

GREENBERG QUINLAN ROSNER RESEARCH

100 Days Out: Battleground Republicans in Trouble

August 1, 2012



DEMOCRACY CORPS
CARVILLE ♦ GREENBERG

Methodology and Overview

This presentation is based on a unique survey of 1000 likely 2012 voters in 54 Republican-held battleground districts conducted by Greenberg Quinlan Rosner Research for Democracy Corps from July 21-26, 2012. The margin of error = +/- 3.1% at 95% confidence unless otherwise noted.

The Battleground

- The 2012 Democracy Corps Congressional battleground research focuses intensely on the Republican-Obama districts; 35 of the 54 districts were won by Barack Obama in 2008 but claimed by Republicans in the 2010 midterm.
- This is the first Battleground survey conducted entirely in new , redrawn districts after the 2010 reapportionment, which provides a unique and realistic view of the current state of the most vulnerable Republican seats heading into November.
- The Republican districts are divided into 2 tiers. Tier 1 includes the 27 most competitive districts; Tier 2 is composed of 27 secondary targets.
- The vast majority of the districts dialed in this survey are currently held by a Republican incumbent – which we name throughout the survey. But our battleground also includes two completely new -- Arizona 1st and California 21st, as well as one currently vacant seat (Michigan 11th). Respondents in these seats were not asked incumbent approval or thermometer questions, and were presented with a generic, rather than named Congressional vote.
- Approximately half of our battleground can be tracked from previous surveys. To qualify in the trend data, a new district must comprise at least 70 percent of its old lines, in addition to new districts we asked in our last survey. While this survey comprises our first new-district only battleground, the trend data gives us a unique ability to track changes in public mood and opinion over time in these crucial swing districts. The trend data in this presentation represents these common districts.

Battleground Districts: Tier 1. The 27 most competitive Republican districts

District	Incumbent	2008 Presidential vote margin
AZ-1	NEW	McCain +3
CA-10	Jeff Denham	Obama +3
CA-26	Elton Gallegly	Obama +15
CA-52	Brian Bilbray	Obama +12
CA-7	Dan Lungren	Obama +5
CO-6	Mike Coffman	Obama +9
FL-18	Allen West	Obama +3
IL-10	Robert Dold	Obama +27
IL-11	Judy Biggert	Obama +24
IL-13	Tim Johnson	Obama +11
IL-17	Bobby Schilling	Obama +22
IL-8	Joe Walsh	Obama +24
MD-6	Roscoe Bartlett	Obama +14
MI-1	Dan Benishek	Obama +2
MN-8	Chip Cravaack	Obama +8
NH-1	Frank Guinta	Obama +7
NH-2	Charlie Bass	Obama +13
NJ-3	Jon Runyan	Obama +3
NV-3	Joe Heck	Obama +9
NY-18	Nan Hayworth	Obama +5
NY-19	Chris Gibson	Obama +8
NY-24	Ann Marie Buerkle	Obama +14
OH-16	Jim Renacci	McCain +4
PA-8	Mike Fitzpatrick	Obama +7
TX-23	Francisco Canseco	Obama +1
WI-7	Sean Duffy	Obama +8
WI-8	Reid Ribble	Obama +9

Battleground Districts: Tier 2. The 27 less competitive Republican districts

District	Representative	2008 Presidential vote margin
AR-1	Rick Crawford	McCain +10
CA-21		Obama +6
CA-36	Mary Bono Mack	Obama +3
CO-3	Scott Tipton	McCain +2
FL-10	Dan Webster	McCain +5
FL-13	C.W. Bill Young	Obama +4
FL-16	Vern Buchanan	McCain +3
FL-2	Steve Southerland	McCain +5
FL-26	David Rivera	McCain +1
IA-4	Steve King	McCain +2
IN-8	Larry Bucshon	McCain +3
MI-11		Obama +2
MI-3	Justin Amash	Obama +1
MN-2	John Kline	Obama +2
MN-6	Michele Bachmann	McCain +12
MT-AL		McCain +3
ND-AL		McCain +8
NY-11	Michael Grimm	McCain +3
NY-22	Richard Hanna	Obama +1
NY-23	Tom Reed	Obama +1
OH-6	Bill Johnson	McCain +8
OH-7	Bob Gibbs	McCain +4
PA-18	Tim Murphy	McCain +11
PA-6	Jim Gerlach	Obama +7
PA-7	Pat Meehan	Obama +3
TX-14		McCain +15
VA-2	Scott Rigell	Obama +1

Battleground Districts: by type of district

Rural

Upscale Rural

New Hampshire-2 (R)
New York-19 (R)

Downscale Rural

Arkansas-1(R)
Iowa-4 (R)
Michigan-1 (R)
Minnesota-8 (R)
Montana-AL (R)
North Dakota-AL (R)
Ohio-6 (R)
Wisconsin-7 (R)

Exurban

Upscale Exurban

New York-23 (R)

Downscale Exurban

Arizona-1 (R)
Illinois-13 (R)
Indiana-8 (R)
Colorado-3 (R)
New York-22 (R)
Texas-14 (R)
Wisconsin-8 (R)

Suburban

Upscale Suburban

California-7 (R)
California-26 (R)
Colorado-6 (R)
Florida-16 (R)
Florida-26 (R)
Illinois-8 (R)
Illinois-10 (R)
Illinois-11 (R)
Maryland-6 (R)
Michigan-11 (R)
Minnesota-2 (R)
Minnesota-6 (R)
New Hampshire-1 (R)
New Jersey-3 (R)
Nevada-3 (R)
New York-18 (R)
Pennsylvania-6 (R)
Pennsylvania-7 (R)
Pennsylvania-8 (R)
Pennsylvania-18 (R)

Suburban

Downscale Suburban

California-21 (R)
California-36 (R)
Florida-13 (R)
Florida-18 (R)
Ohio-7 (R)
Ohio-16 (R)

Metro

Upscale Metro

California-10 (R)
California-52 (R)
Florida-10 (R)
Michigan-3 (R)
New York-24 (R)

Downscale Metro

Illinois-17 (R)
Texas-23 (R)
Florida-2 (R)

Urban

Upscale Urban

New York-11 (R)
Virginia-2 (R)

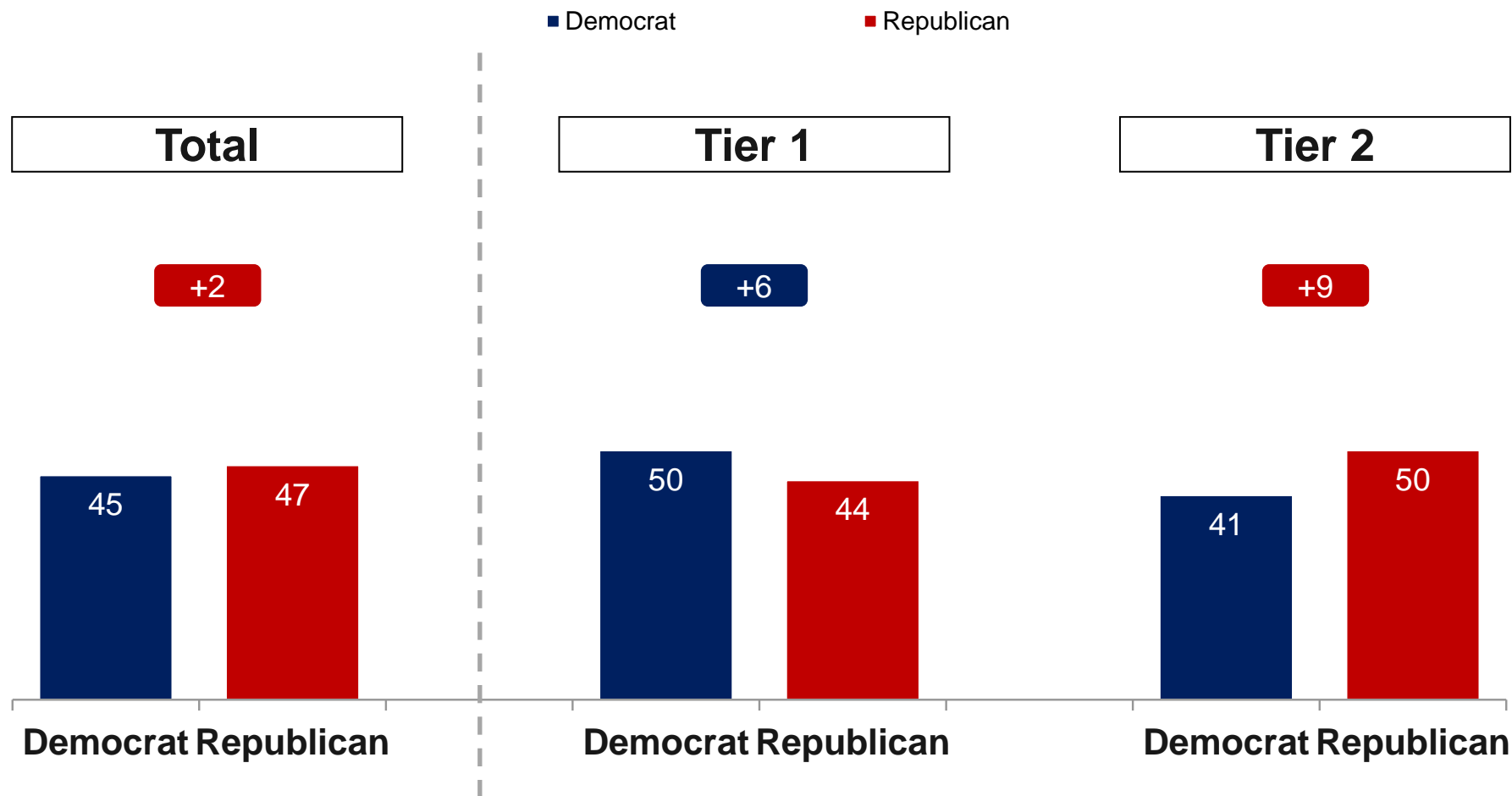
**Note: For new district lines, typologies were unavailable. They were estimated based on the majority of the makeup of the old district.*

Republican incumbents in trouble and weakening in House battleground

- The Congressional vote is essentially tied (Republicans up by 2 points), with the incumbents at only 47 percent on average.
- Democrats up by 6 points in the most vulnerable seats forming half the battleground – with the Democratic challenger at 50 percent.
- The trend is against the Republicans.
- They are poorly positioned on Obama, taxes and health care.
- Ryan budget is the last straw.
- Exposure on agenda makes Tier 2 seats much more vulnerable.

The Republican House battleground is tied – with the incumbent at only 47 percent

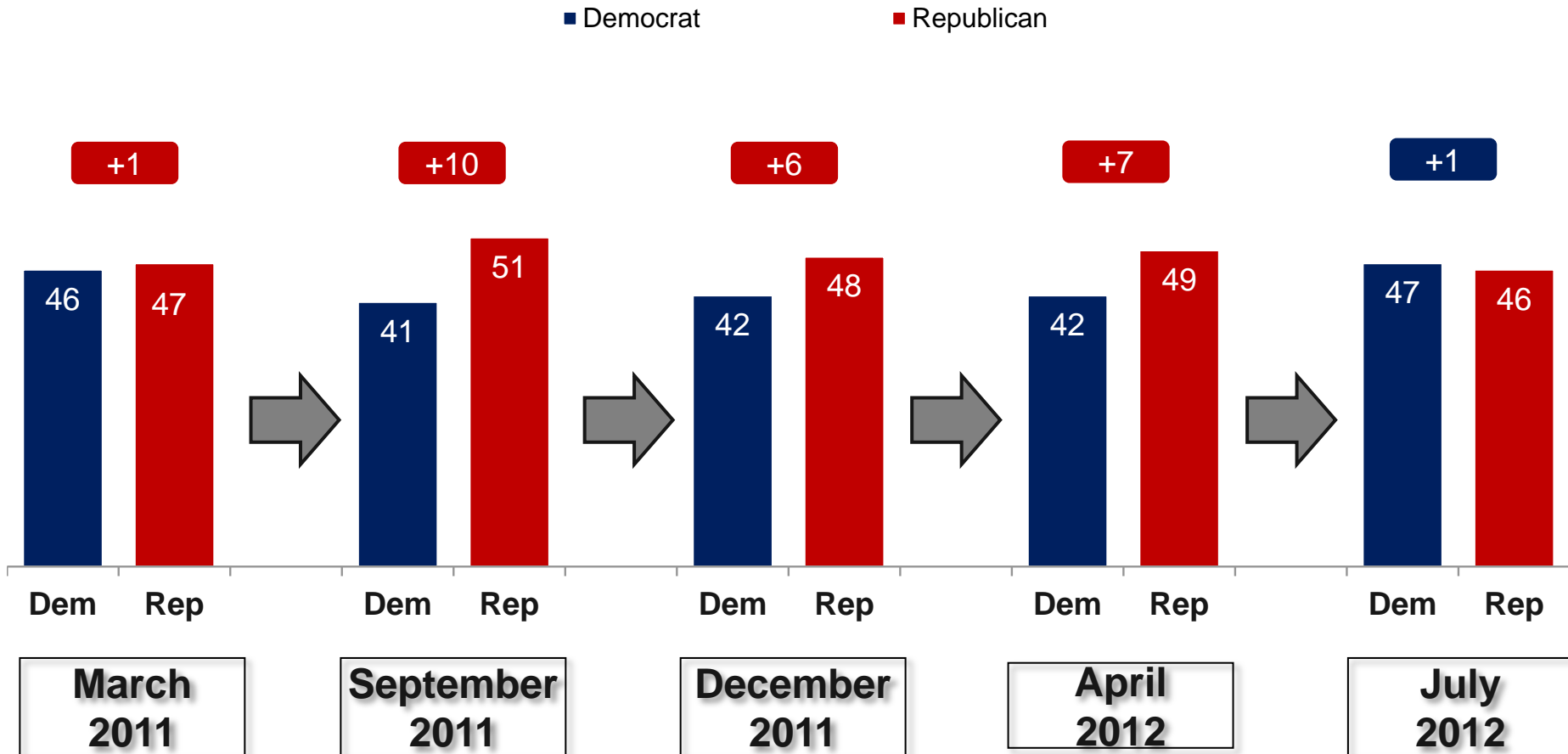
I know it's a long way off, but thinking about the election for Congress this November, if the election for U.S. Congress were held today, would you be voting for – the Democratic candidate or the Republican candidate?



**Note: Incumbent names were inserted with party identification. Generic challengers were inserted as "The Democratic Candidate" or "The Republican Candidate."*

100 days out, Republicans have lost the lead they built up in the comparable districts

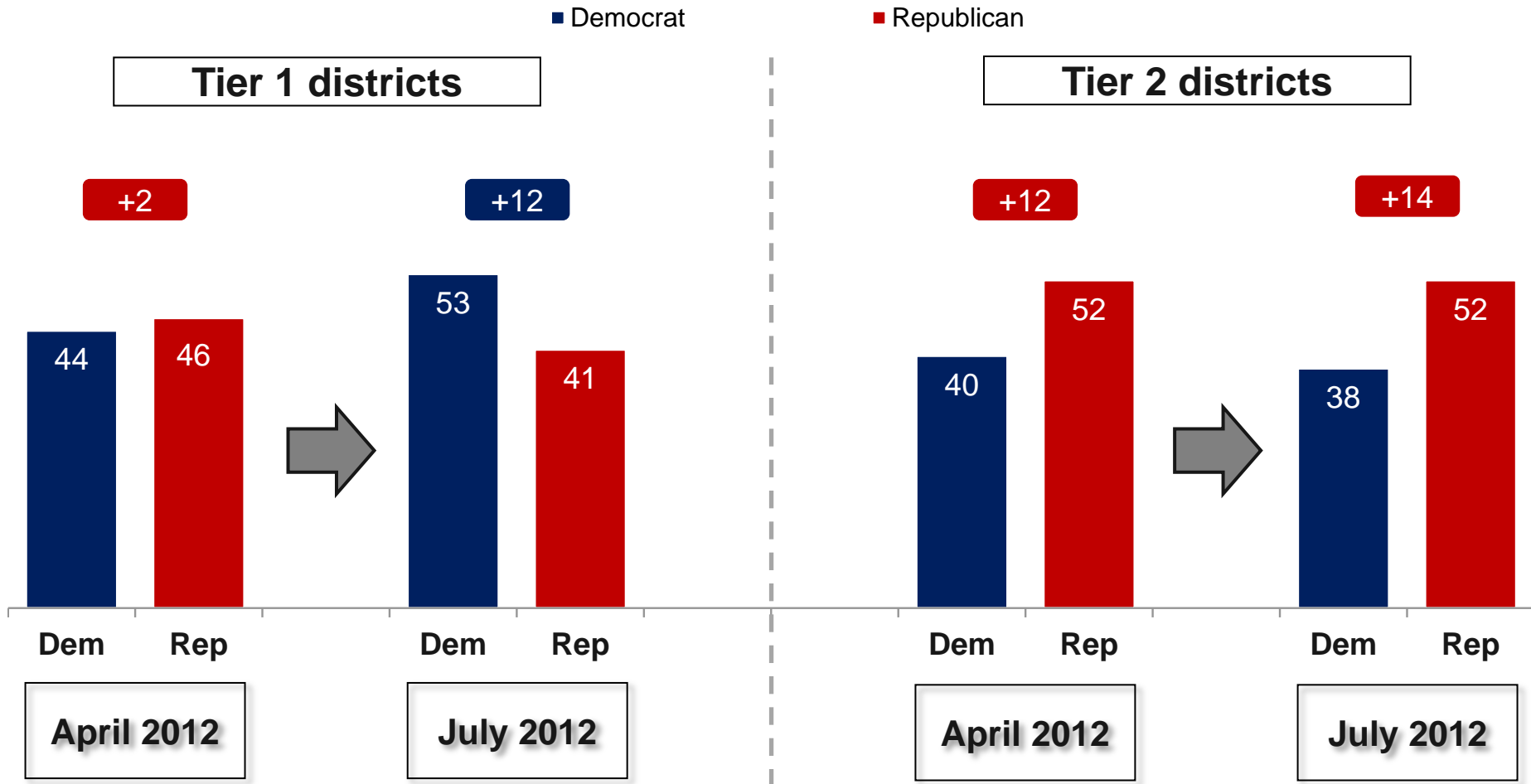
I know it's a long way off, but thinking about the election for Congress this November, if the election for U.S. Congress were held today, would you be voting for – the Democratic candidate or Republican (HOUSE INCUMBENT)?



