

# **Democracy Corps**

## **Carville · Greenberg**

**October 12, 2004**

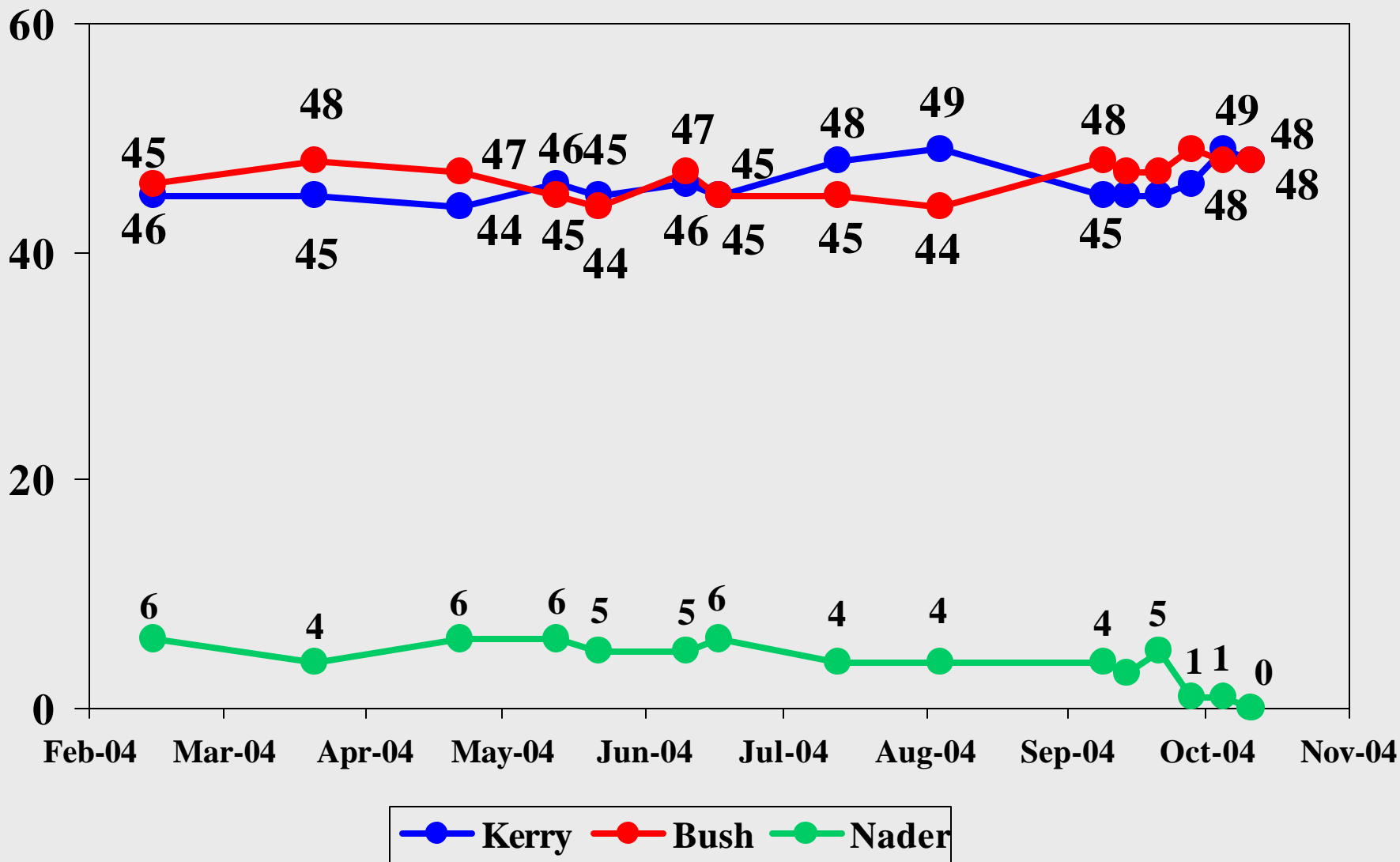


# The State of the Race



# Presidential Vote

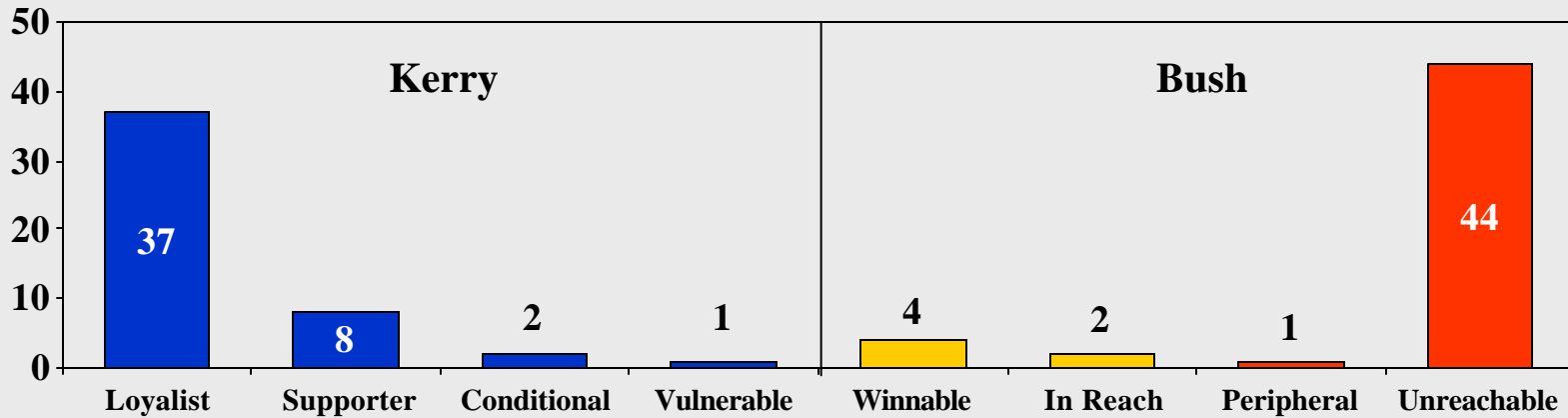
Based on Nader and State Ballot



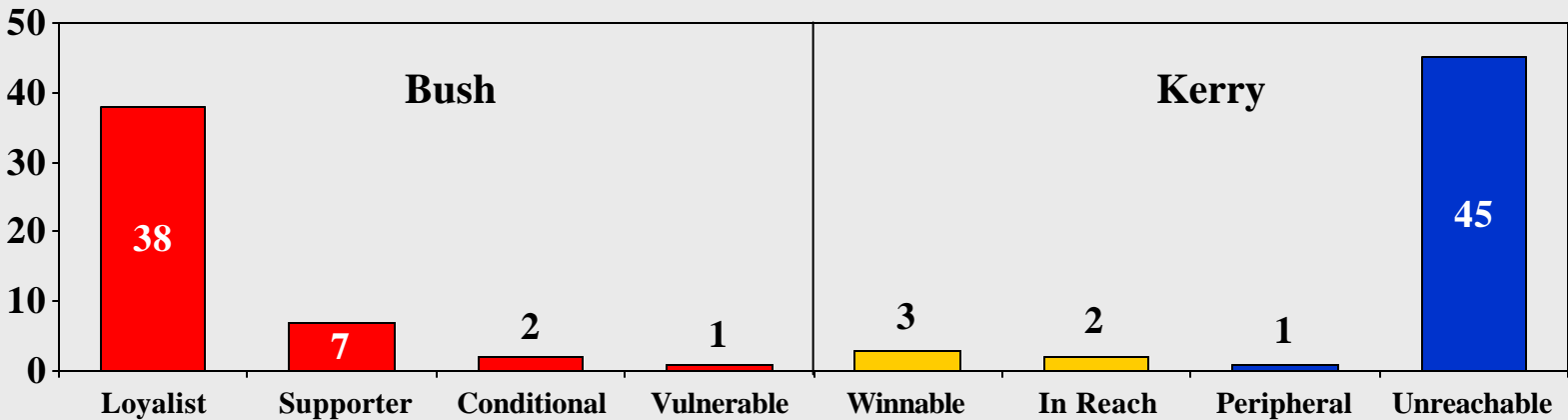


# Voter Choice Scale

## Kerry VCS

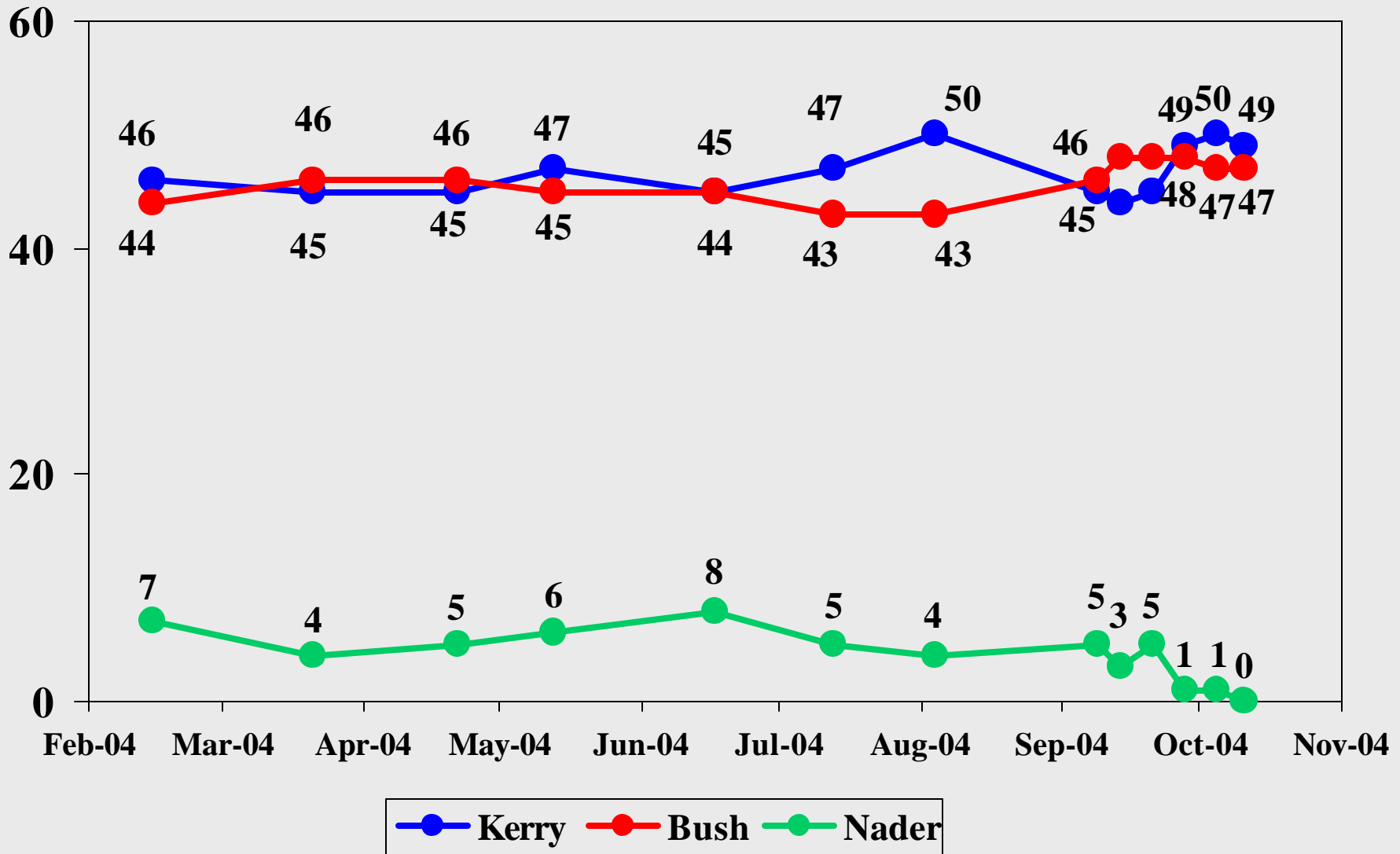


## Bush VCS



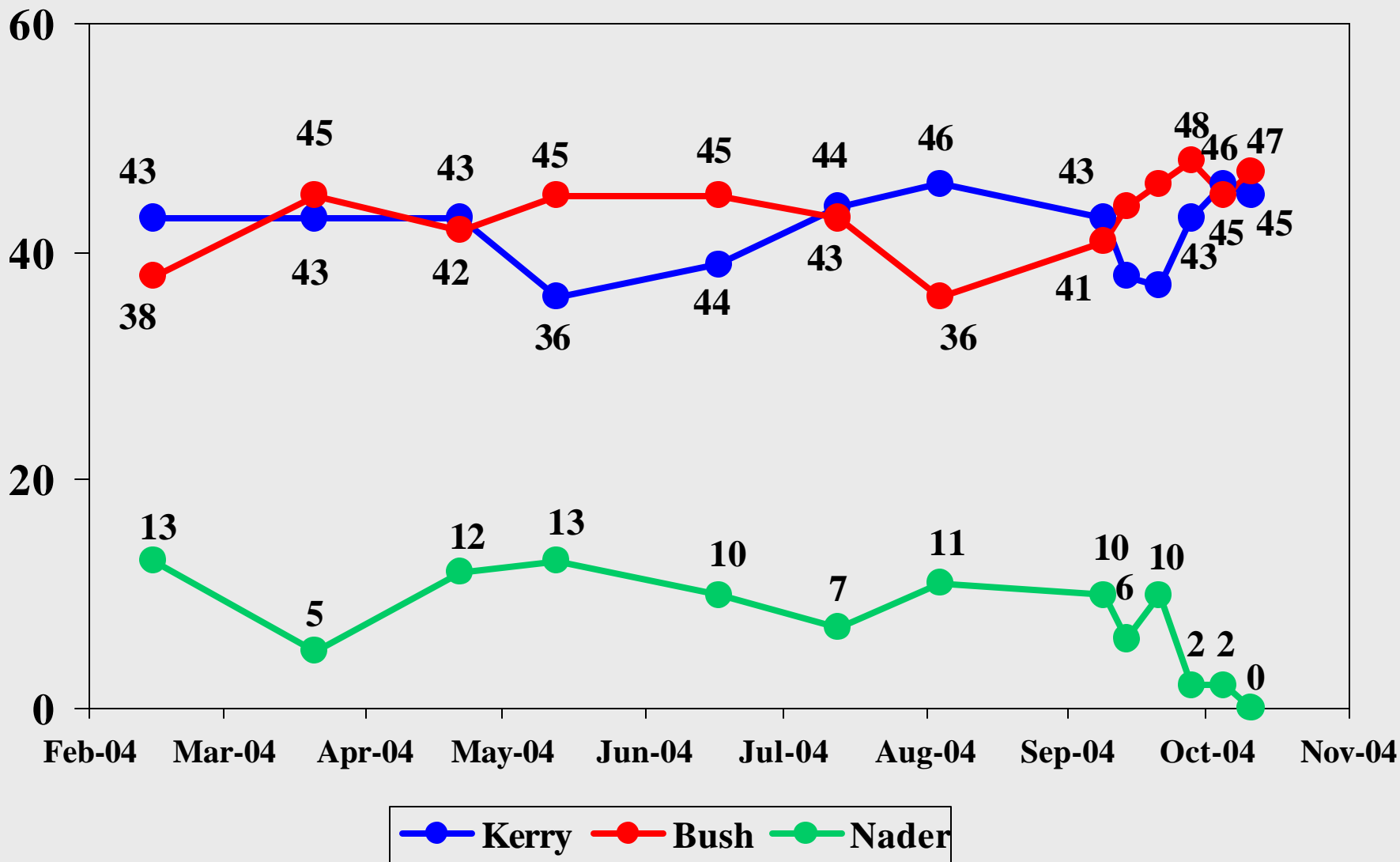


# Battleground: Presidential Vote





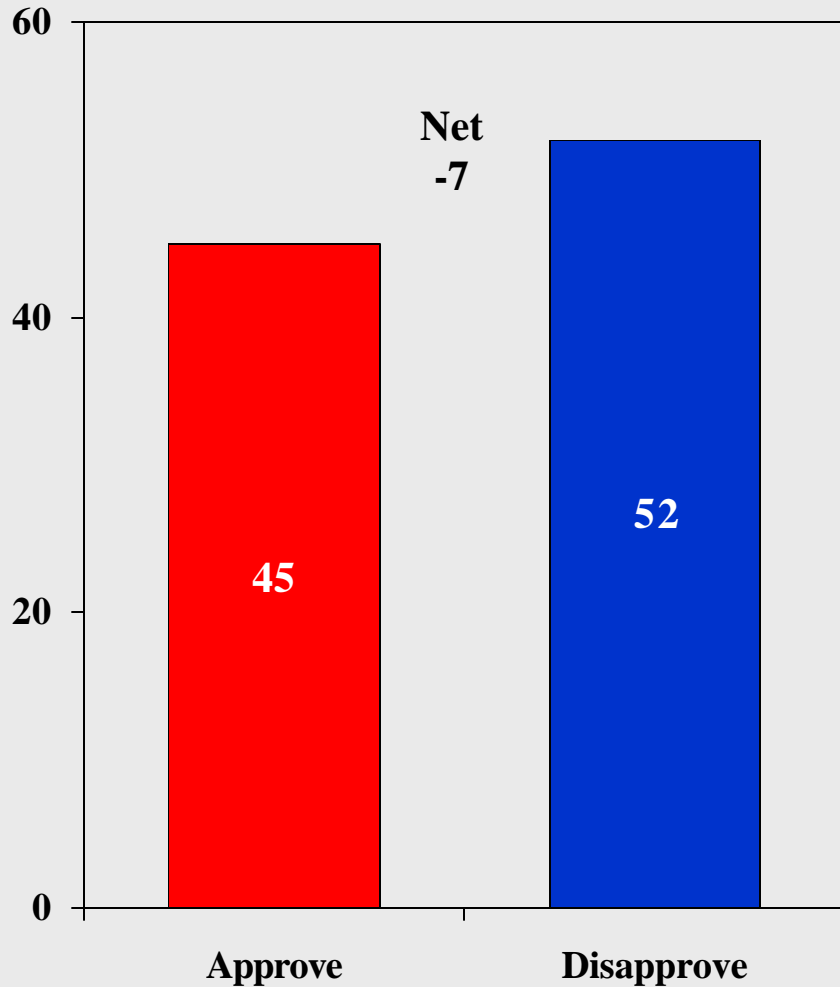
