

GREENBERG QUINLAN ROSNER RESEARCH

January 27, 2010

Framing 2010

How to push back against the growing voter revolt



DEMOCRACY CORPS
CARVILLE ♦ GREENBERG

About the survey

This presentation is based primarily on a national survey conducted by Democracy Corps in conjunction with Center for American Progress. The survey was of 1,001 2008 voters (847 landline, 154 cell phone weighted; 881 landline, 120 cell phone unweighted) and conducted January 7-11, 2010. Margin of error: 3.1 percent.

All data shown reflects results from 836 likely 2010 voters (868 unweighted; margin of error of 3.3 percent) unless otherwise noted.

Data from an oversample of 480 Rising American Electorate Voters (200 unmarried women, 200 youth, and 80 persons of color) fielded by “Women’s Voices. Women Vote,” January 7-12, 2010, is also included. When combined with the Democracy Corps sample, there is a total of 843 RAE cases with a margin of error at 3.4 percent.

This presentation also features data from a national survey of 800 likely voters conducted by Public Opinion Strategies in conjunction with Greenberg Quinlan Rosner for National Public Ratio. That survey was conducted January 20-21 and 23rd and has a margin of error of 3.46 percent. *Please note that the conclusions in this presentation do not reflect the opinions of NPR or Public Opinion Strategies.*

Additionally, this presentation includes data from a national Democracy Corps survey of 1,000 2008 voters conducted November 12-16, 2009. All data shown reflects results from 847 likely 2010 voters.

A brewing protest and change election – and how to get a different one

Re-enforcing trends reaching a boiling point

- **Continued worries about unemployment**
- **Scope of personal financial distress**

- **Disillusionment with Democrats (defined by spending)**
- **Disillusionment with Democratic Congress**
- **Disillusionment with health care reform**

- **Populist revolt**
 - Against Wall Street and financial elites
 - Against government
 - Against Congress
 - Against Democrats (more for Wall Street bailouts than people)

- **Intense Republican engagement against Obama and health care**
- **Conservative surge**
- **Democratic demoralization**

The outlet now –

- **The Democratic Party and Democratic Congress**
- **Less about Obama (respectful, trying, jury's out)**
- **Change in electorate, but also growing vote shift against Democrats**
- **Democratic Congress standing now below Republican (who remain in disrepute)**

But –

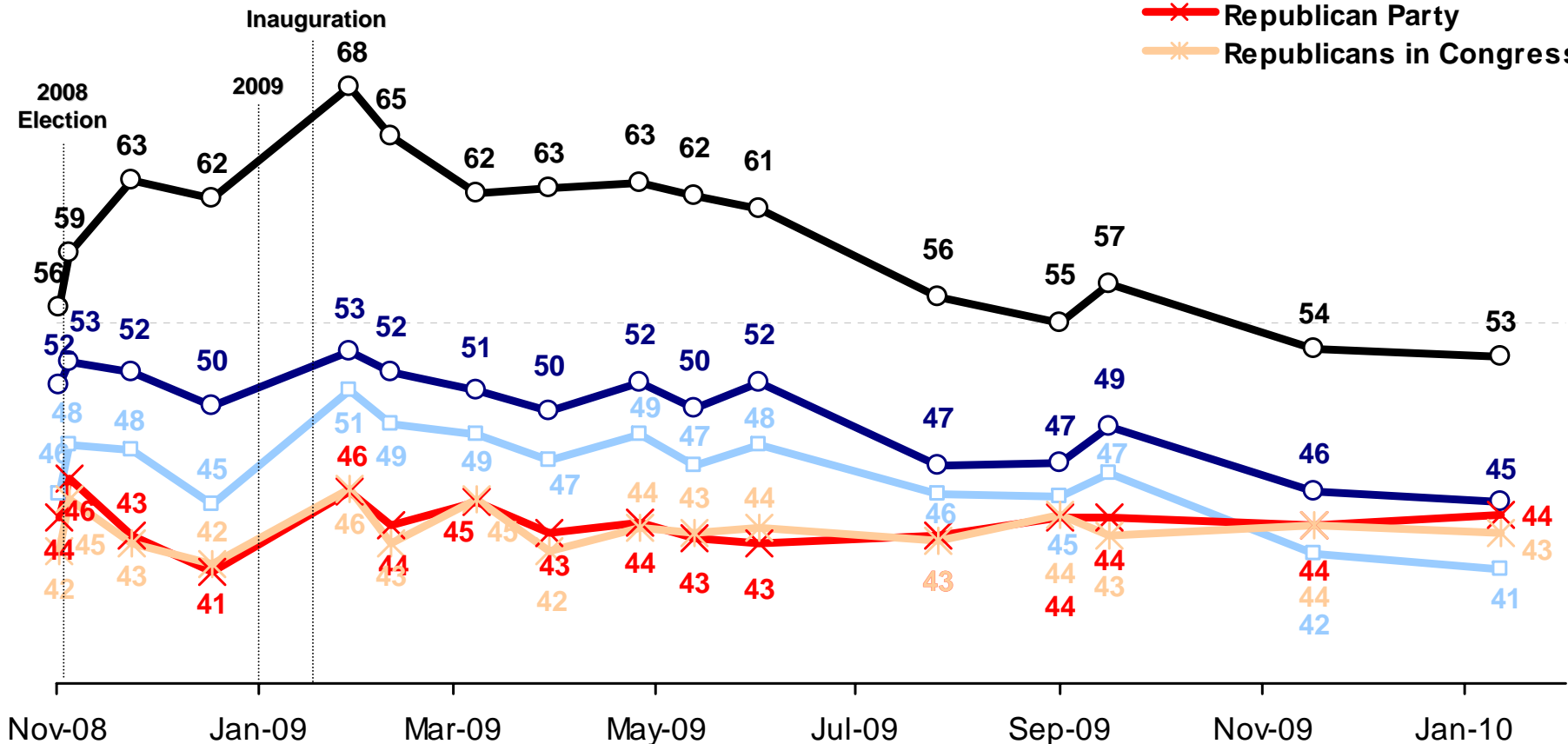
- 1. Evidence that at peak or bottom (depend on metaphor) – uptick on economic indicators and some increased optimism in focus groups**
- 2. Congressional battle now even on virtually all measures**
- 3. There are key actions that can change the dynamic and outcome**

The brewing revolt against Democrats

Democratic favorability declining, Republican unchanged

Now, I'd like to rate your feelings toward some people and organizations, with 100 meaning a VERY WARM, FAVORABLE feeling; zero meaning a VERY COLD, UNFAVORABLE feeling; and 50 meaning not particularly warm or cold.

- Barack Obama
- Democratic Party
- Democratic Congress
- × Republican Party
- ✱ Republicans in Congress

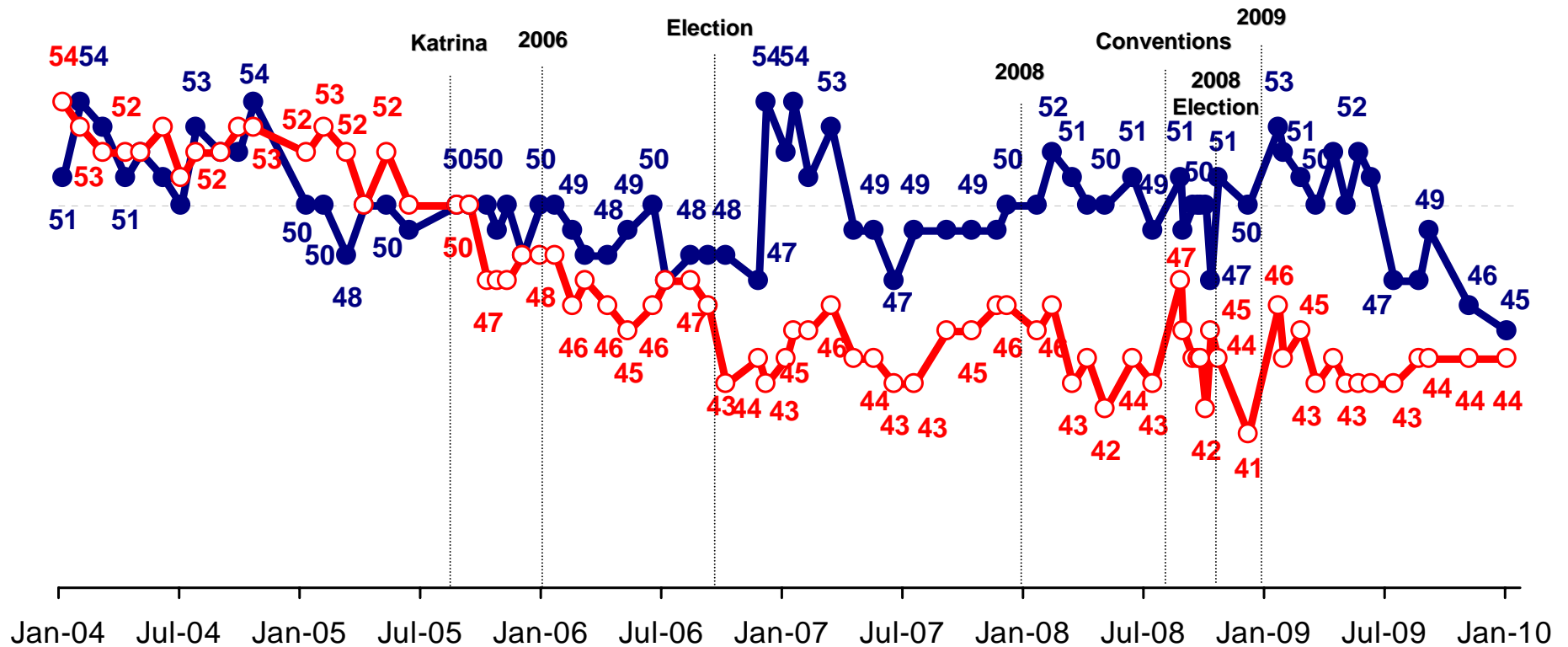


*Note: Data represents the MEAN ratings from Democracy Corps surveys conducted since the 2008 election. After the election, data reflects 2010 likely voters.

Party favorability gap almost gone

Now, I'd like to rate your feelings toward some people and organizations, with 100 meaning a VERY WARM, FAVORABLE feeling; zero meaning a VERY COLD, UNFAVORABLE feeling; and 50 meaning not particularly warm or cold.

● Democratic Party
○ Republican Party



Net Difference	-3	-1	-1	+1	+1	-2	-3	-4	-2	0	+3	+2	+3	+2	+4	+4	+1	+5	+11	+9	+7	+5	+4	+6	+4	+4	+6	+8	+8	+6	+4	+9	+7	+6	+7	+9	+4	+5	+2	+1
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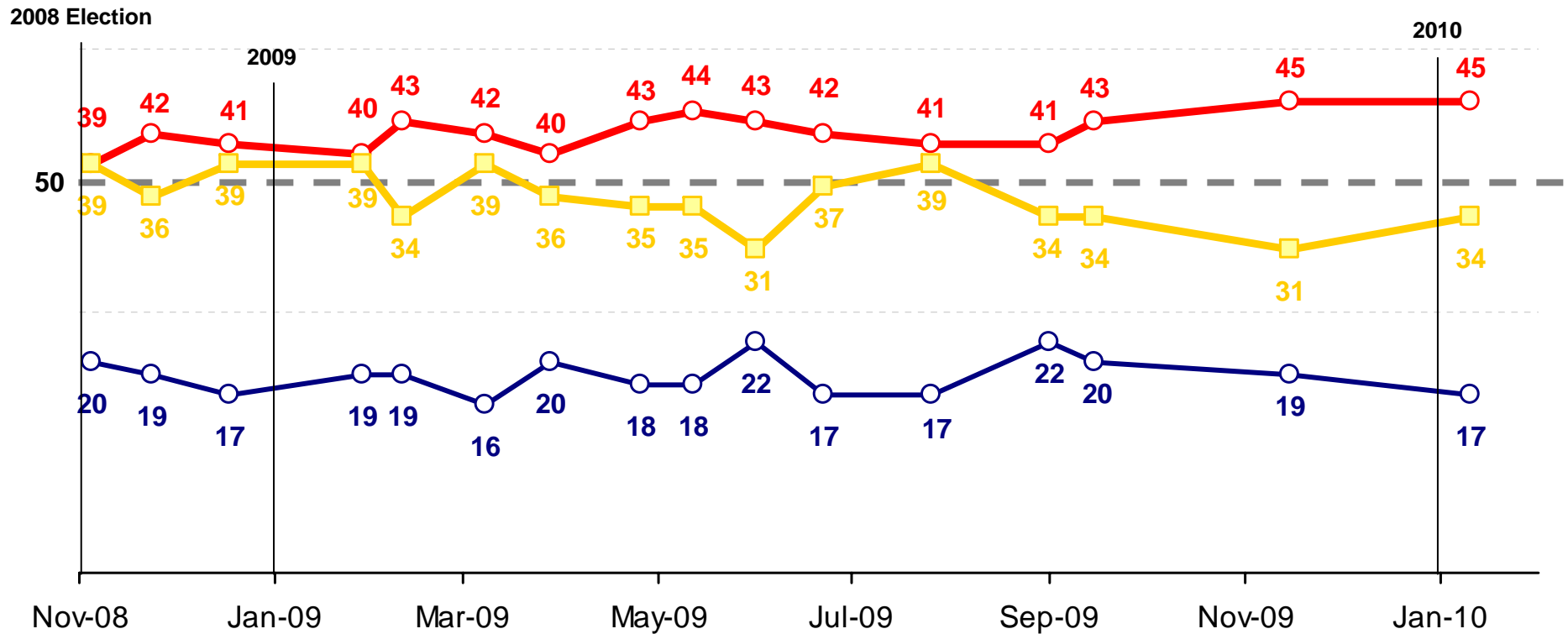
*Note: Data represents the MEAN ratings from Democracy Corps surveys conducted over the past six years. After 2008 election, data reflects 2010 likely voters.

Brewing conservative revolt

Conservative identification – continued rise

Thinking in political terms, would you say that you are conservative, moderate or liberal?

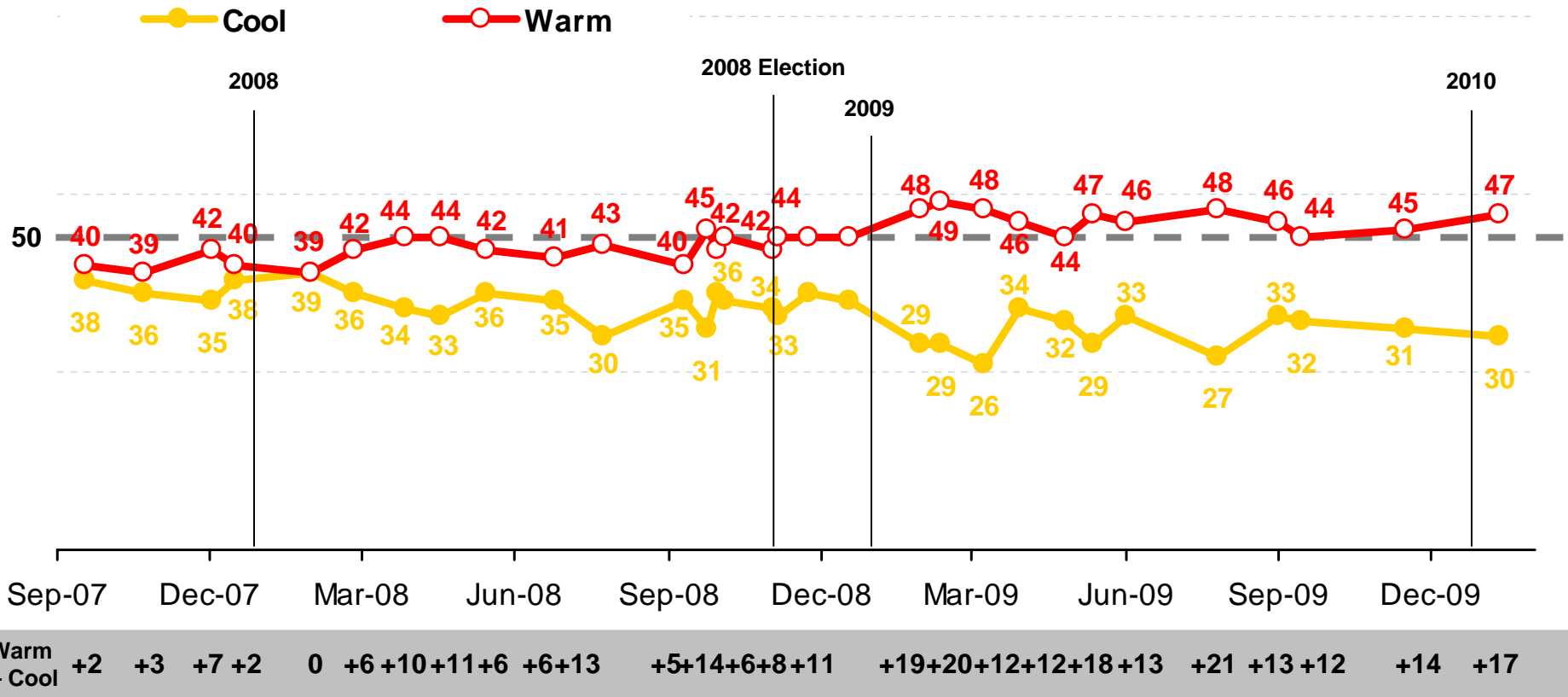
● Conservative
 ■ Moderate
 ○ Liberal



*Note: Data from Democracy Corps surveys conducted since the 2008 election. After the election, data reflects 2010 likely voters.

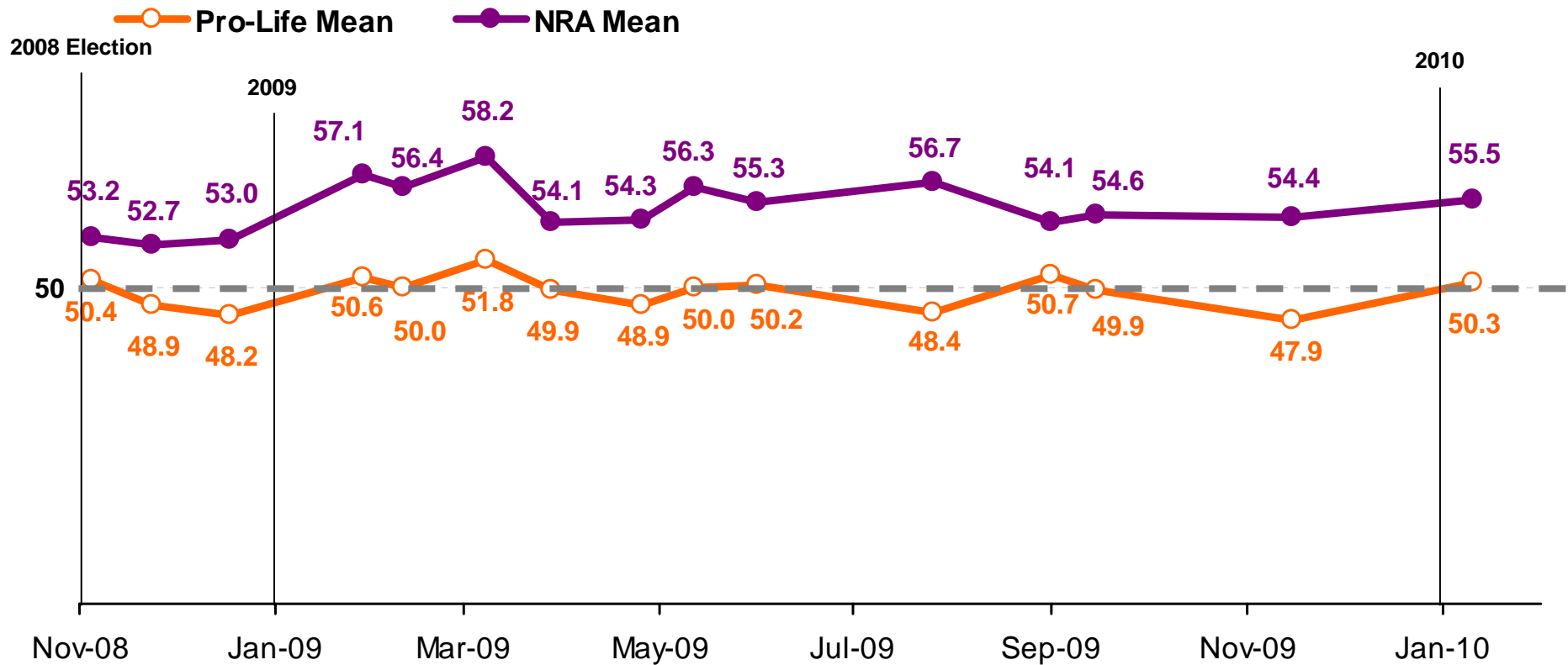
NRA thermometer – jumps up since Obama election

Now, I'd like to rate your feelings toward some people and organizations, with 100 meaning a VERY WARM, FAVORABLE feeling; zero meaning a VERY COLD, UNFAVORABLE feeling; and 50 meaning not particularly warm or cold... **The N.R.A., or National Rifle Association.**



NRA rising but not pro-life groups – about government?