**Note: Incumbent names were inserted with party identification. Generic challengers were inserted as "The Democratic Candidate." In new, vacant, or open seats, "the Republican candidate" was used in place of the incumbent name.*

Republicans have lost ground in the more Democratic tier 1 seats – comparable seats

I know it's a long way off, but thinking about the election for Congress this November, if the election for U.S. Congress were held today, would you be voting for – the Democratic candidate or Republican (HOUSE INCUMBENT)?

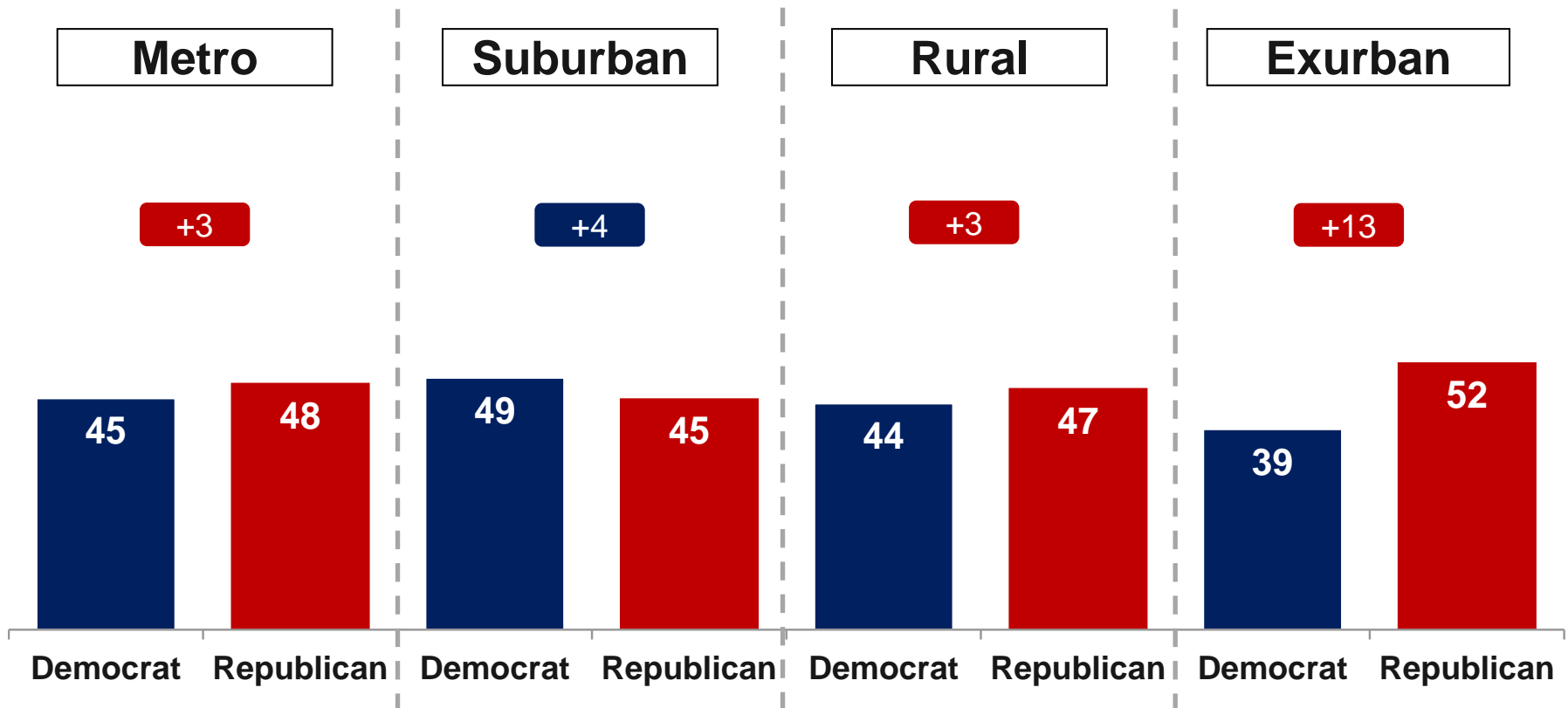


**Note: Incumbent names were inserted with party identification. Generic challengers were inserted as "The Democratic Candidate." In new, vacant, or open seats, "the Republican candidate" was used in place of the incumbent name.*

Democrats ahead in suburban districts – almost half of the battleground

I know it's a long way off, but thinking about the election for Congress this November, if the election for U.S. Congress were held today, would you be voting for – the Democratic candidate or the Republican candidate?

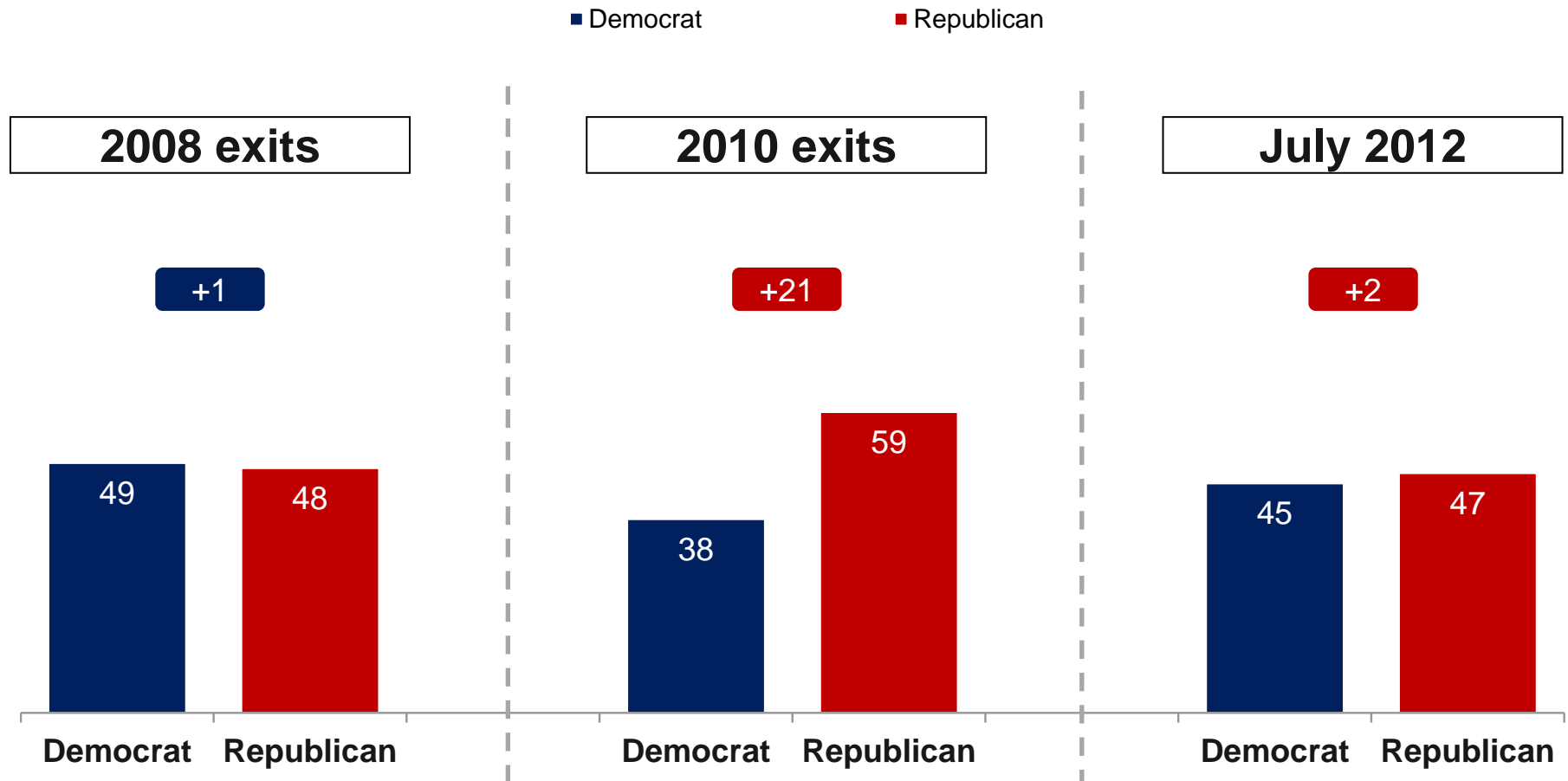
■ Democrat ■ Republican



**Note: Incumbent names were inserted with party identification. Generic challengers were inserted as "The Democratic Candidate" or "The Republican Candidate."*

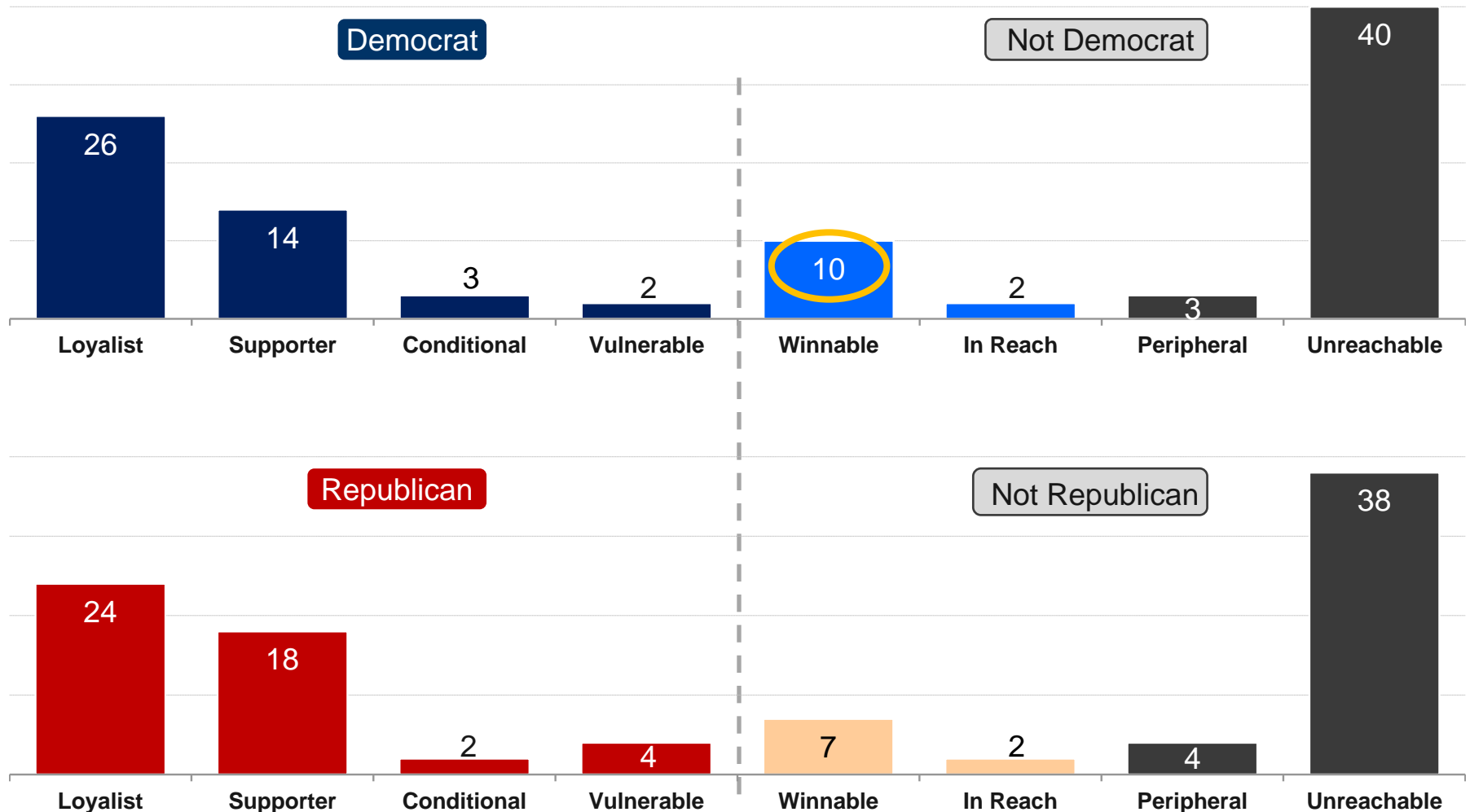
Democrats almost back to 2008 levels among seniors and much improved from 2010 levels

I know it's a long way off, but thinking about the election for Congress this November, if the election for U.S. Congress were held today, would you be voting for – the Democratic candidate or the Republican candidate?



**Note: Incumbent names were inserted with party identification. Generic challengers were inserted as "The Democratic Candidate" or "The Republican Candidate." Exit poll data from CNN.*

Democrats have more winnable voters in these Republican districts

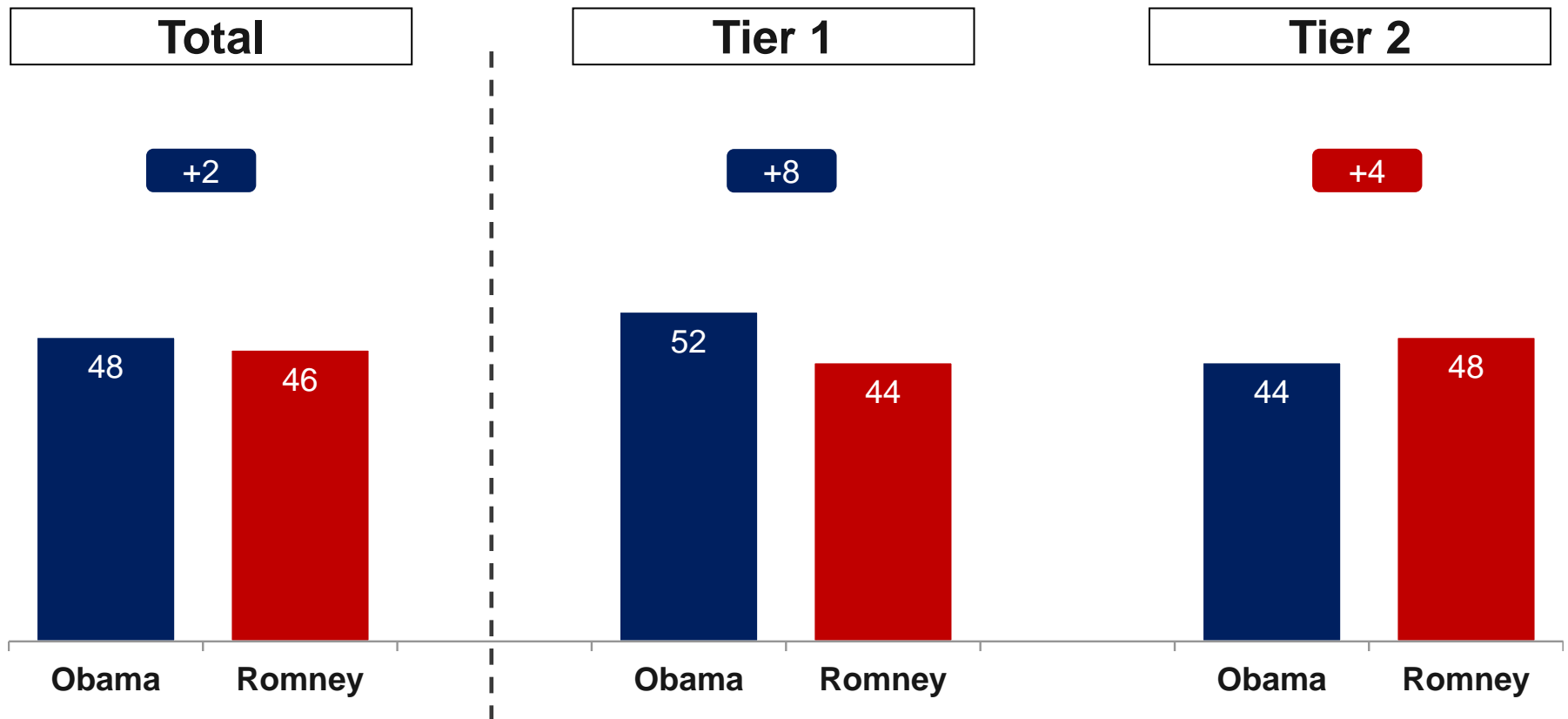


Obama gaining in battleground; GOP brand faltering

- **Obama and the Democrats are improving their standing: indeed, Obama ahead of Romney after trailing – almost back to 2008.**
- **Republican brand crashing .**
- **Over half give negative ratings to the Republicans in Congress.**
- **Named Republican incumbents have net negative favorability ratings.**

Obama gets majority vote in most vulnerable districts, slight margin overall

I know it's a long way off, but thinking about the presidential election this November, if the election for president were held today and the candidates were Democrat Barack Obama and Republican Mitt Romney, for whom would you vote?



