strongly

“Now I’m going to read you some pairs of statements. As I read each pair, please tell me whether the FIRST statement or the SECOND statement comes closer to your own views, even if neither is exactly right.”



Debate Audience

Will Influence Vote



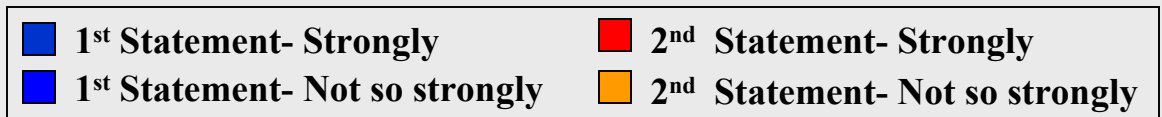
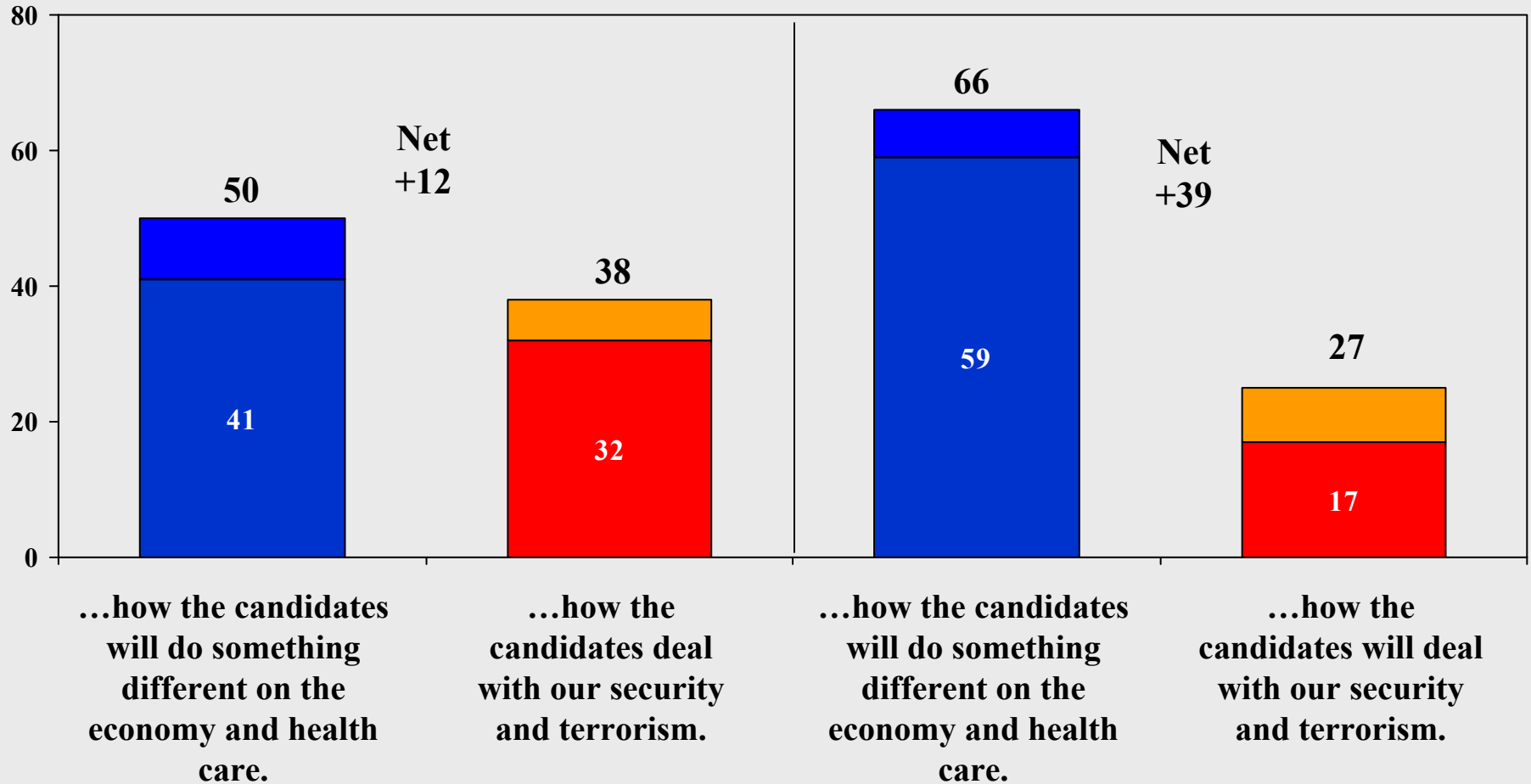