# Independents: Presidential Vote



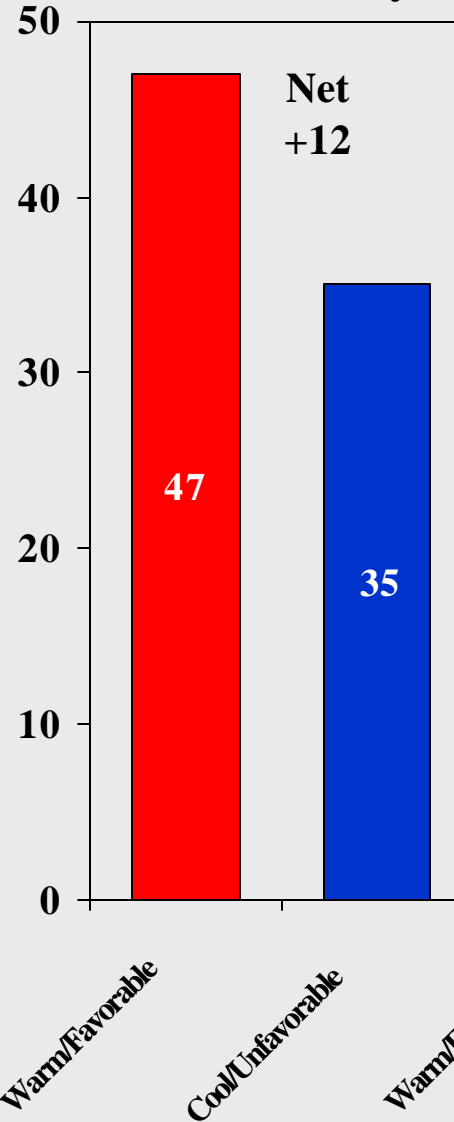


# Independents: Job Approval and Candidate Favorability

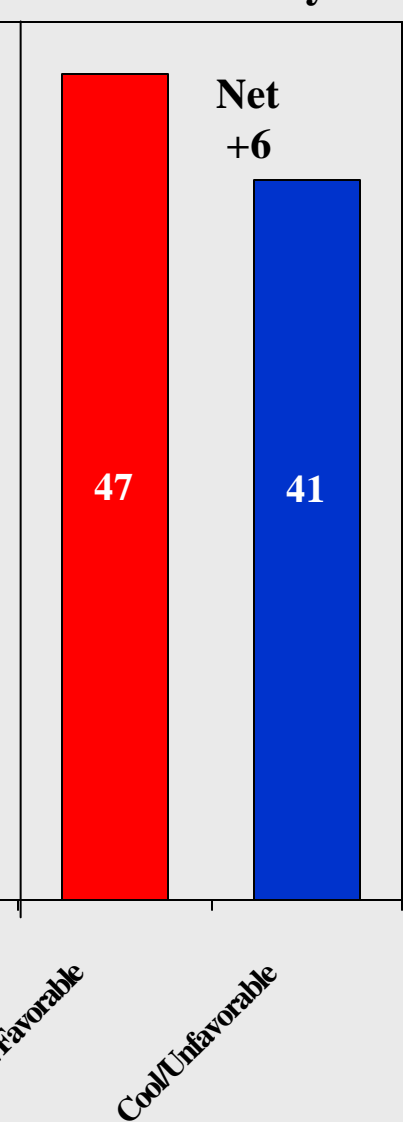
## Bush Job Approval



## Kerry Favorability

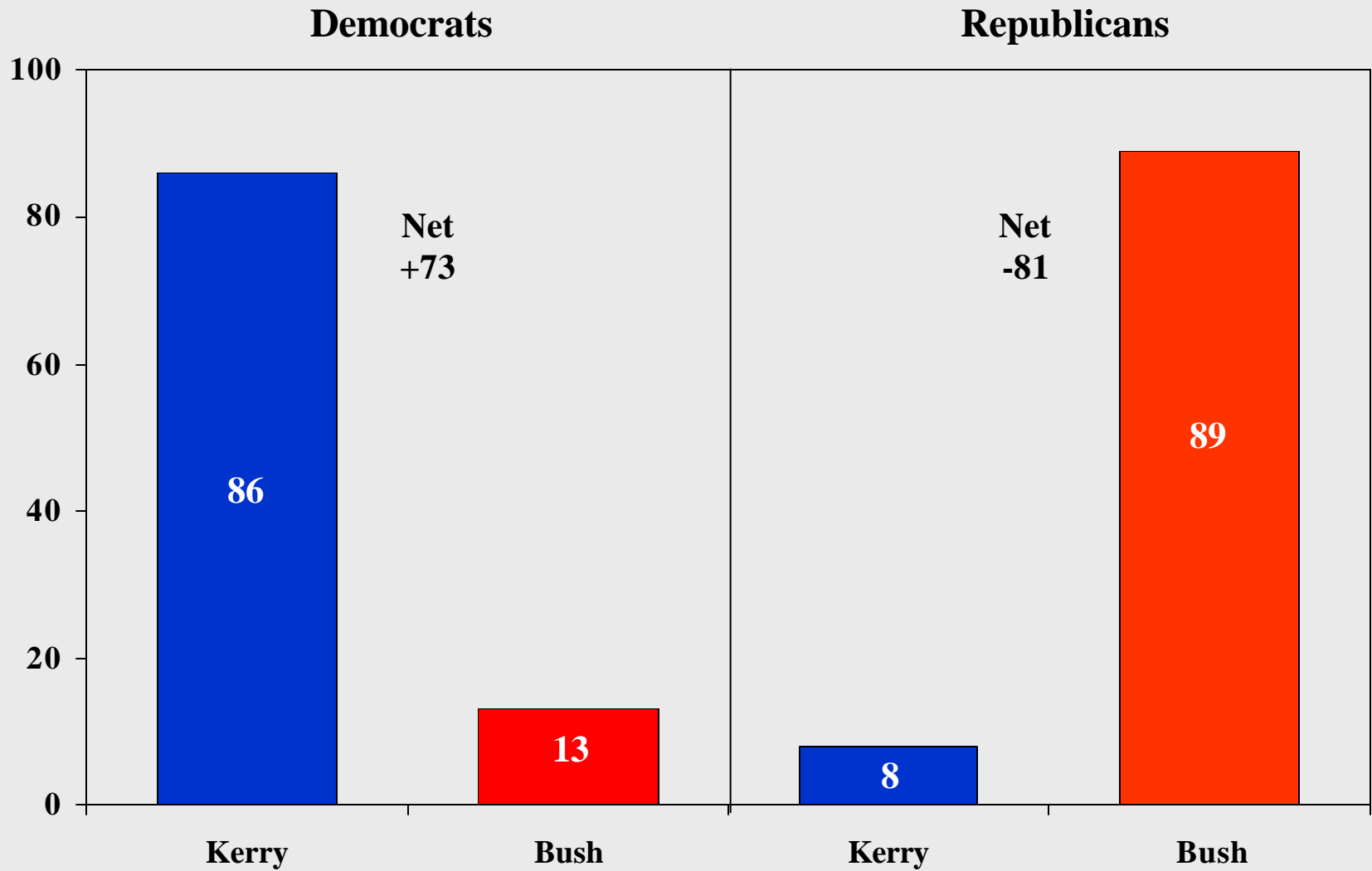


## Bush Favorability





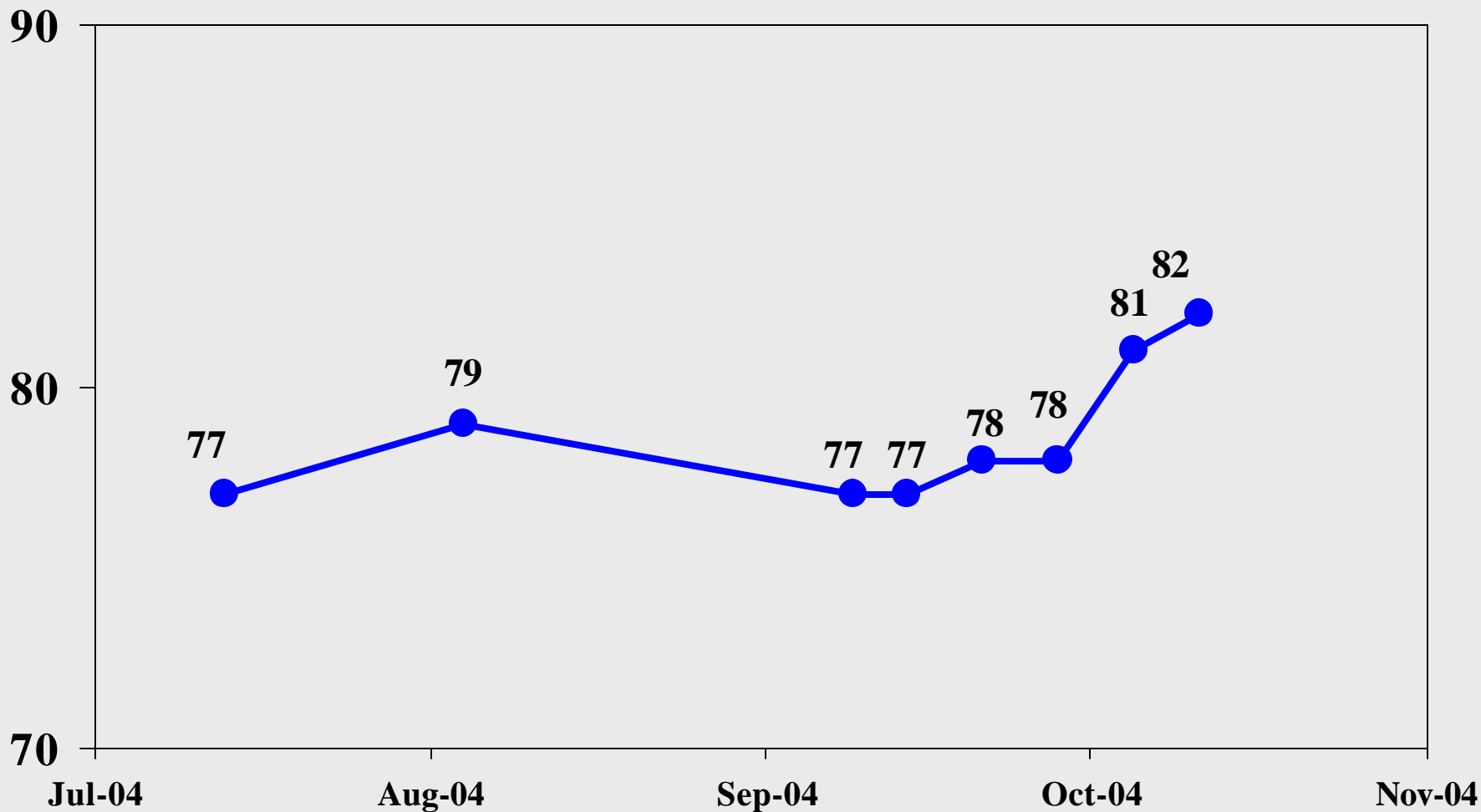
# The Partisans





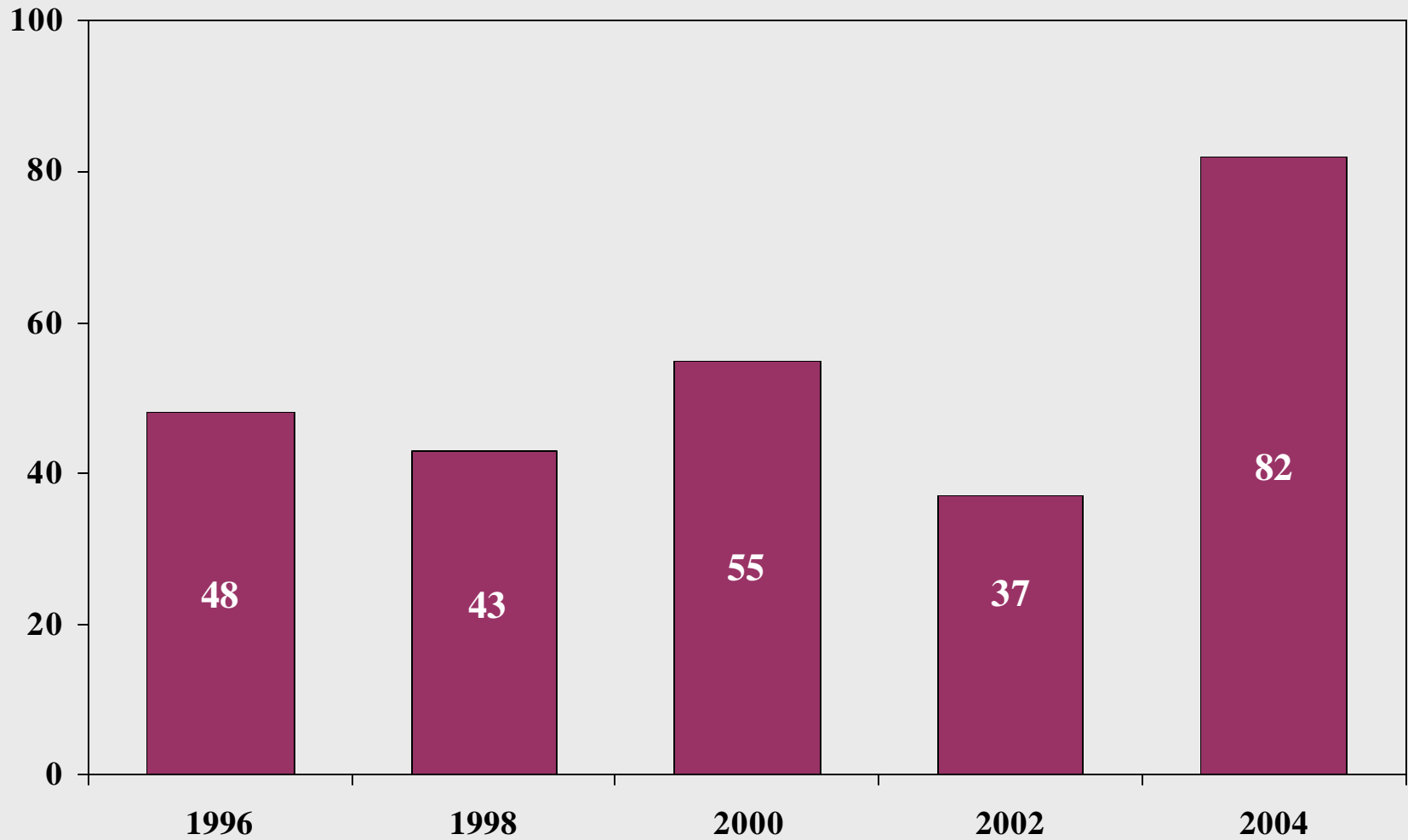
# Interest in Election

Interest level of 10 on 1 to 10 scale





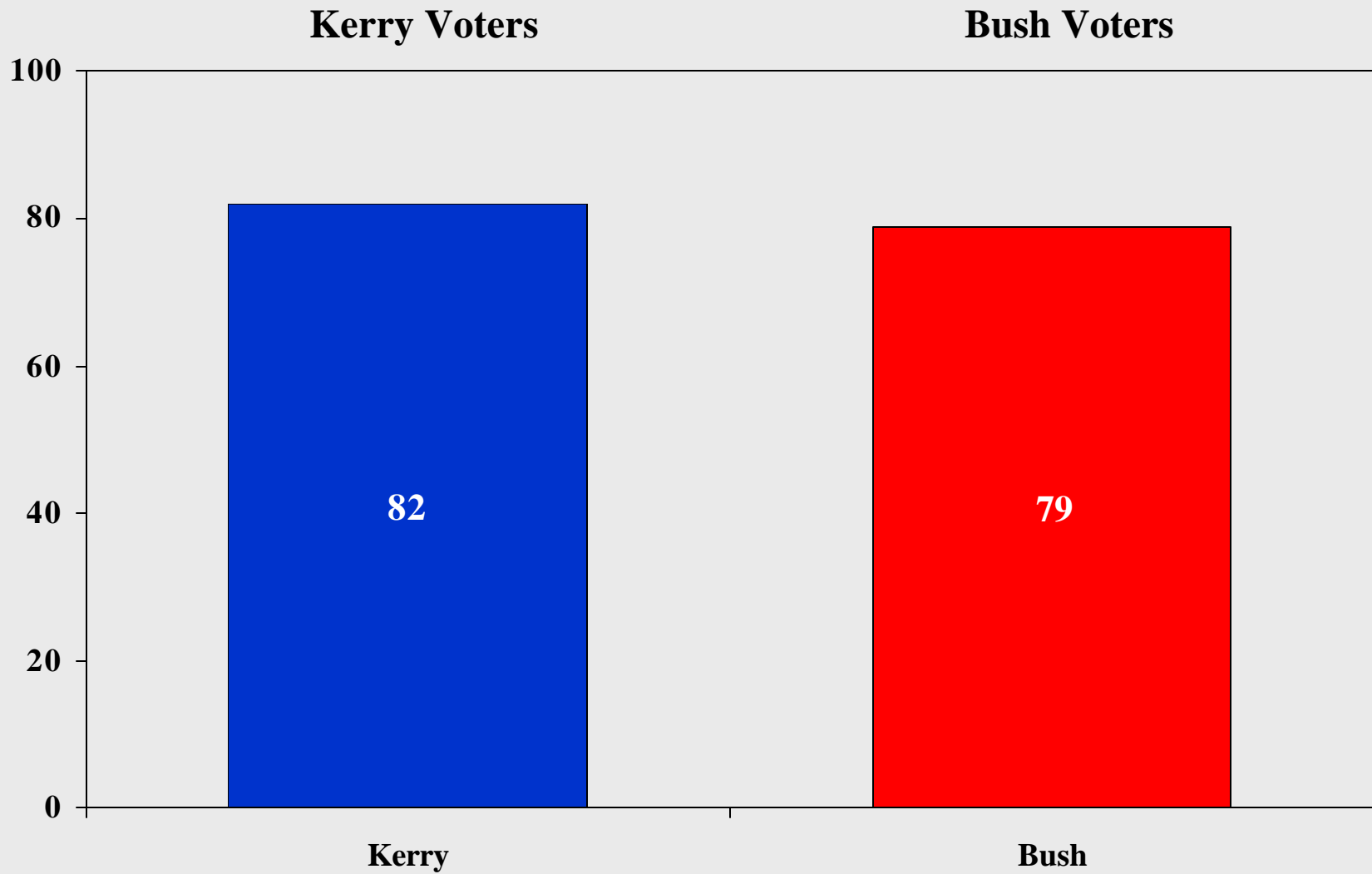
# Interest in Comparison to Past Elections