Obama enjoys majority approval in tier 1; approval lags in tier 2

Do you approve or disapprove of the job being done by Barack Obama as president?

■ Strongly approve

■ Strongly disapprove

Tier 1

+5

51



34

46

40

Disapprove

Tier 2

+9

43



26

52

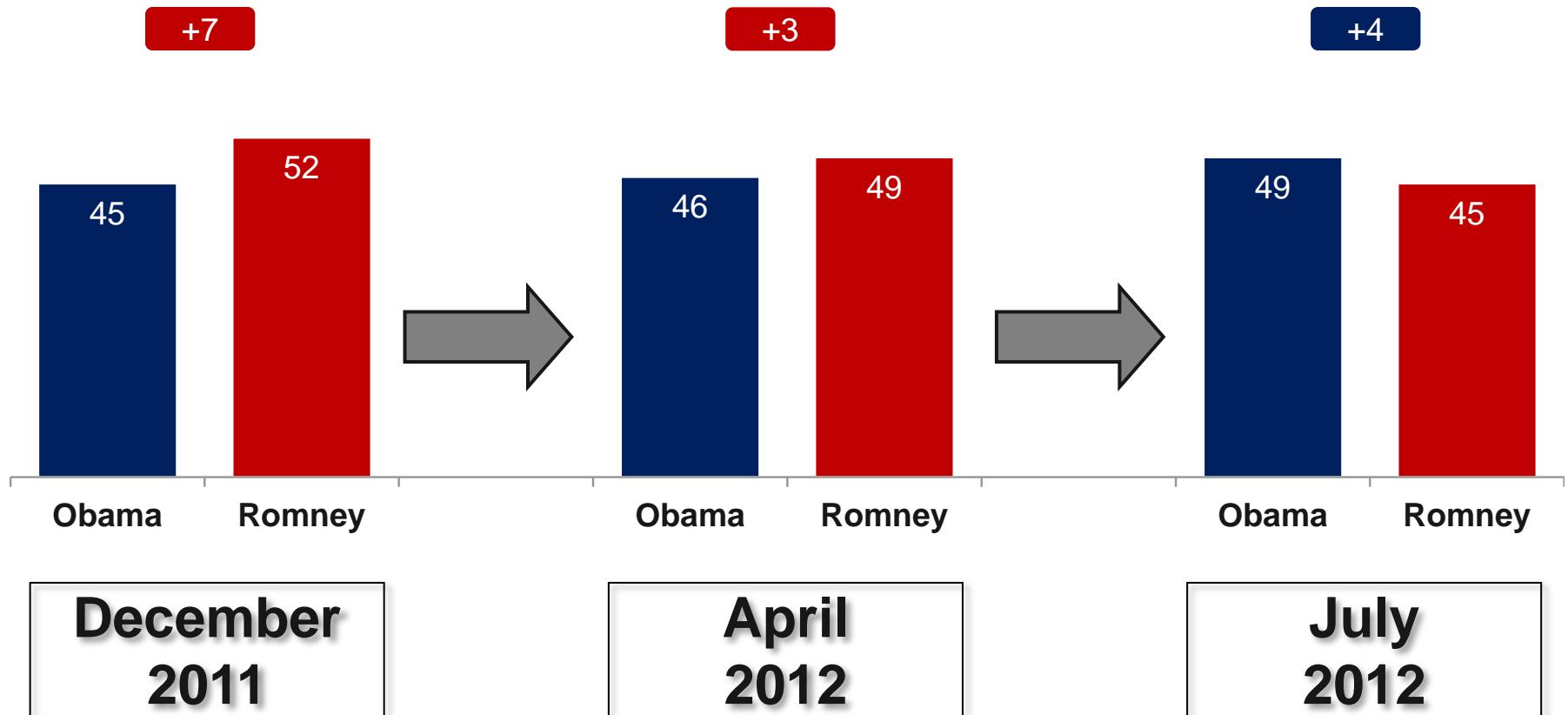
45

Approve

Disapprove

Obama flips margin against Romney as presidential race heats up – in the comparable seats

I know it's a long way off, but thinking about the presidential election this November, if the election for president were held today and the candidates were Democrat Barack Obama and Republican Mitt Romney, for whom would you vote?



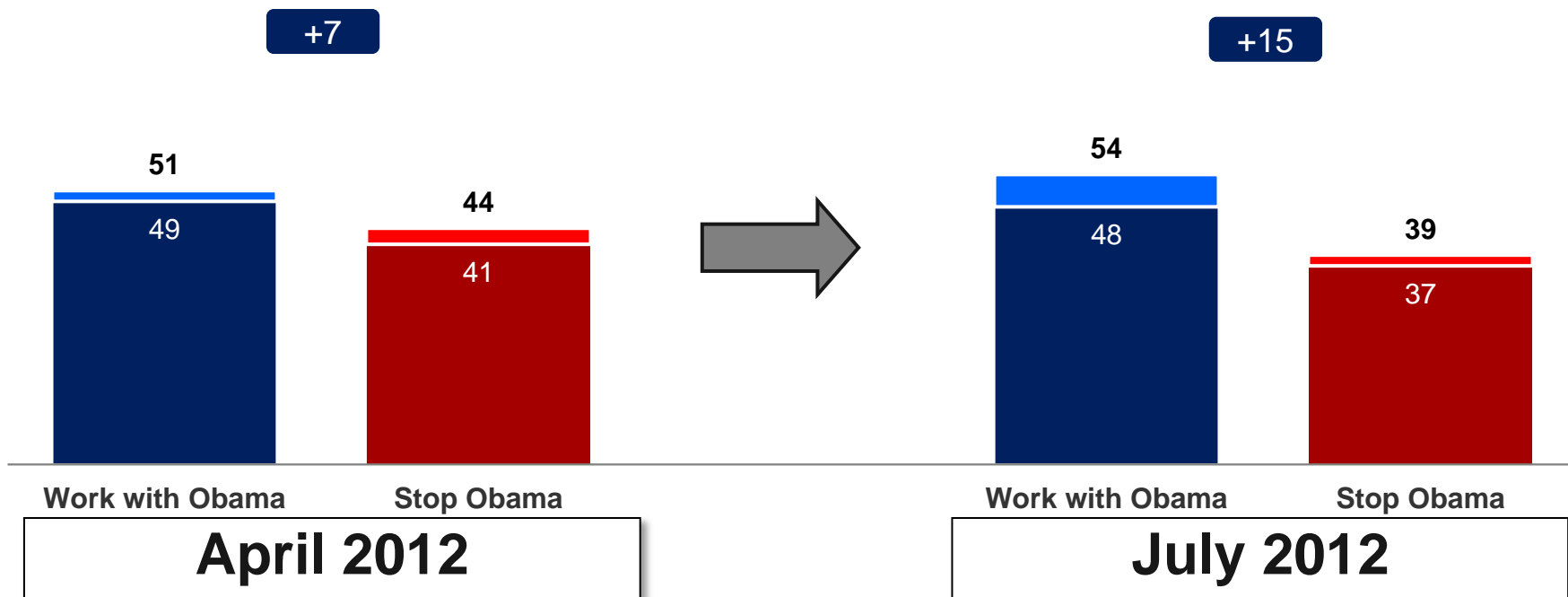
Republican goal to stop Obama way out of touch with goal of voters in these districts

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

STATEMENT 1: I want (HOUSE INCUMBENT) to try and work with President Obama to address our country's problems.

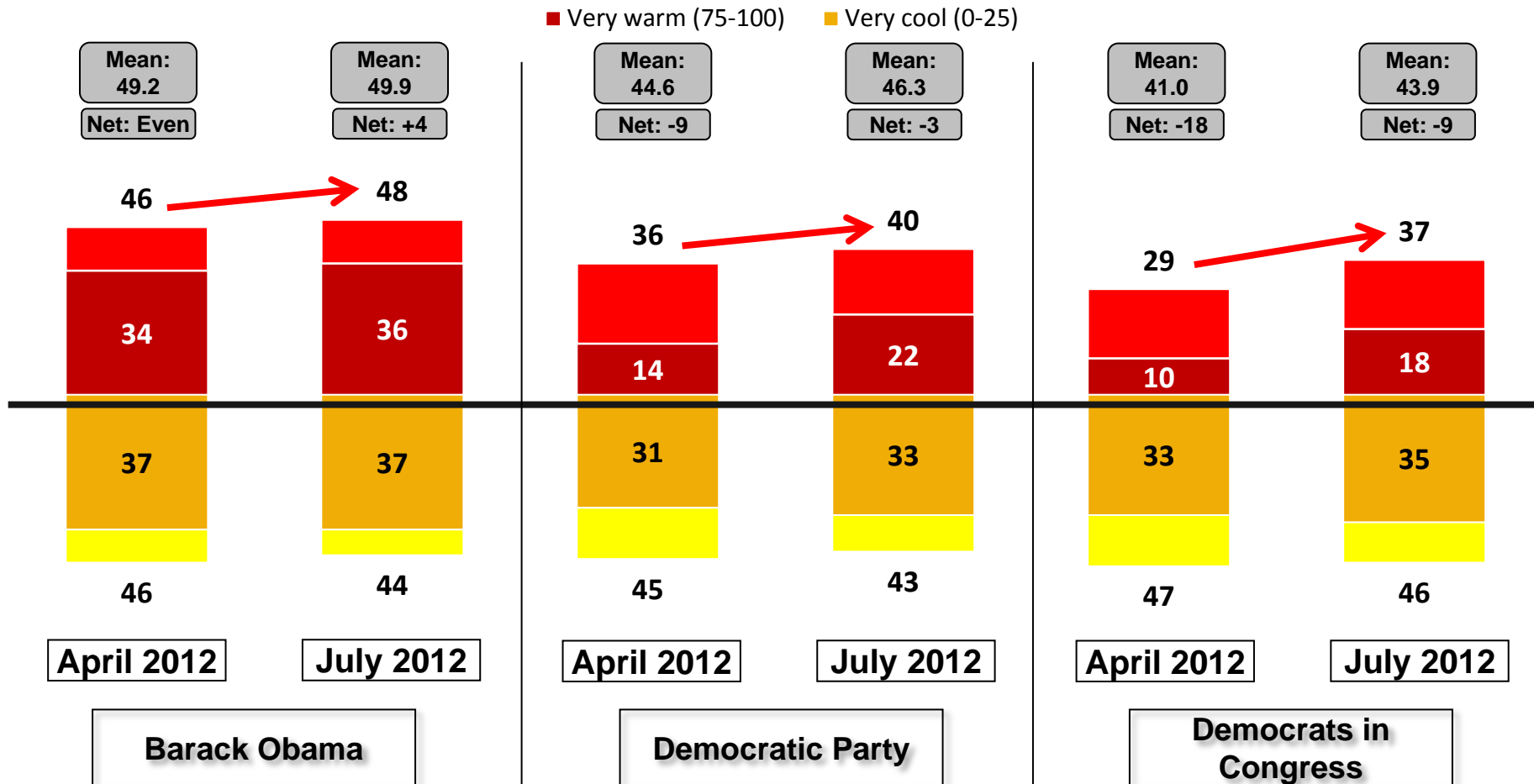
STATEMENT 2: I want (HOUSE INCUMBENT) to try to stop President Obama from advancing his agenda for the country.

■ Work with Obama strongly ■ Stop Obama strongly



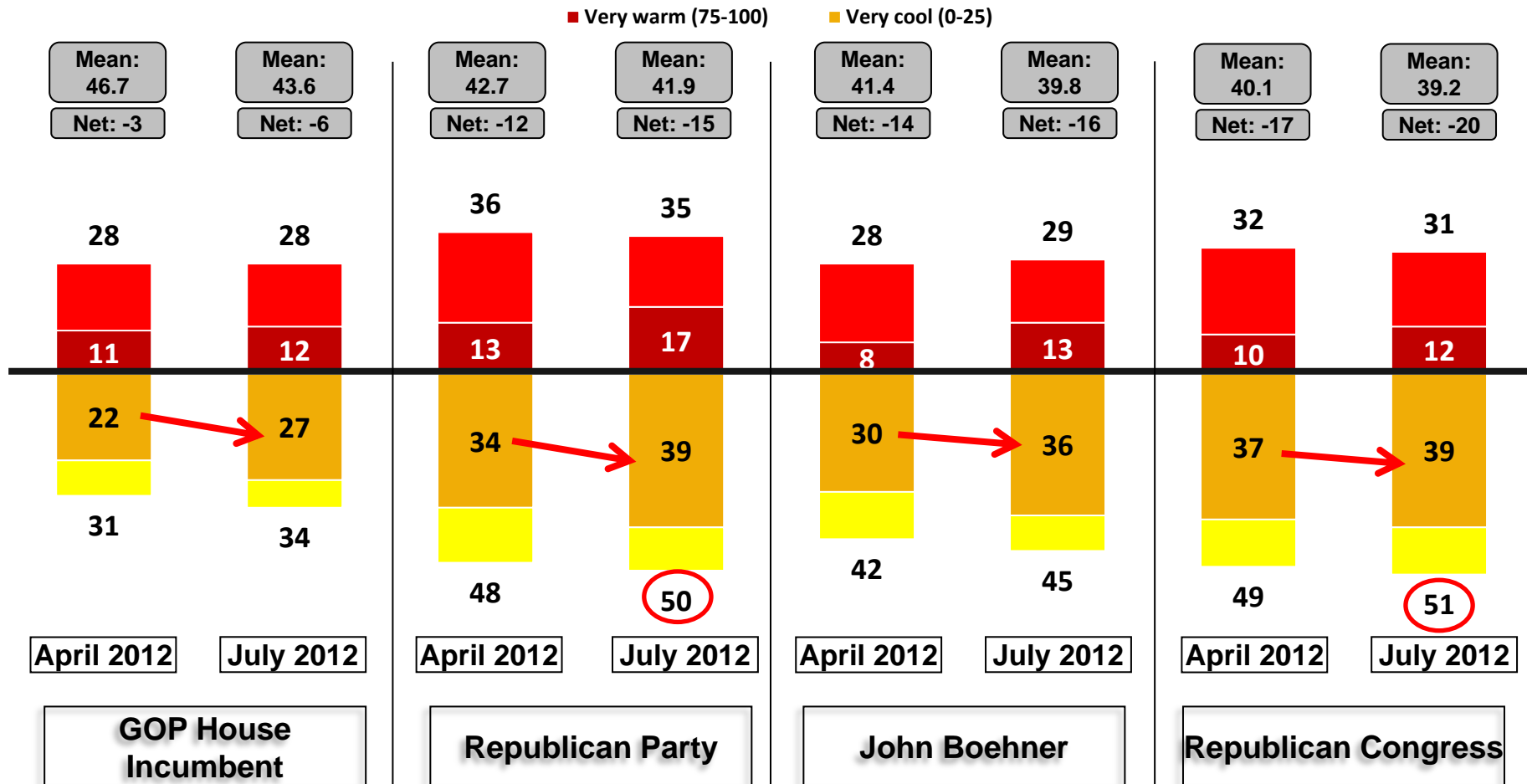
Obama, Democrats' images improve since April

Now, I'd like to rate your feelings toward some people and organizations, with one hundred meaning a VERY WARM, FAVORABLE feeling; zero meaning a VERY COLD, UNFAVORABLE feeling; and fifty meaning not particularly warm or cold. You can use any number from zero to one hundred, the higher the number the more favorable your feelings are toward that person or organization. If you have no opinion or never heard of that person or organization, please say so.