Now, I'd like to rate your feelings toward some people and organizations, with 100 meaning a VERY WARM, FAVORABLE feeling; zero meaning a VERY COLD, UNFAVORABLE feeling; and 50 meaning not particularly warm or cold... **Pro-life, anti-abortion groups/The N.R.A., or National Rifle Association.**

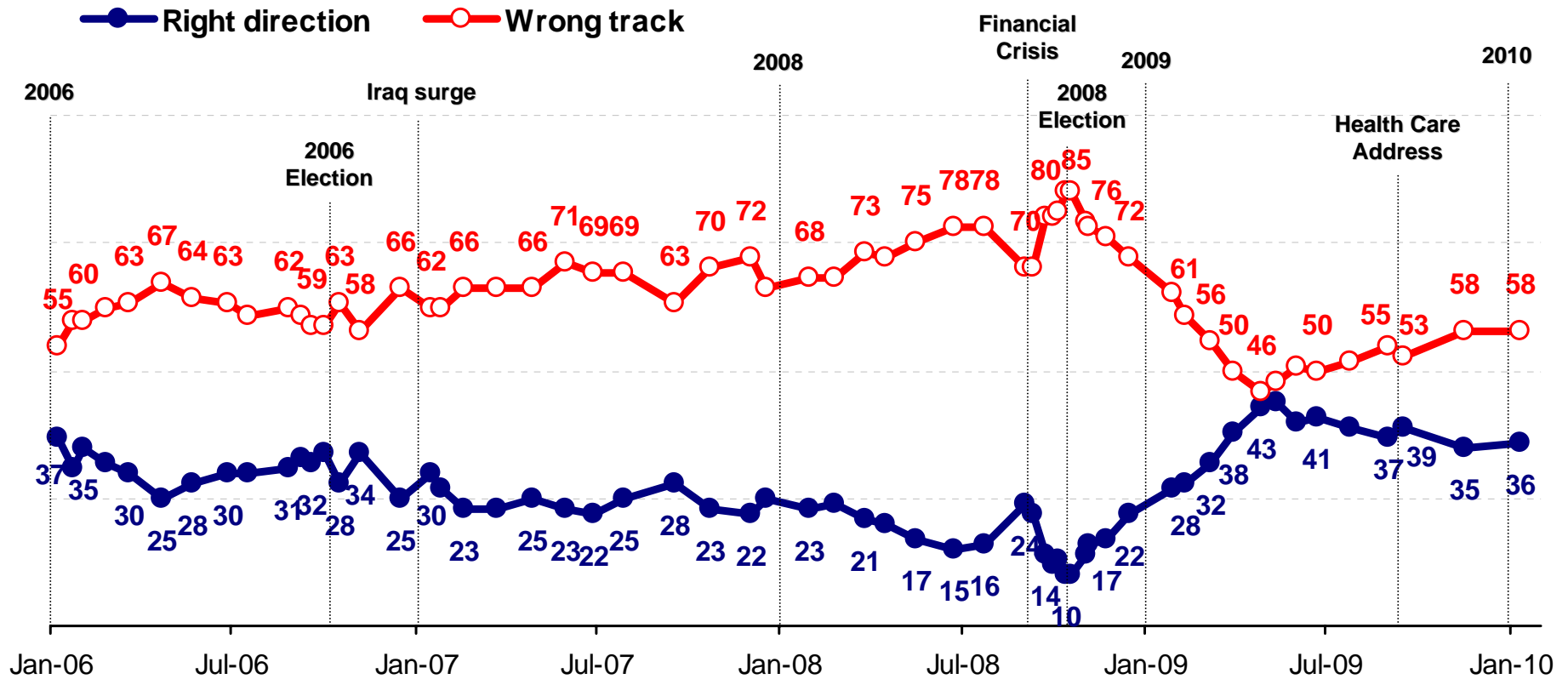


*Note: Data represents the MEAN ratings from Democracy Corps surveys conducted since the 2008 election. After the election, data reflects 2010 likely voters.

Though probably hit bottom and at parity

No shift in direction in last few months

Generally speaking, do you think things in the country are going in the right direction, or do you feel things have gotten pretty seriously off on the wrong track?



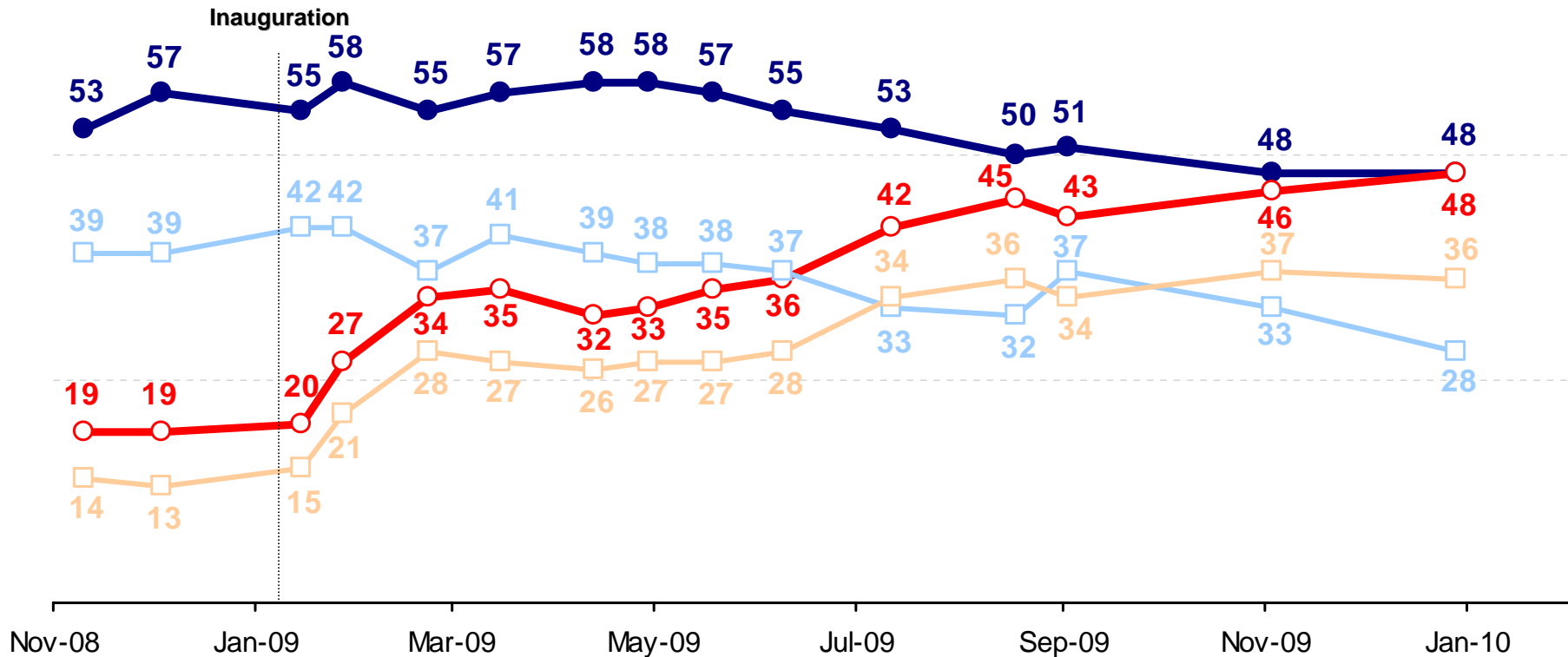
Net Difference: -18 -25 -33 -42 -33 -31 -35 -24 -31 -43 -43 -41 -48 -47 -48 -47 -50 -45 -44 -52 -58 -63 -62 -64 -75 -50 -33 -12 -3 -9 -13 -18 -14 -23 -22

*Note: From Democracy Corps surveys conducted over the last several years. Data reflects likely voters.

Obama job approval stabilized, with fewer strong supporters

Do you approve or disapprove of the way Barack Obama is handling his job as president?

● Total Approve
 ○ Total Disapprove
 □ Strongly Approve
 □ Strongly Disapprove

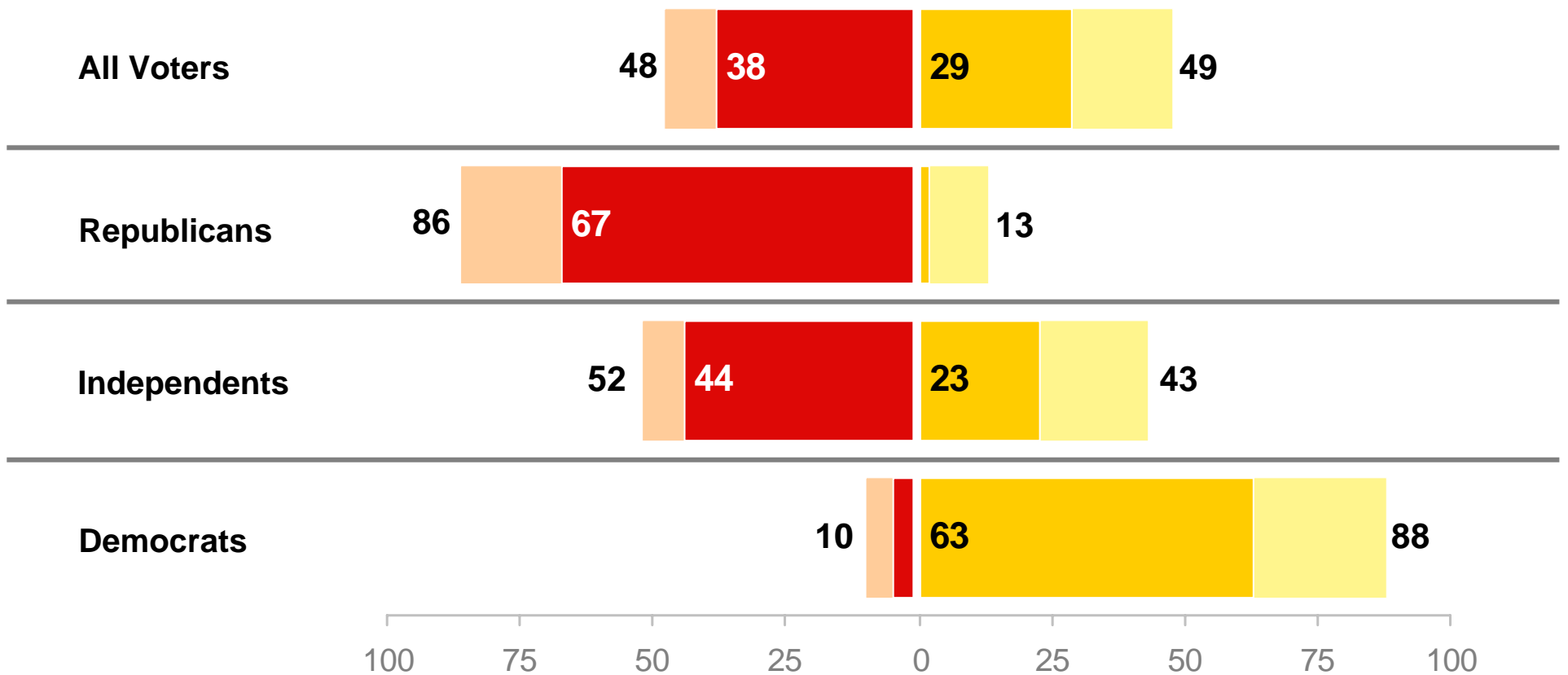


**Note: From Democracy Corps surveys over the past several months. Before inauguration, question read: "Do you approve or disapprove of the job being done by Barack Obama as president-elect?" Data represents likely 2010 voters.*

Partisan breakdown of Obama's approval

Do you approve or disapprove of the way Barack Obama is handling his job as president?

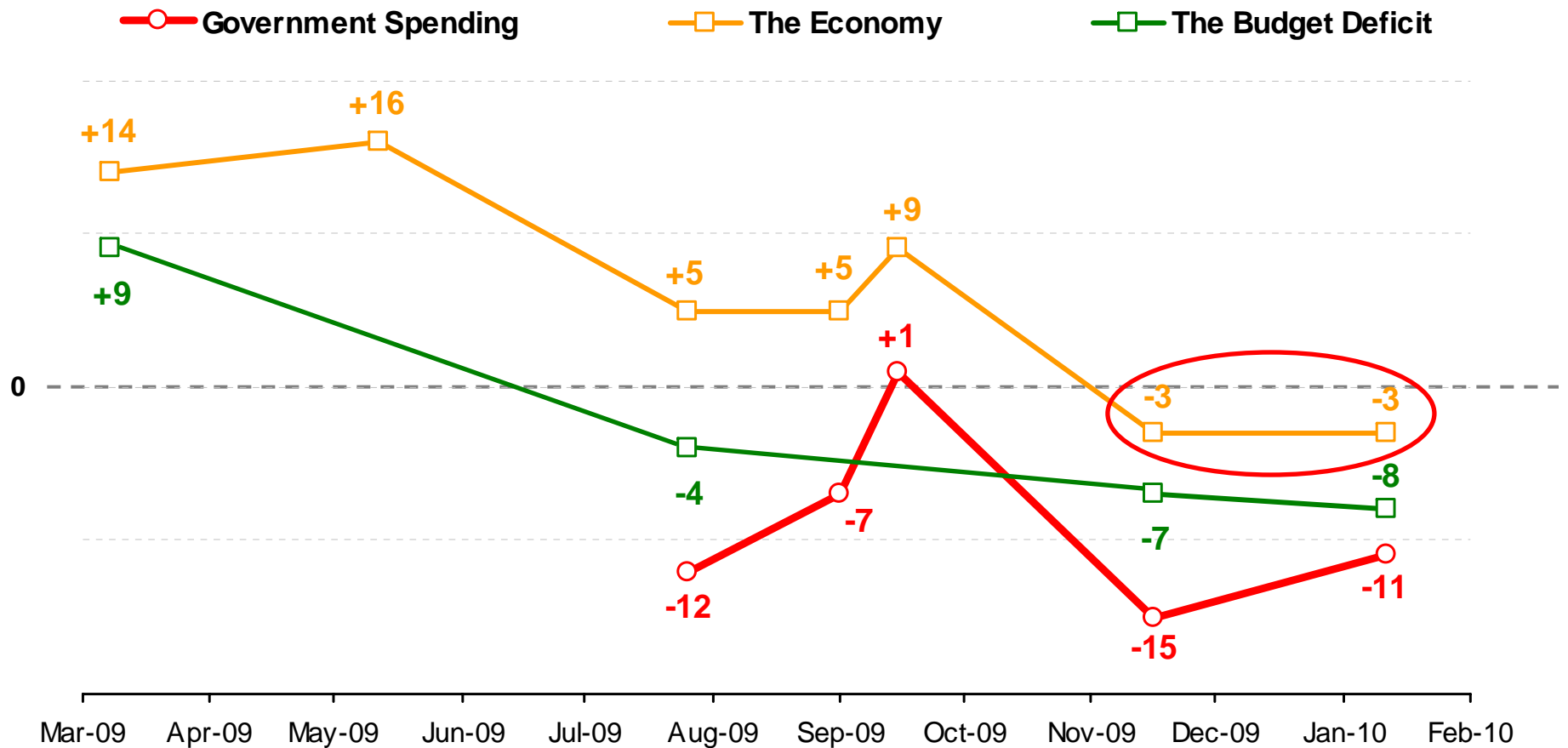
■ Strongly disapprove ■ Strongly approve



*Note: From national survey of 800 likely voters conducted January 20-21 & 23, 2010 by Public Opinion Strategies in conjunction with Greenberg Quinlan Rosner for National Public Radio.

Party better on economy and other issues stabilized

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 the Democrats or the Republicans 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.



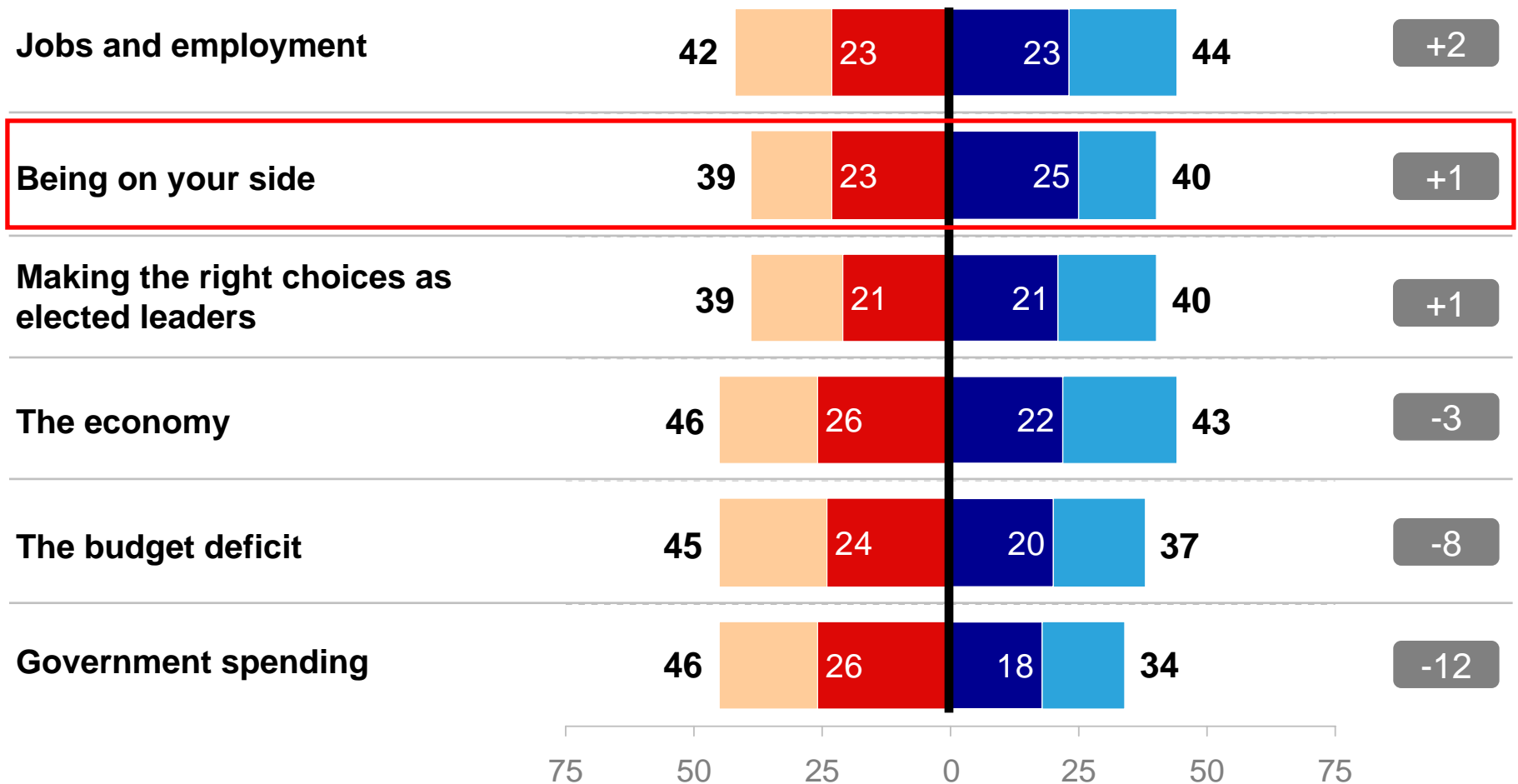
*Note: Data from Democracy Corps surveys conducted since March 2009. Shows "Democrats - Republicans" net.