What I Most Want to Hear: Economy vs. Security

All voters vs. Debate Important Voters

All Voters

Debate Important Voters



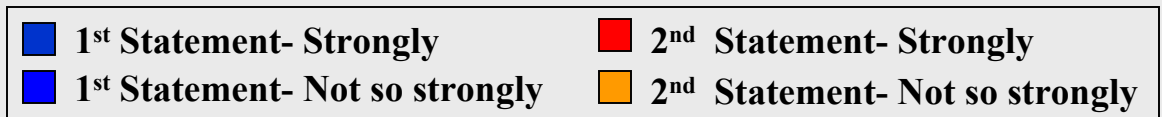
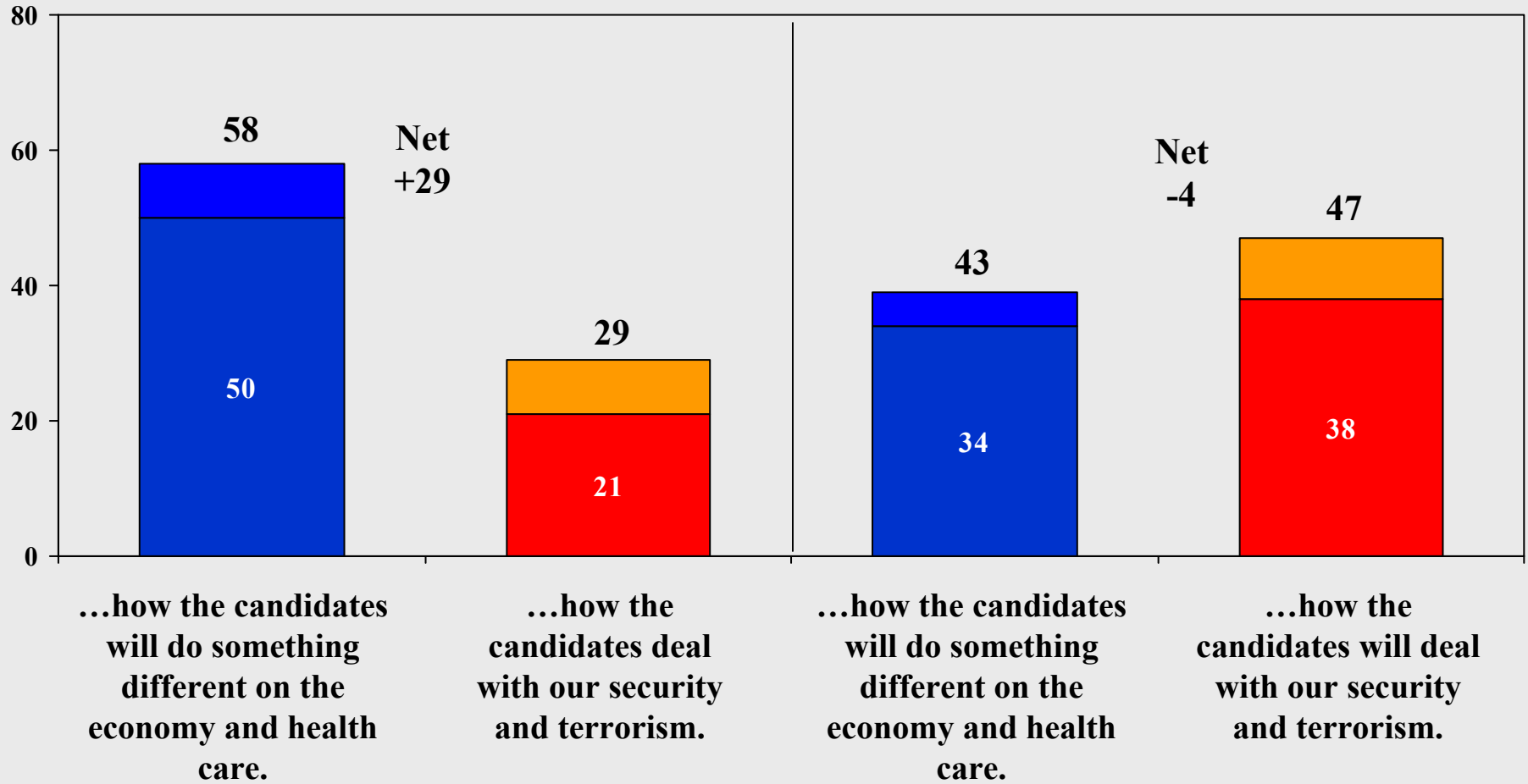