Republicans deeply unpopular and getting worse

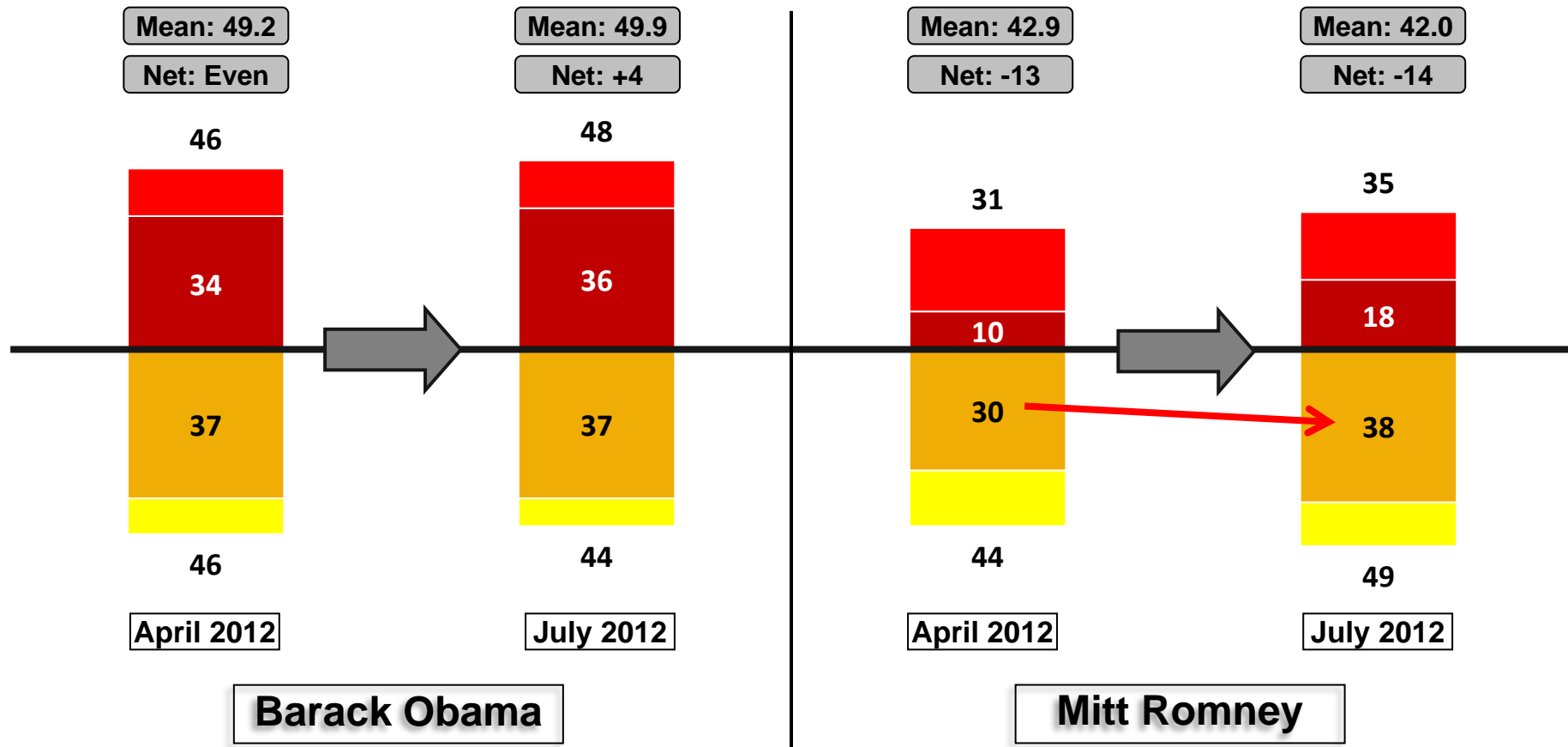
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Obama favorable and holding while Romney deeply unpopular and crashing

Now, I'd like to rate your feelings toward some people and organizations, with one hundred meaning a VERY WARM, FAVORABLE feeling; zero meaning a VERY COLD, UNFAVORABLE feeling; and fifty meaning not particularly warm or cold. You can use any number from zero to one hundred, the higher the number the more favorable your feelings are toward that person or organization. If you have no opinion or never heard of that person or organization, please say so.

■ Very warm (75-100) ■ Very cool (0-25)

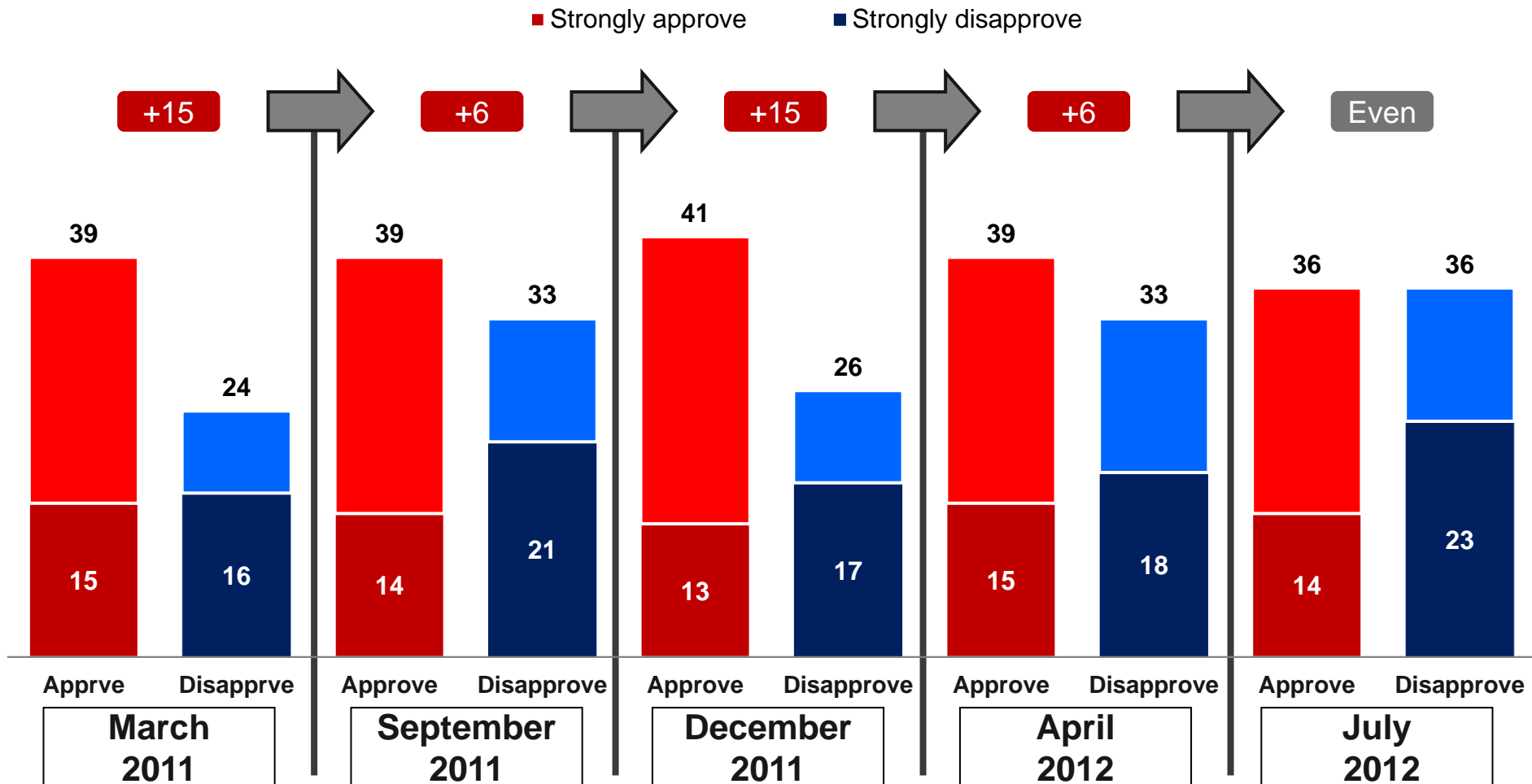


Republican incumbents extremely vulnerable

- **Approval of these Republicans has been dropping rapidly since late last year, and most character traits at vulnerable level.**
- **Now exactly half of voters say they can't vote to re-elect their incumbent – dangerous numbers for Members this close to November.**
- **Republicans poorly positioned in these districts on Obama, taxes and health care.**

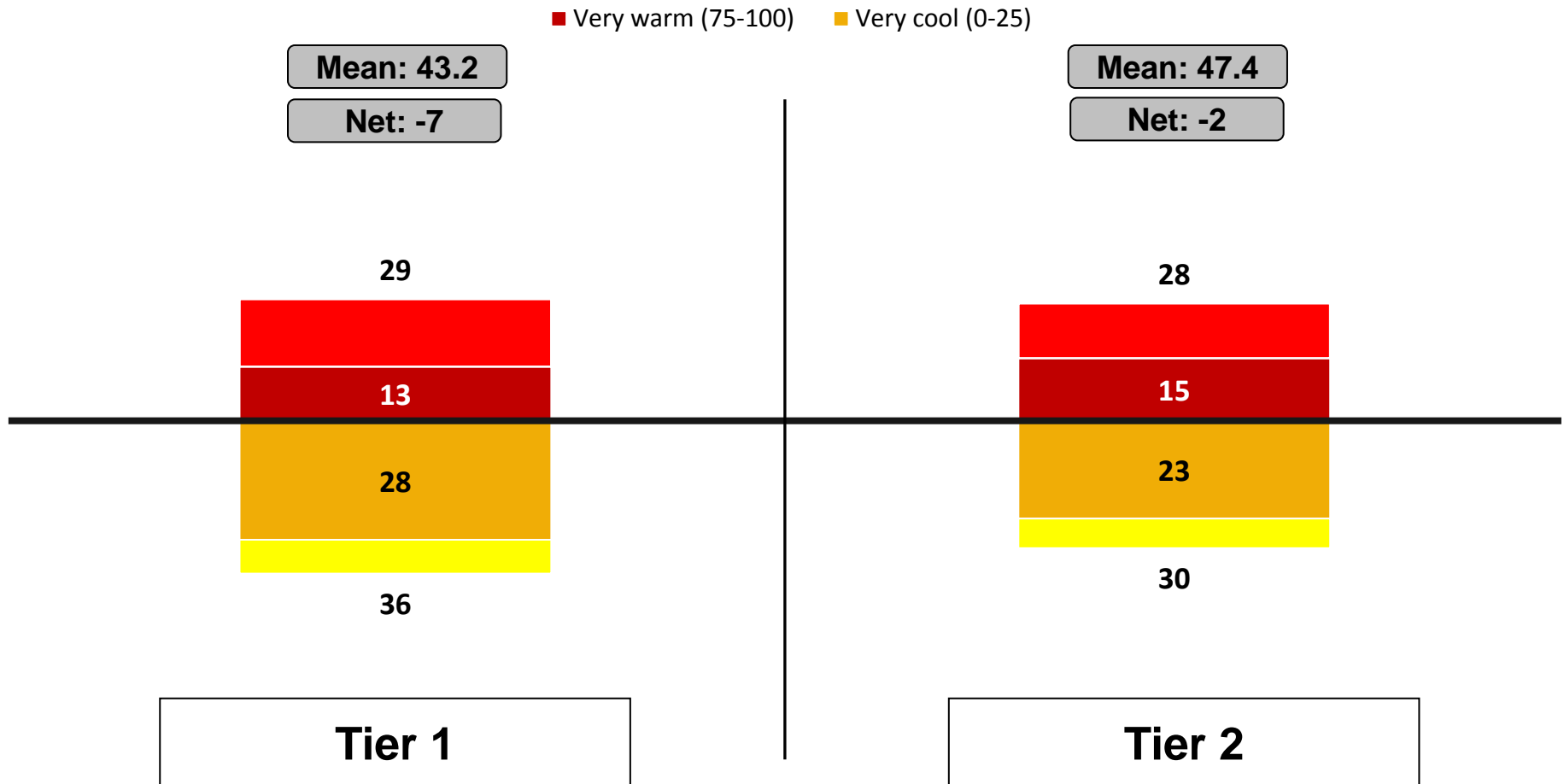
Republican incumbents: disapproval now at parity with approval and dropping steadily

Do you approve or disapprove of the way (HOUSE INCUMBENT) is handling his/her job as a member of the U.S. Congress?



Republican incumbents -- viewed more negatively than positively

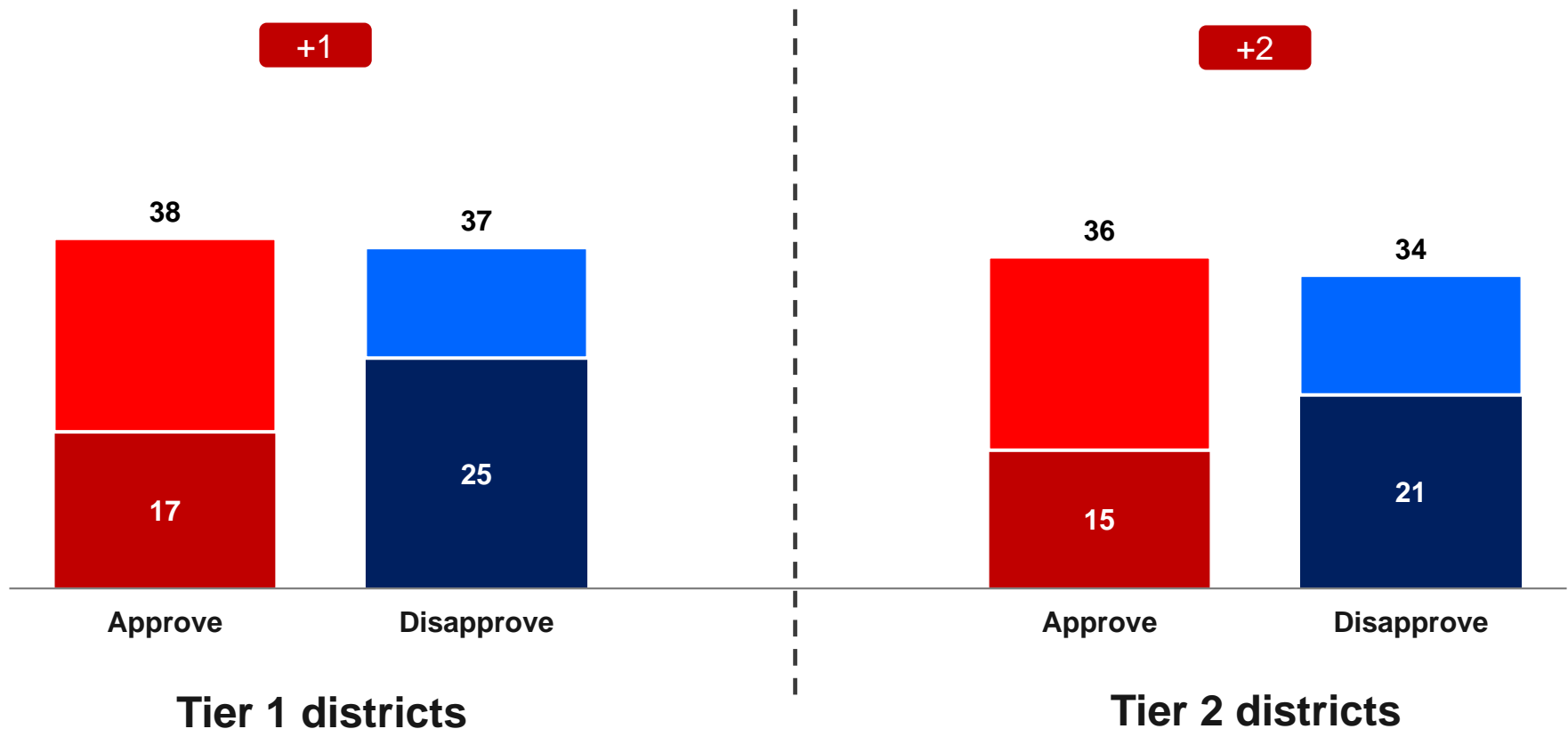
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Voters split on incumbents' approval even in less vulnerable seats

Do you approve or disapprove of the way (HOUSE INCUMBENT) is handling his/her job as a member of the U.S. Congress?