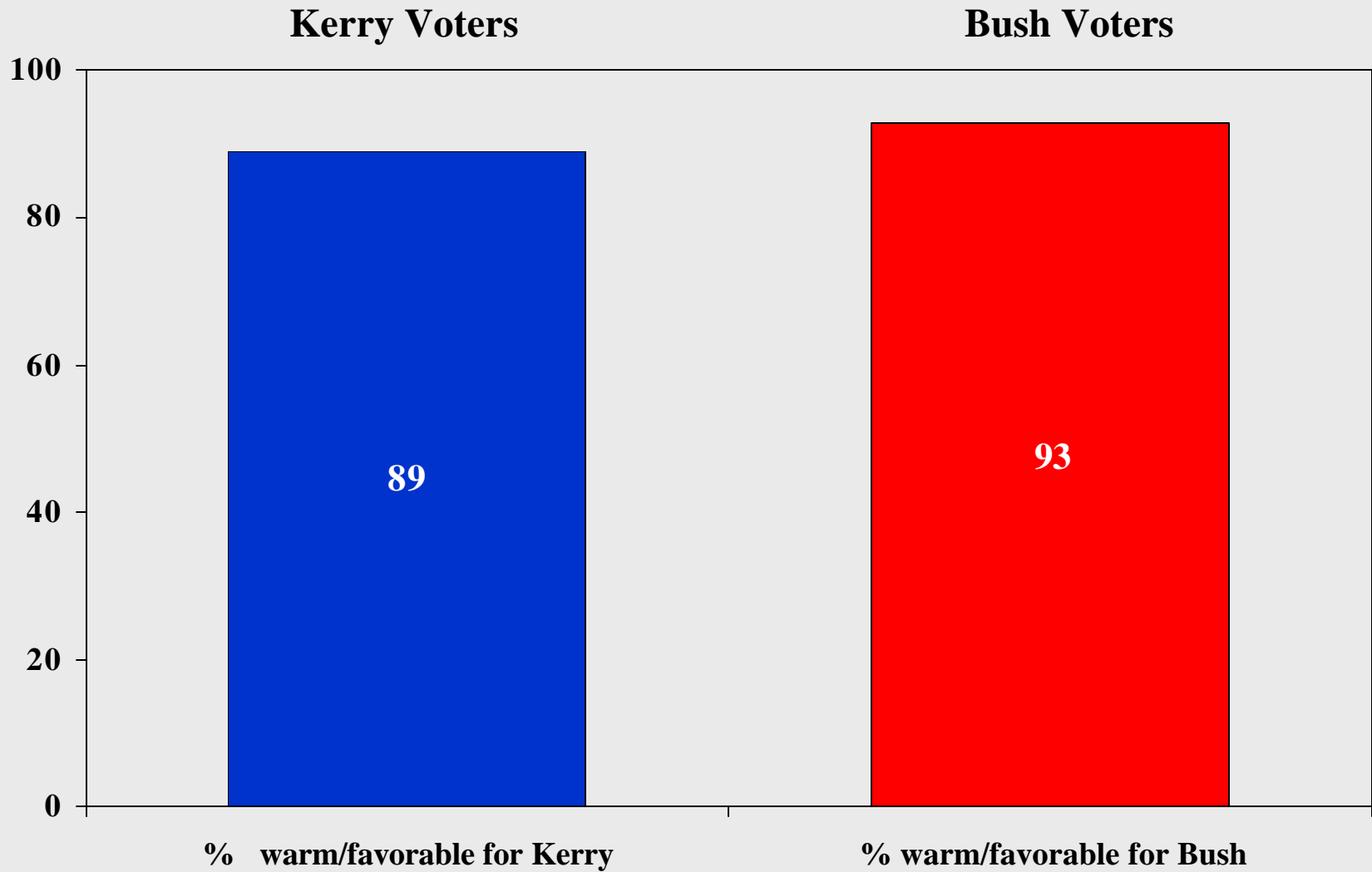
# Interest by Voters

Interest level of 9 or 10



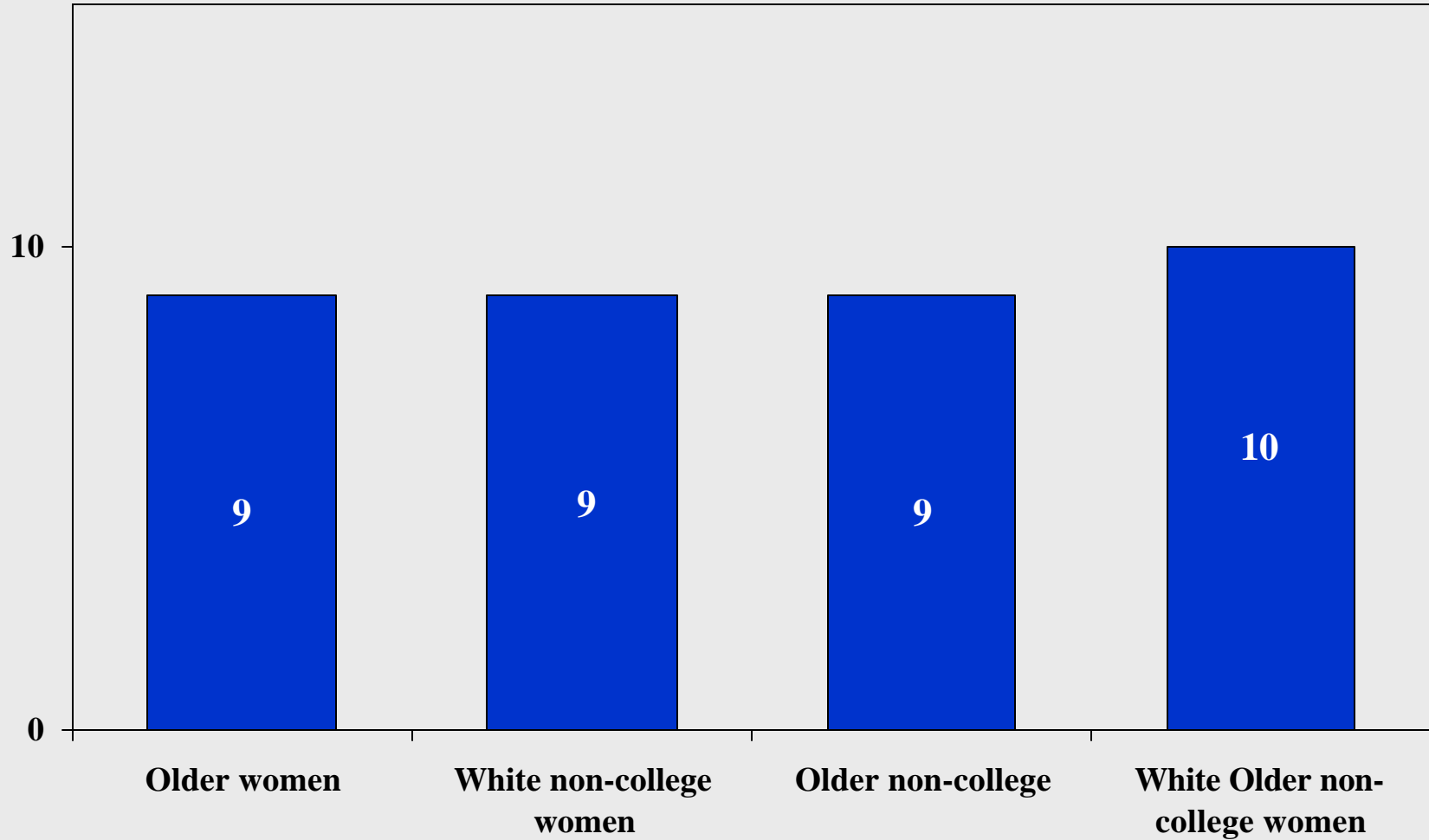


# Enthusiasm for Candidate





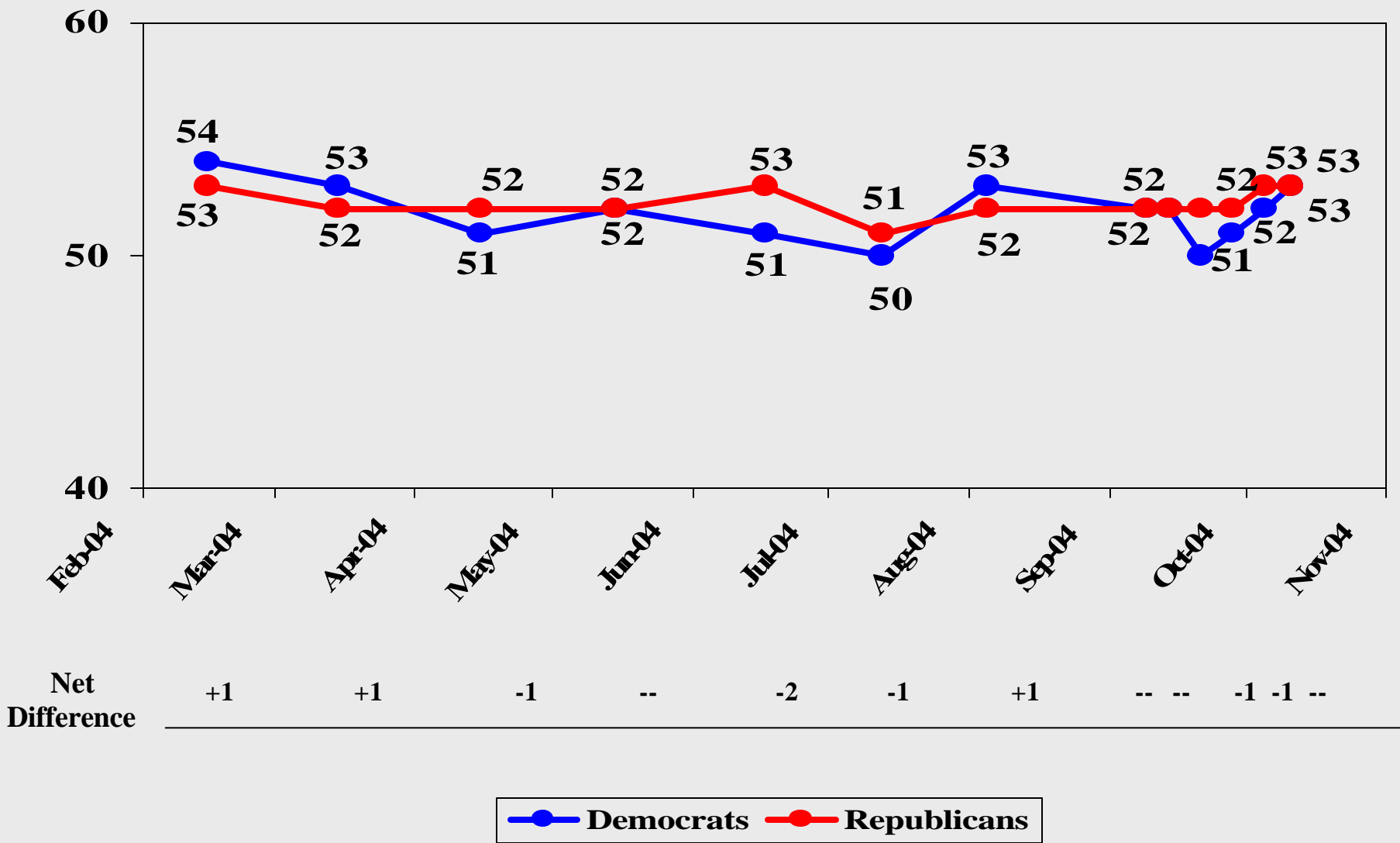
# Support Democrat in Congress but Not Kerry