The Security Mom Myth

Women with Kids vs. Men with Kids

Women with Kids

Men with Kids



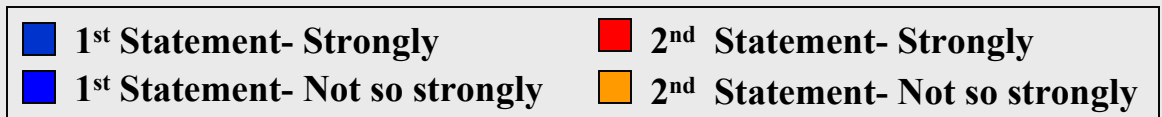
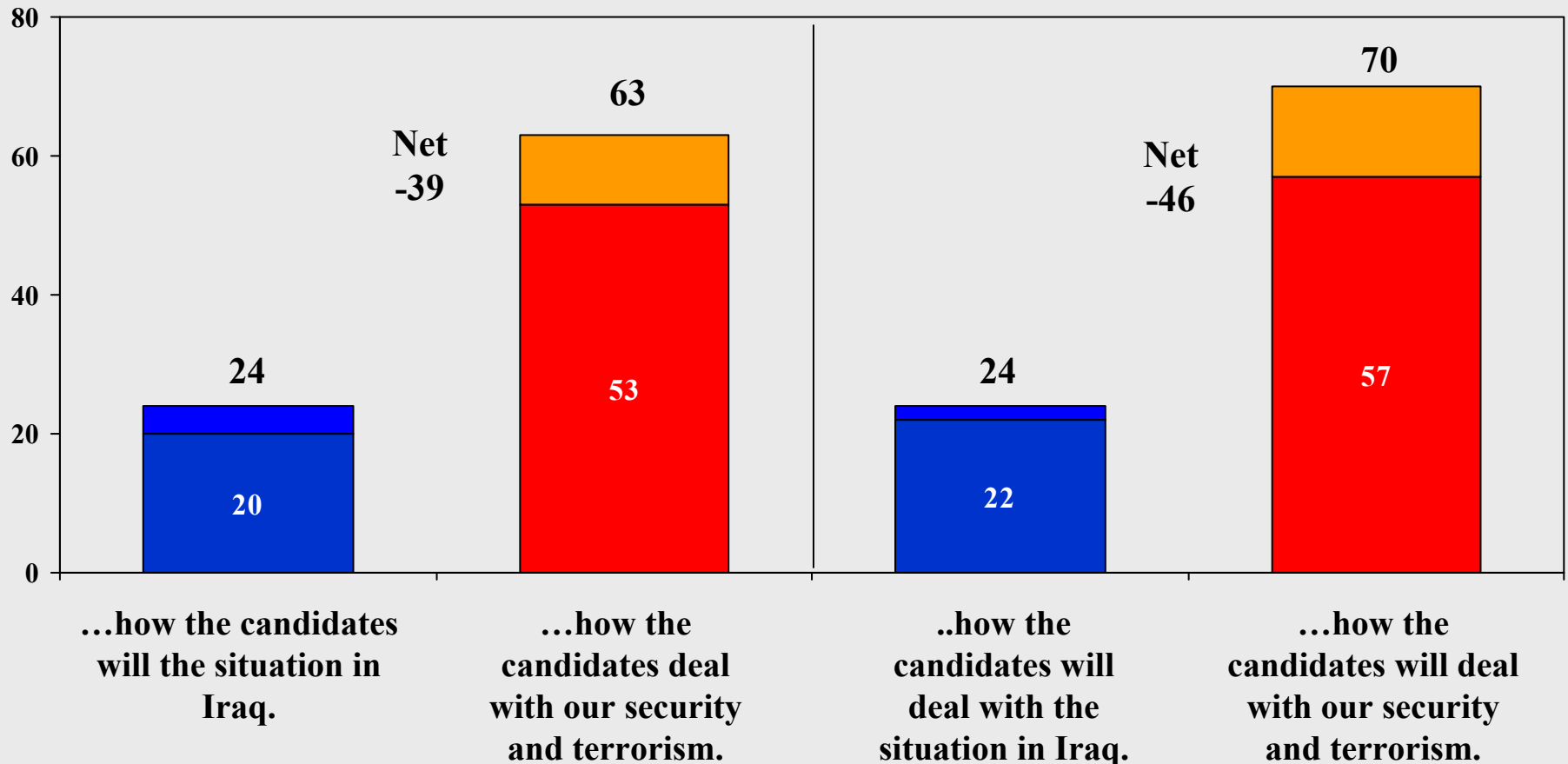