Core economic issues evenly contested

Now I am going to read a list of issues and I want you to tell me whether, overall, you think the Democrats or the Republicans 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.

**Dems. –
Reps. better**

■ Republicans much better ■ Democrats much better

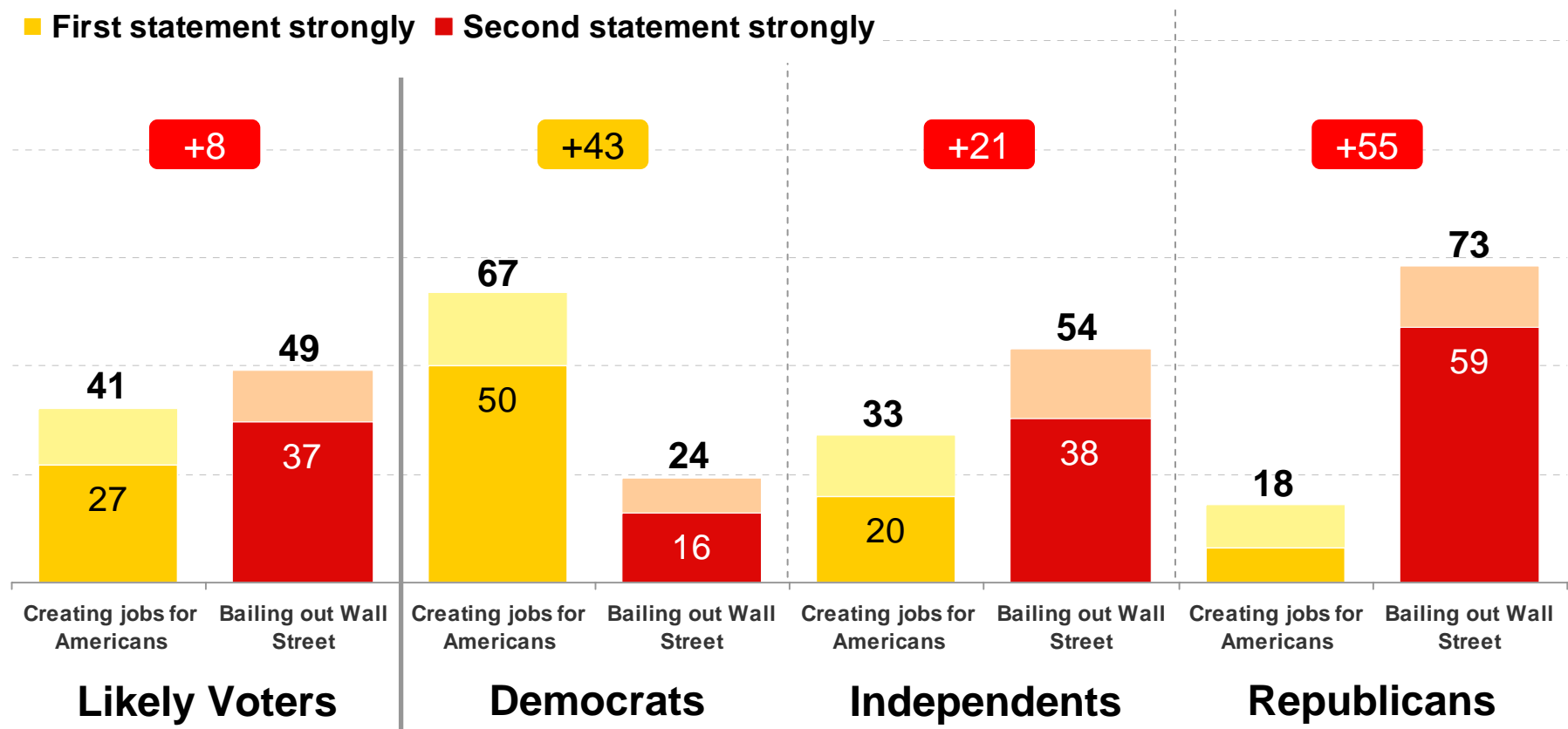


With Obama and Democrats more for Wall Street than people

First Statement: Obama and the Democrats are more concerned with creating jobs for ordinary Americans.

Second Statement: Obama and the Democrats are more concerned with bailing out Wall Street.

■ First statement strongly ■ Second statement strongly

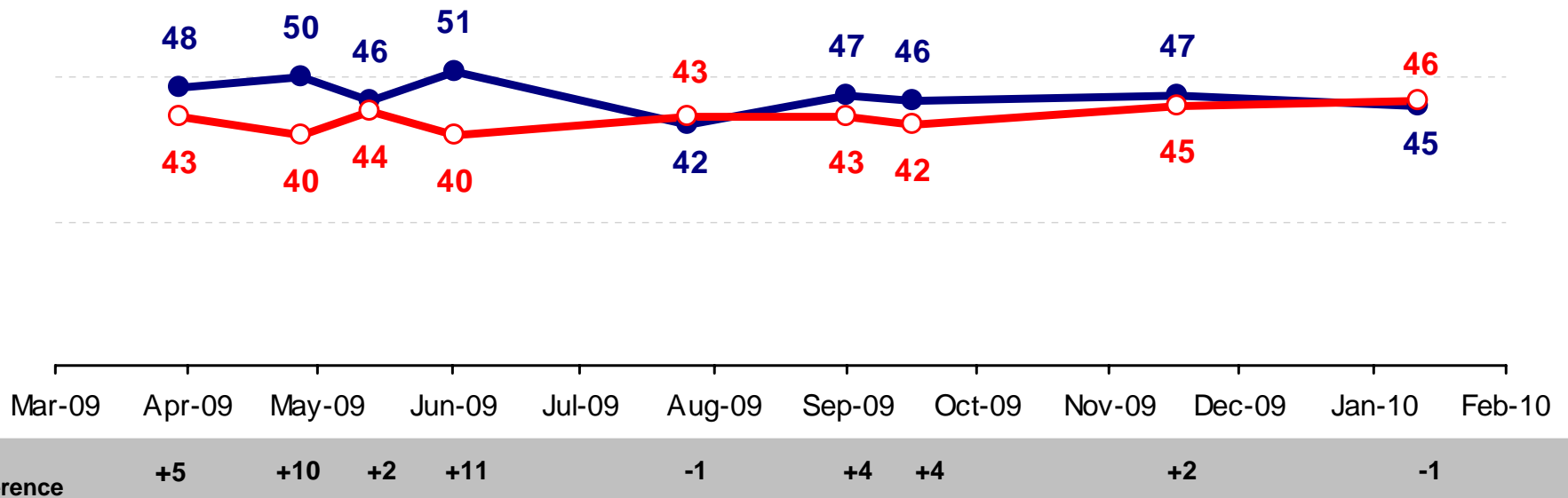


From 8-point elections to even

Congressional election remains tied

I know it is a long way off, but thinking about the elections in 2010, if the election for U.S. Congress were held today, would you be voting for (DEMOCRATIC HOUSE CANDIDATE) or (REPUBLICAN HOUSE CANDIDATE)?

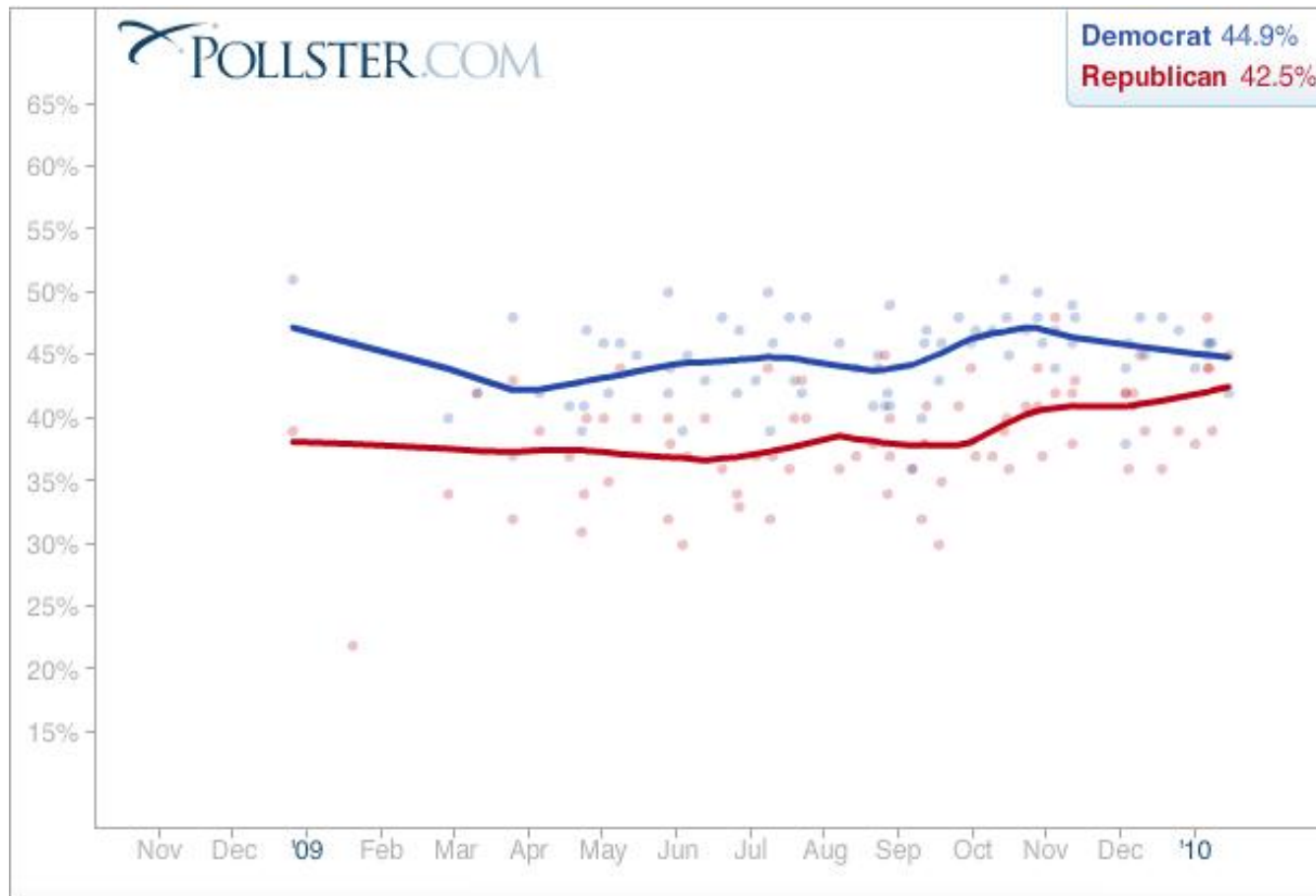
● Democratic Candidate
 ○ Republican Candidate



**Note: Incumbent names were inserted preceded by party identification with the generic "the Democratic candidate" or "the Republican candidate" inserted for the opposition. For the cell phone sample and open seat districts, both candidates were generic.*

Average of national polls show Dems with narrow advantage

I know it is a long way off, but thinking about the elections in 2010, if the election for U.S. Congress were held today, would you be voting for (DEMOCRATIC HOUSE CANDIDATE) or (REPUBLICAN HOUSE CANDIDATE)?

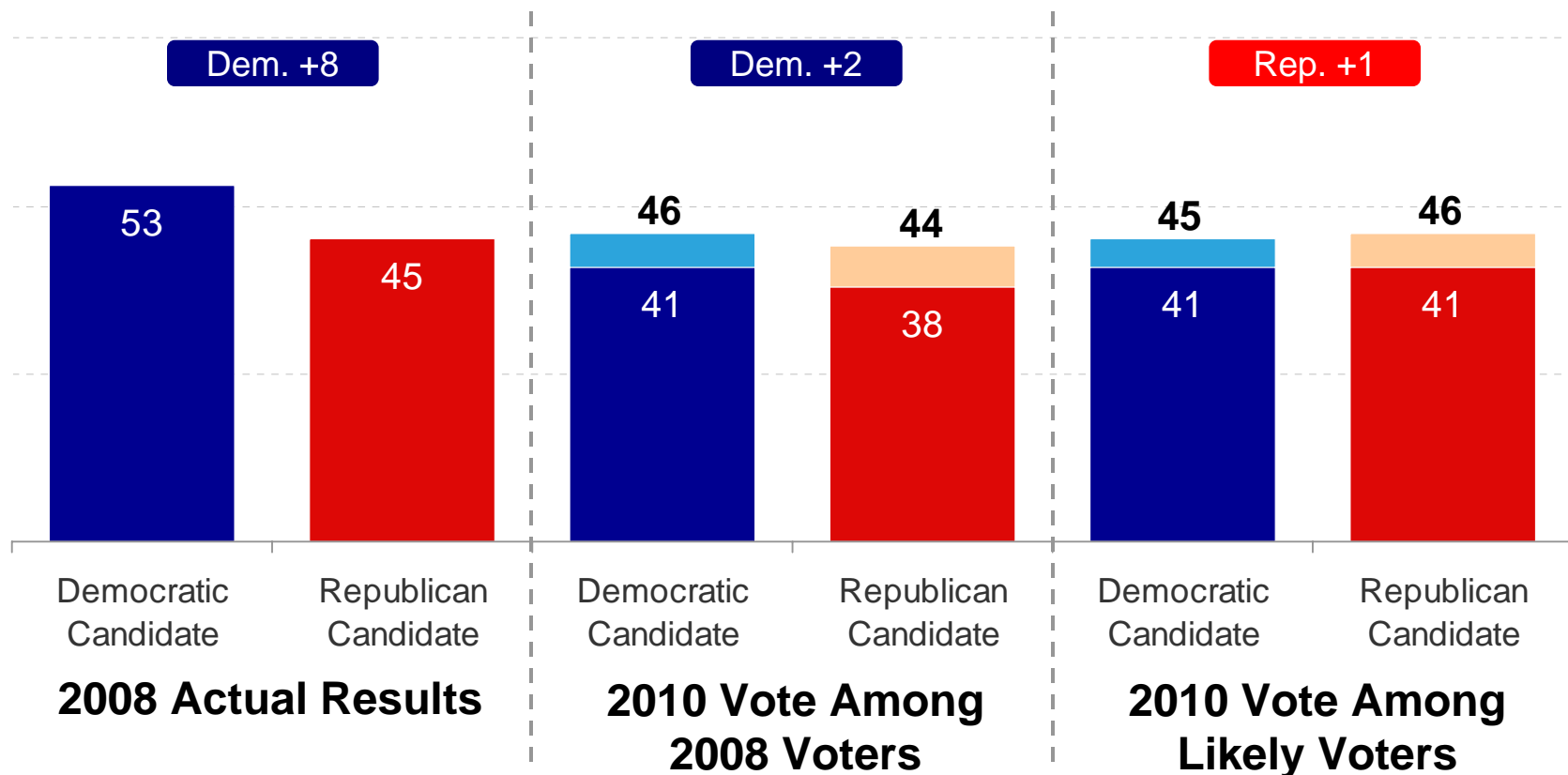


**Note: Lines show average trends from national polls collected by pollster.com as of January 26, 2010. Most polls ask the vote in the generic. Note that this set has been filtered to exclude Rasmussen polls, which have shown to be extreme outliers.*

Democrats running short of '08 margin among same electorate

I know it is a long way off, but thinking about the elections in 2010, if the election for U.S. Congress were held today, would you be voting for (DEMOCRATIC HOUSE CANDIDATE) or (REPUBLICAN HOUSE CANDIDATE)?

■ Democratic Candidate ■ Republican Candidate



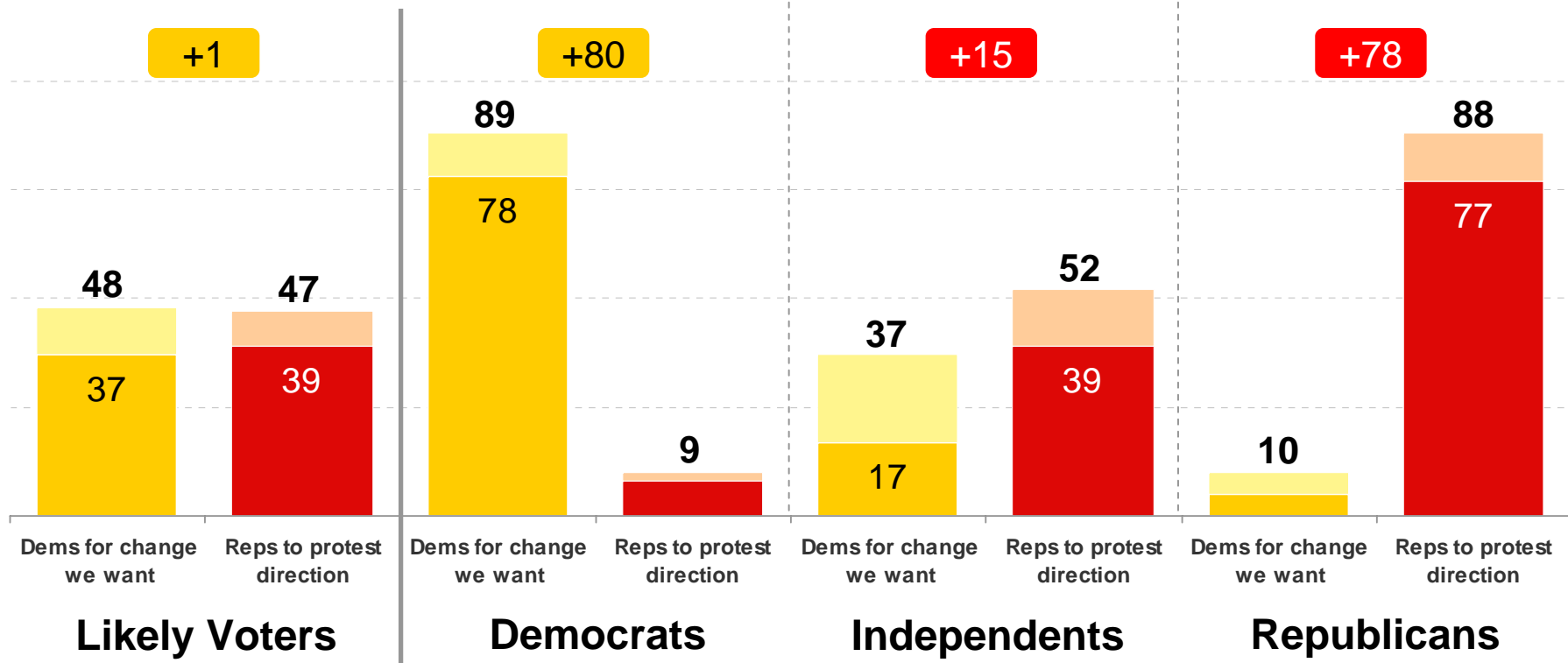
**Note: Show full sample of 2008 voters – includes those who voted in 2008 but who are not likely to vote in 2010. Actual results based on secretary of state reports.*

Vote to continue change or Republican to protest: even

First Statement: Looking at what is happening with Congress, I am leaning toward voting for the Democrats so that we have a chance of getting the change we want.