# Party Thermometers

2004

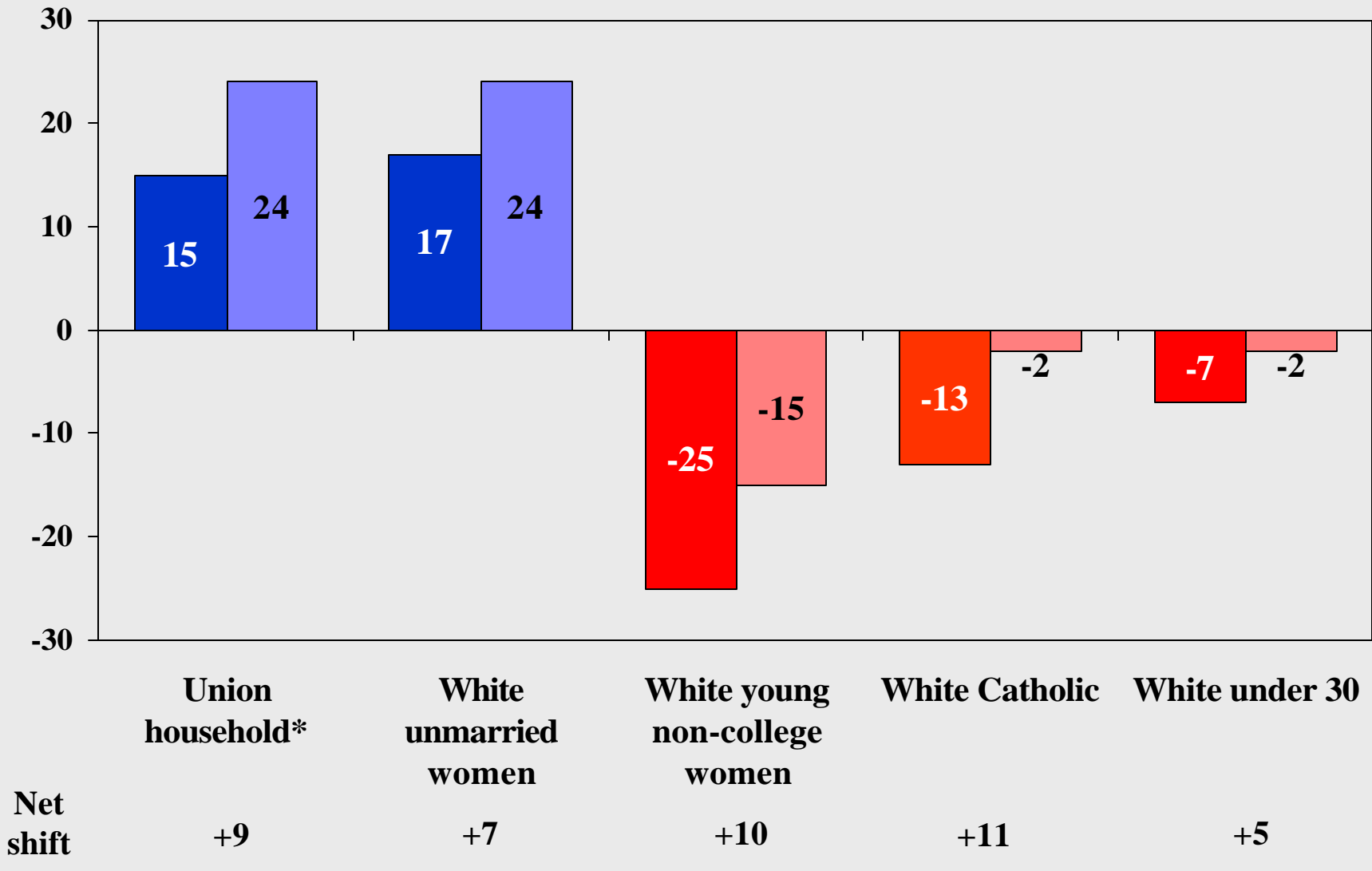


● Democrats ● Republicans



# Gains Among Target Groups

## Margin in Presidential Race: This week vs. Last week



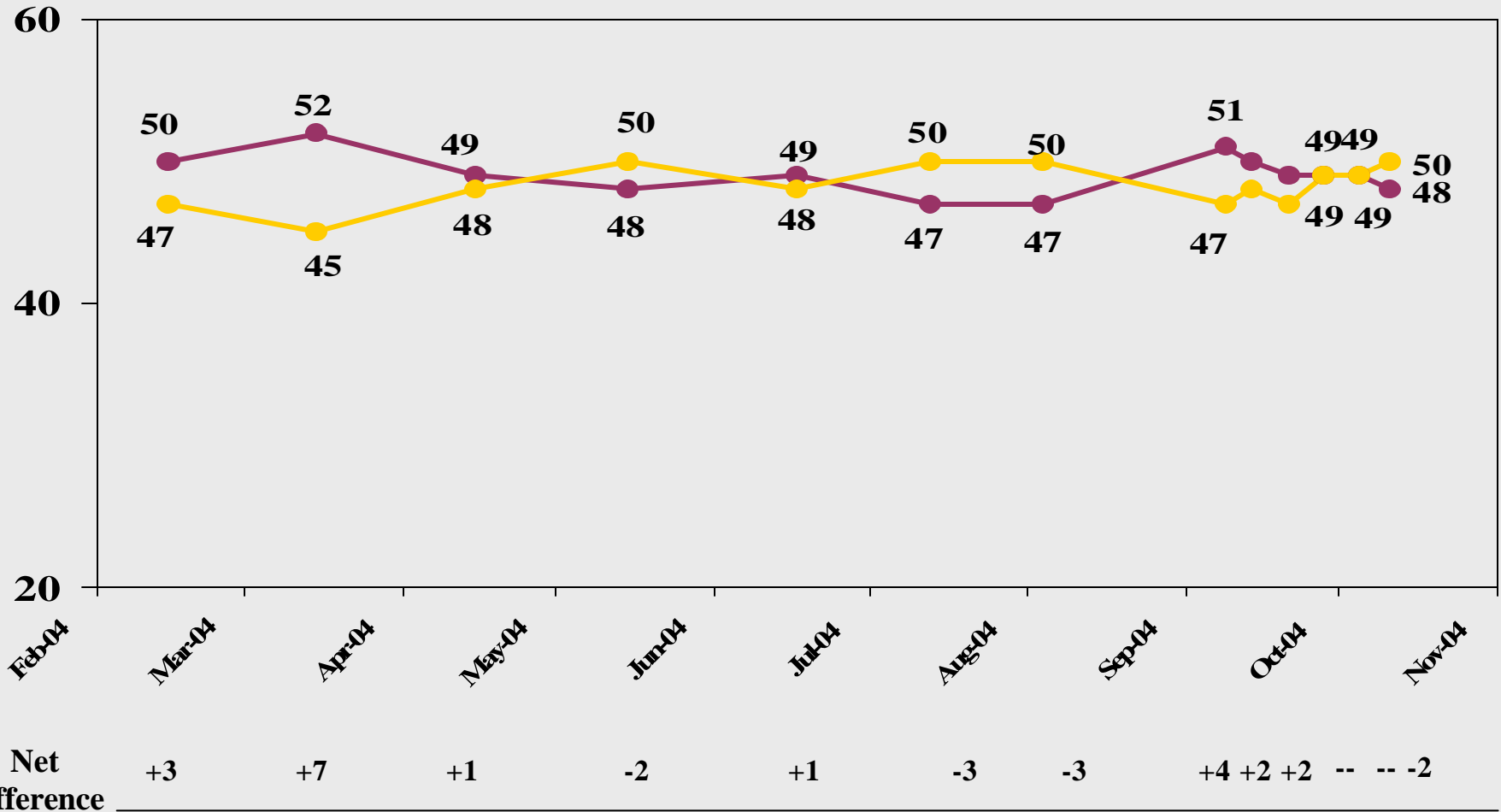


# The Political Leaders



# Bush Job Approval

2004

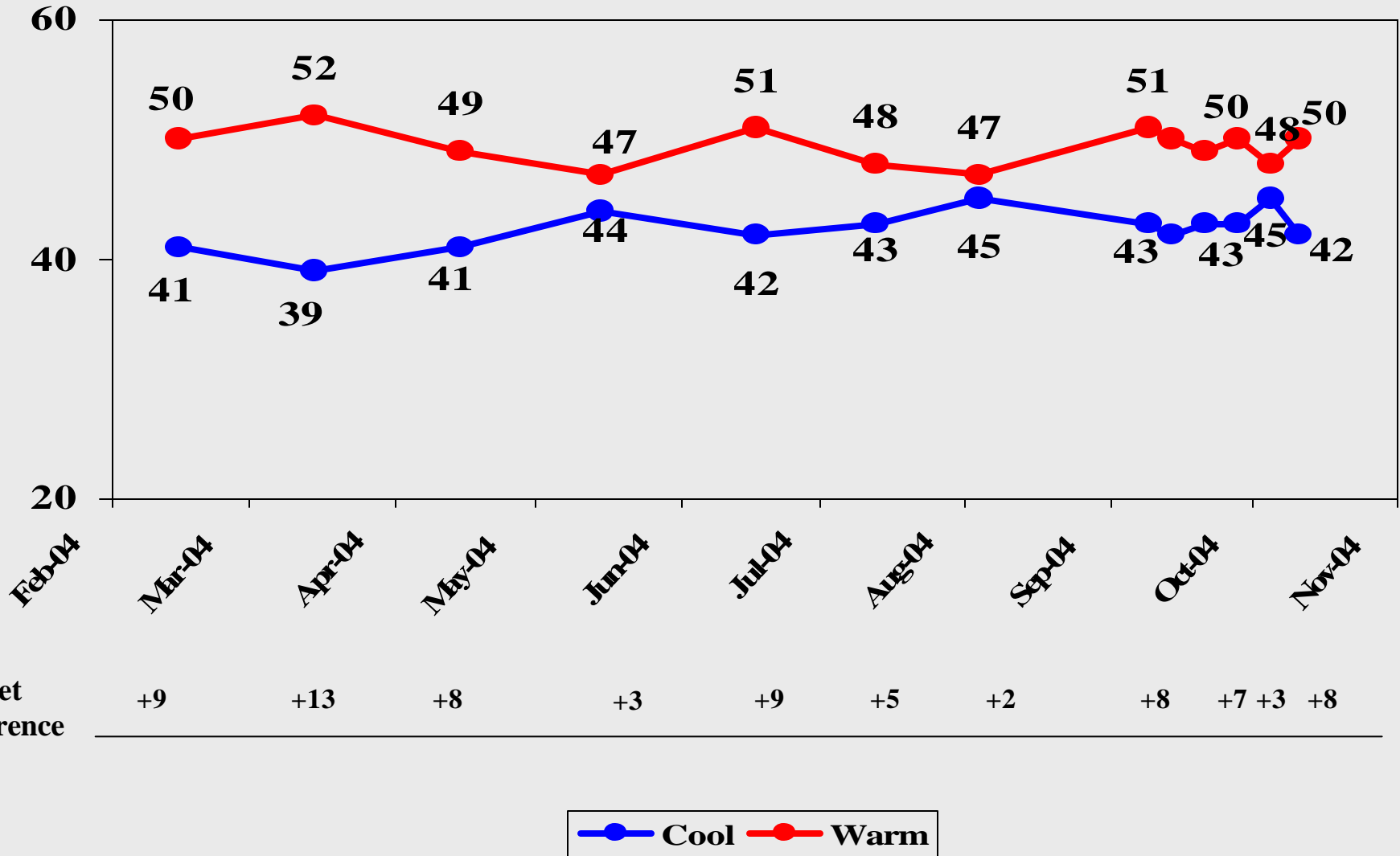


● Approve ● Disapprove



# Bush Thermometer

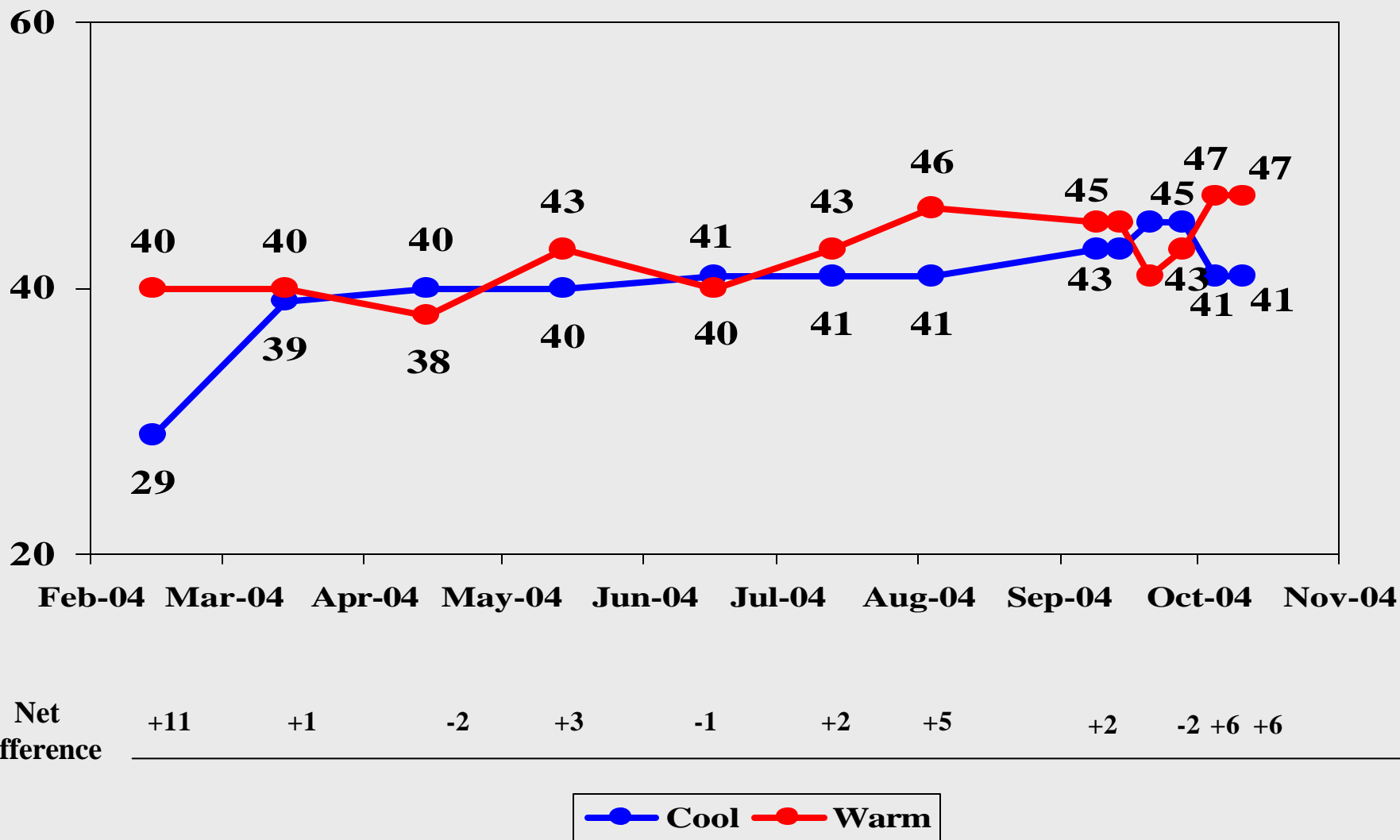
2004





# Kerry Thermometer

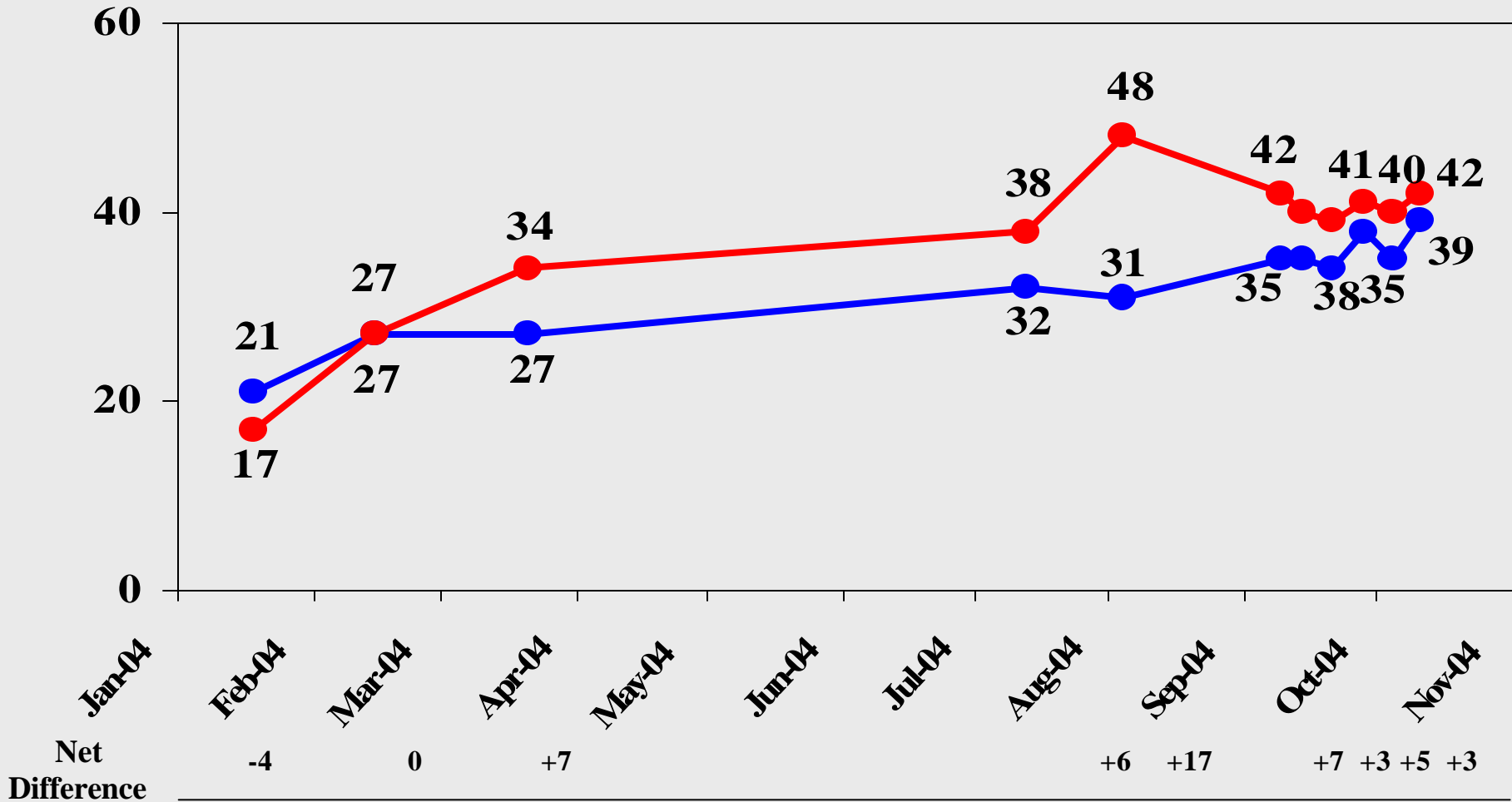
2004