What I Most Want to Hear: Iraq vs. Security

All voters vs. Debate Important Voters

All Voters

Debate Important Voters



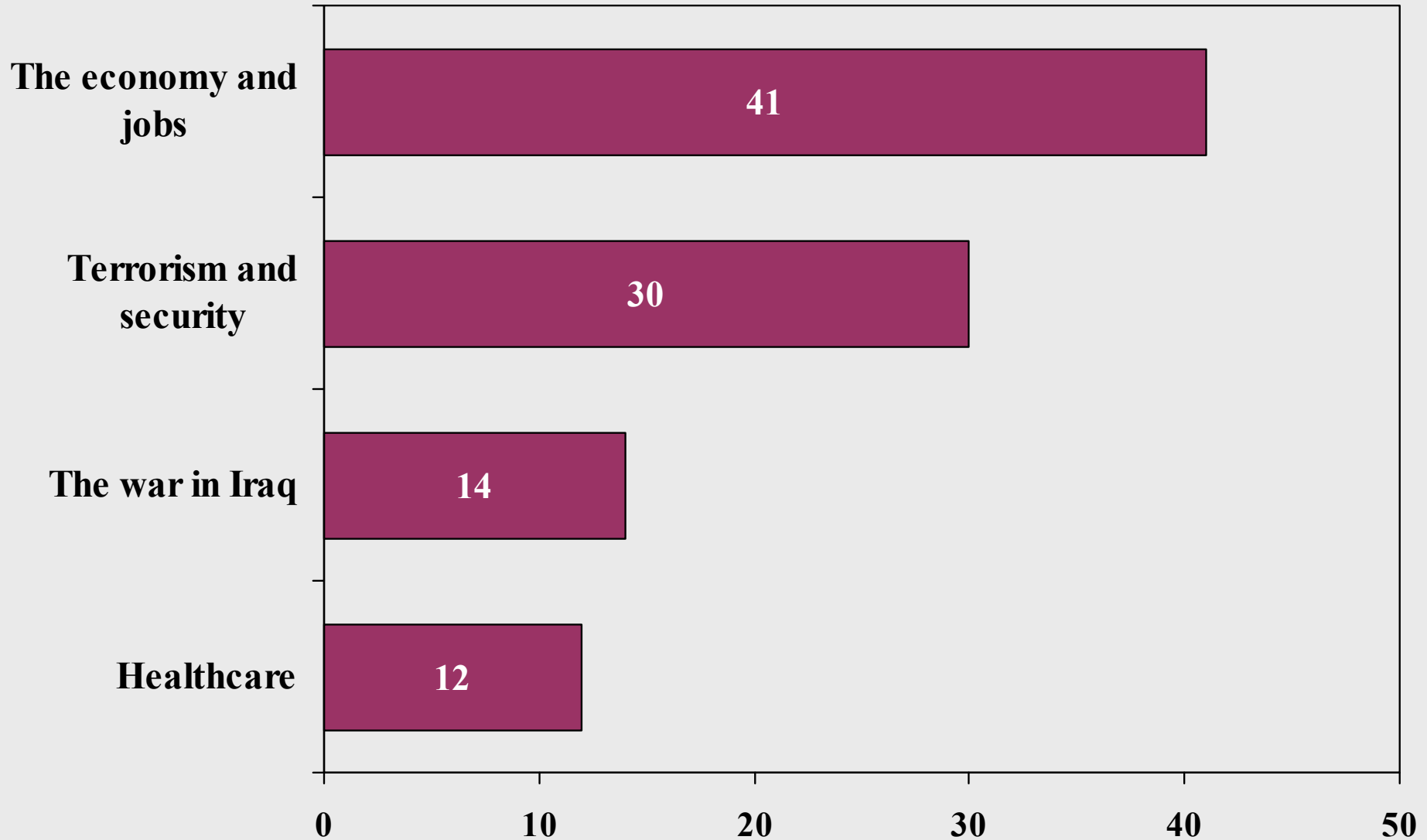


Post-Debate



Most Important Issue

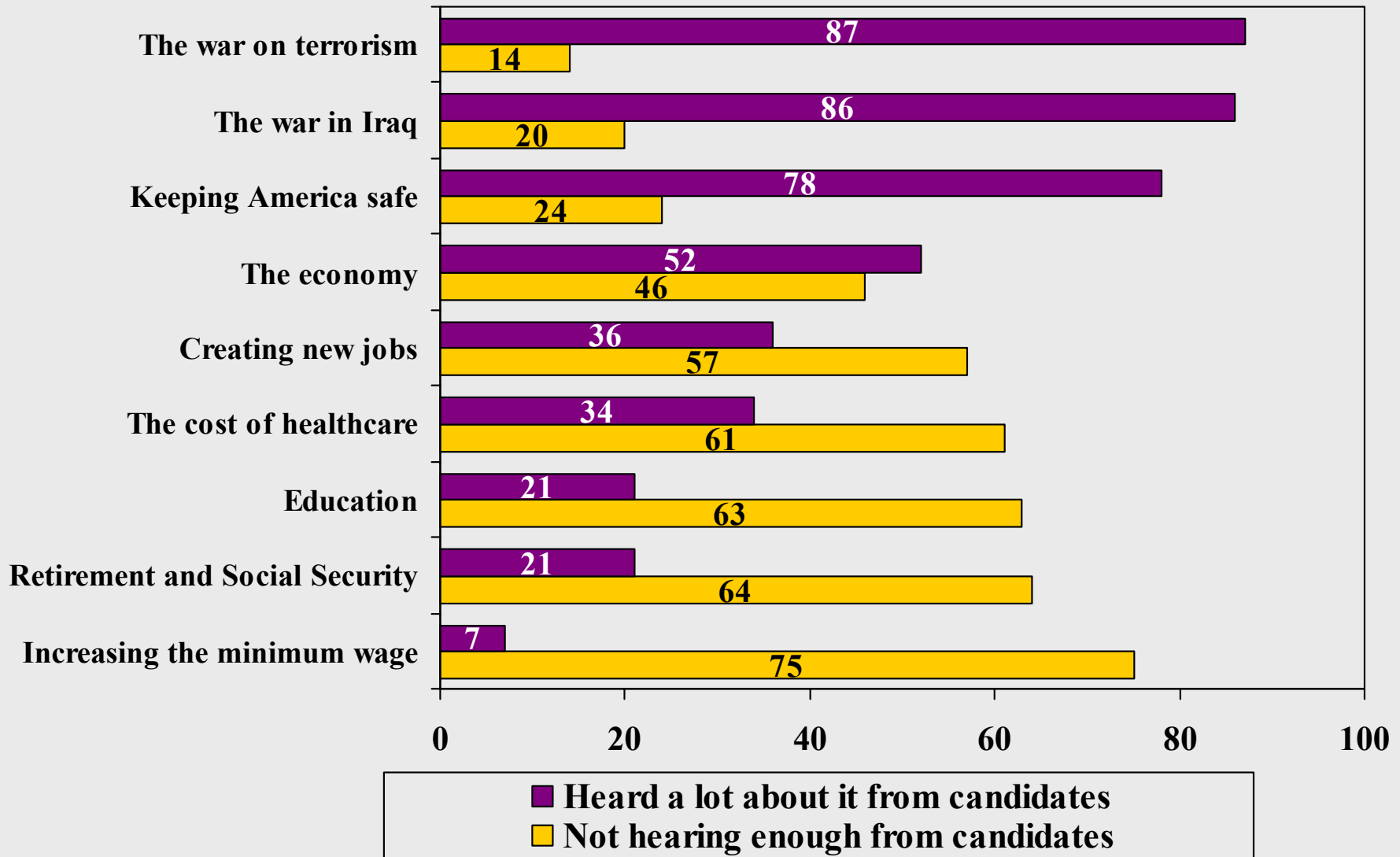
Among the top four





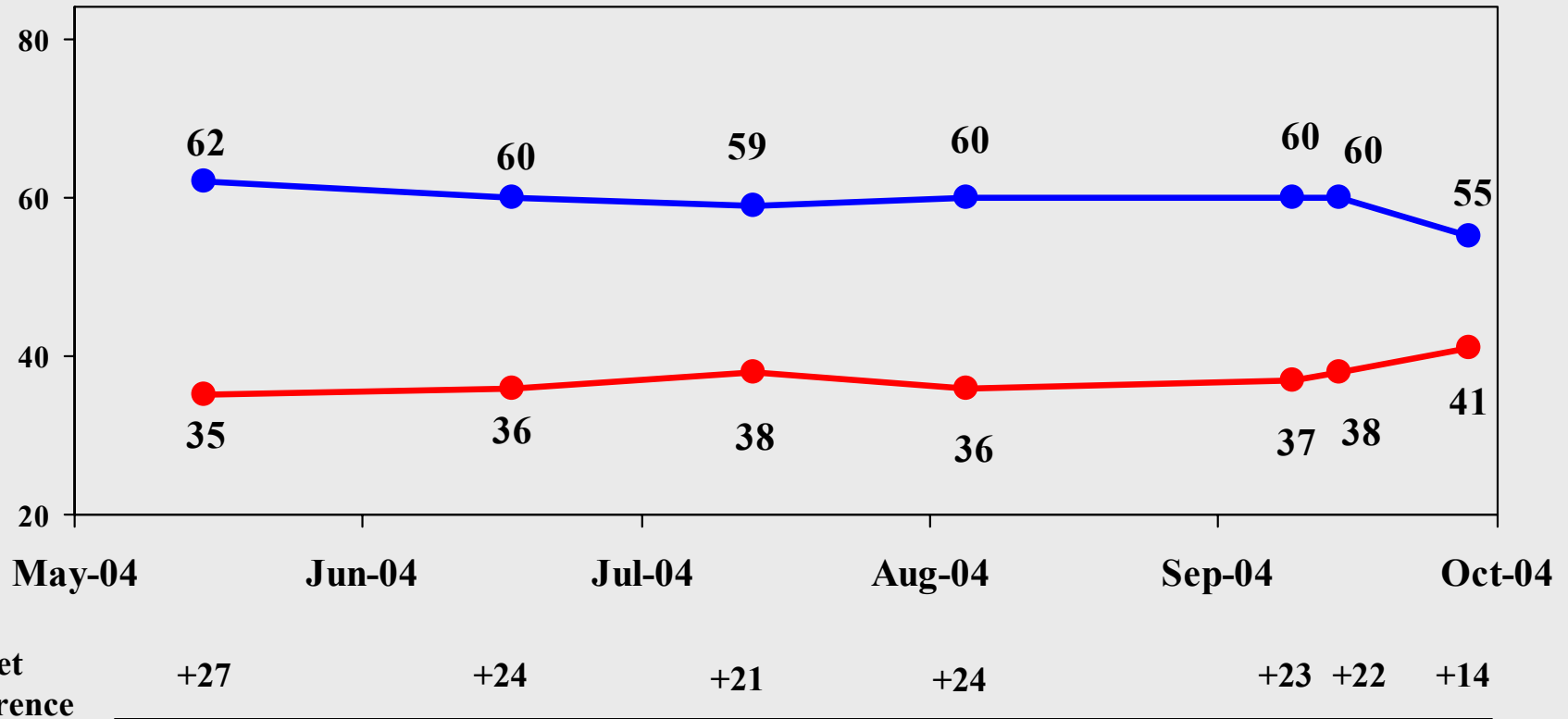
Issues to be Addressed: Unmarried Women

Women's Voices, Women Vote Survey*





Middle Class Squeezed vs. Economic Success



- They say the economy is doing well, but that's not true for middle class and working people. Jobs are scarce, incomes stagnant, benefits are being cut, even while health care costs skyrocket.**
- The economy is showing real signs of success - record growth, highest home ownership ever, new jobs and rising stock values and our economy is moving in the right direction.**