■ Strongly approve ■ Strongly disapprove

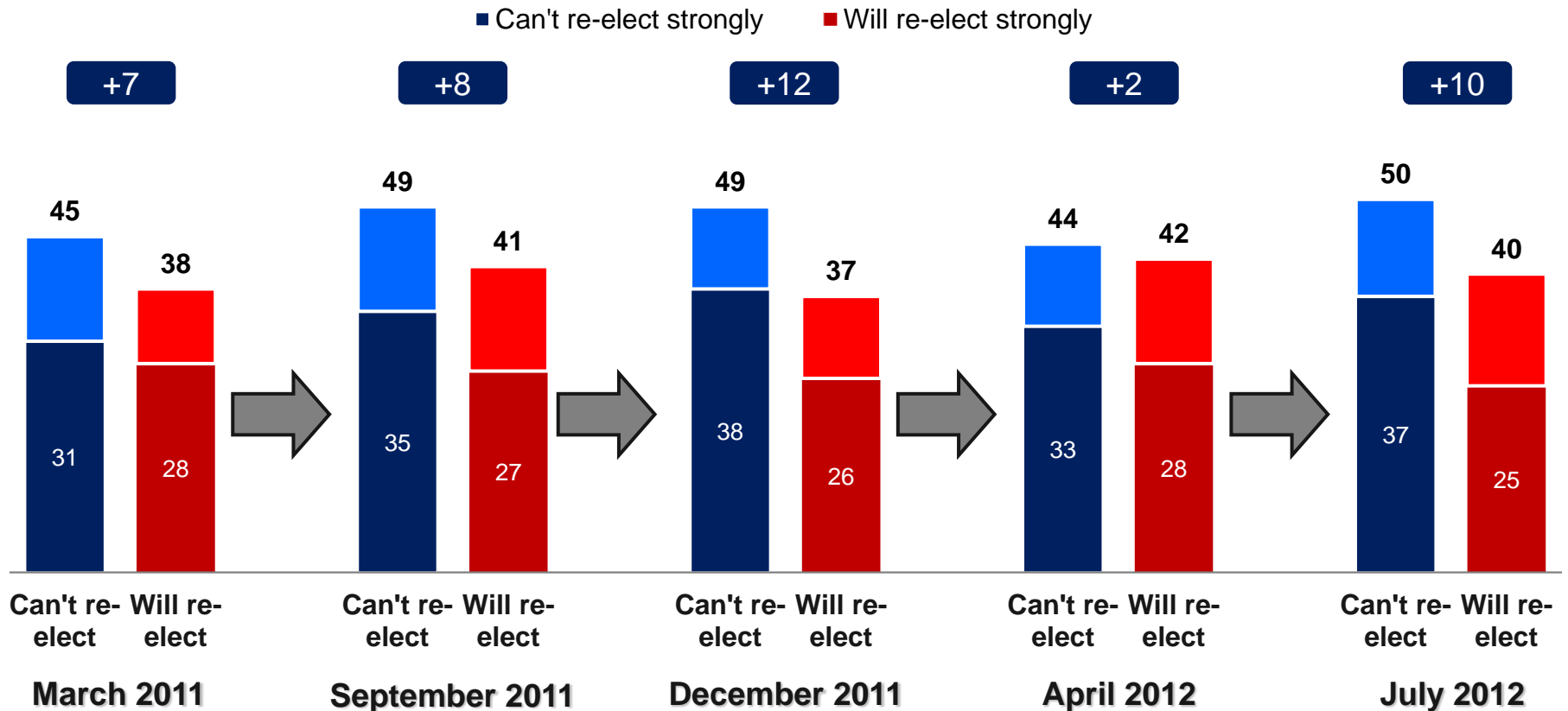


Half of voters in these Republican districts “can’t vote to re-elect” their representative

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

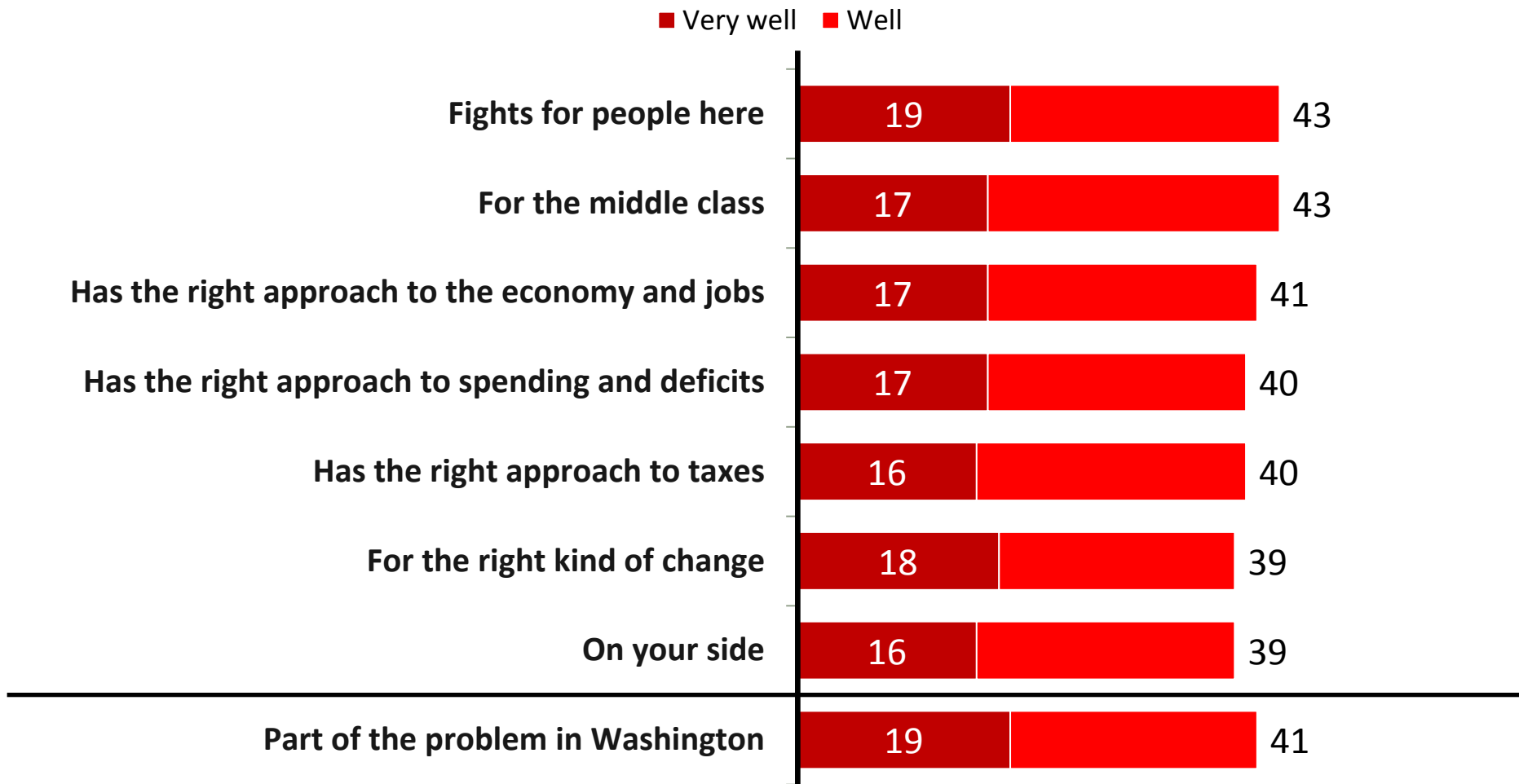
STATEMENT 1: Next year, I CAN'T vote to reelect (HOUSE INCUMBENT) because we need new people that will fix Washington and get things done.

STATEMENT 2: Next year, I WILL vote to reelect (HOUSE INCUMBENT) because (HE/SHE) is doing a good job and addressing issues that are important to us.



Incumbents at around 40 percent on key congressional attributes

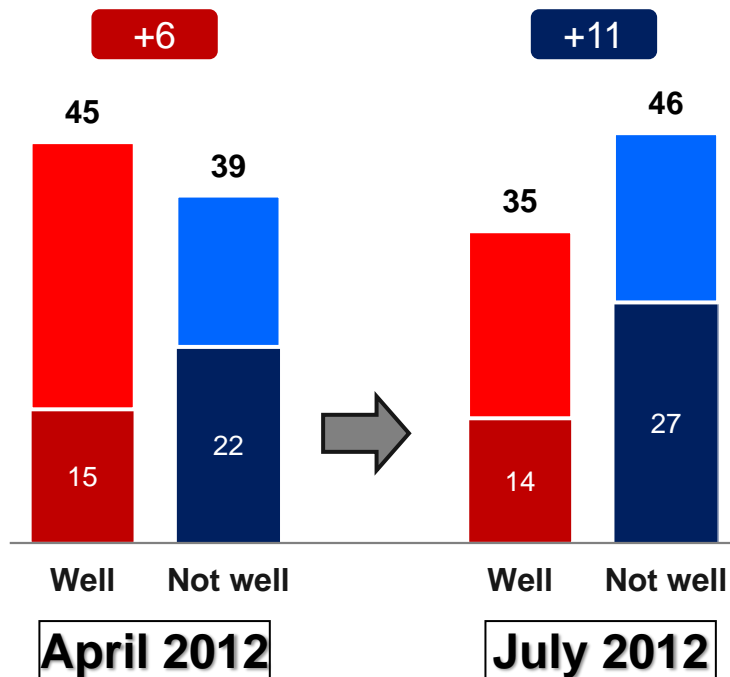
Now, I am going to read you a list of words and phrases which people use to describe political figures. For each word or phrase, please tell me whether it describes (HOUSE INCUMBENT) very well, well, not too well or not well at all.



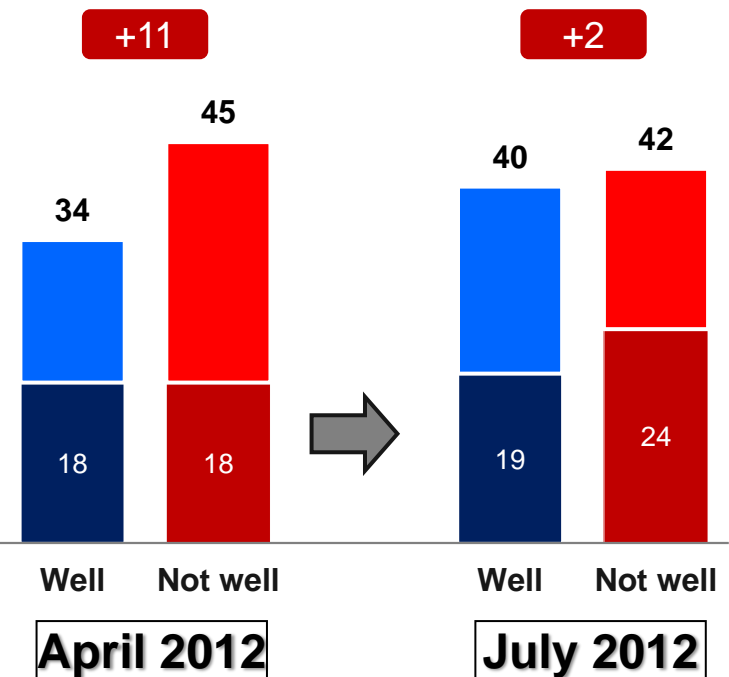
Republican incumbents falling on economy, jobs at critical point

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 (HOUSE INCUMBENT) very well, well, not too well or not well at all.

On your side

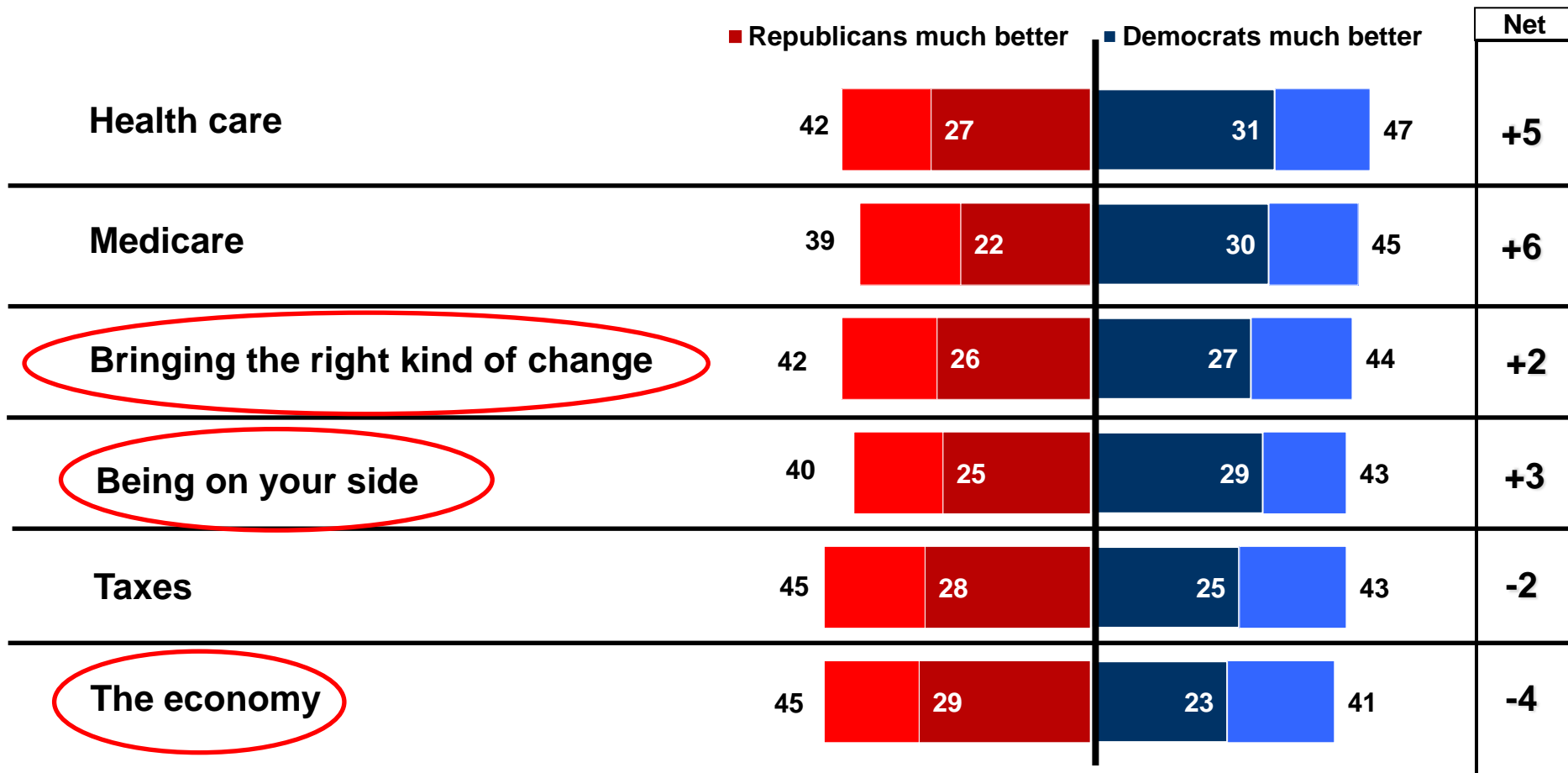


Part of the problem in Washington



Attributes show voters moving towards Democrats on key metrics

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.



Republicans poorly positioned on taxes and health care

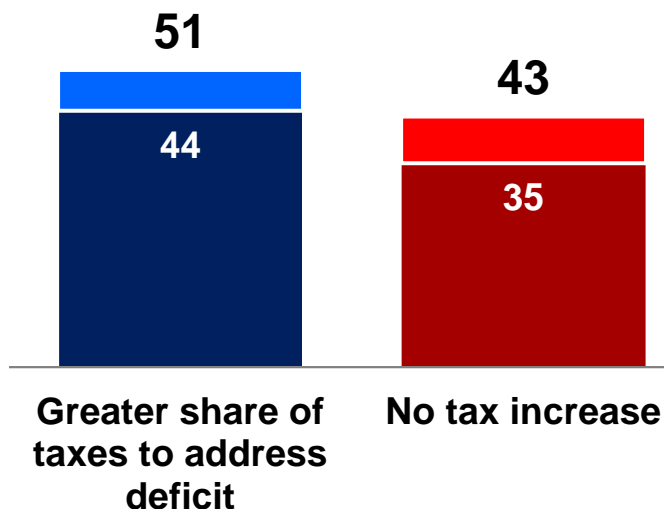
These voters want to raise taxes on the wealthy – and reject no tax pledge

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

I want to vote for a Member of Congress who will ask people making over 250,000 dollars a year to pay a greater share of taxes to address our problems and the deficit.

I agree with (HOUSE INCUMBENT) who says (HE/SHE) won't vote for a tax increase on anyone.