# Edwards Thermometer

2004

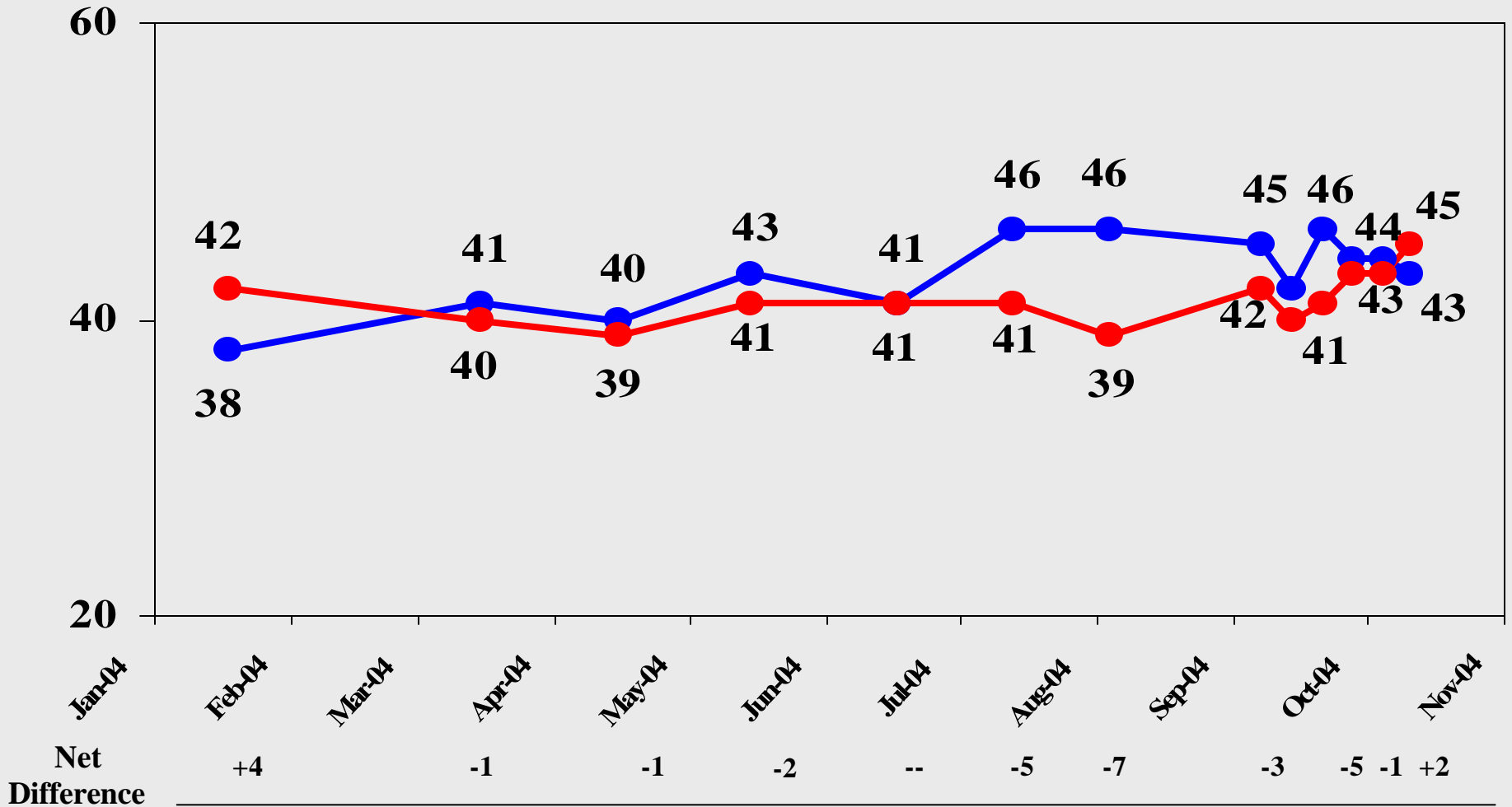


—●— Cool —●— Warm



# Cheney Thermometer

## 2004

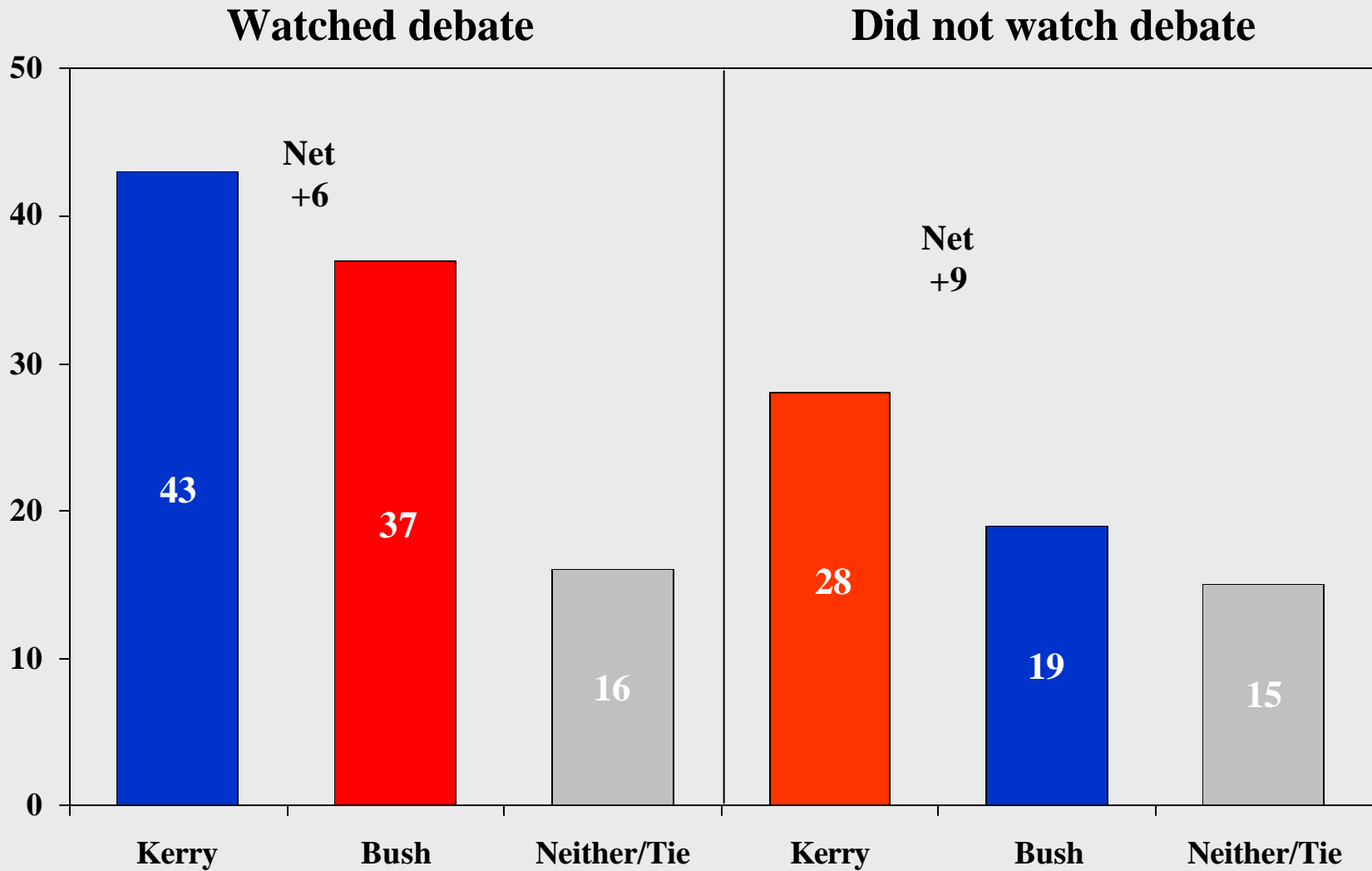




# Presidential Debate



# Winner of Second Debate

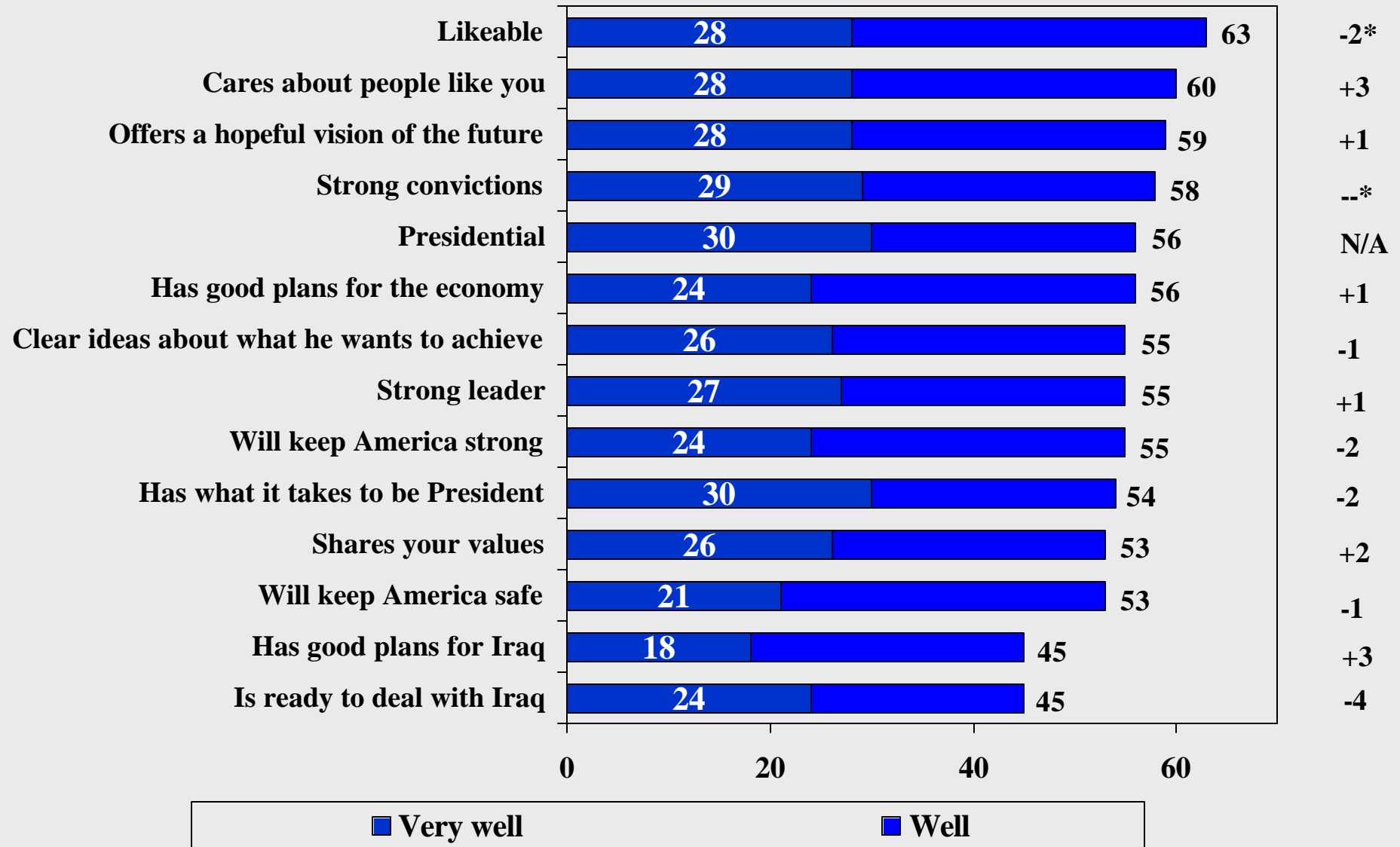




# Kerry Positive Attributes

## Debate Impact

Change  
from prev.



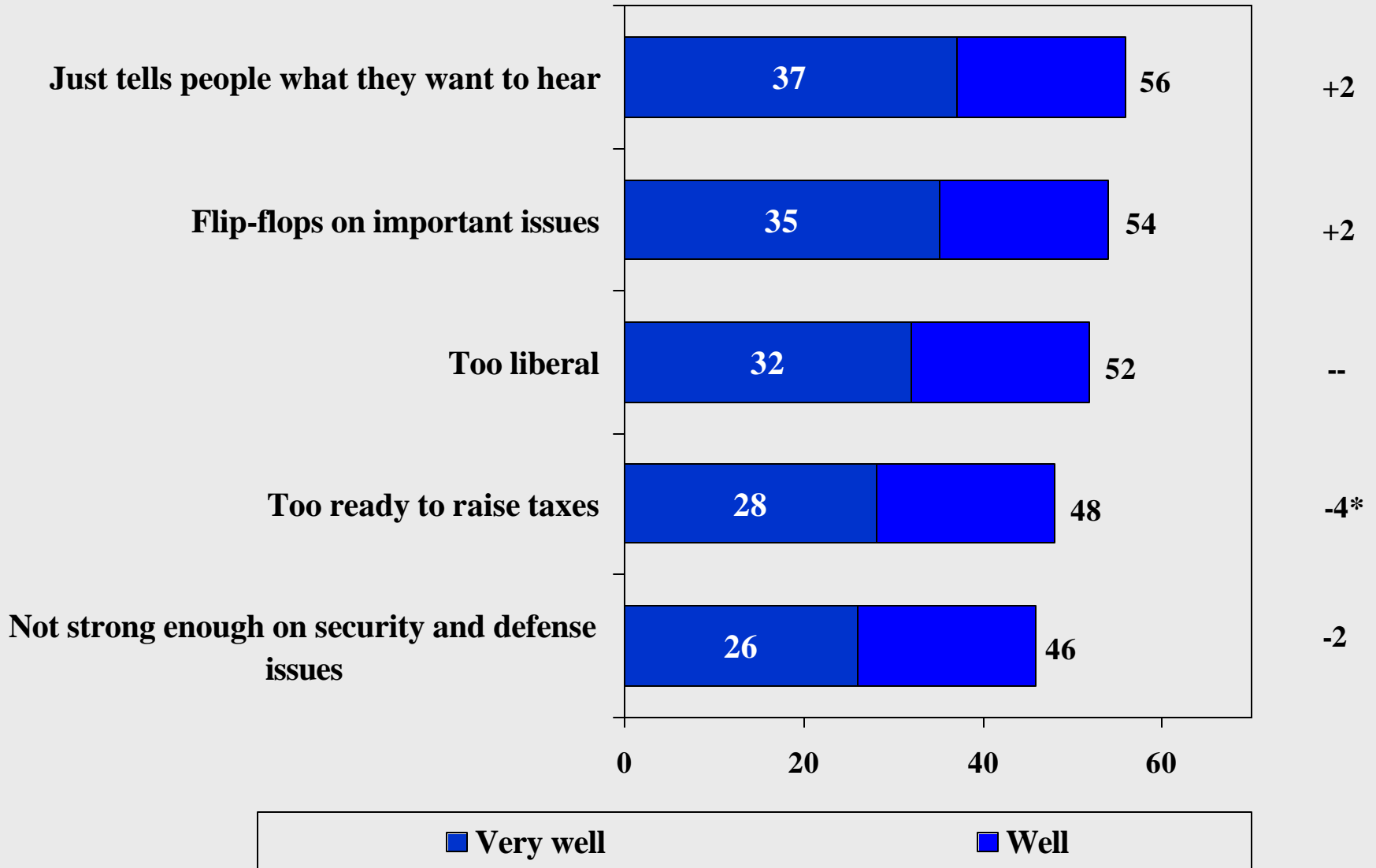
\* Based off shift since August 5<sup>th</sup>



# Kerry Negative Attributes

## Debate Impact

Change  
from prev.