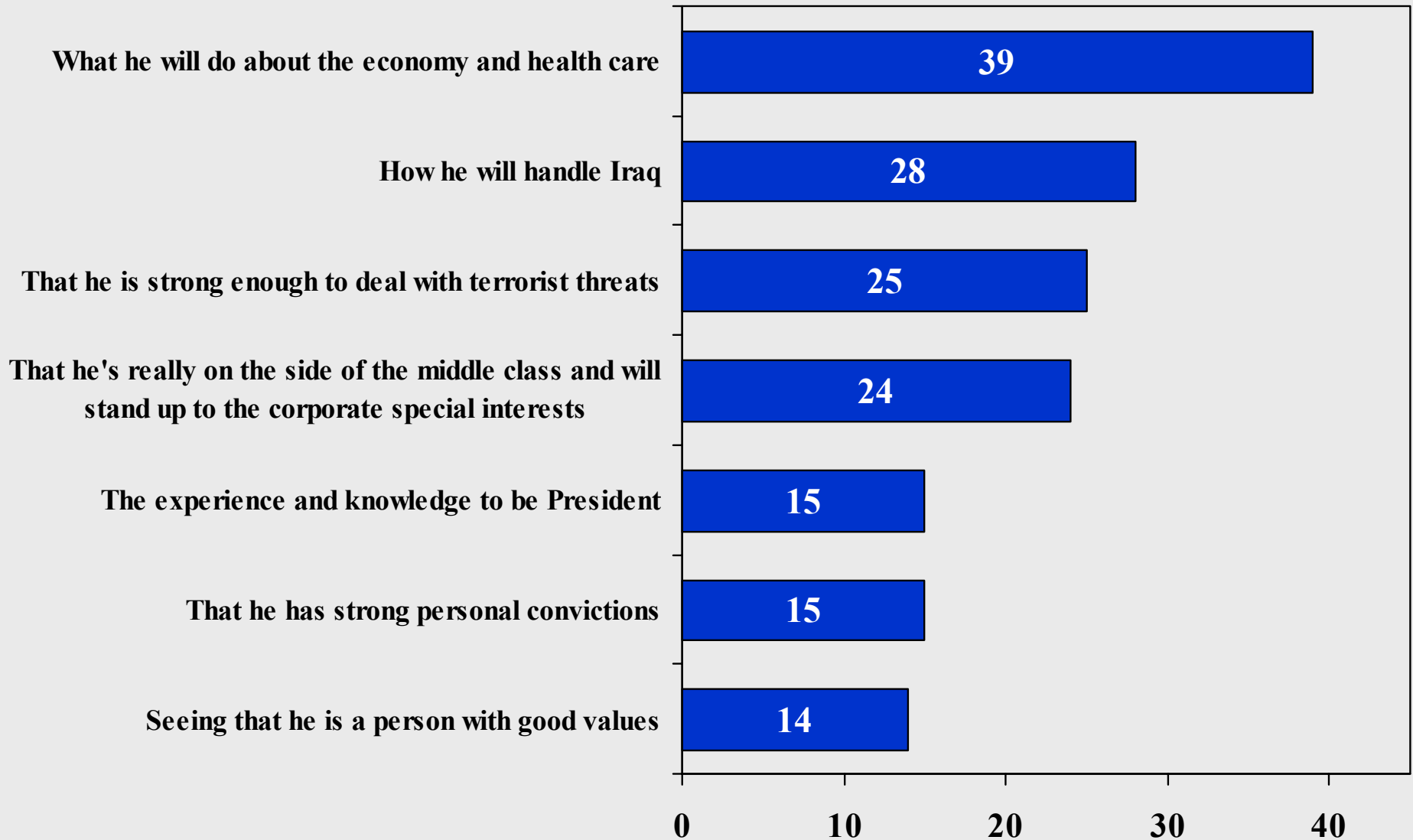


Decision Process



Like to See More of From John Kerry

Top Two Reasons





Best Reasons to Support Kerry on the Economy

Top Two Reasons

John Kerry will lower health care premiums by up to one thousand dollars per family and cut prescription drug costs

41

John Kerry will end tax breaks for companies that ship jobs overseas and keep quality jobs with good pay and benefits here in the U.S

40

John Kerry has a plan to cut our deficit in half in four years by cutting wasteful spending and eliminating tax loopholes for the wealthy and big businesses

35

John Kerry will build a stronger America by building a strong middle class

27

John Kerry has a plan to restore our competitive edge in the world by funding research for new technologies and energy independence

19

0 10 20 30 40



Best Reasons to Support Bush on the Economy

Top Two Reasons

George Bush delivered on his promise to cut taxes and will continue to cut taxes and lower spending

44

George Bush is building an ownership society and giving Americans more control over their own money