Second Statement: Looking at what is happening with Congress I am leaning toward voting for the Republicans to protest the direction the country is heading.

■ First statement strongly ■ Second statement strongly



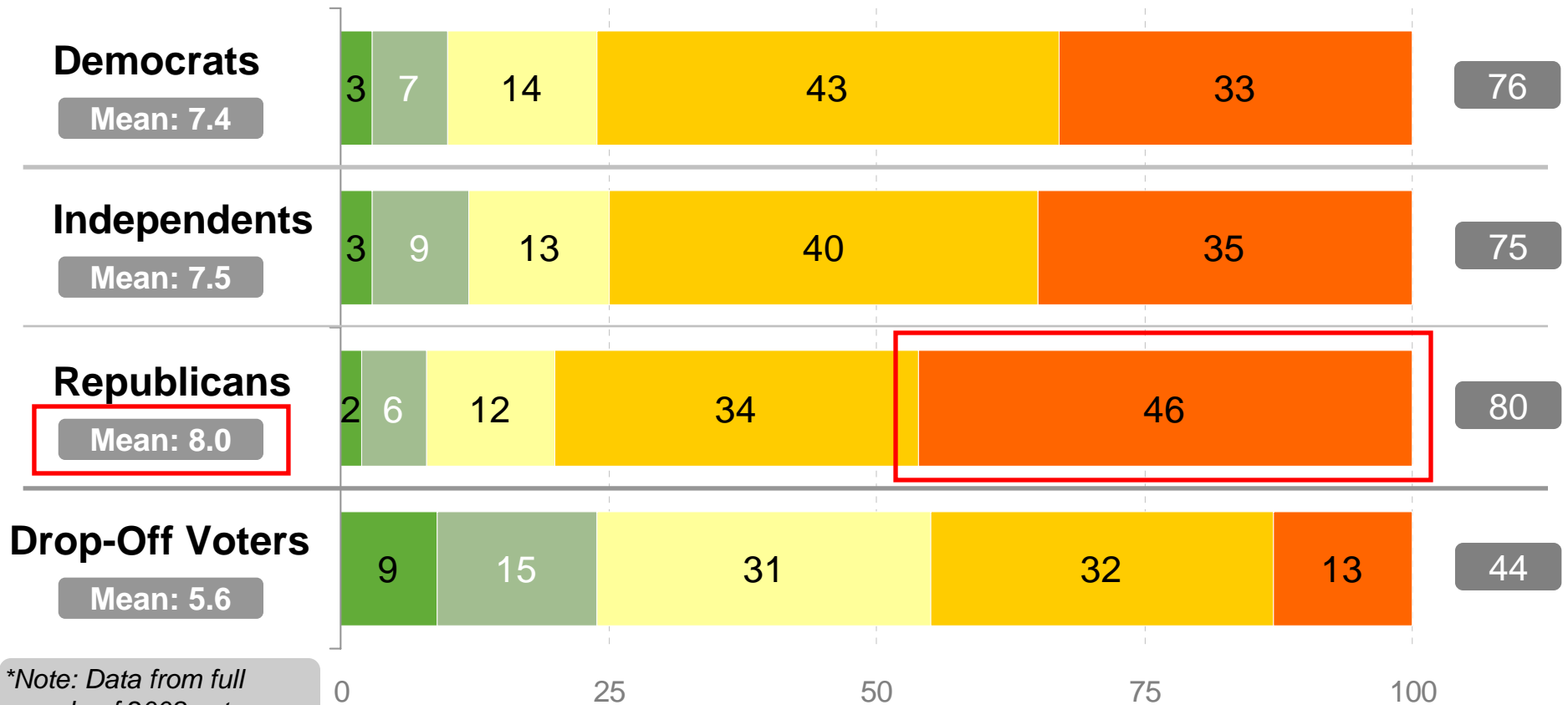
GOP engaged; Democrats demoralized

Republicans intensely enthusiastic about 2010 vote

Please rate your level of enthusiasm about voting in this year's election for Congress on a scale from zero to ten, where zero means you're not at all enthusiastic about voting this year and ten means you're extremely enthusiastic about voting this year. You can use any number from zero to ten, the higher the number the more enthusiastic you are about voting this year.

**Total
6-10**

■ 0: Not at all: ■ 1-4: Not enthusiastic ■ 5: In the middle ■ 6-9: Enthusiastic ■ 10: Very

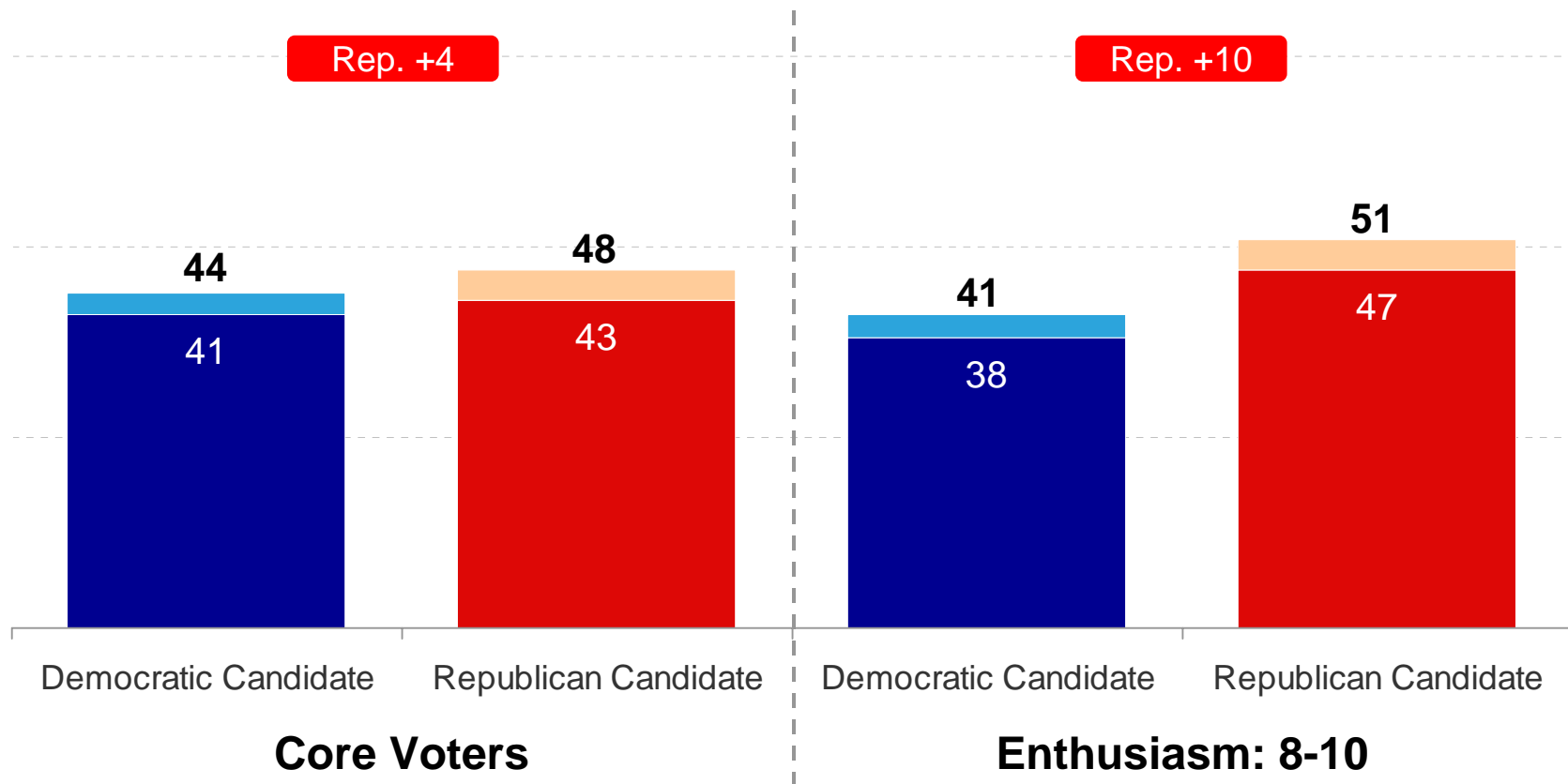


*Note: Data from full sample of 2008 voters.

With lower turnout, Republican margin widens

I know it is a long way off, but thinking about the elections in 2010, if the election for U.S. Congress were held today, would you be voting for (DEMOCRATIC HOUSE CANDIDATE) or (REPUBLICAN HOUSE CANDIDATE)?

■ Democratic Candidate ■ Republican Candidate

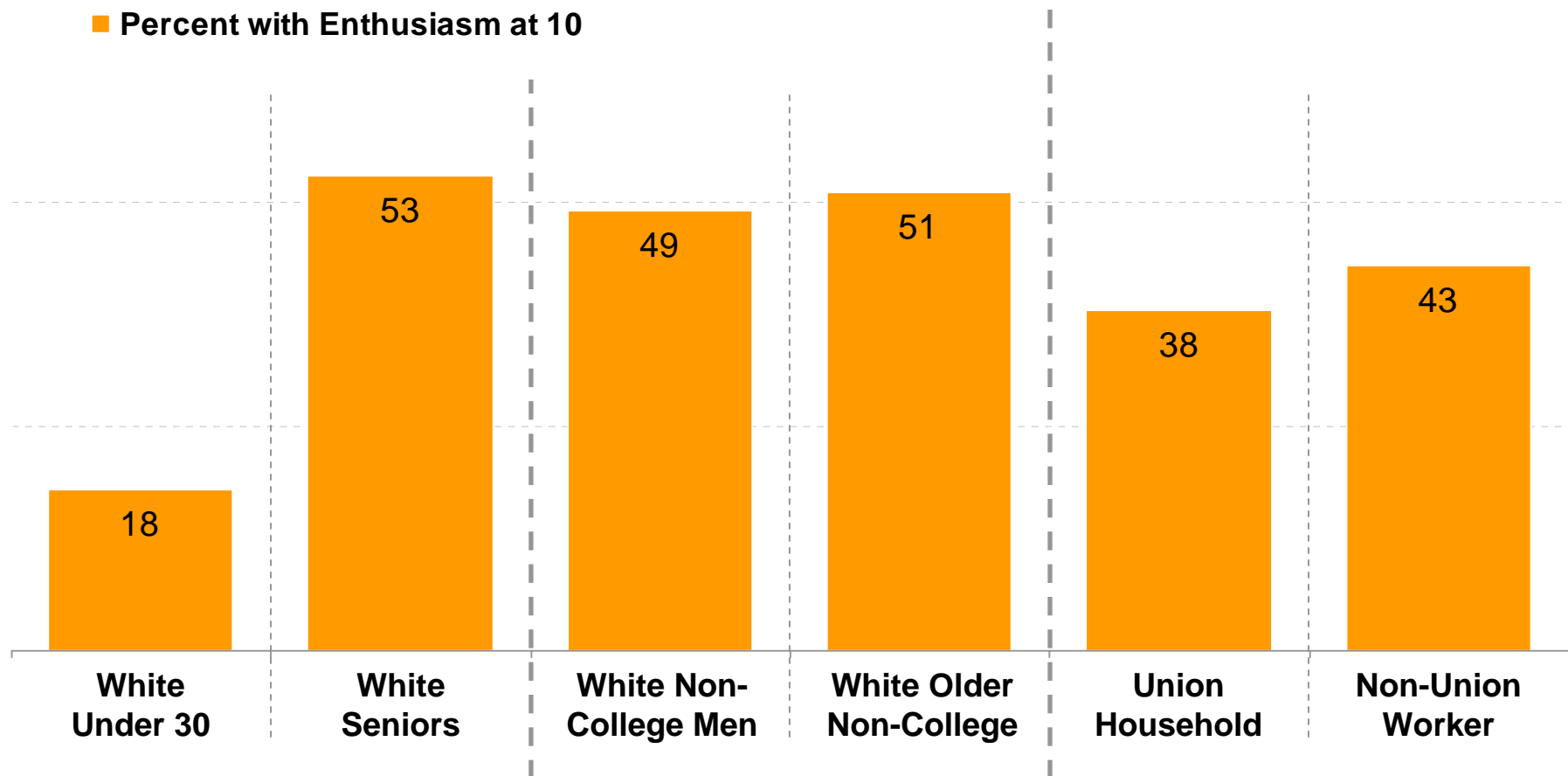


**Note: Shows of "Core Voters" – those with the highest likelihood of voting in 2010.*

Enthusiasm among key groups

Please rate your level of enthusiasm about voting in this year's election for Congress on a scale from zero to ten, where zero means you're not at all enthusiastic about voting this year and ten means you're extremely enthusiastic about voting this year. You can use any number from zero to ten, the higher the number the more enthusiastic you are about voting this year.

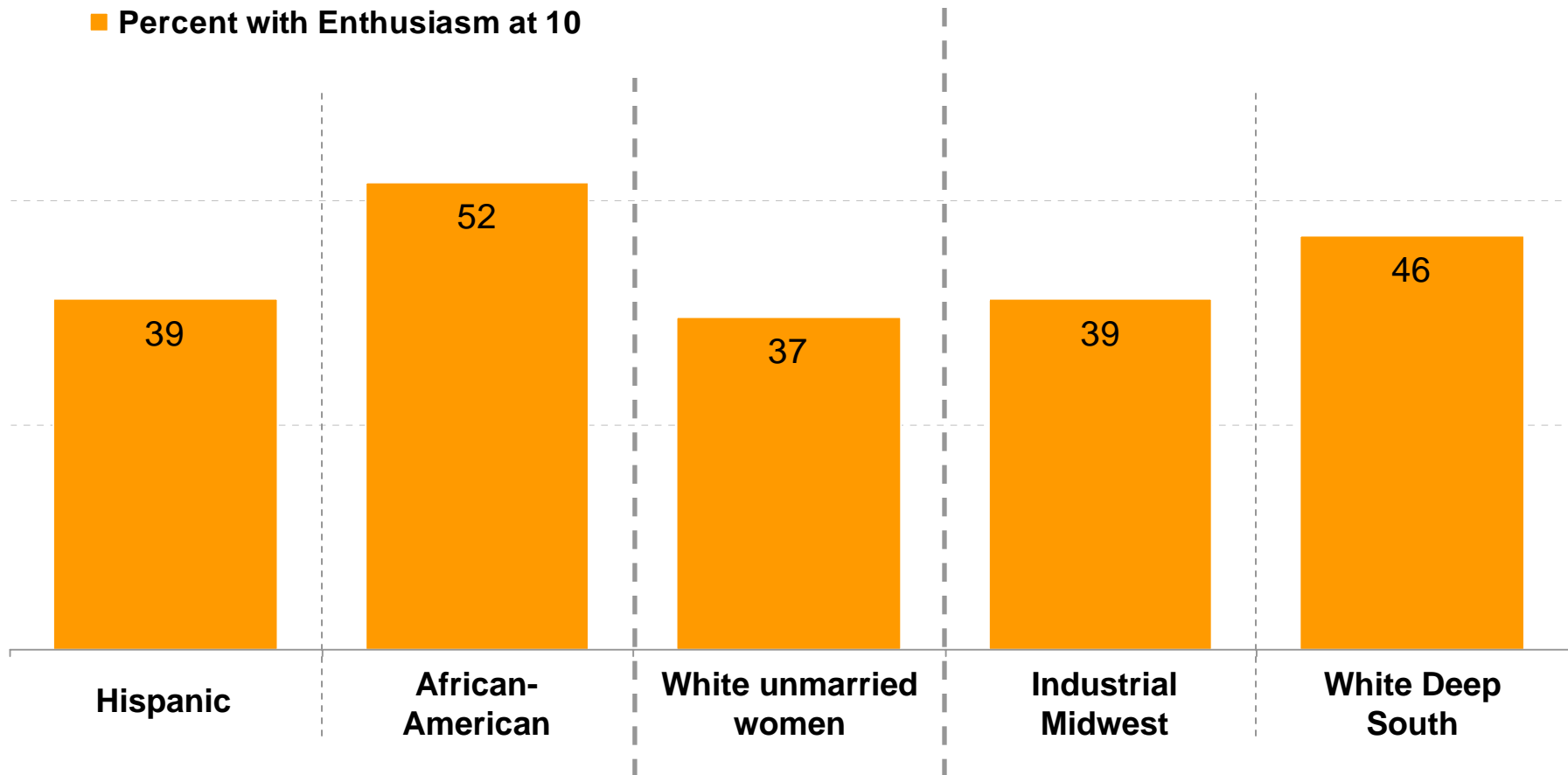
■ Percent with Enthusiasm at 10



Enthusiasm among key groups

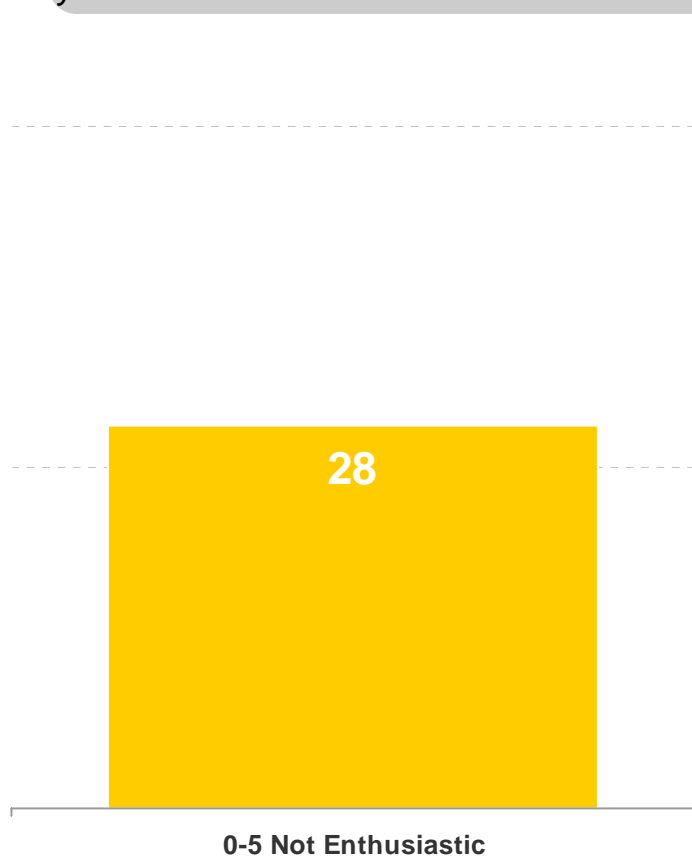
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■ Percent with Enthusiasm at 10



Reasons for Lack of Enthusiasm Among RAE

Please rate your level of enthusiasm about voting in this year's election for Congress on a scale from zero to ten, where zero means you're not at all enthusiastic about voting this year and ten means you're extremely enthusiastic about voting this year. You can use any number from zero to ten, the higher the number the more enthusiastic you are about voting this year.