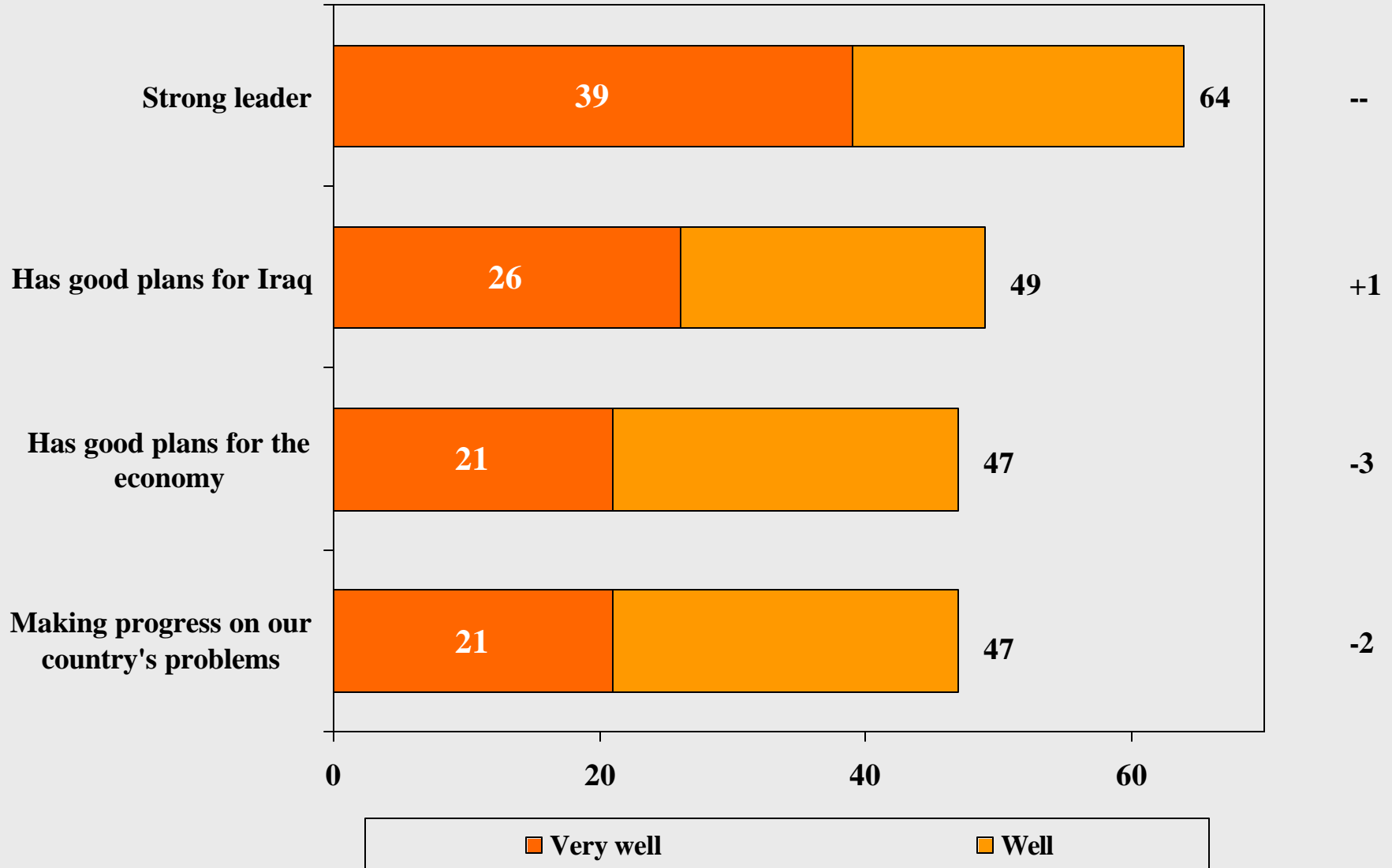


*\*Based off shift since September 9<sup>th</sup>*



# Bush Positive Attributes

Change  
from 9/9

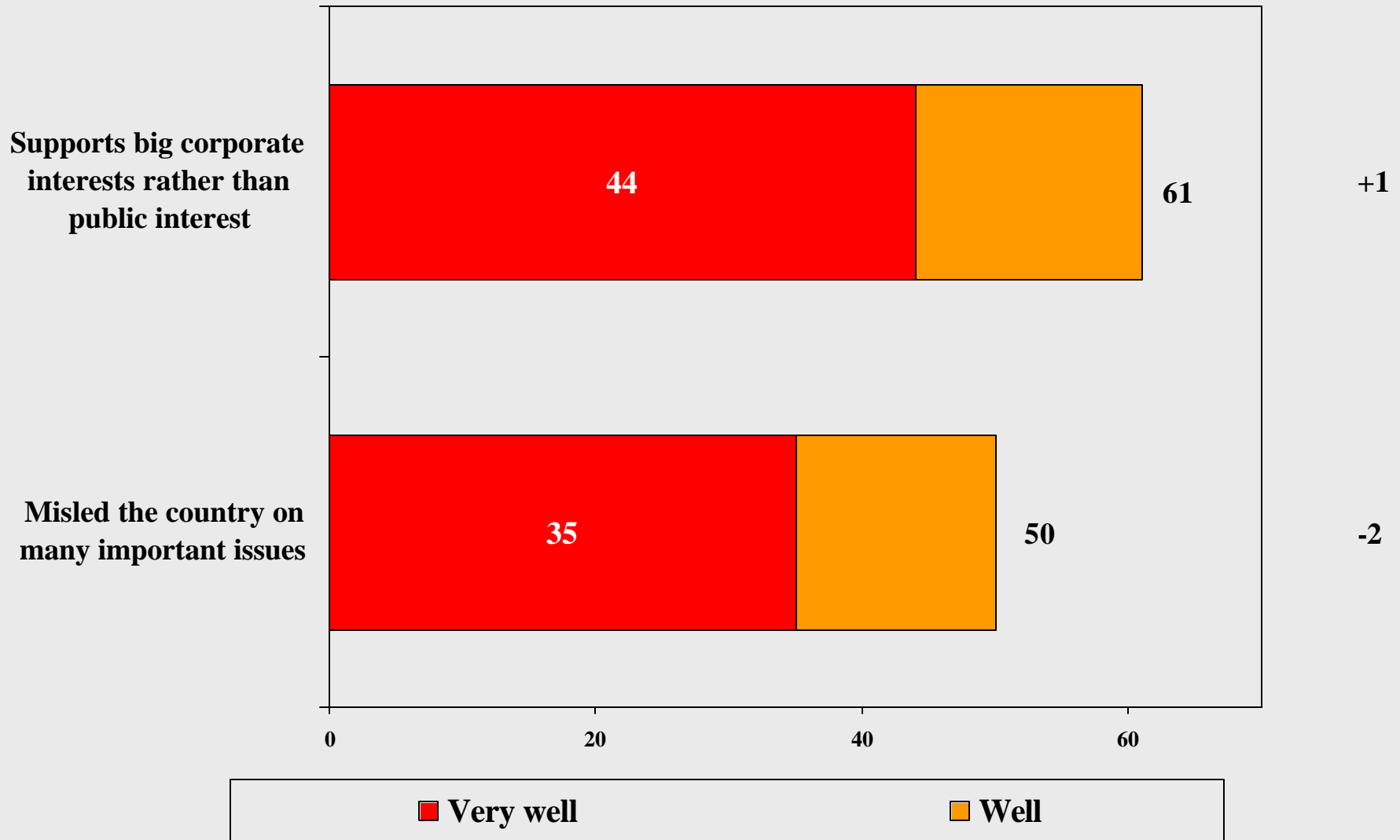


*“Now, I am going to read you a list of words and phrases which people use to describe political figures. For each word or phrase, please tell me whether it describes George Bush very well, well, not too well, or not well at all.”*