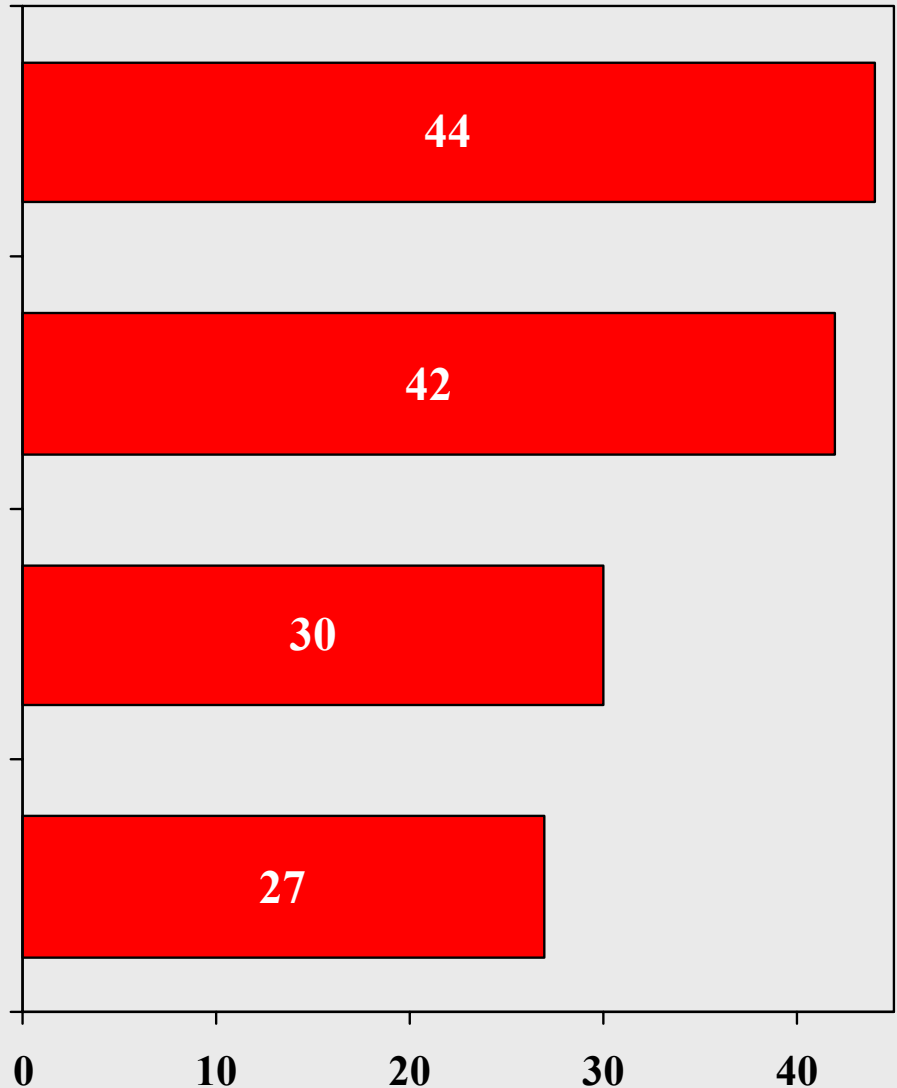
42

George Bush has weathered adversity and got our economy moving in the right direction

30

George Bush's economic plan will strengthen small businesses

27





Kerry Economic Statements

Much more likely	Total more likely
------------------	-------------------

John Kerry says, we cannot be strong without a new economic plan for making the middle class stronger. George Bush's plan is to do more of the same. My plan has four key policy changes that are my highest priority. End tax breaks for companies that outsource jobs, and provide tax incentives for companies that create jobs in the US. Repeal tax cuts for those earning over 200 thousand dollars, so we can cut the deficit in half and help families and small businesses with health care. Reduce health care costs by eliminating drug and insurance company loopholes, and helping people purchase cheaper drugs. Finally, cut middle class taxes by giving families a 4000 dollar tax credit for college tuition and making the child tax cut permanent. Our plan helps make the economy work for the middle class

33	63
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John Kerry says, we need a new approach to the economy that works for the middle class, not just the most privileged. In George Bush's Washington, the lion's share of tax cuts go to the biggest corporations and the wealthiest. CEOs now make 500 times more than their employees. Most people have seen no income increase in the last three years, while health care costs are up 40 percent. I have a different approach to the economy, centered on the middle class. We will end tax cuts for companies that outsource jobs, and provide incentives for companies that create jobs in America. We will repeal tax cuts for those earning over 200 thousand dollars to help families and small businesses with health care costs, and will cut middle class taxes. We need to make our economy work for everyone.

35	62
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Kerry Economic Statements

Much
more
likely

Total
more
likely

A strong America starts with a strong middle class, but they are working harder for less. New jobs pay 9 thousand dollars less and health care costs are up 40 percent. President Bush says this is a good economy, but John Kerry says it isn't for the middle class. My economic plan centers on raising middle class incomes. That means rewarding companies that reward jobs in America and getting health care costs down, so jobs have benefits and families are helped. America's middle class needs a new economic direction

34 **62**

John Kerry says, it's time to restore America's competitive edge in the world. George Bush has created record trade deficits, and millions of American jobs have been shipped overseas. John Kerry says, we need to change our economy to adapt to the realities of the world today, starting with making America energy independent from Middle East oil. Kerry will invest more in research and development, including lifting the ban on stem cell research and making broadband Internet access universal. And Kerry will give families a four thousand dollar tax credit for college tuition, as well expand job training.

33 **60**



Kerry Economic Statement

Much more likely	Total more likely
------------------	-------------------

A strong America starts with a strong middle class, but they are working harder for less. New jobs pay 9 thousand dollars less and health care costs are up 40 percent. President Bush says this is a good economy, but John Kerry says it isn't for the middle class. My economic plan centers on raising middle class incomes. That means rewarding companies that reward jobs in America, getting health care costs down, so jobs have benefits and families are helped, and making college costs tax deductible and cutting middle class taxes. America's middle class needs a new economic direction

34	58
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Bush Economic Statements

Much
more
likely

Total
more
likely

President Bush says, I'm optimistic about our economy, which is getting stronger every day. Jobs are created when our economy grows, and our economy grows when Americans have more of their own money to invest and spend. That's why we must fight to make our record tax cuts permanent - and allow Americans to keep more of their own money to spend as they see best. By giving Americans more of their own money and giving them more control over their healthcare and retirement savings, we are building an ownership society. Ownership brings security, dignity, and independence, and by giving workers more freedom in choosing flex time, providing assistance to build millions of new affordable homes, and helping small businesses provide more affordable healthcare to their employees, we'll spread opportunity to every corner of this land.