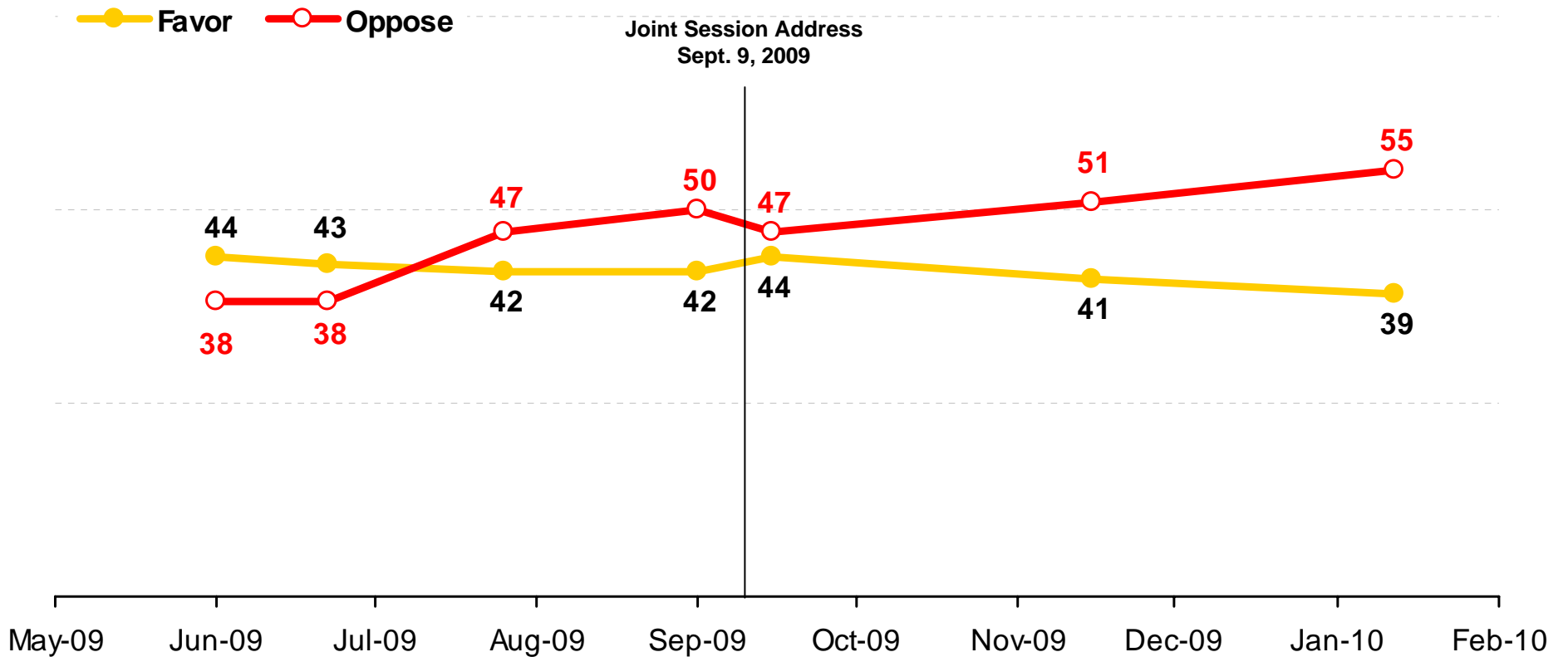
Why would you say that you ARE NOT enthusiastic about voting next year?

Don't know enough/Not educated on issues	36
Anti politics/politicians	30
Don't like the candidates	13
My vote doesn't matter/Nothing changes	10
I only vote for president	4
Other	10
No Reason/Other/Don't know/Refused	9

With fuel from unfinished health care

The path of the Obama health care plan

As you have heard, President Obama has proposed a plan to change the health care system [that recently passed in the House of Representatives and the Senate]. From what you have heard about this plan, do you favor or oppose Obama's health care proposal?

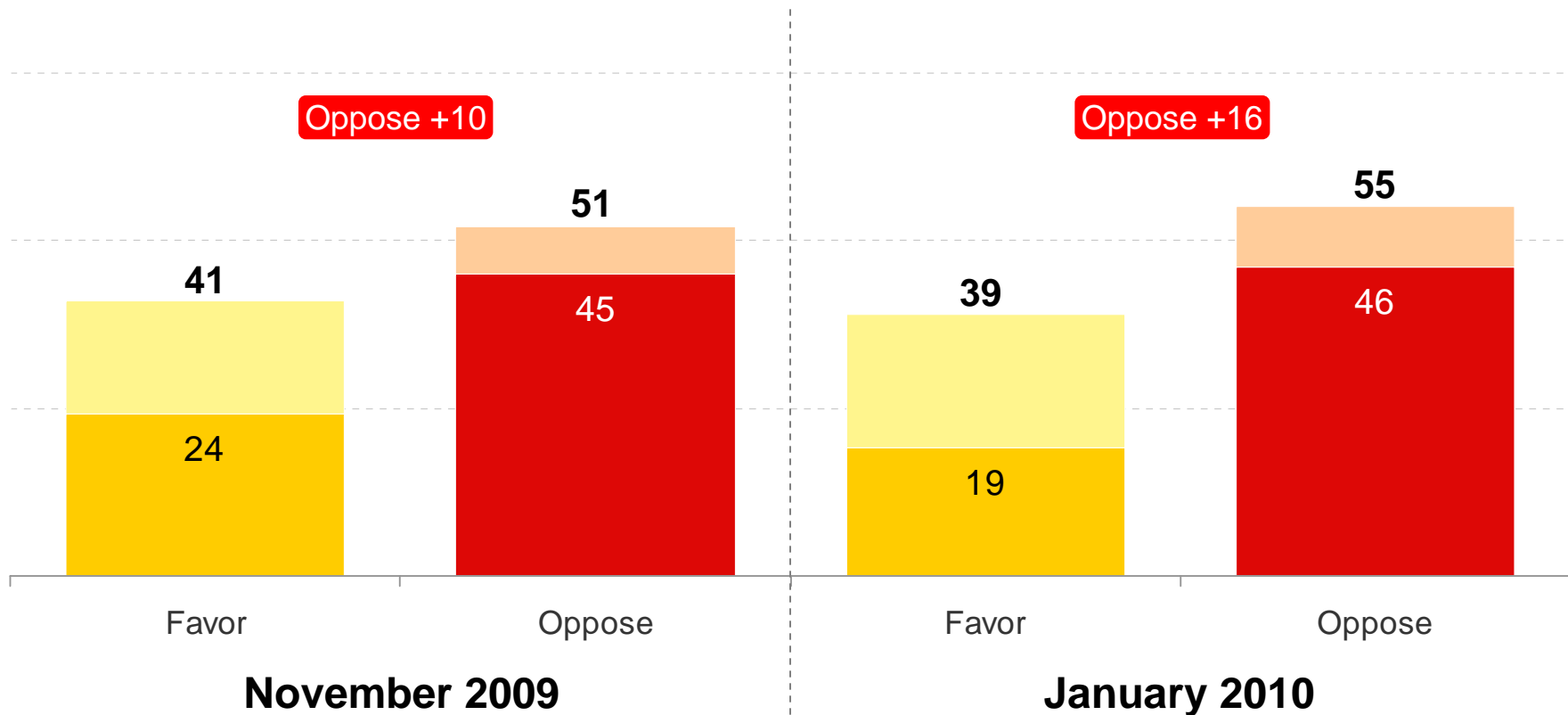


*Note: Added "passed in the House of Representatives" for the November wave and "and the Senate" for the January wave. Previously, this language did not appear. From Democracy Corps surveys conducted between June 2009 and January 2010.

With all the intensity with the opponents

As you may have heard, President Obama has proposed a plan to change the health care system that recently passed in the House of Representatives and the Senate. From what you have heard about this plan, do you favor or oppose Obama's health care proposal?

■ Strongly Favor ■ Strongly Oppose



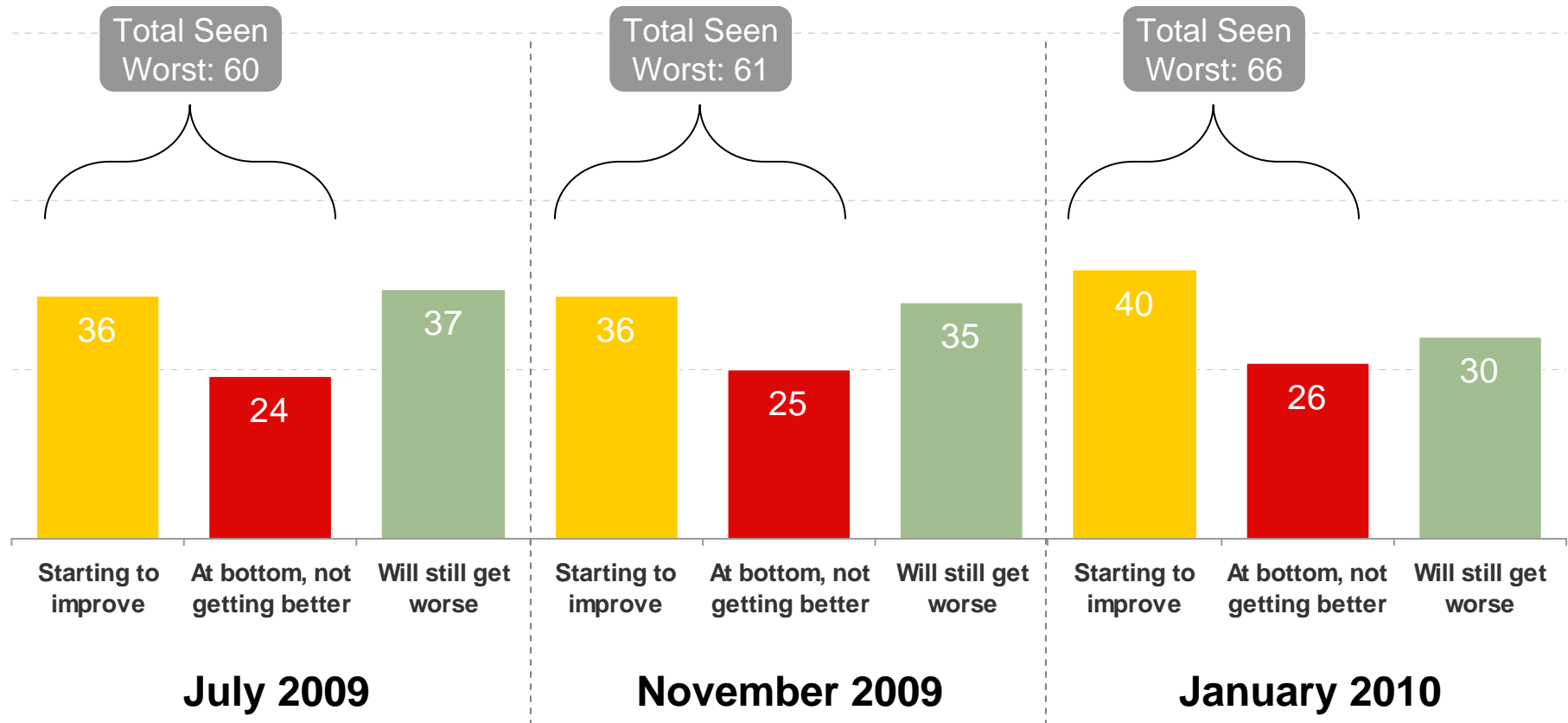
*Note: Question wording changed slightly in January to reflect the plan's recent passage in the Senate.

The economic driver

Increase in majority believing economy at worst or will get better

Now, thinking about the nation's economy, do you believe the economy has already bottomed out and is starting to improve, is at the bottom but is not yet getting any better or has not yet bottomed out and will still get worse?

■ Starting to improve ■ At bottom, not getting better ■ Will still get worse



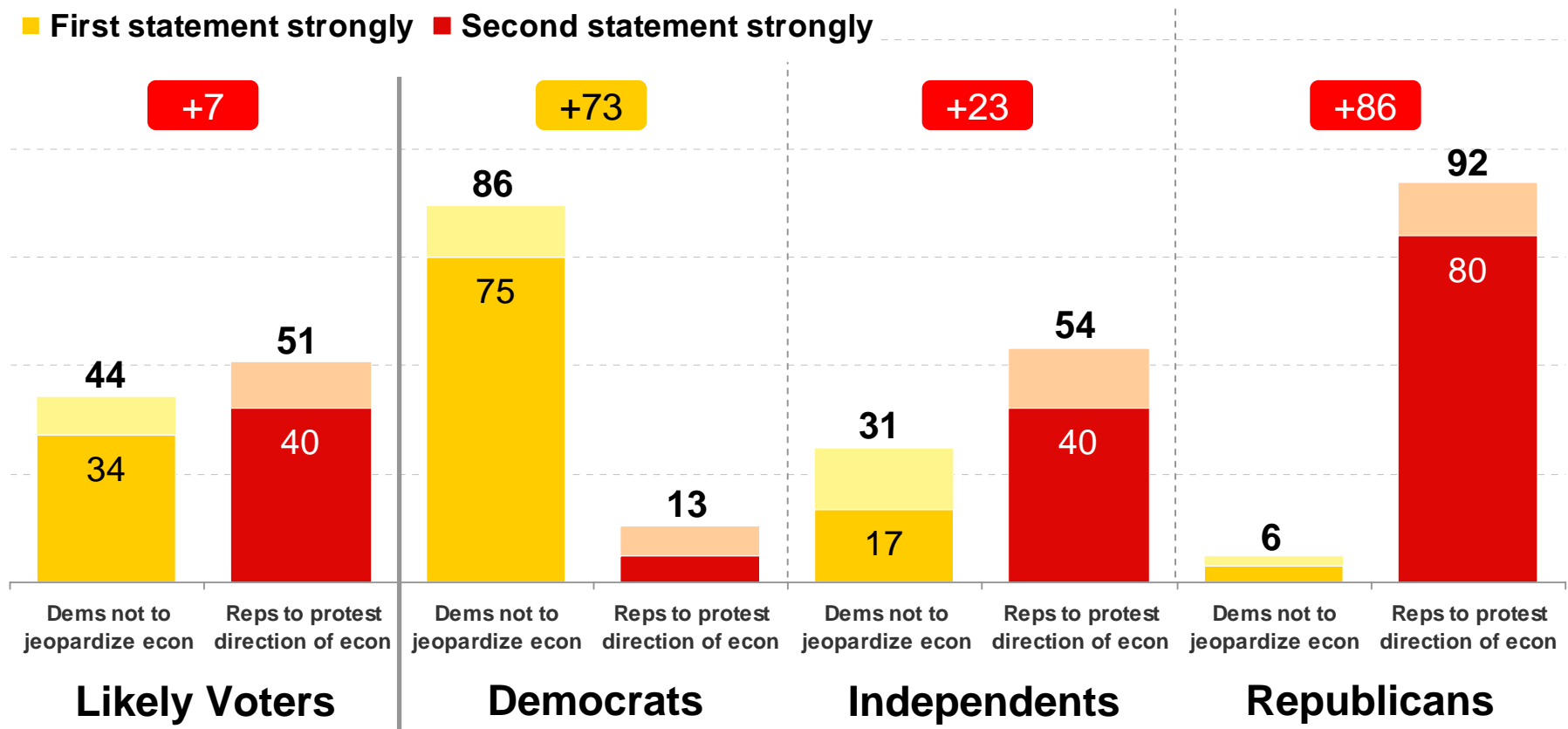
*Note: July from NPR national survey conducted July 22-26, 2009. Data reflects 850 likely 2010 voters. November data from Democracy Corps national survey conducted Nov. 12-16, 2009. Data reflects 847 likely 2010 voters.

Tracking the tipping point on the economy: continue vs. protest

First Statement: Looking at what is happening with the economy, I am leaning toward voting for the Democrats so we don't jeopardize the chance of an economic recovery.

Second Statement: Looking at what is happening with the economy, I am leaning toward voting for the Republicans to protest the direction the economy is heading.

■ First statement strongly ■ Second statement strongly

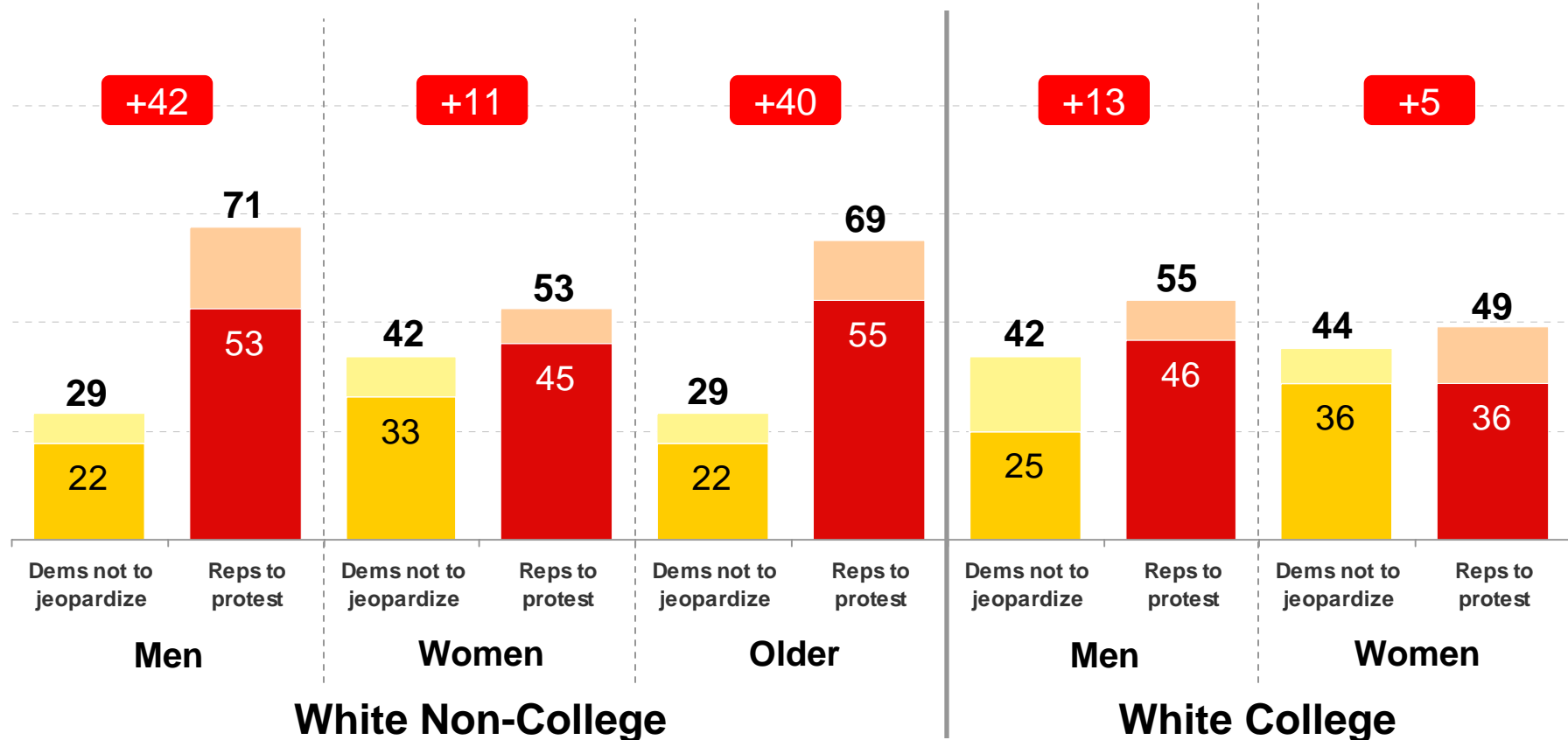


Now, tipping to revolt among non-college – particularly men

First Statement: Looking at what is happening with the economy, I am leaning toward voting for the Democrats so we don't jeopardize the chance of an economic recovery.