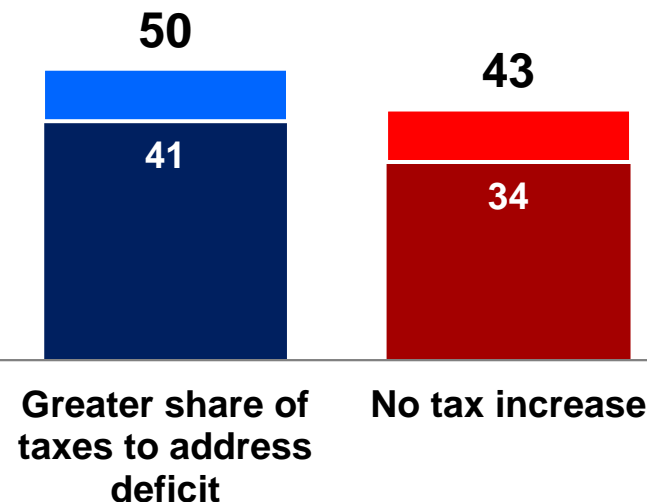
+8



I want to vote for a Member of Congress who will ask the wealthiest to pay a greater share of taxes to address our problems and the deficit.

I agree with (HOUSE INCUMBENT) who says (HE/SHE) won't vote for any tax increase.

+7

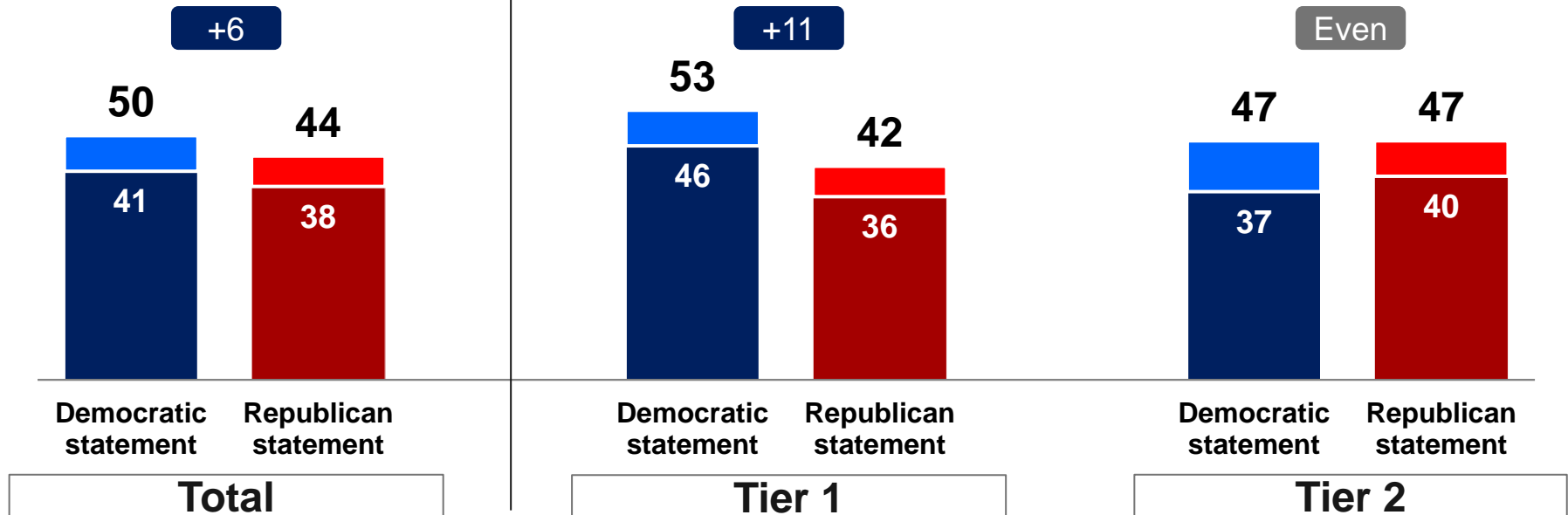


Democrats now win the argument on health care – especially in Tier 1 seats

Now I'm going to read you a pair of statements about the health care reform law. After I read them, please tell me whether the *FIRST* statement or the *SECOND* statement comes closer to your own view, even if neither is exactly right.

Democrats say: The most important thing is to cut costs for middle and working class people. People and small businesses with their own plans keep their policies and doctors, but will get tax credits to make premiums more affordable, and insurance companies can no longer drop your insurance if you get sick or have a pre-existing condition. We should make improvements that reduce health care costs, but our main focus should be on the economy and jobs, not re-fighting the same old health care political battles.

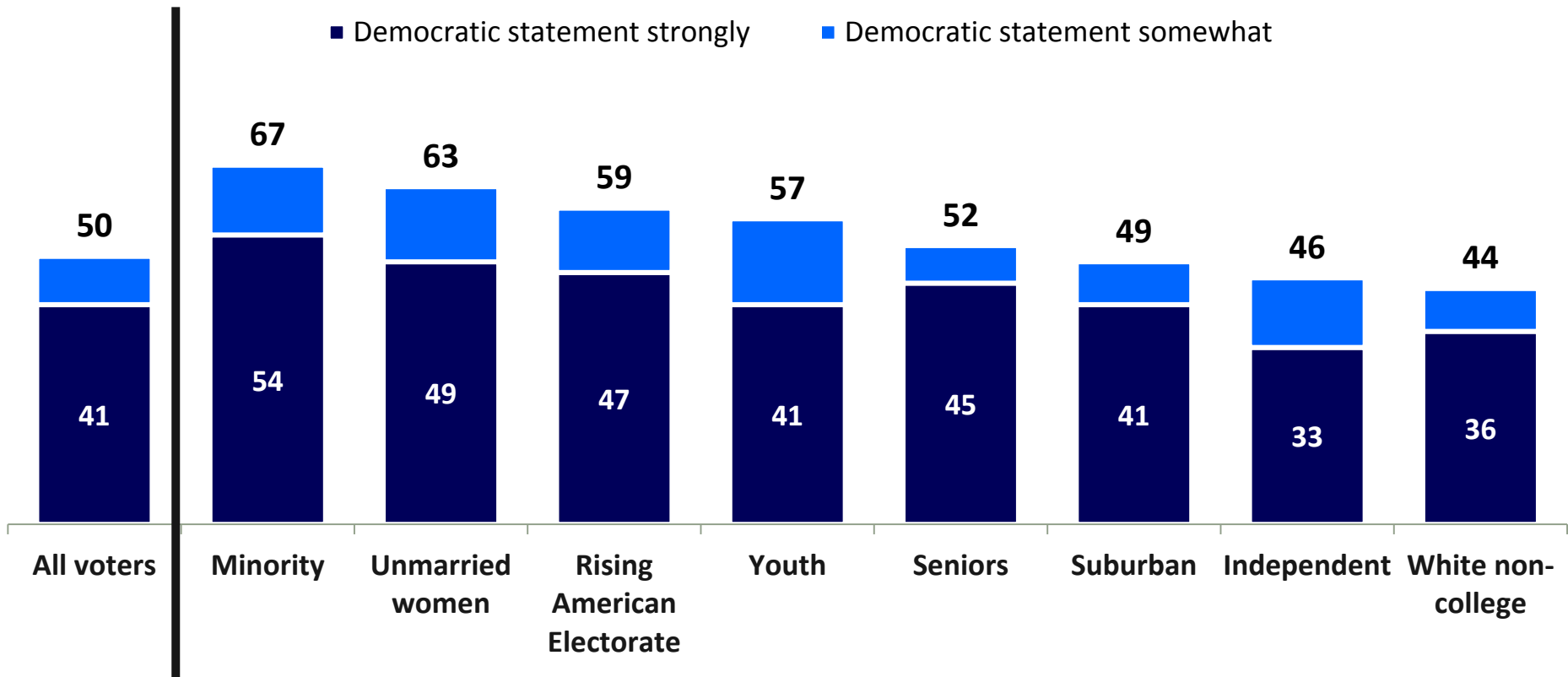
Republicans say: The health care reform law is killing jobs and the economy and will raise, not lower, our health care costs. This law cuts 500 billion dollars from Medicare, hurting millions of seniors, and it increases taxes on small businesses and the middle class who cannot afford health insurance by thousands of dollars a year. This law was a bad idea and still is a bad idea. The federal government has no business telling American citizens what to do with their own money, including health insurance.



Rising American Electorate sides heavily with Democrats on health care – but seniors are strong supporters, too

Now I'm going to read you a pair of statements about the health care reform law. After I read them, please tell me whether the FIRST statement or the SECOND statement comes closer to your own view, even if neither is exactly right.

Democrats say: The most important thing is to cut costs for middle and working class people. People and small businesses with their own plans keep their policies and doctors, but will get tax credits to make premiums more affordable, and insurance companies can no longer drop your insurance if you get sick or have a pre-existing condition. We should make improvements that reduce health care costs, but our main focus should be on the economy and jobs, not re-fighting the same old health care political battles.



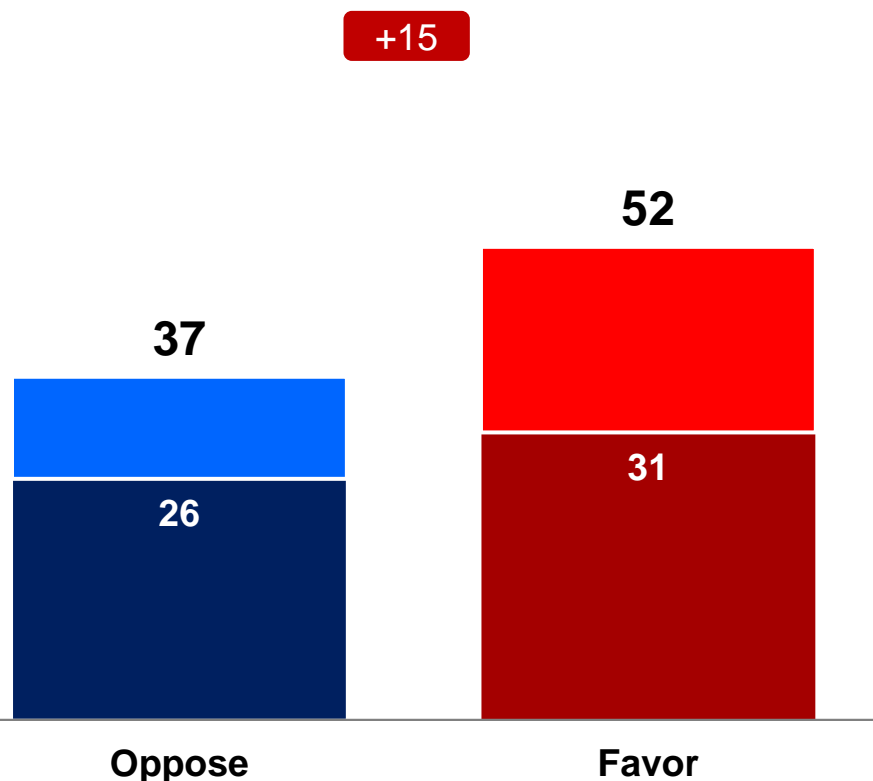
The Ryan budget

- **The Ryan plan barely gets majority support and facts about the budget turn voters away – especially contrasting millionaires receiving more tax cuts while middle class programs are slashed.**
- **Best attacks against Republicans center around Medicare and pushing the most vulnerable back into poverty.**
- **Key groups – seniors respond best to messages about unfairly taxing the middle class and perks for Members; unmarried women respond best to threats to Medicare.**

Ryan budget barely gets majority support, even in these Republican seats

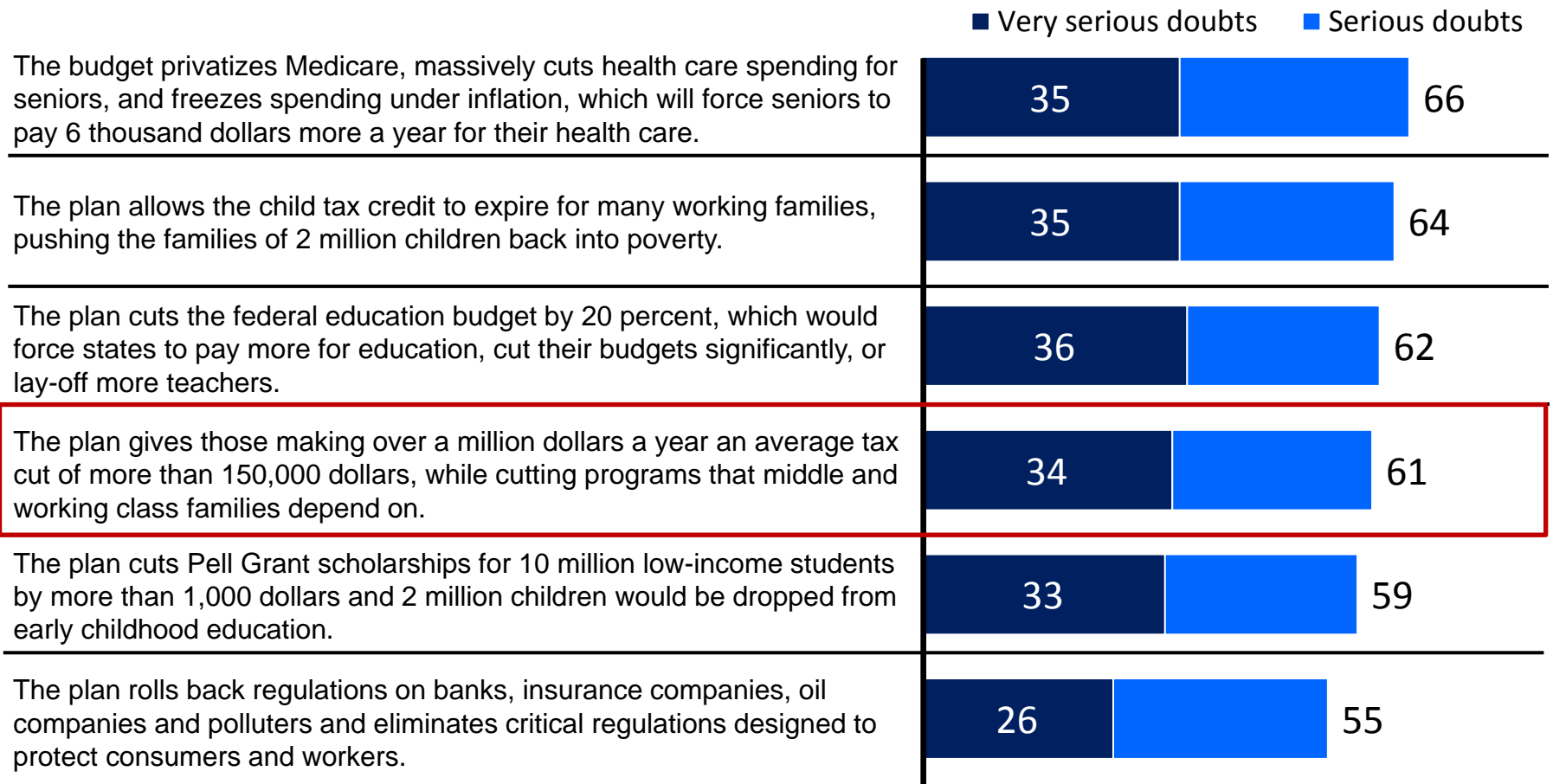
Now for something a little different. Recently, Republicans in the House of Representatives proposed a budget for the next 10 years. I'm going to read what Republicans in Congress are saying about their budget. From what you know, do you favor or oppose this budget plan?

Our plan saves the country from a future of spending and debt by cutting an additional 5.3 trillion dollars over the next ten years, bringing federal spending down to the historic level of 20 percent as a share of the economy, and bringing deficits down by 2015. Our plan fixes the broken tax code by making it simple, fair and competitive, and eliminates special interest loopholes while lowering everyone's rates to promote growth. Our plan repeals the Obama administration's health care reform law and the Wall Street reform law, which cause uncertainty for job-creating businesses. Our plan strengthens Medicaid over the next decade by providing states greater flexibility to determine what is best for the people who live in their communities. Our plan will save Medicare for future generations by making smart reforms, giving future seniors the choice to purchase private plans or traditional Medicare.