32

54

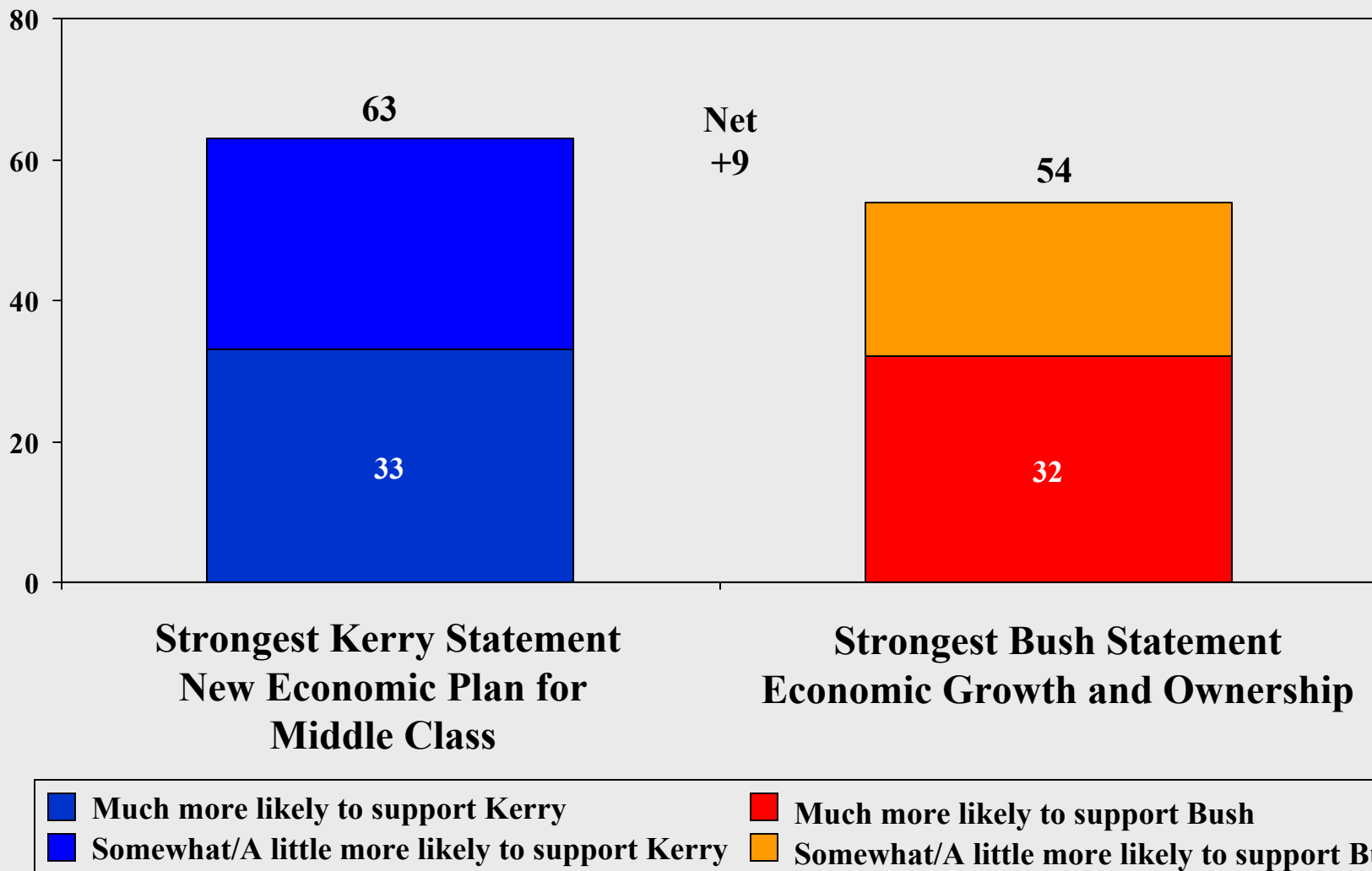
President Bush says, John Kerry will take us in a dangerous new direction. He has already said he will raise taxes as soon as he takes office, and he has proposed three billion dollars in new government spending. But Kerry's tax and spend policies would kill our economic recovery and we can not afford to go backwards. Because of the largest tax cuts in our nation's history, our economy is strong and growing stronger, creating more than one and a half million new jobs in the last year, record homeownership, and inflation, interest and mortgage rates all near record lows. We need to keep cutting taxes to keep our economy strong.

31

51



Strongest Kerry Statement vs. Strongest Bush Statement



“Now, let me read you some statements by John Kerry/George Bush on the economy. After the statement please tell me whether this would make you much more likely, somewhat more likely, a little more likely, no more likely, or less likely to support John Kerry/George Bush in this year's election.”