Second Statement: Looking at what is happening with the economy, I am leaning toward voting for the Republicans to protest the direction the economy is heading.

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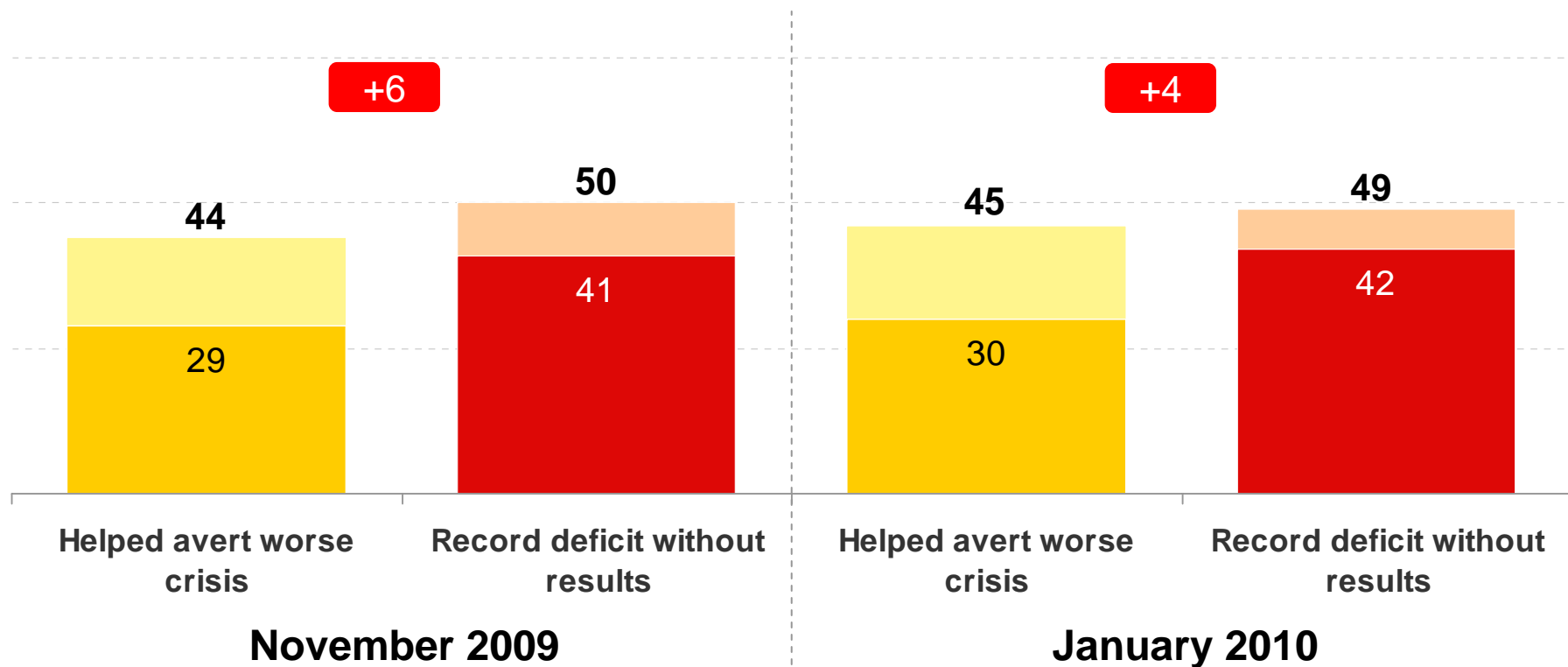


Right now, divided on whether Obama plan averted or worsened

First Statement: President Obama's economic policies helped avert an even worse crisis, and are laying the foundation for our eventual economic recovery.

Second Statement: President Obama's economic policies have run up a record federal deficit while failing to end the recession or slow the record pace of job losses.

■ First statement strongly ■ Second statement strongly



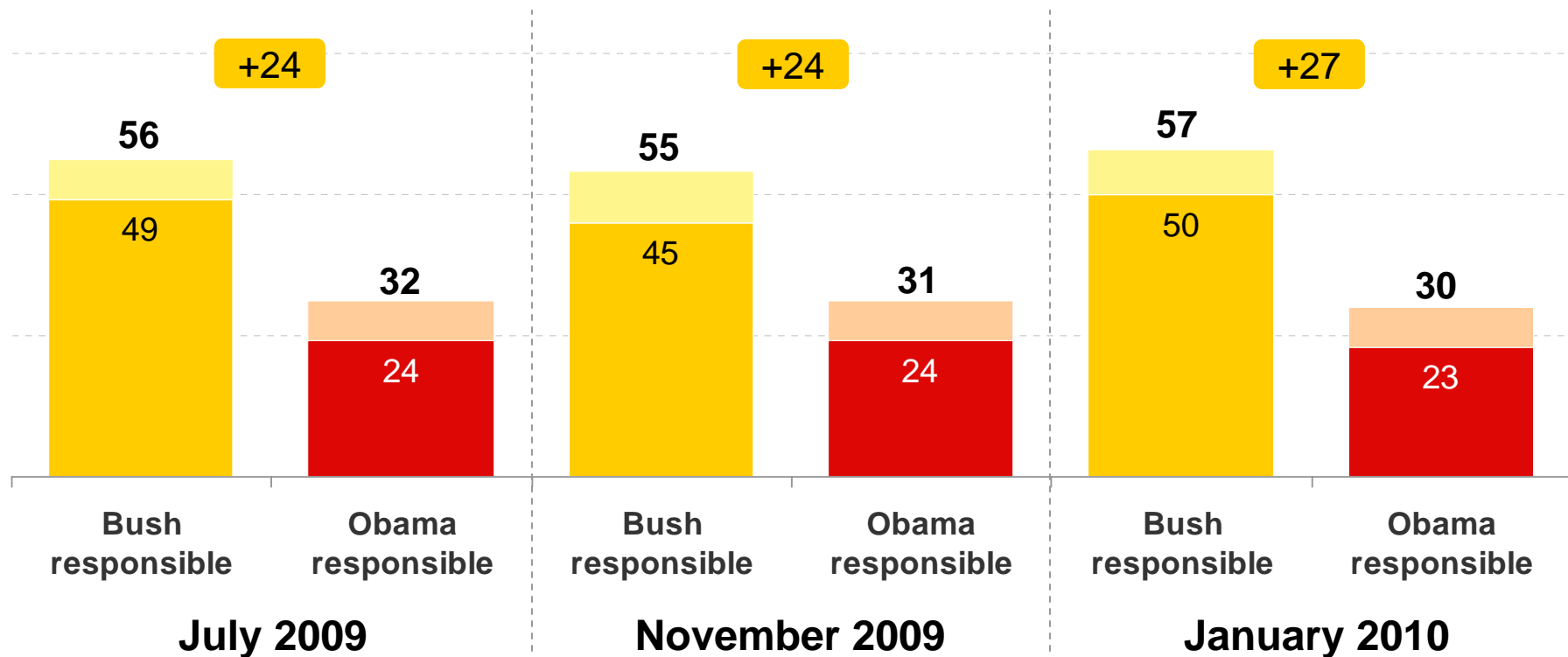
*Note: Nov. data from Democracy Corps national survey conducted Nov. 12-16, 2009. Data reflects 847 likely 2010 voters.

Bush still responsible for economy – unchanged since summer

First Statement: Former President Bush is more responsible for the current state of the economy.

Second Statement: President Obama is more responsible for the current state of the economy.

■ First statement strongly ■ Second statement strongly

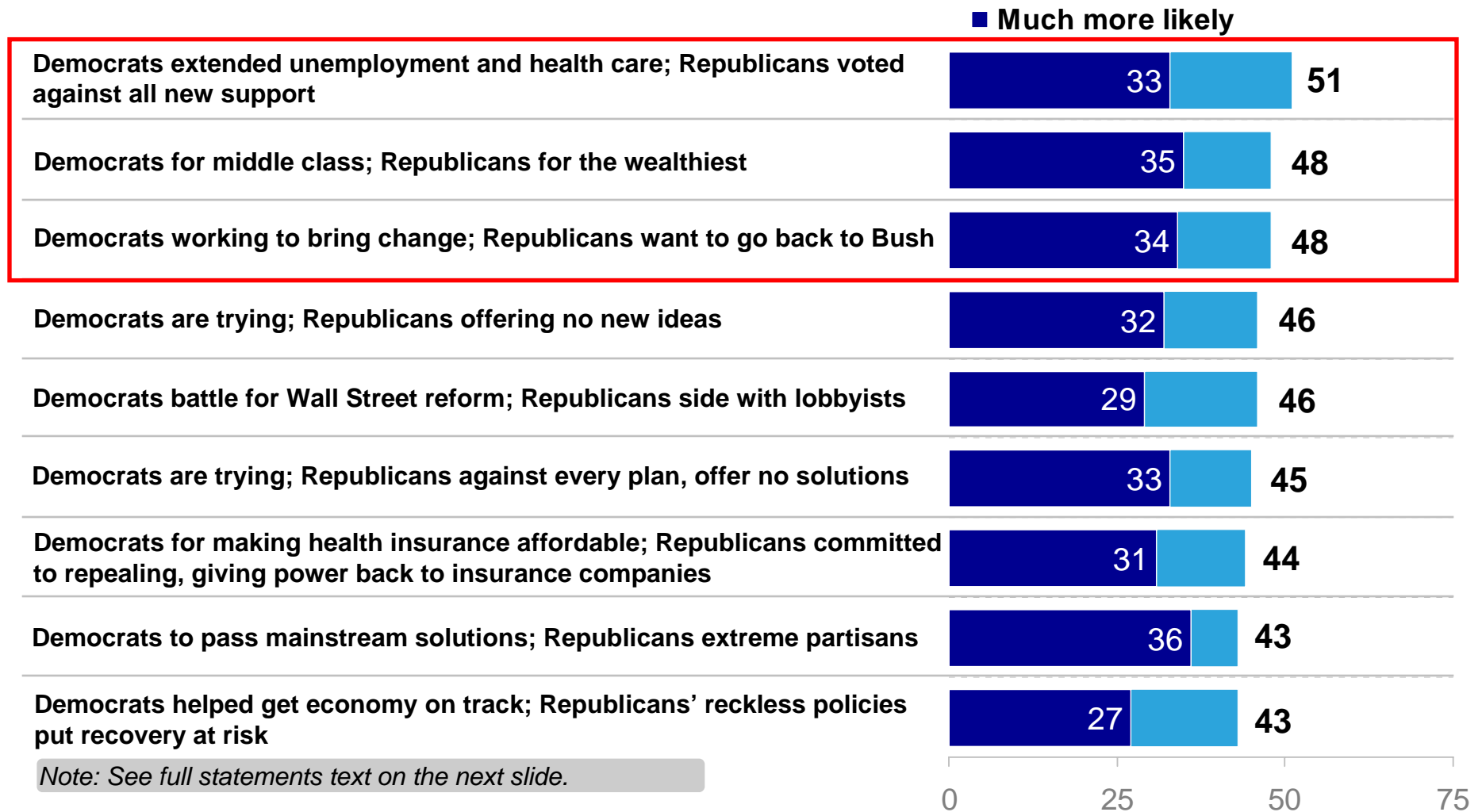


**Note: July data from NPR survey of 1,000 2008 voters nationwide conducted July 22-26, 2009. Data reflects 850 likely 2010 voters. Nov. data from Democracy Corps survey conducted Nov. 12-16, 2009. Data reflects 847 likely 2010 voters.*

Starting to frame the election

Democratic frames: what the election is about

For each, please tell me if it is a difference that makes you MUCH MORE LIKELY to vote for a Democratic candidate this November, SOMEWHAT MORE LIKELY, NO MORE LIKELY to vote for a Democratic candidate this November, or is it NOT A REAL DIFFERENCE between Democrats and Republicans?



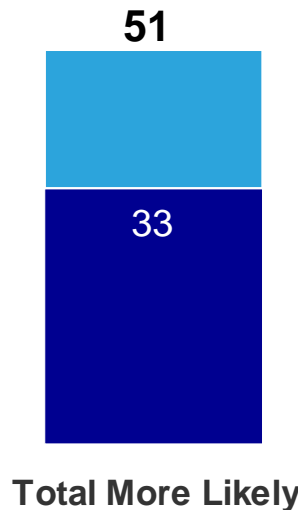
Top Democratic frames for 2010 election

For each, please tell me if it is a difference that makes you MUCH MORE LIKELY to vote for a Democratic candidate this November, SOMEWHAT MORE LIKELY, NO MORE LIKELY to vote for a Democratic candidate this November, or is it NOT A REAL DIFFERENCE between Democrats and Republicans?

Extended Unemployment vs. Opposed New Support

■ Much more likely

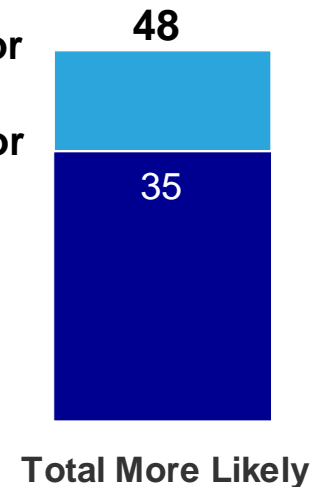
Democrats have helped ordinary Americans get through the economic crisis by extending unemployment benefits and health insurance. Republicans voted against all new support for hurting Americans, leaving people to face the crisis on their own.



For Middle Class vs. For the Wealthiest

■ Much more likely

Democrats are fighting to make the economy work for the middle class. Republicans are fighting for more breaks for the wealthiest Americans, the biggest corporations and special interests.

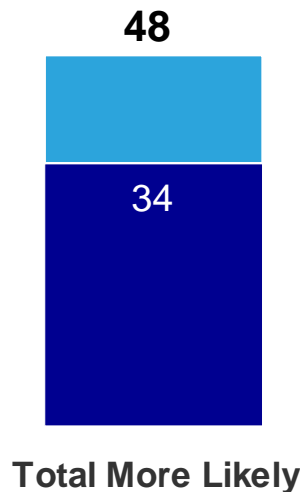


Top Democratic frames for 2010 election

For each, please tell me if it is a difference that makes you MUCH MORE LIKELY to vote for a Democratic candidate this November, SOMEWHAT MORE LIKELY, NO MORE LIKELY to vote for a Democratic candidate this November, or is it NOT A REAL DIFFERENCE between Democrats and Republicans?

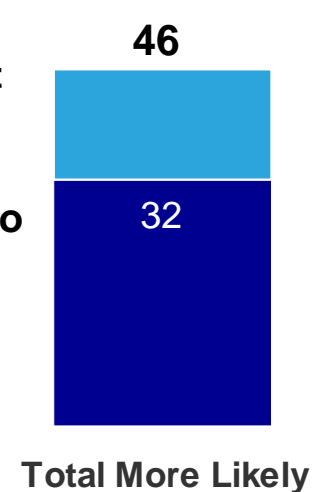
Bringing Change vs. Back to Bush ■ Much more likely

Democrats will continue working hard to bring change and move us forward. Republicans want to go back to the policies of George W. Bush.



Trying to Help vs. No New Ideas ■ Much more likely

Democrats are at least trying to tackle the biggest problems and make things better for the country. Republicans are offering no new ideas on how to solve the country's problems.



Democratic frames: most “intense” among Democrats

For each, please tell me if it is a difference that makes you MUCH MORE LIKELY to vote for a Democratic candidate this November, SOMEWHAT MORE LIKELY, NO MORE LIKELY to vote for a Democratic candidate this November, or is it NOT A REAL DIFFERENCE between Democrats and Republicans?

■ Much more likely to vote Democrat

Democrats working to pass more mainstream and pragmatic solutions VS. Republicans take lead from extreme partisans like Rush Limbaugh, Sarah Palin and Dick Cheney



Democrats fighting to make the economy work for the middle class VS. Republicans fighting for more breaks for wealthiest, biggest corporations and special interests



Democrats will continue working hard to bring change and move us forward VS. Republicans want to go back to the policies of George W. Bush



Democrats are trying to tackle biggest problems and make things better for the country VS. Republicans have votes in a bloc against change while offering no solutions



Democratic frames: most impactful among independents

For each, please tell me if it is a difference that makes you MUCH MORE LIKELY to vote for a Democratic candidate this November, SOMEWHAT MORE LIKELY, NO MORE LIKELY to vote for a Democratic candidate this November, or is it NOT A REAL DIFFERENCE between Democrats and Republicans?

■ Much more likely to vote Democrat

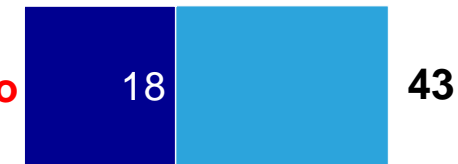
Democrats have helped ordinary Americans by extending unemployment benefits and health insurance VS. Republicans voted against all new support, leaving people to face crisis on their own



Democrats will continue working hard to bring change and move us forward VS. Republicans want to go back to the policies of George W. Bush



Democrats are trying to tackle biggest problems and make things better for the country VS. Republicans are offering no new ideas on how to solve the country's problems



Democrats are finally passing reforms to make health care affordable and make sure nobody loses insurance VS. Republicans are committed to repealing health care reforms and giving power back to insurance companies



Republican frames: what the election is about

For each, please tell me if it is a difference that makes you MUCH MORE LIKELY to vote for a Republican candidate this November, SOMEWHAT MORE LIKELY, NO MORE LIKELY to vote for a Republican candidate this November, or is it NOT A REAL DIFFERENCE between Democrats and Republicans?

■ Much more likely

Republicans know that lifting the tax burden is best way to economic recovery; Democrats support spending, deficits and tax increases that will prevent any economic recovery



Republicans believe in limited government and giving people control of their own money; Democrats hiked spending, bailed out, and oversaw largest expansion of government



Republicans know that getting the deficit down is essential to our economic health and the well-being of the next generation. Democrats are exploding the deficit by throwing money at every problem



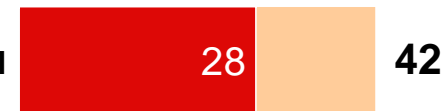
Republicans believe that keeping Americans safe is priority number one. The Democrats have let our guard down, giving rights to terrorists and naively depending on the good will of our sworn enemies.



Republicans represent the views of mainstream Americans. Democrats take their orders from out-of-touch liberals like Nancy Pelosi.



Republicans want to end the failed TARP bailout program for Wall Street. Democrats promised to govern for the middle class, but bailed out the Wall Street elites and want to continue the TARP bailout program.



Note: Popped in regressions as having an impact on the congressional revote.



Republican frames: most impactful among independents

For each, please tell me if it is a difference that makes you MUCH MORE LIKELY to vote for a Republican candidate this November, SOMEWHAT MORE LIKELY, NO MORE LIKELY to vote for a Republican candidate this November, or is it NOT A REAL DIFFERENCE between Democrats and Republicans?