Medicare, pushing children back into poverty, while cutting taxes for richest biggest doubt and impact on vote

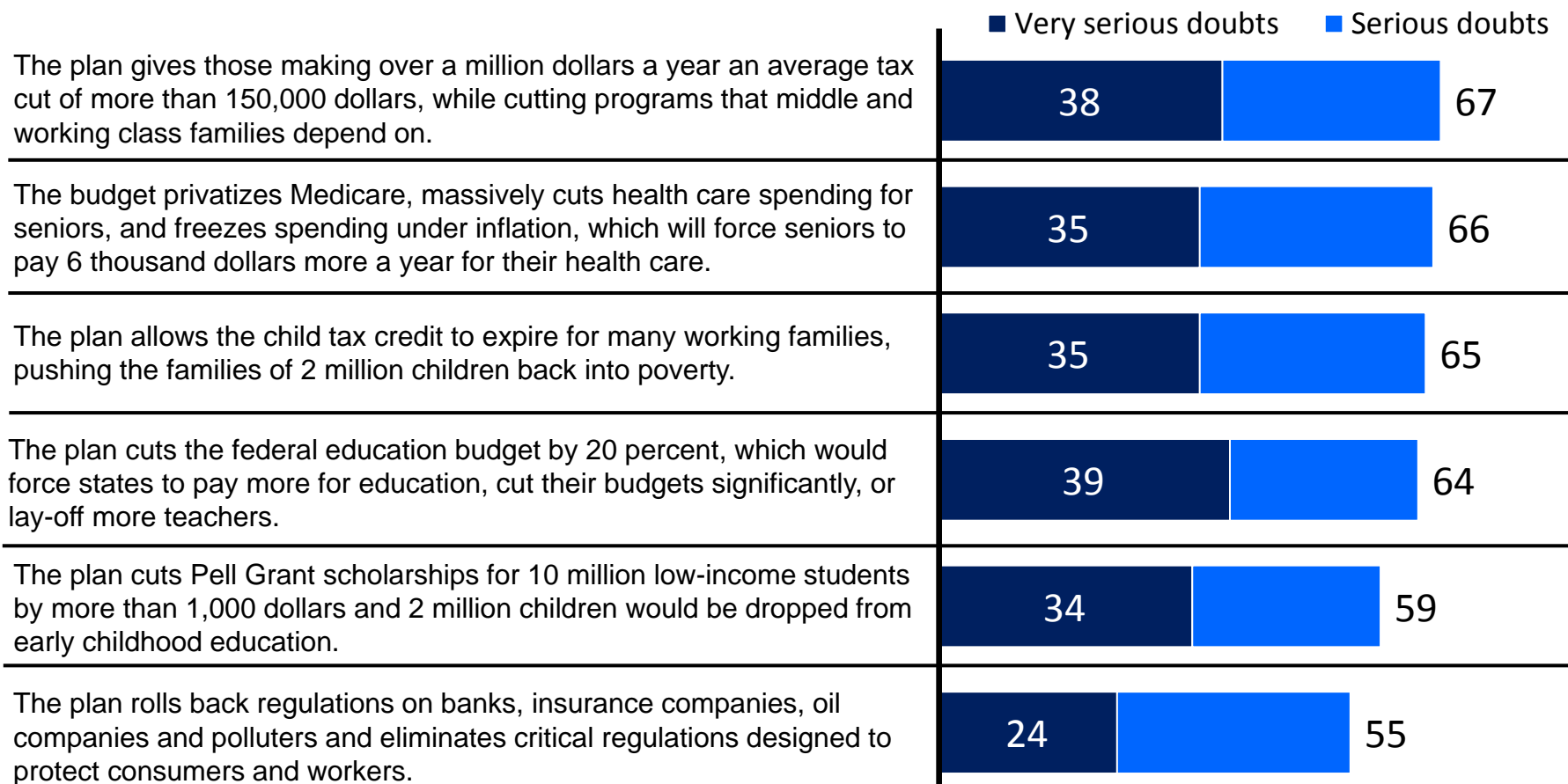
Now I am going to read you some things some people say will happen if this Republican budget plan is enacted. After I read each statement, please tell me how concerning it is to you -- very concerning, somewhat concerning, not that concerning, or not at all concerning.



Tier 1 seats all even stronger – including cuts to education

Now I am going to read you some things some people say will happen if this Republican budget plan is enacted. After I read each statement, please tell me how concerning it is to you -- very concerning, somewhat concerning, not that concerning, or not at all concerning.

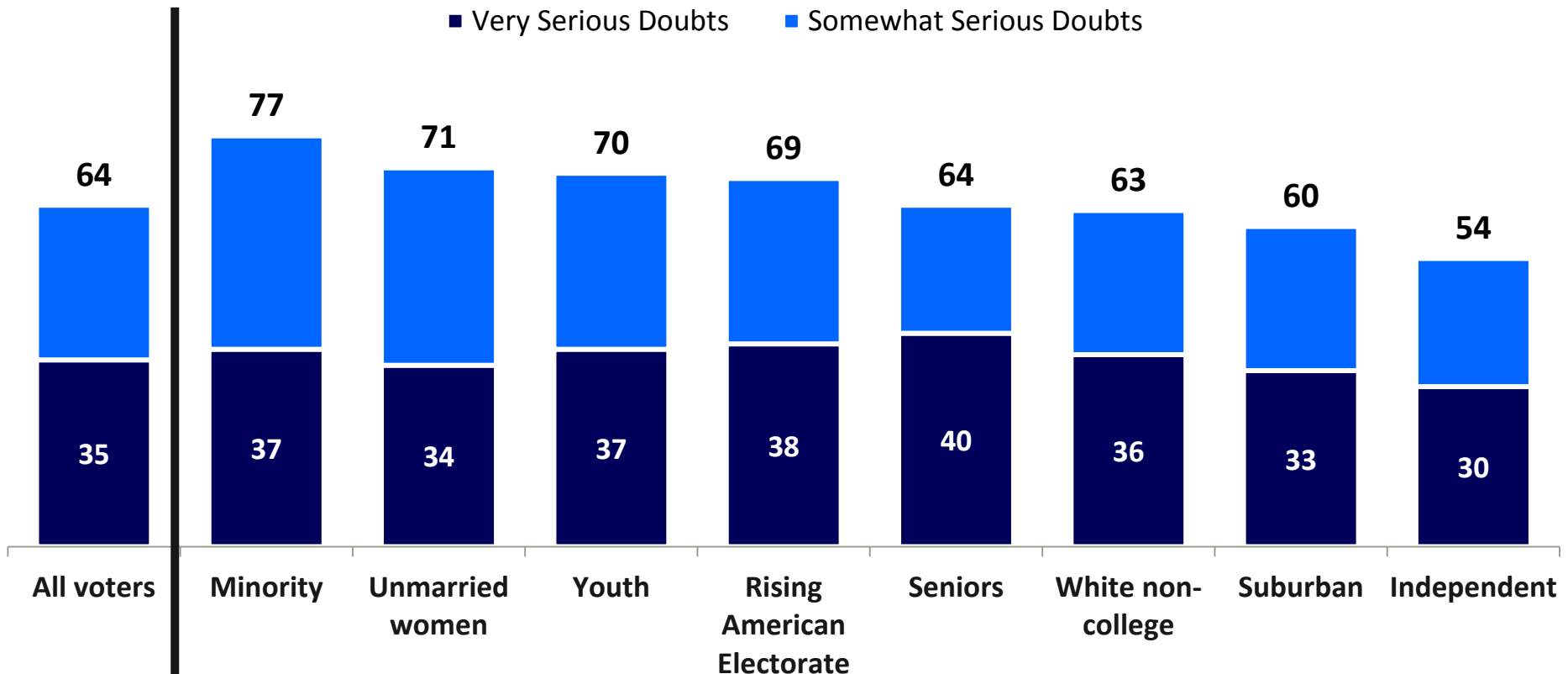
Tier 1 – most vulnerable seats



Seniors and the Rising American Electorate have serious concerns about pushing children back into poverty

Now I am going to read you some things some people say will happen if this Republican budget plan is enacted. After I read each statement, please tell me how concerning it is to you -- very concerning, somewhat concerning, not that concerning, or not at all concerning.

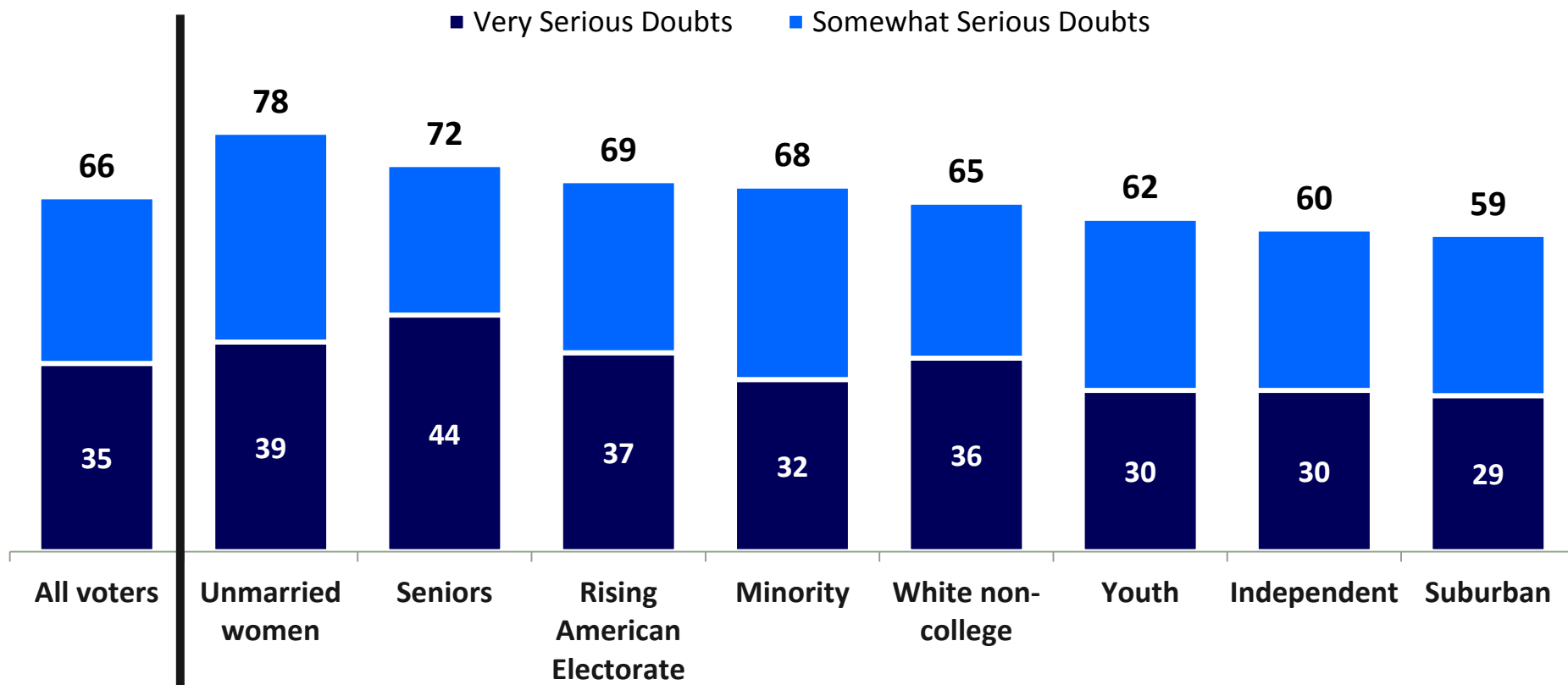
The plan allows the child tax credit to expire for many working families, pushing the families of 2 million children back into poverty.



Seniors and unmarried women most concerned about plans to privatize Medicare

Now I am going to read you some things some people say will happen if this Republican budget plan is enacted. After I read each statement, please tell me how concerning it is to you -- very concerning, somewhat concerning, not that concerning, or not at all concerning.

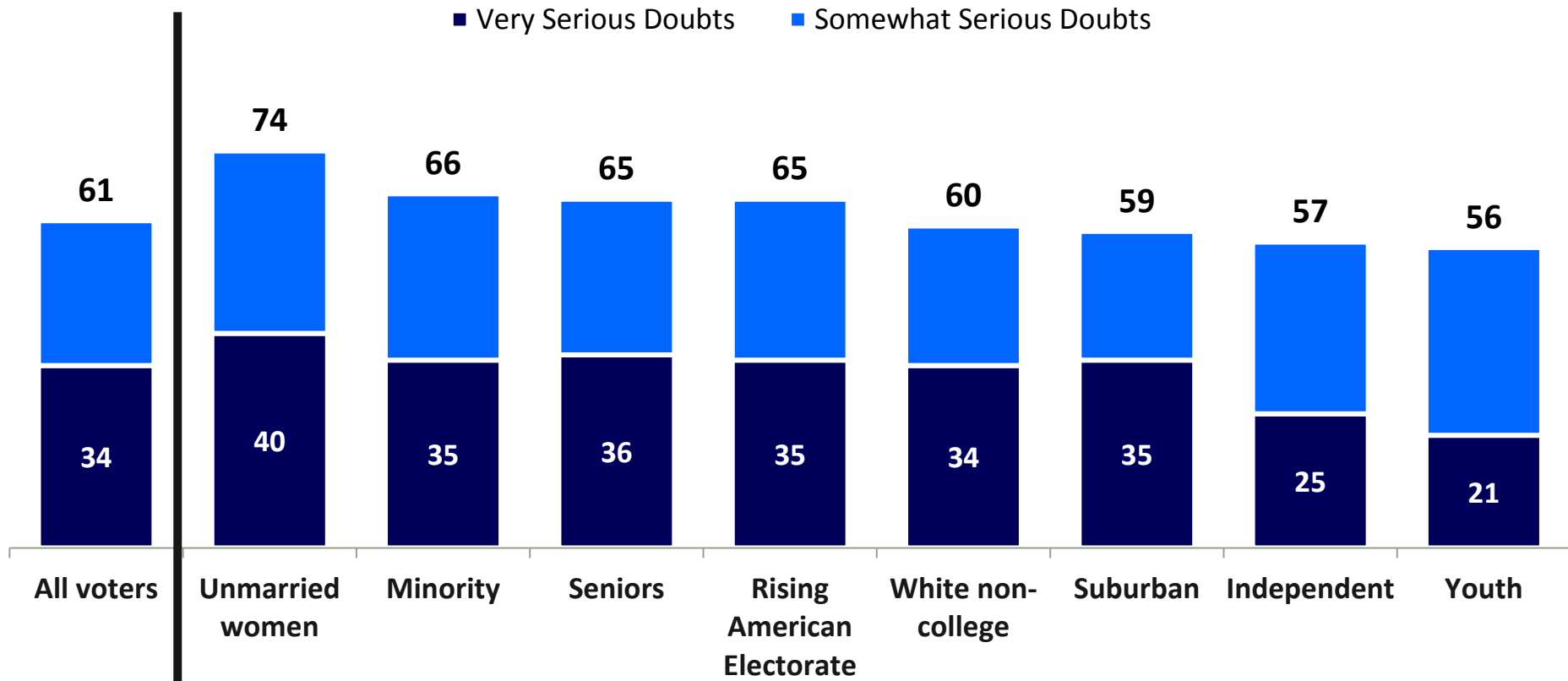
The budget privatizes Medicare, massively cuts health care spending for seniors, and freezes spending under inflation, which will force seniors to pay 6 thousand dollars more a year for their health care.



Unmarried women strongly object to tax cuts for the wealthy while middle and working classes suffer

Now I am going to read you some things some people say will happen if this Republican budget plan is enacted. After I read each statement, please tell me how concerning it is to you -- very concerning, somewhat concerning, not that concerning, or not at all concerning.

The plan gives those making over a million dollars a year an average tax cut of more than 150,000 dollars, while cutting programs that middle and working class families depend on.

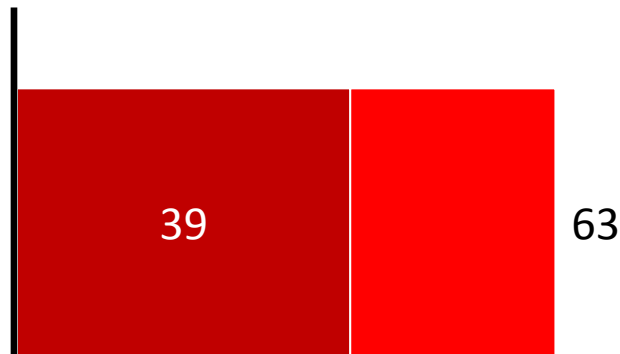


Simplifying, reducing taxes strongest Republican argument in favor of Republican agenda

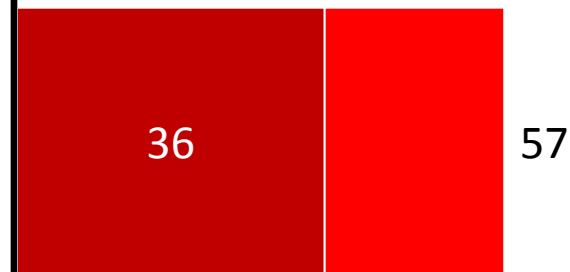
Now I am going to read you some of the things (HOUSE INCUMBENT) and the Republicans in Congress are saying about the budget and the economy. After I read each statement, please tell me whether it makes you more likely or less likely to support (HOUSE INCUMBENT)?