# Bush Negative Attributes

Change  
from 9/9



*“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.”*

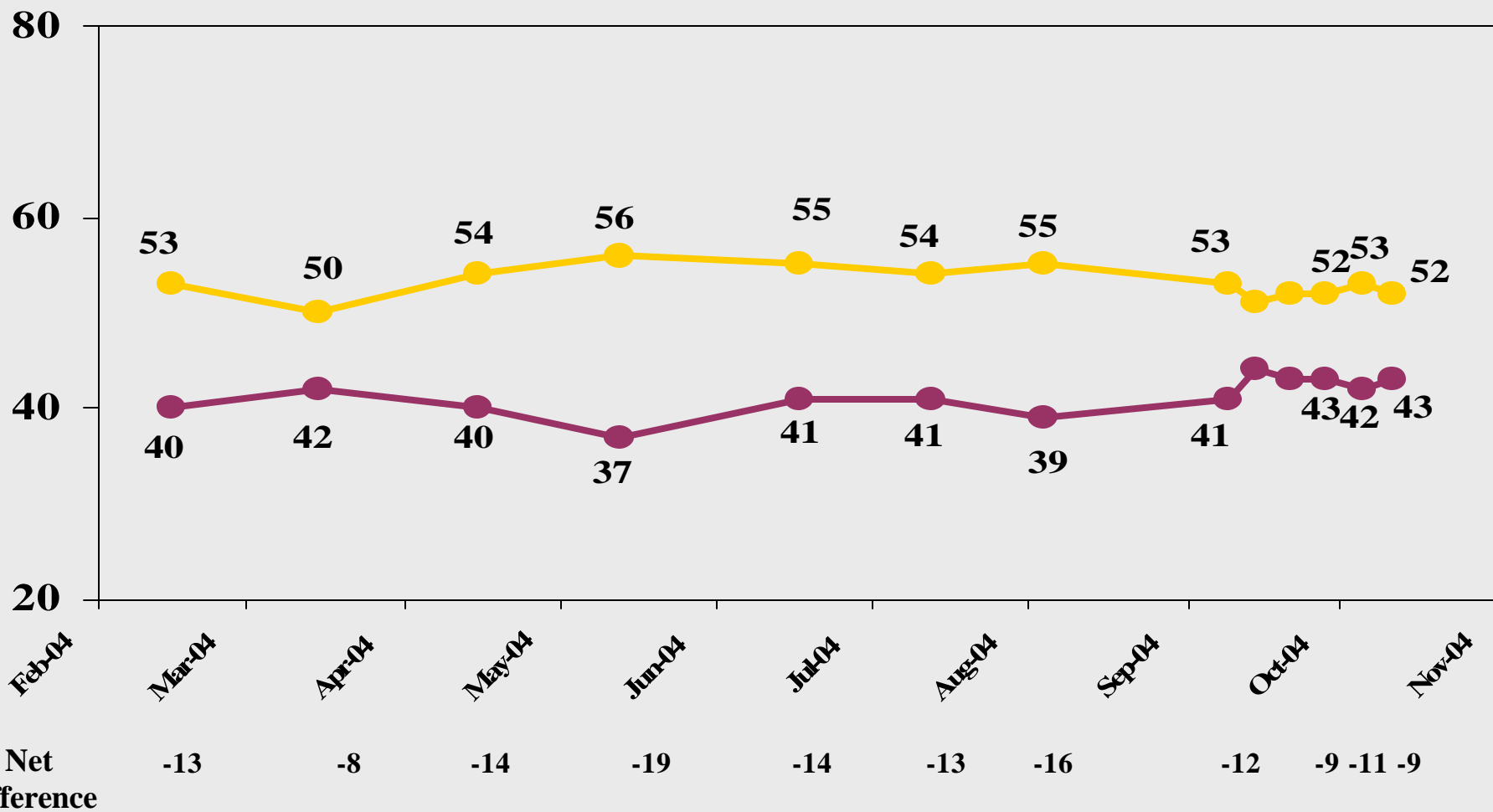


# Structure of the Race



# Change: Direction

## 2004

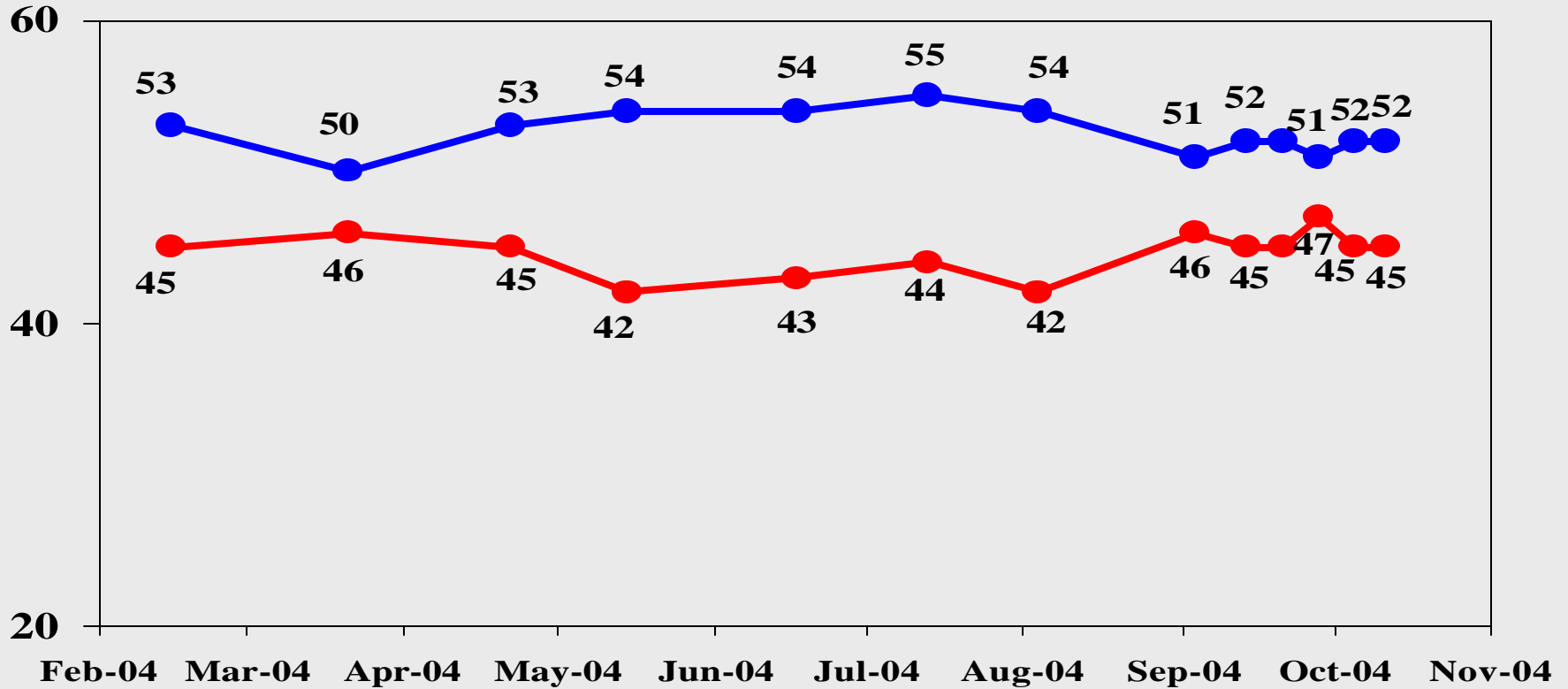


● Right direction ● Wrong direction



# Change: Bush Change Direction

2004



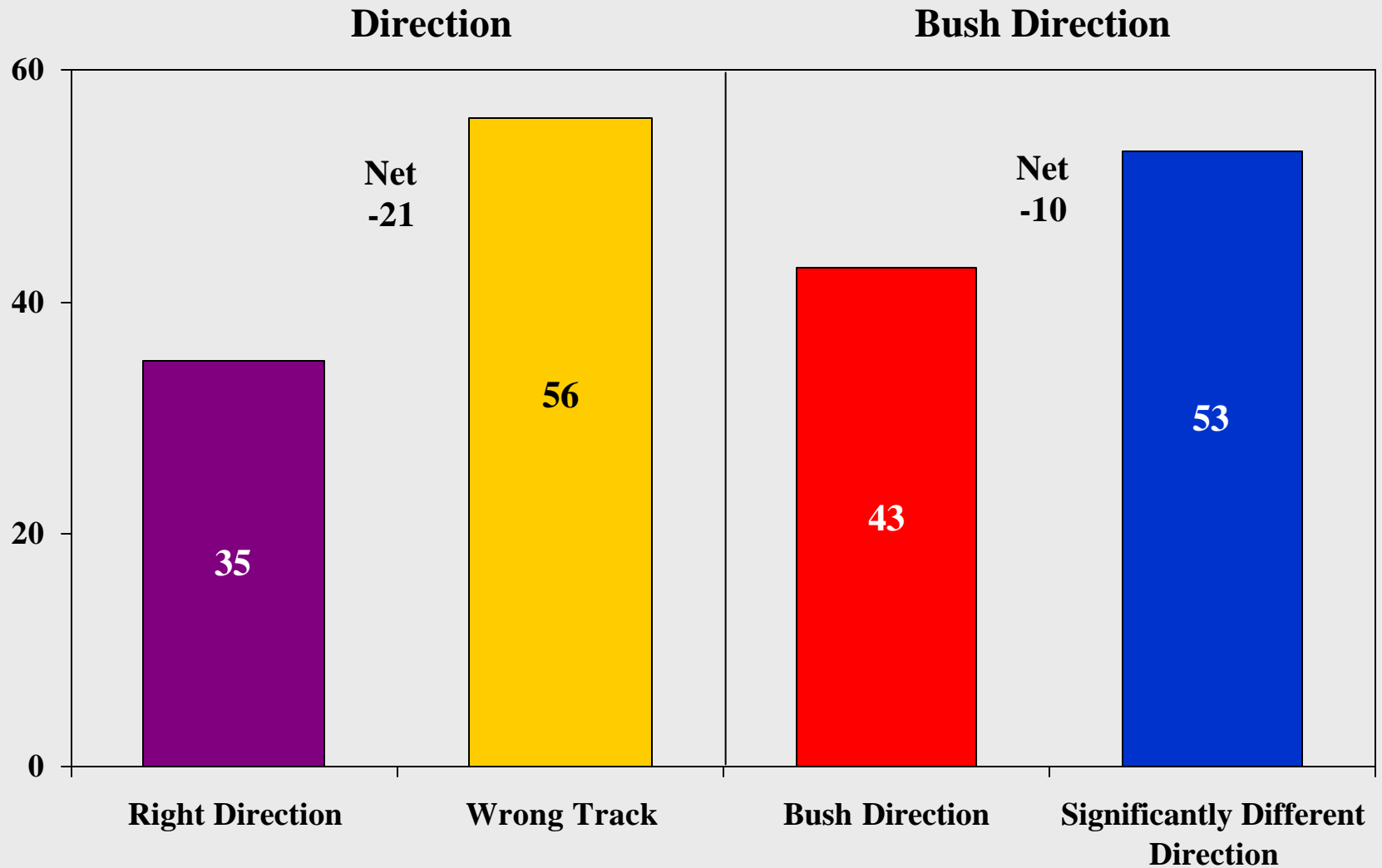
Net Difference

+8	+4	+8	+12	+11	+11	+12	+5	+7	+4	+7	+7
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● Significantly Different Direction