■ Much more likely to vote Republican

Republicans believe in limited government and giving people control of their money VS Democrats hiked spending, bailed out car companies and Wall Street and overaw largest expansion of government ever



Republicans know that getting the deficit down is essential to economic health and the next generation VS Democrats are exploding the deficit by throwing money at problems



Republicans know that lifting tax burden for families and small business is best way to get an economic recovery VS Democrats support massive spending, deficits and tax increases

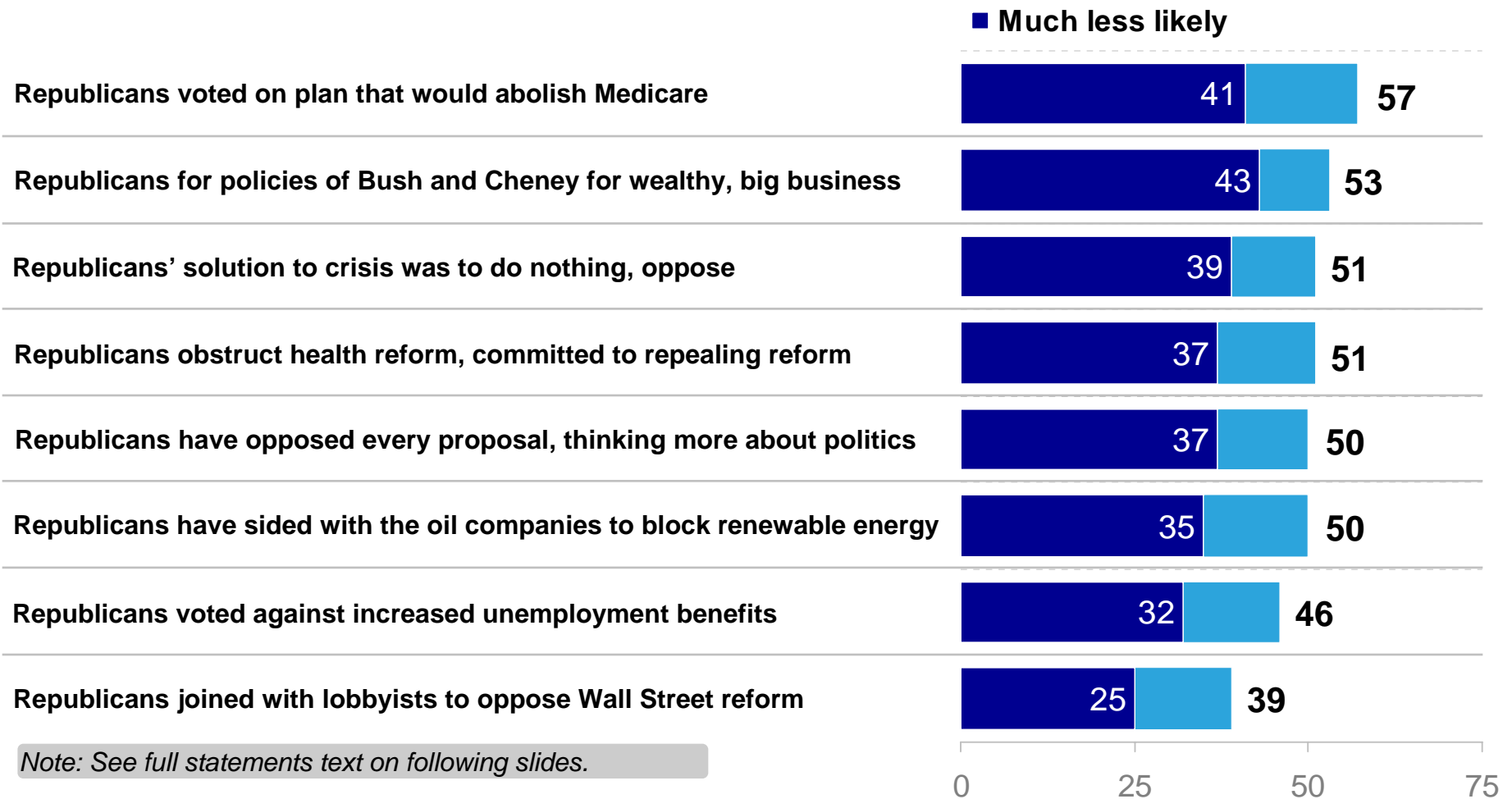


Republicans represent the views of mainstream Americans VS Democrats take their orders from out-of-touch liberals like Nancy Pelosi



Attacking Republicans

Now let me read you some statements that some people have made about the Republicans. After each statement please tell me whether that, if accurate, makes you **MUCH LESS LIKELY** to vote for the Republican candidate this November, **SOMEWHAT LESS LIKELY**, **JUST A LITTLE LESS LIKELY**, **NO LESS LIKELY** or **MORE LIKELY** to vote to for the Republican candidate this November.



Votes against Medicare and unemployment expansion top

Now let me read you some statements that some people have made about the Republicans. After each statement please tell me whether that, if accurate, makes you **MUCH LESS LIKELY** to vote for the Republican candidate this November, **SOMEWHAT LESS LIKELY**, **JUST A LITTLE LESS LIKELY**, **NO LESS LIKELY** or **MORE LIKELY** to vote to for the Republican candidate this November.

Voted on plan that would abolish Medicare

Republicans say they want to protect seniors, but earlier this year they developed and voted for a plan that would have abolished Medicare, forcing seniors to buy insurance directly from the insurance companies.

■ Much less likely

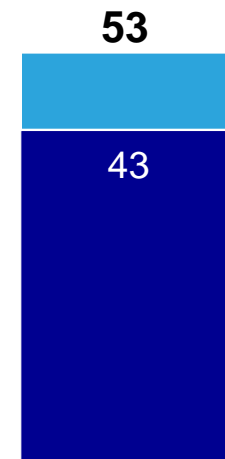


Total Less Likely

Policies of Bush and Cheney for big business

Instead of moving us forward, Republicans say they want to go back to the policies of George Bush and Dick Cheney - the policies that hurt so many middle class Americans. They want to protect tax cuts for the very wealthiest, bonuses for CEOs and health care policies that leave people at the mercy of insurance companies.

■ Much less likely



Total Less Likely

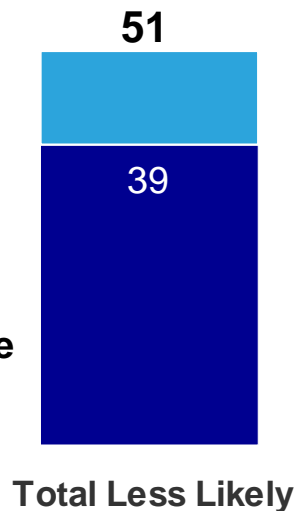
No alternatives and health reform obstruction carry some weight

Now let me read you some statements that some people have made about the Republicans. After each statement please tell me whether that, if accurate, makes you **MUCH LESS LIKELY** to vote for the Republican candidate this November, **SOMEWHAT LESS LIKELY**, **JUST A LITTLE LESS LIKELY**, **NO LESS LIKELY** or **MORE LIKELY** to vote to for the Republican candidate this November.

Response to crisis was to do nothing with no alternative solutions

■ Much less likely

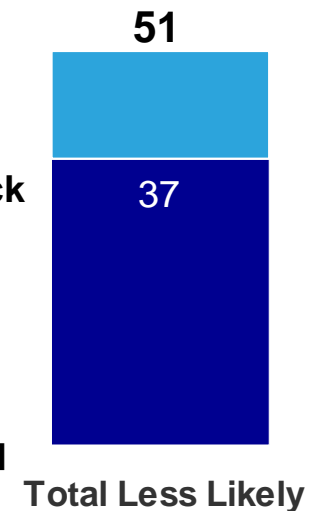
The Republicans' solution to our economic crisis was to do nothing. They opposed every plan to turn the economy around without proposing alternative solutions. Many prominent economists say if Republicans had gotten their way, the economy would have fallen into a depression, with much higher unemployment.



Obstruct health reform, committed to repealing

■ Much less likely

Republicans and President Bush did nothing about the growing health care problem and did everything to obstruct Obama's health reforms. They have committed to repealing the new law - and want to go back to the system where people lost insurance if they lost a job or got sick, insurance companies could discriminate for pre-existing conditions and seniors faced high drug costs.



Thinking about politics, energy attacks so-so against Reps

Now let me read you some statements that some people have made about the Republicans. After each statement please tell me whether that, if accurate, makes you **MUCH LESS LIKELY** to vote for the Republican candidate this November, **SOMEWHAT LESS LIKELY**, **JUST A LITTLE LESS LIKELY**, **NO LESS LIKELY** or **MORE LIKELY** to vote to for the Republican candidate this November.

Opposed every proposal, thinking more about politics

Instead of offering solutions to help fix the crisis facing the country, the Republicans have simply opposed every proposal from President Obama, thinking more about politics than the country. They have not offered solutions on the economy, health care, energy or reforming Wall Street.

■ Much less likely

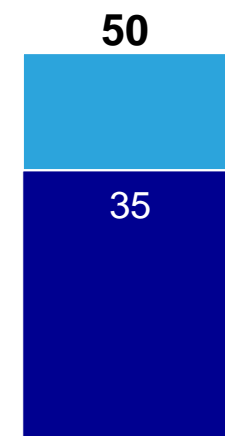


Total Less Likely

Sided with oil companies against renewable energy

Republicans have sided with the oil companies and tried to block efforts to move toward renewable energy and end our dependence on Middle East oil. They voted against an energy bill that experts say will create 1.7 million new jobs by rewarding companies that produce alternative energy like wind and solar.

■ Much less likely



Total Less Likely

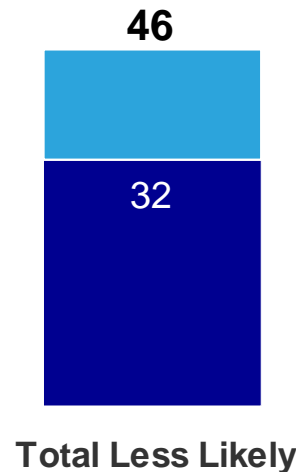
Bush/Cheney big business possible, but lobby attack not strong

Now let me read you some statements that some people have made about the Republicans. After each statement please tell me whether that, if accurate, makes you **MUCH LESS LIKELY** to vote for the Republican candidate this November, **SOMEWHAT LESS LIKELY**, **JUST A LITTLE LESS LIKELY**, **NO LESS LIKELY** or **MORE LIKELY** to vote to for the Republican candidate this November.

Voted against increased unemployment benefits

While the country faced an economic crisis and unemployment went over 10 percent, the Republicans voted against every effort to help people through the crisis. They voted against increased and extended unemployment benefits, health insurance for the unemployed and children, and against expanded jobs programs.

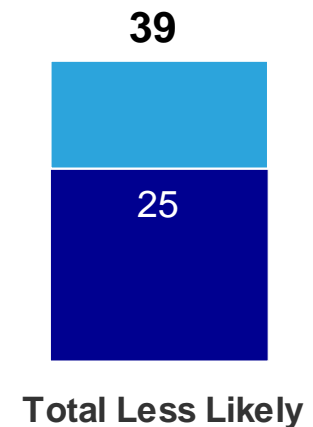
■ Much less likely



Joined with lobbyists to oppose Wall Street reform

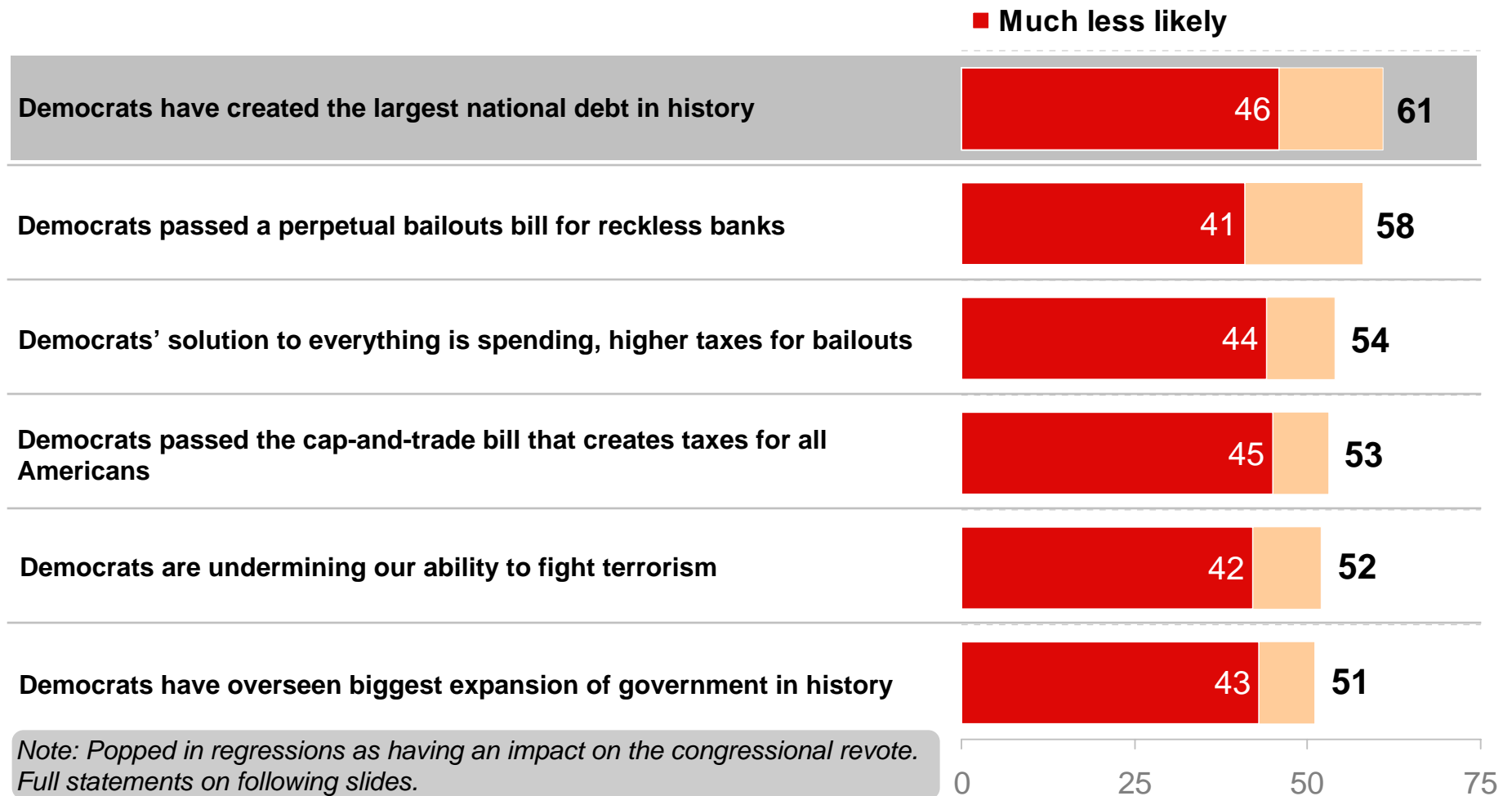
Republicans joined with lobbyists for the big banks to oppose a Wall Street reform bill that limits CEO bonuses, cracks down on the banks' risky practices, forces them to play by the rules, and requires them to repay all of the taxpayer funds they received in the bailout.

■ Much less likely



Attacking Democrats

Now let me read you some statements that some people have made about the Democrats. After each statement please tell me whether that, if accurate, makes you **MUCH LESS LIKELY** to vote for the Democratic candidate this November, **SOMEWHAT LESS LIKELY**, **JUST A LITTLE LESS LIKELY**, **NO LESS LIKELY** or **MORE LIKELY** to vote to for the Democratic candidate this November.



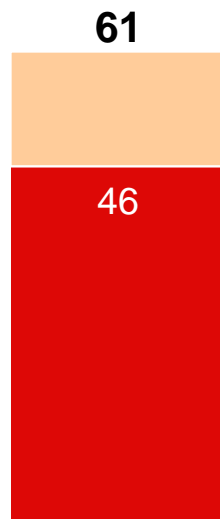
National debt and perpetual bailouts strongest attacks on Dems

Now let me read you some statements that some people have made about the Democrats. After each statement please tell me whether that, if accurate, makes you **MUCH LESS LIKELY** to vote for the Democratic candidate this November, **SOMEWHAT LESS LIKELY**, **JUST A LITTLE LESS LIKELY**, **NO LESS LIKELY** or **MORE LIKELY** to vote to for the Democratic candidate this November.

Created largest national debt in history

With their massive spending, Democrats have created a 1.8 trillion dollar deficit and the largest national debt in our history, money that America is borrowing from China and the Middle East and that our grandchildren will have to pay back.

■ Much less likely

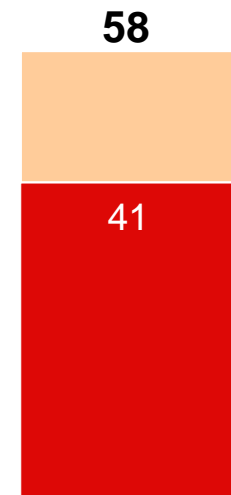


Total Less Likely

Passed perpetual bailouts bill for reckless banks

Democrats passed a bill that creates a perpetual TARP bailout by guaranteeing banks that if they fail, they will be bailed out with a multi-billion-dollar fund financed by new taxes. Their bill makes taxpayer bailouts the permanent solution for dealing with reckless banks.

■ Much less likely



Total Less Likely

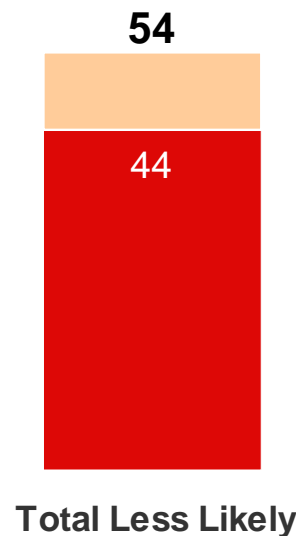
Spending and tax issues also test high

Now let me read you some statements that some people have made about the Democrats. After each statement please tell me whether that, if accurate, makes you **MUCH LESS LIKELY** to vote for the Democratic candidate this November, **SOMEWHAT LESS LIKELY**, **JUST A LITTLE LESS LIKELY**, **NO LESS LIKELY** or **MORE LIKELY** to vote to for the Democratic candidate this November.

Solution is spending, higher taxes for bailouts

■ Much less likely

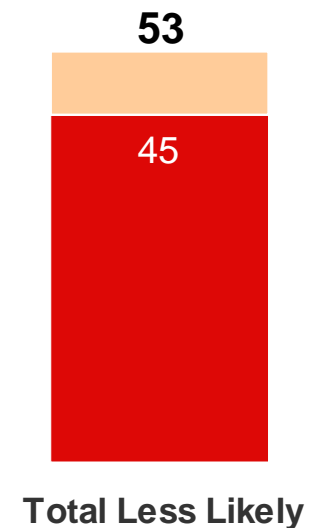
The Democrats' solution to every problem is more spending. Regular Americans and small businesses will be forced to pay higher taxes for the Democrats' trillion-dollar stimulus plan, trillion-dollar health care plan and government bailouts.



Cap-and-trade bill creates taxes for all Americans

■ Much less likely

Democrats have passed a cap-and-trade global warming bill that will create a new 3,000 dollar a year tax on every American. It will hit Americans in the pocket at the worst time and cost millions of jobs by making American businesses less competitive.



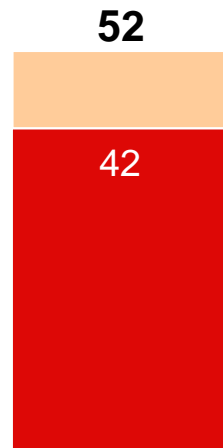
Terrorism and big gov't attacks have some teeth, but weaker

Now let me read you some statements that some people have made about the Democrats. After each statement please tell me whether that, if accurate, makes you **MUCH LESS LIKELY** to vote for the Democratic candidate this November, **SOMEWHAT LESS LIKELY**, **JUST A LITTLE LESS LIKELY**, **NO LESS LIKELY** or **MORE LIKELY** to vote to for the Democratic candidate this November.

Undermining ability to fight terrorism

The Democrats are naively undermining our ability to fight terrorism. They want to close Guantanamo and try hardened terrorists on U.S soil. And they say we should never use enhanced interrogation techniques, even to prevent a pending terrorist attack.

■ Much less likely



Total Less Likely

Overseen biggest expansion of gov't in history

Democrats have overseen the biggest expansion of government in history. The government now runs GM and Chrysler along with half of Wall Street, and the Democrats are on the verge of passing a trillion-dollar bill that puts the government in charge of our health care.

■ Much less likely

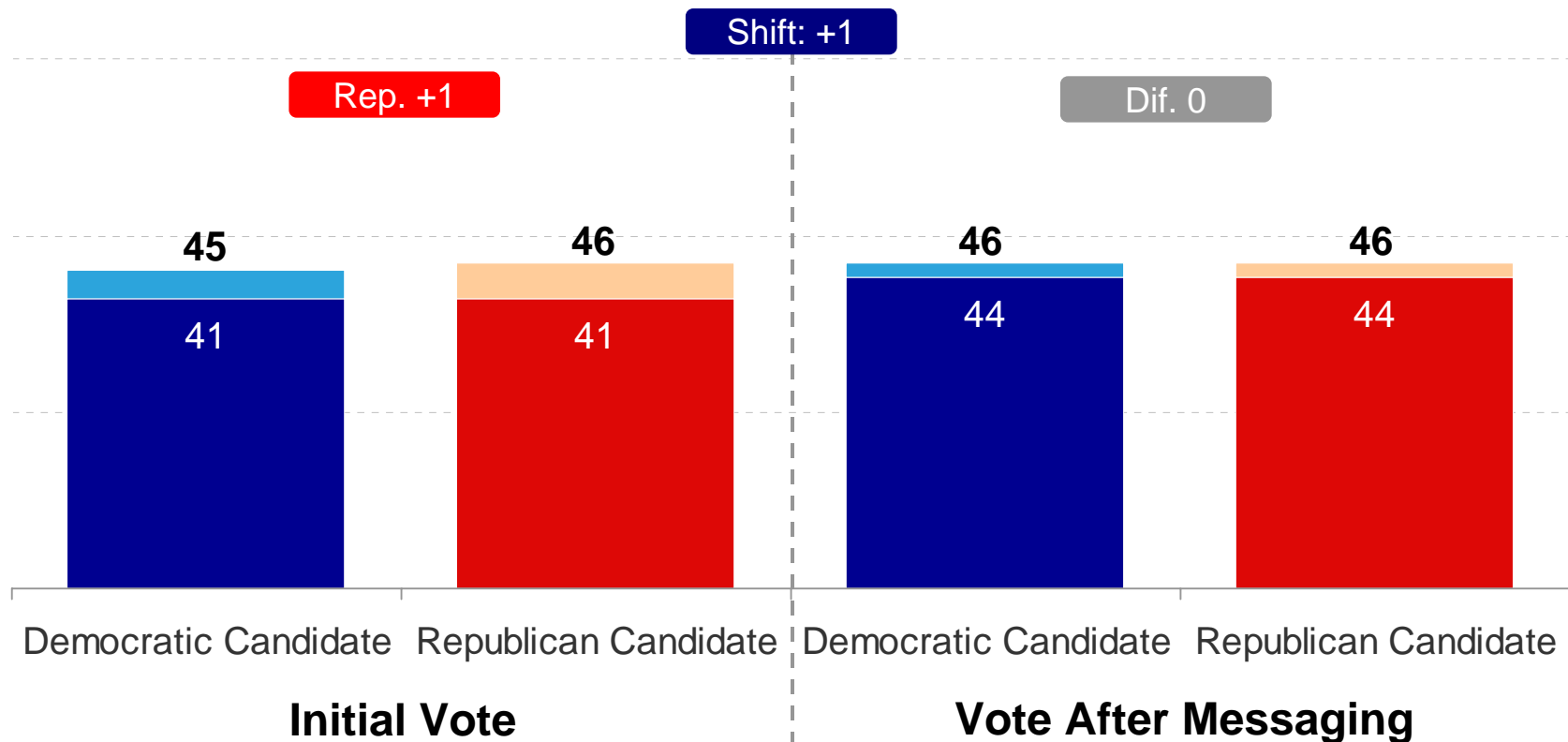


Total Less Likely

The congressional vote sees no real change after messages

I know it is a long way off, but thinking about the elections in 2010, if the election for U.S. Congress were held today, would you be voting for (DEMOCRATIC HOUSE CANDIDATE) or (REPUBLICAN HOUSE CANDIDATE)?

■ Democratic Candidate ■ Republican Candidate

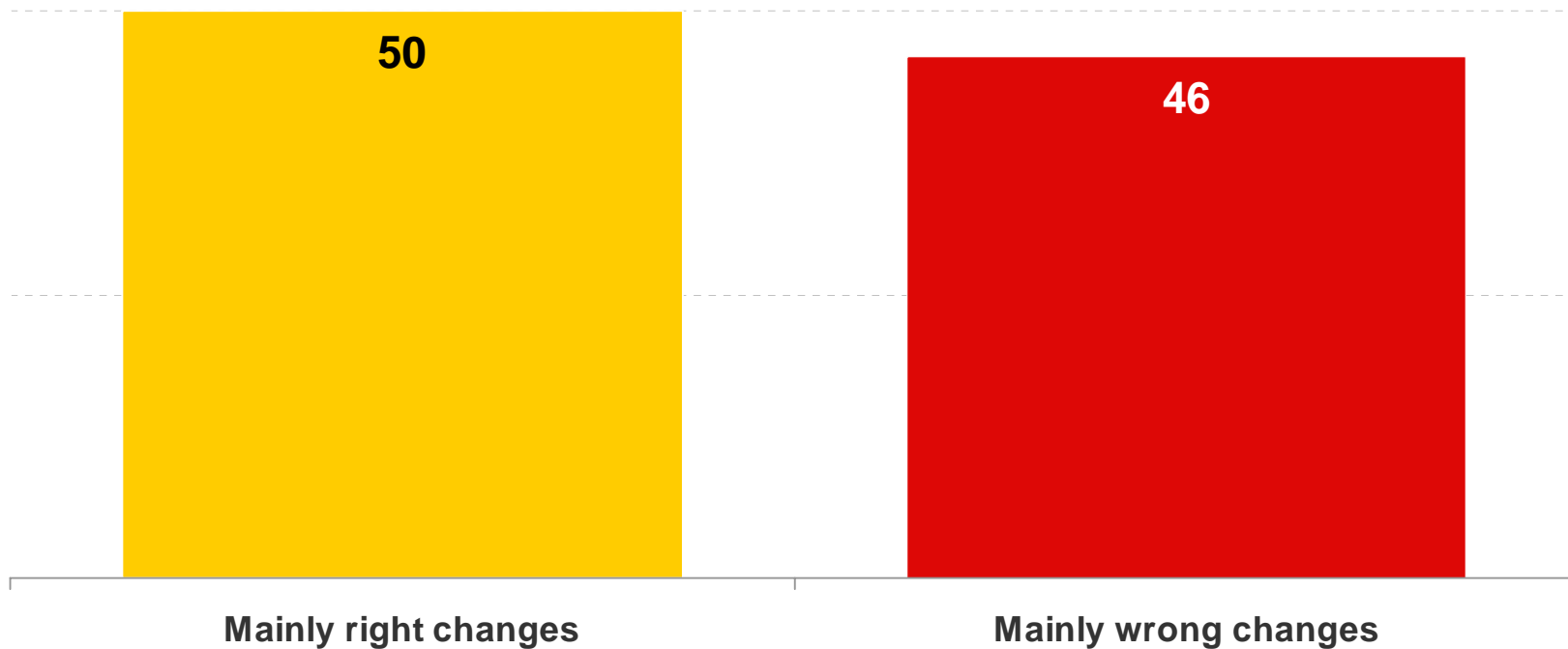


**Note: Incumbent names were inserted preceded by party identification with the generic "the Democratic candidate" or "the Republican candidate" inserted for the opposition. For the cell phone sample and open seat districts, both candidates were generic*

Pushing back, changing the dynamic

Small majority believe Obama is making the right choices

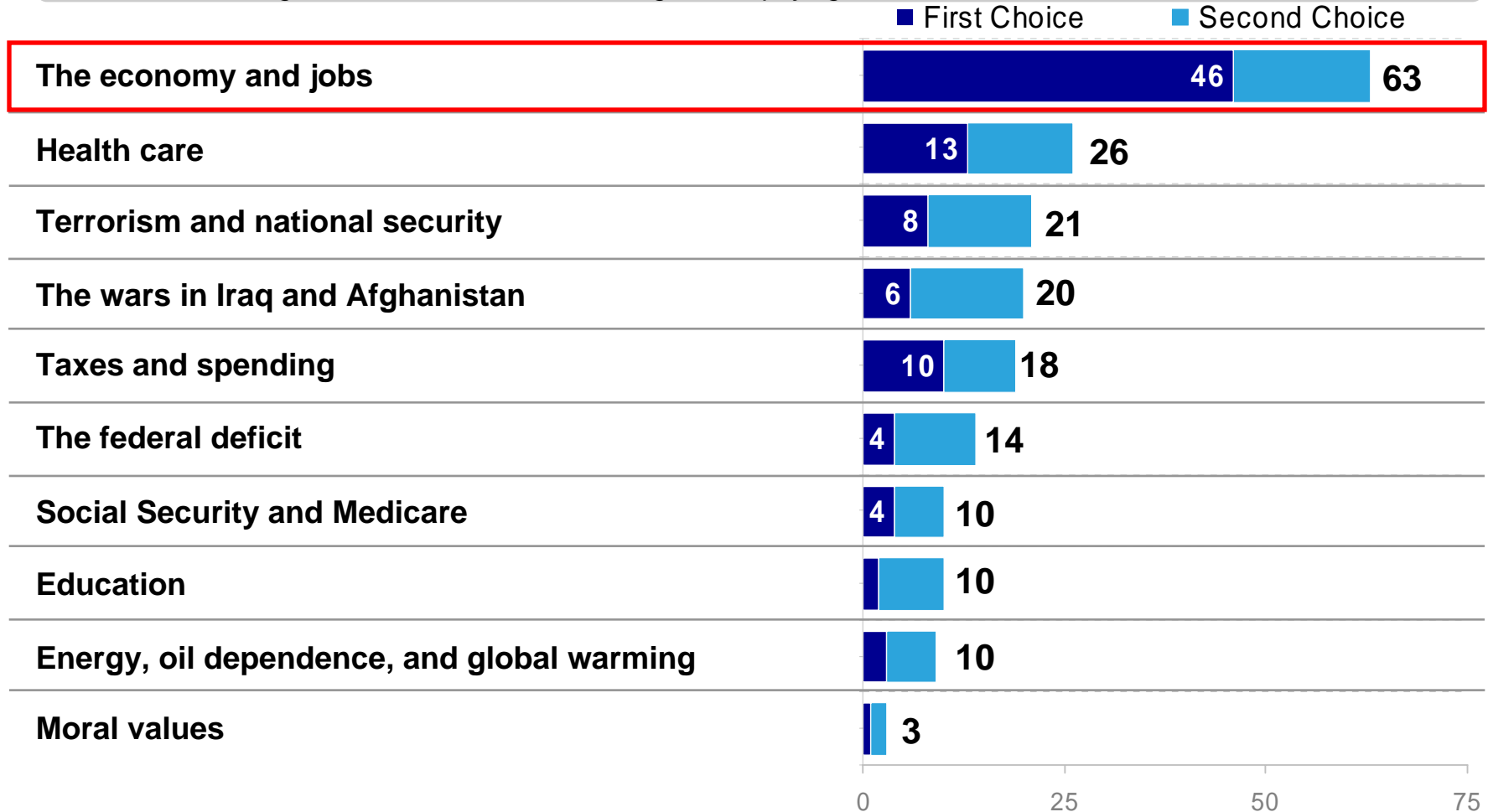
And, do you think the changes President Obama is seeking are mainly the right changes or mainly the wrong changes for the country?



**Note: From national survey of 800 likely voters conducted January 20-21 & 23, 2010 by Public Opinion Strategies in conjunction with Greenberg Quinlan Rosner for National Public Radio.*

Presidential/congressional focus should be on economy and jobs

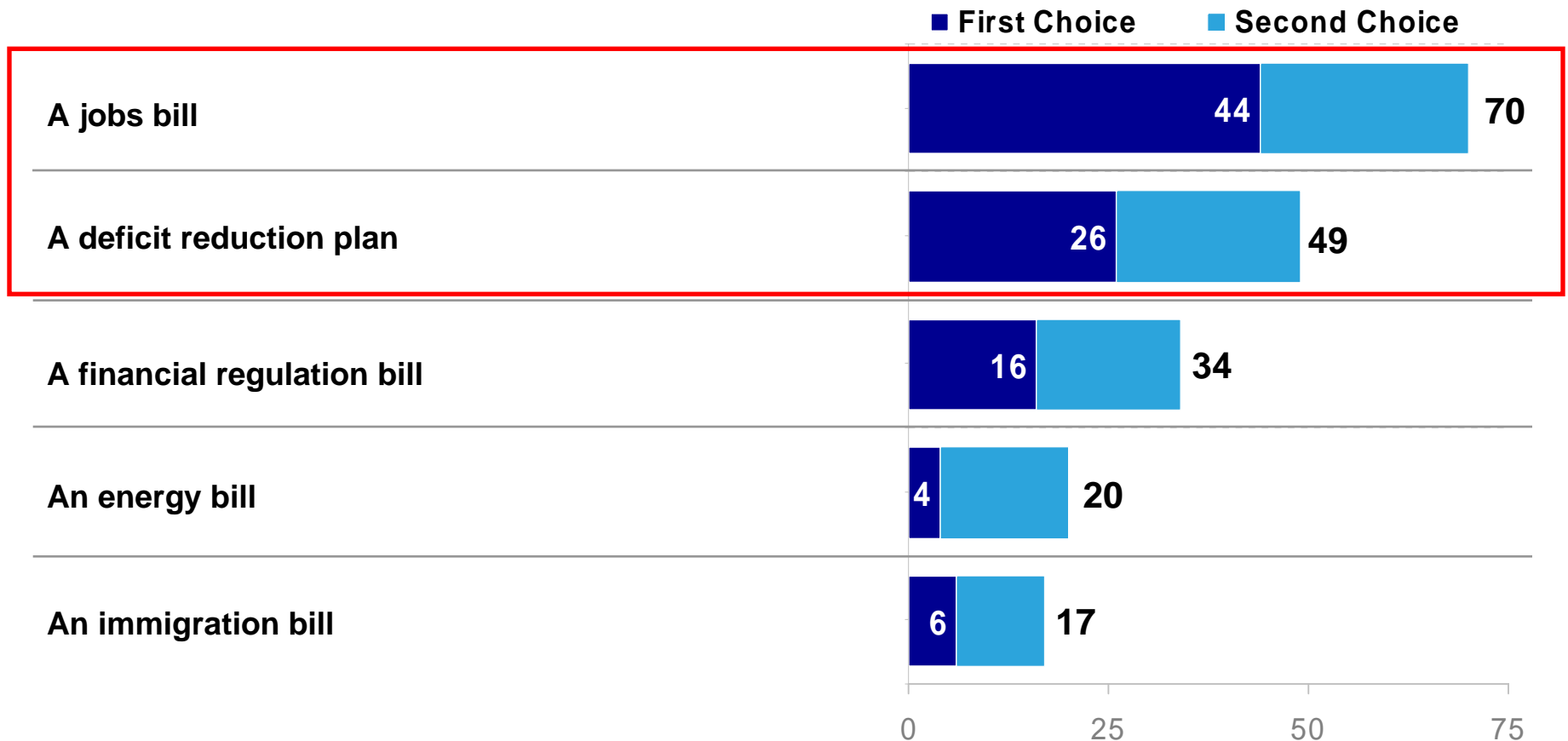
Which ONE of the following issues do you think the President and Congress should be paying most attention to? And which of the following should the President and Congress be paying the next most attention to?



*Note: From national survey of 800 likely voters conducted January 20-21 & 23, 2010 by Public Opinion Strategies in conjunction with Greenberg Quinlan Rosner for National Public Radio.

What should focus be in the State of the Union? Jobs and deficit

As you may know, President Obama is scheduled to give the annual State of the Union Address to Congress on January 27th. Which ONE of the following issues would you like President Obama to address and focus on in the months following the address? And which of the following should the President next focus on?



*Note: From national survey of 800 likely voters conducted January 20-21 & 23, 2010 by Public Opinion Strategies in conjunction with Greenberg Quinlan Rosner for National Public Radio.

Voters agree with Democrats on Responsibility Fee

As you may know President Obama recently proposed what some are calling a responsibility fee and others are calling a bank tax on the largest financial institutions. Now I am going to read you two statements about this proposal and please tell me which statement comes closer to your own view, even if neither is exactly right.

Democratic Statement: Responsibility Fee protects taxpayers, encourages accountability

Democrats say that if the Wall Street banks are healthy enough to pay enormous bonuses to their CEOs, then they are healthy enough to pay back every dime they received from taxpayers. This responsibility fee will discourage big bonus payouts and ensure the big banks that caused the crisis pay for the bailout.



Democratic statement

Republican Statement: Bank Tax will hurt consumers and businesses, slow job growth

Republicans say that taxing banks that fully paid their government funds back with interest in order to pay for other overspending by the government will end up being a tax on consumers in the form of higher fees. This tax will also make it harder for businesses to get loans, grow, and create more jobs.



Republican Statement



**Note: From national survey of 800 likely voters conducted January 20-21 & 23, 2010 by Public Opinion Strategies in conjunction with Greenberg Quinlan Rosner for National Public Radio.*

Voters evenly on split on first year overall big assessment

Now let me read you two statements about Obama and the Democrats' health care plan. After I read these statements, please tell me which one comes closer to your own view, even if neither is exactly right. Now, thinking again about President Obama and his first year in office...

Democratic Statement: Obama pressing ahead to make change and help the economy

Democrats say that President Obama was elected to bring change. He inherited two unfinished wars, record deficits and an economy losing seven hundred and fifty thousand jobs every month. Washington had done nothing about health care costs or Middle East oil. Republicans sided with oil and insurance interests and rejected bipartisan cooperation, but Obama has pressed ahead to bring change. He is reducing U.S. troops in Iraq and restored respect for America. His economic plan tries to stabilize the economy, save local jobs, and get credit to small businesses. His health care reforms would make insurance affordable for all and his energy reforms shift America to renewable, domestic energy. It is time to work together for change to get a new jobs bill and deficit reduction plan.



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Democratic statement

Republican Statement: Obama has recklessly spent without creating jobs

Republicans say that Barack Obama came into office making many promises about working across party lines and pledging to put people first. Instead, Obama has gone on a reckless spending spree, is trying to force through a government-run health care program, took control of car companies, is giving terrorists rights as criminals instead of treating them as enemy fighters, and has spent more time apologizing to foreign countries than standing up for America's interests. Obama's current approach is more government control and more government spending. During this year, unemployment has skyrocketed because Obama has all but ignored jobs. Obama and the Democrats who run Congress are not listening to the American people, so we need more balance in Washington.



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Republican Statement



**Note: From national survey of 800 likely voters conducted January 20-21 & 23, 2010 by Public Opinion Strategies in conjunction with Greenberg Quinlan Rosner for National Public Radio.*

Pushing back

- **Pass health care – and explaining it anew**
- **Turn to jobs – where voters are totally focused**
- **Get the spotlight off of Congress and the sausage making and polarization**
- **Act visibly on spending restraint and reduced deficits**
- **Act on Wall Street, financial reform and bonuses**
- **Get the economic narrative right as economy slowly recovers – shifting tipping point from protest to not putting recovery at risk**
- **Sharply define the Republicans**
- **Frame the election – change what election is about to shift vote to Democrats – with intense focus and coordination among all parties.**

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