 ● Bush Direction



# Independents and Change





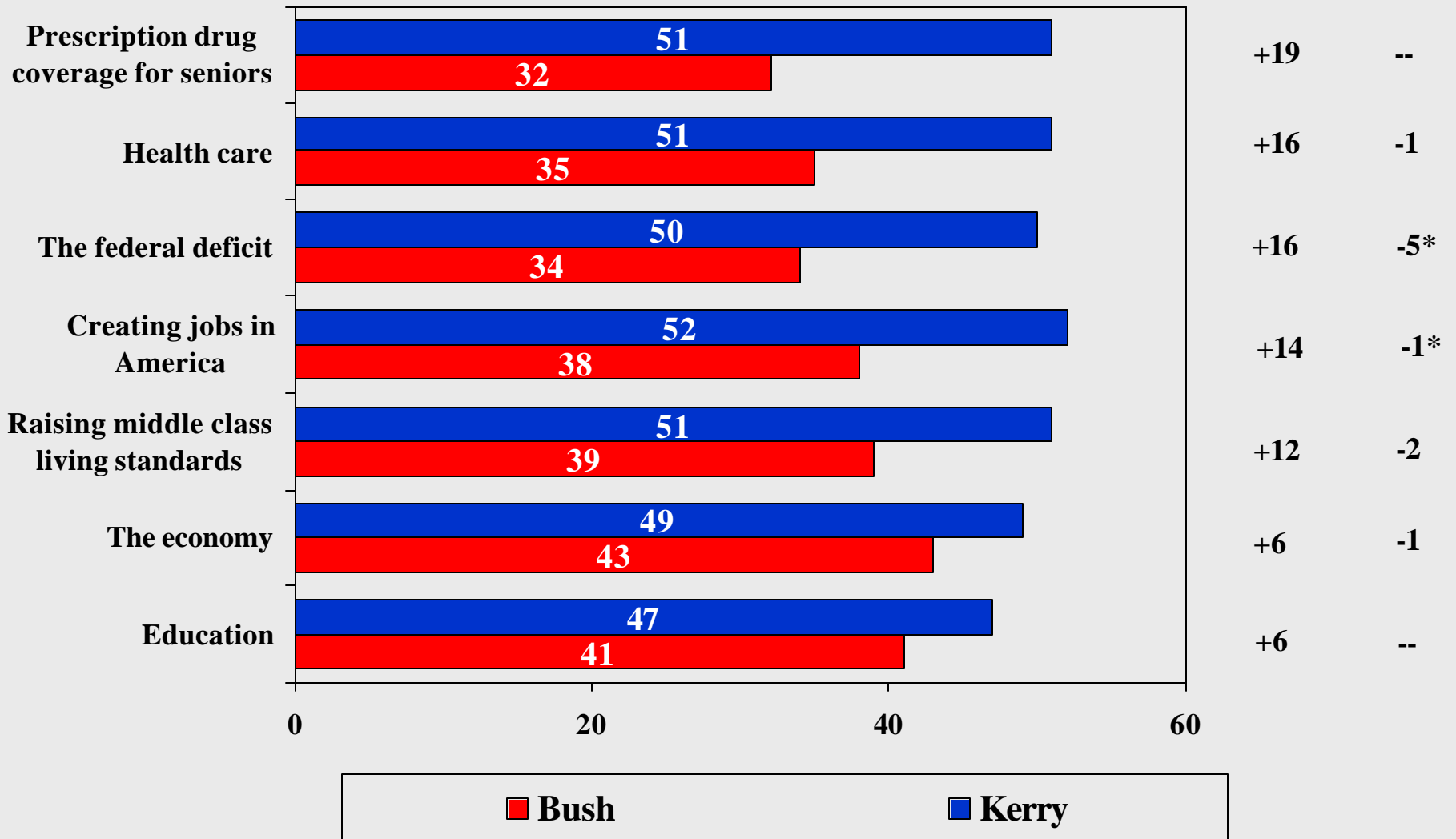
# The Issue Battle



# Kerry Issues

## Kerry vs. Bush

Net  
difference      Change  
from 10/5

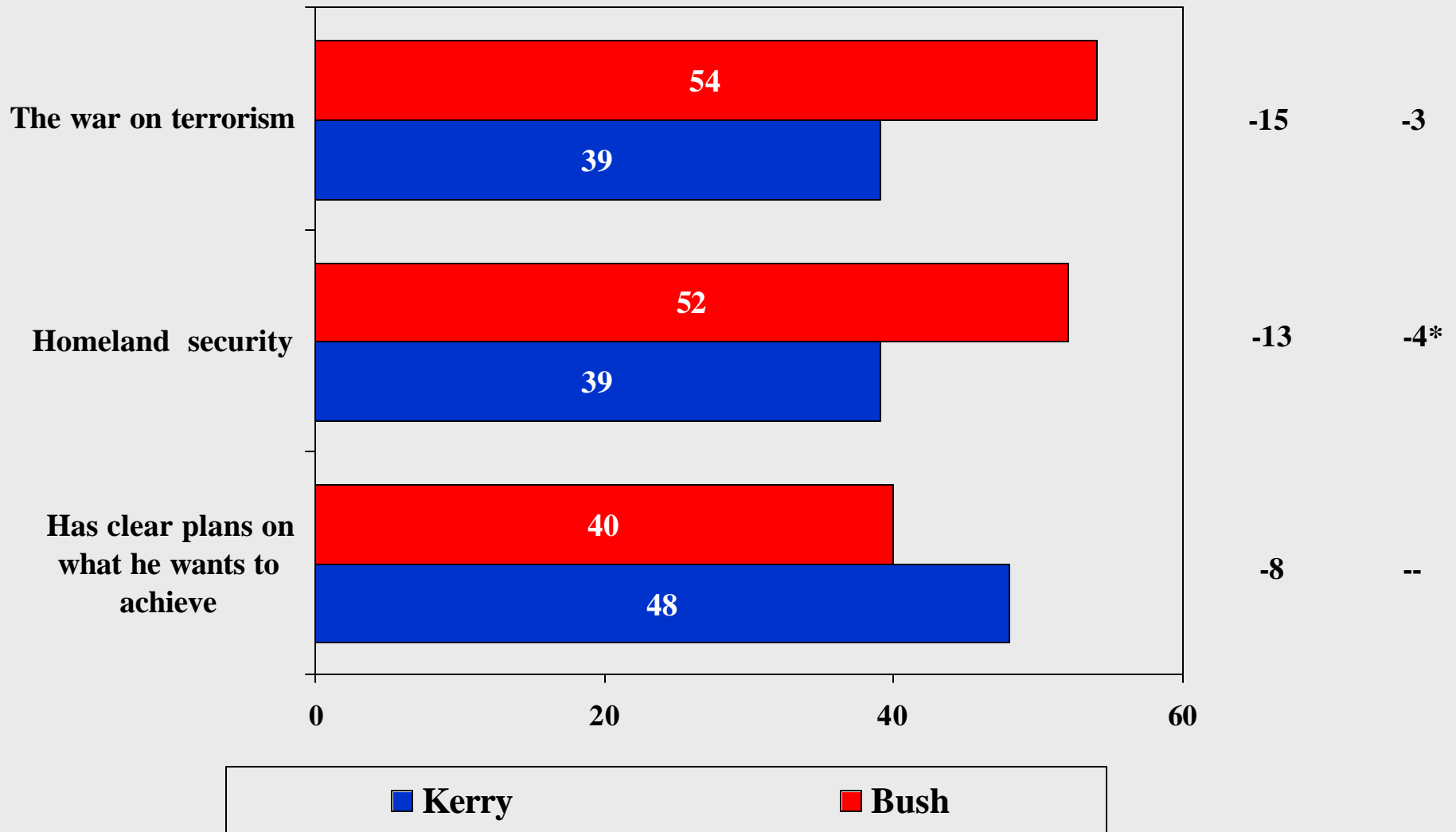




# Bush Issues

Kerry vs. Bush

Net  
difference      Change  
from 10/5



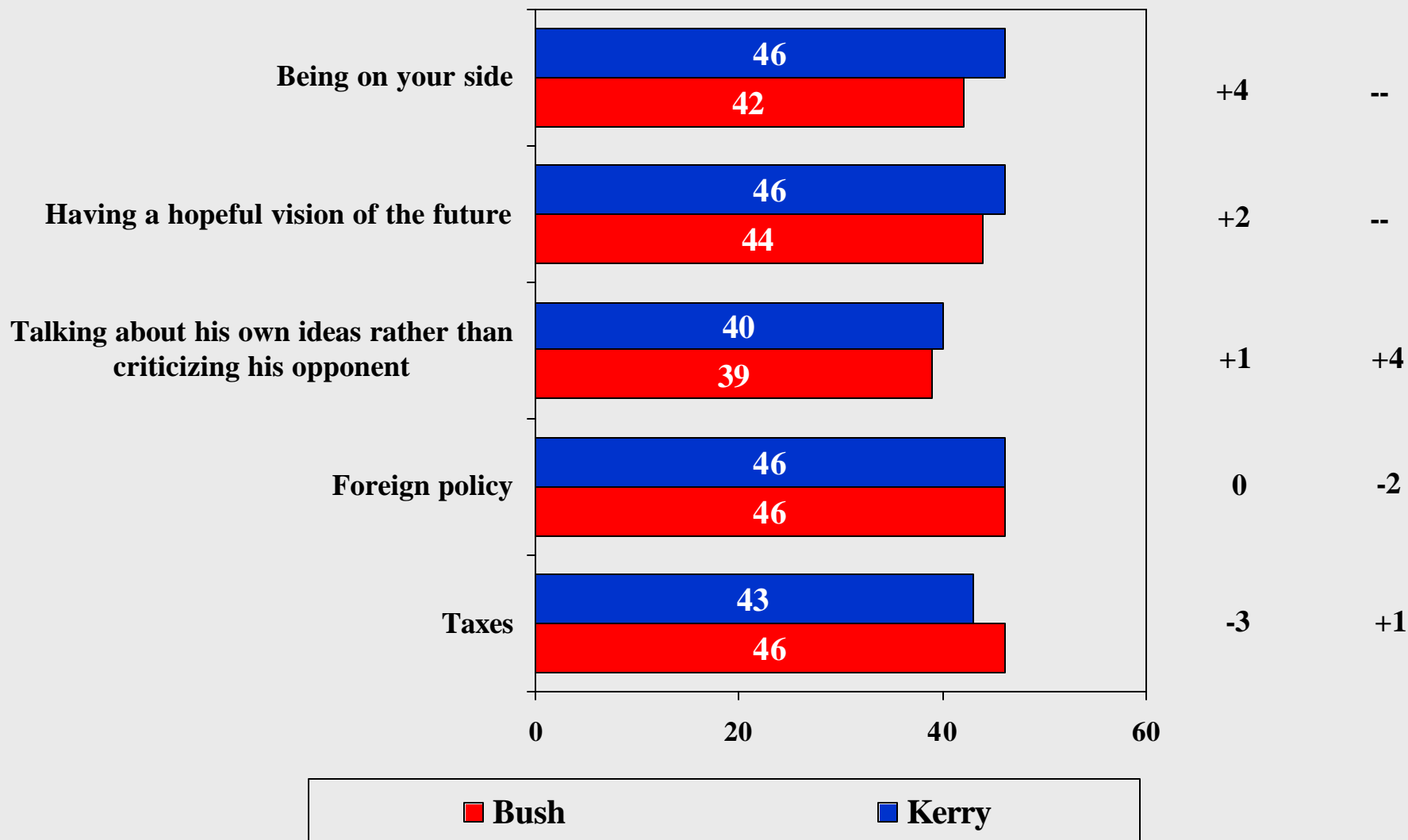


# Contested Issues

Kerry vs. Bush

Net  
difference

Change  
from 10/5



*“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.”*