■ Much more likely ■ Somewhat more likely

(TAXES) America's tax code has grown too complicated and cumbersome, and it is fundamentally unfair, filled with loopholes and giveaways. We should reduce the overall tax rate to 25 percent for small businesses and individuals, to lessen the burden on families and create jobs by making America more competitive again.



(DEBT) Washington's spending binge has put our nation in debt, eroded economic confidence, and caused massive uncertainty for private sector job creators. We are approaching a fiscal cliff and need to take action to prevent saddling our children with a mountain of debt. We need to cut spending and adopt a budget that shows government is serious about its deficits.



Health care strong, but only garners small majority as a Republican argument

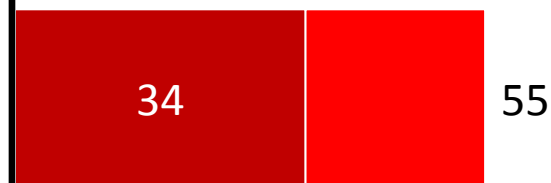
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(MEDICARE) Medicare is on an unsustainable path. We need to save Medicare for current and future generations with no disruptions for those in or near retirement. People can choose between the traditional fee-for-service Medicare option, and a new competitive, free-market system of health plans to ensure high-quality coverage at the lowest costs, while keeping the control of care between patients and their doctors.



(SMALL BUSINESS) The size and scope of the federal government has exploded, tying the hands of small business owners and job creators with backward fiscal policies that have stalled our economy and killed jobs. We need common sense, pro-growth policies to give small businesses and entrepreneurs renewed confidence in our economy and remove Washington as the roadblock to job creation.

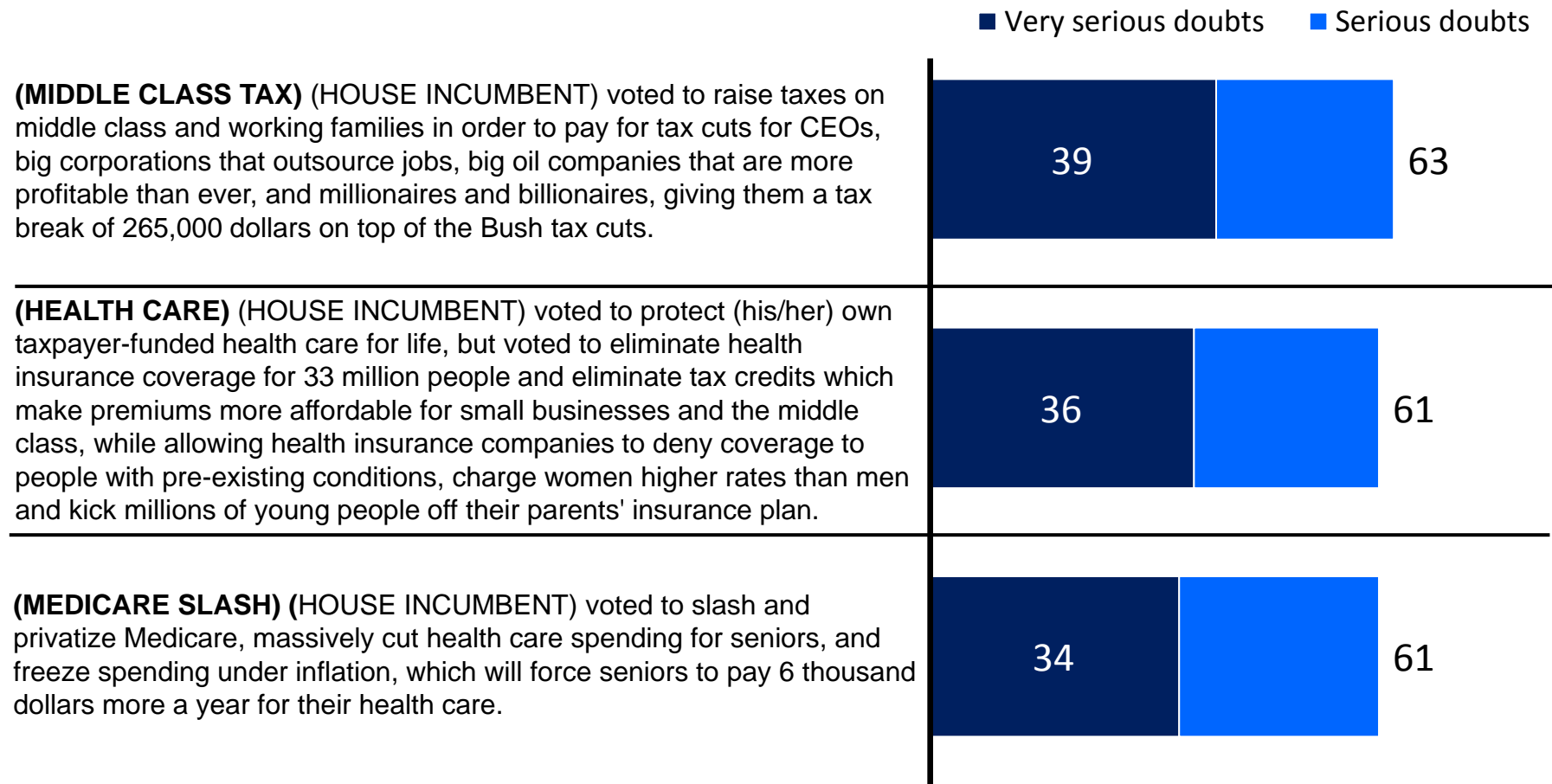


(HEALTH CARE) President Obama's health care reform law is killing jobs and the economy and will raise, not lower, our health care costs. This law is government overreach and imposition at its finest and takes away choice. We should repeal the health care law and replace it with reforms that will specifically address our health care problems and make common-sense reforms to ensure Medicare is there for the future.



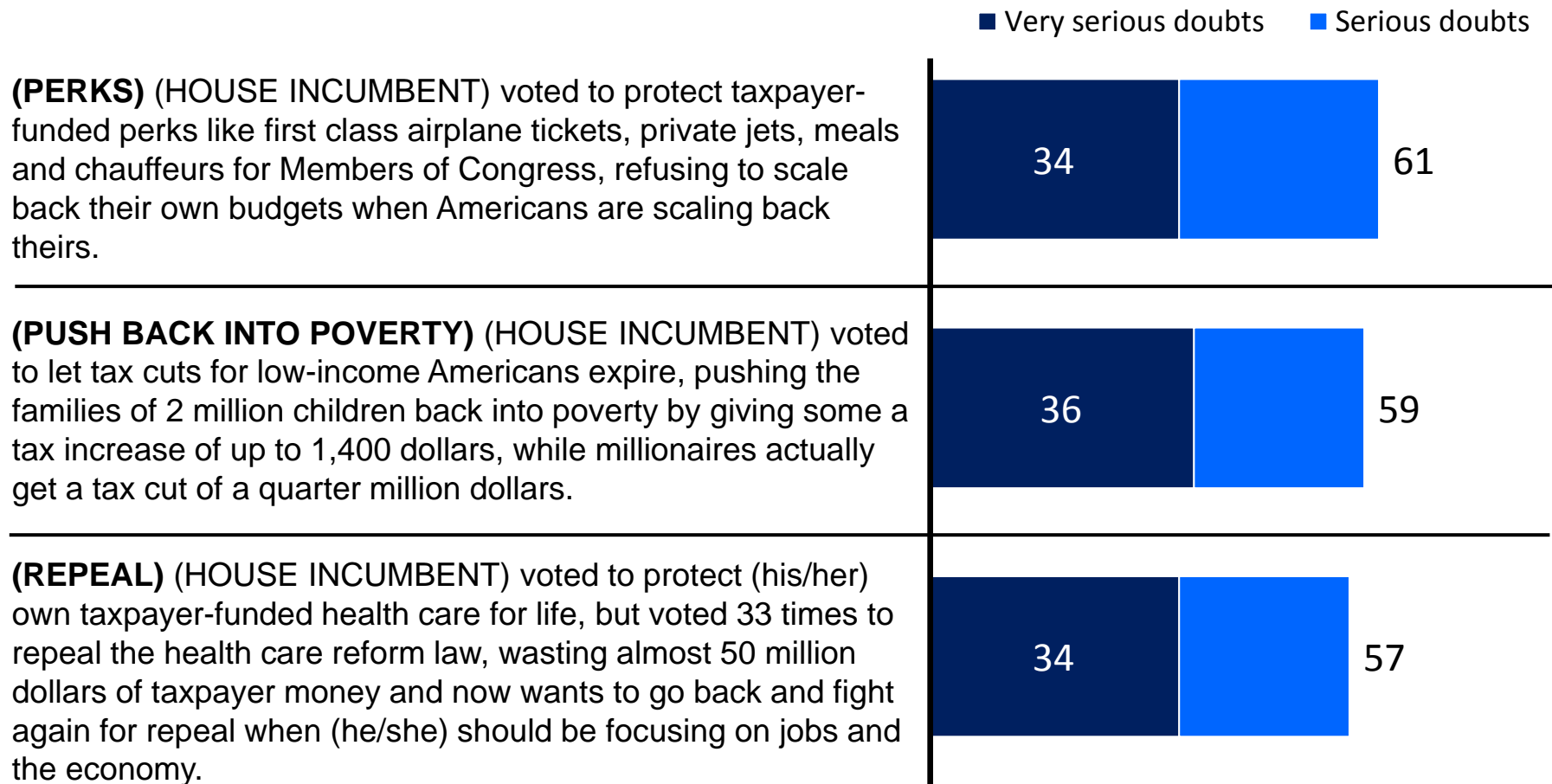
Raising taxes on the middle class, while cutting taxes for CEOs and millionaires most problematic – but other arguments also strong

Now I am going to read you some of the things critics are saying about (HOUSE INCUMBENT), the Republican Congress and the gridlock in Washington/how they have impacted people. After I read each one, please tell me whether this raises very serious doubts, serious doubts, minor doubts, or no real doubts in your own mind about (HOUSE INCUMBENT).



Pushing kids back into poverty and an appeal to move on from repeal also influence the vote

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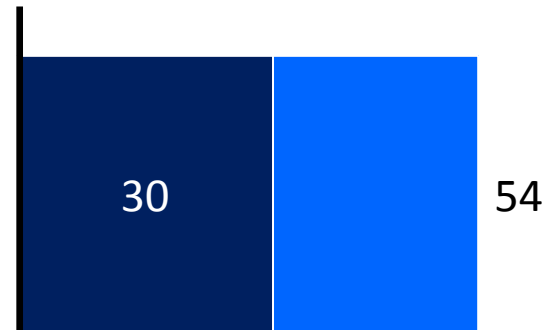


Last tier of attacks

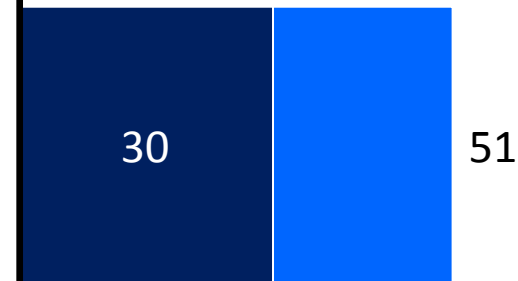
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(DEBT LIMIT) (HOUSE INCUMBENT) said (he/she) refused to compromise in the budget negotiations, even threatening to shut down the federal government and let the United States default on its debt for the first time. The political circus in Washington led to a credit downgrade of the U.S. that slowed the economy and cost us jobs. We need better from those in Congress.

■ Very serious doubts ■ Serious doubts



(TEA PARTY) (HOUSE INCUMBENT) has backed the Tea Party agenda in Washington and the tactics of no compromise and doing everything to stop the Obama agenda. That has brought an impasse on every problem. We elect reasonable Democrats and Republicans but (HOUSE INCUMBENT) wants to go back to wage more political battles that we can't afford.



Attacking Republicans for privatizing Medicare, pushing families back into poverty strongest drivers of the vote

Dependent Variable: Congressional Re-vote

Independent Variables: Democratic Attacks and Ryan Plan Doubts

	Odds Ratio	Model R ²	Model PID OR	Std. Error	Z	P> z	95% CI
(PUSH BACK INTO POVERTY) (HOUSE INCUMBENT) voted to let tax cuts for low-income Americans expire, pushing the families of 2 million children back into poverty by giving some a tax increase of up to 1,400 dollars, while millionaires actually get a tax cut of a quarter million dollars.	3.42	0.65	n/a	1.12	3.75	0.0	1.8-6.5
(MEDICARE SLASH) (HOUSE INCUMBENT) voted to slash and privatize Medicare, massively cut health care spending for seniors, and freeze spending under inflation, which will force seniors to pay 6 thousand dollars more a year for their health care.	3.16	0.67	2.61	.95	3.82	0.0	1.7-5.7
(RYAN PLAN DOUBT ON TAX CONTRAST) The plan gives those making over a million dollars a year an average tax cut of more than 150,000 dollars, while cutting programs that middle and working class families depend on.	2.56	0.74	n/a	.73	3.25	0.001	1.5-4.5
(DEBT LIMIT) (HOUSE INCUMBENT) said (he/she) refused to compromise in the budget negotiations, even threatening to shut down the federal government and let the United States default on its debt for the first time. The political circus in Washington led to a credit downgrade of the U.S. that slowed the economy and cost us jobs. We need better from those in Congress.	2.50	0.68	3.19	.93	2.46	0.014	1.2-5.2
(REPEAL) (HOUSE INCUMBENT) voted to protect (his/her) own taxpayer-funded health care for life, but voted 33 times to repeal the health care reform law, wasting almost 50 million dollars of taxpayer money and now wants to go back and fight again for repeal when (he/she) should be focusing on jobs and the economy.	1.88	0.68	3.19	.57	2.07	0.038	1.0-3.4

These represent the strongest drivers of the congressional re-vote from different models. Because of split sampling, the attacks must be in separate models in regression analysis.

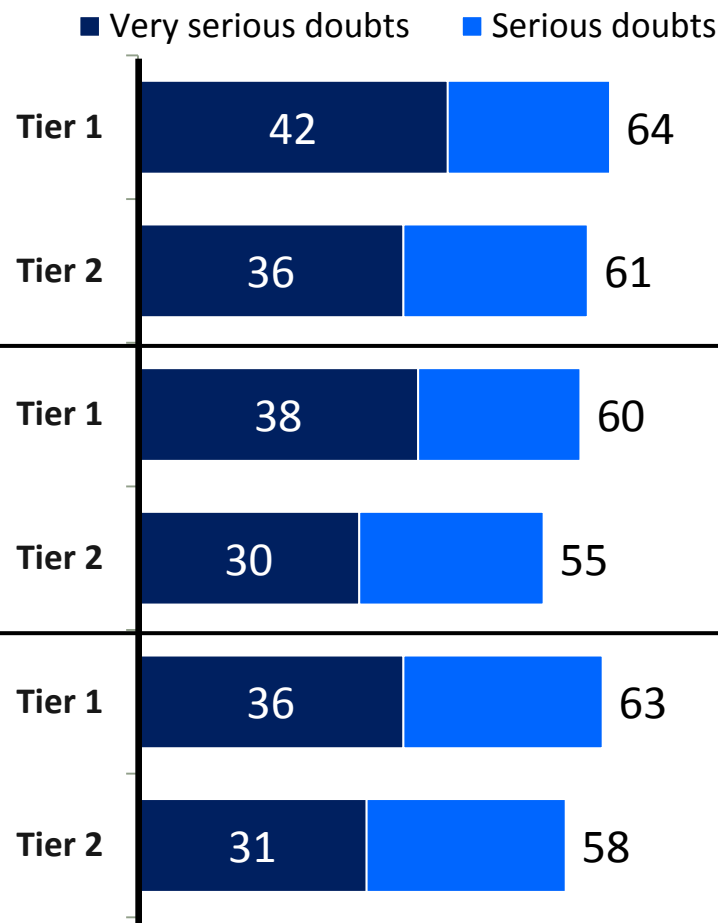
Tier 1 seats more amenable to Democratic arguments, when framed as part of Washington gridlock

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(MIDDLE CLASS TAX) (HOUSE INCUMBENT) voted to raise taxes on middle class and working families in order to pay for tax cuts for CEOs, big corporations that outsource jobs, big oil companies that are more profitable than ever, and millionaires and billionaires, giving them a tax break of 265,000 dollars on top of the Bush tax cuts.

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(PERKS) (HOUSE INCUMBENT) voted to protect taxpayer-funded perks like first class airplane tickets, private jets, meals and chauffeurs for Members of Congress, refusing to scale back their own budgets when Americans are scaling back theirs.



Gridlock motivates the Rising American Electorate

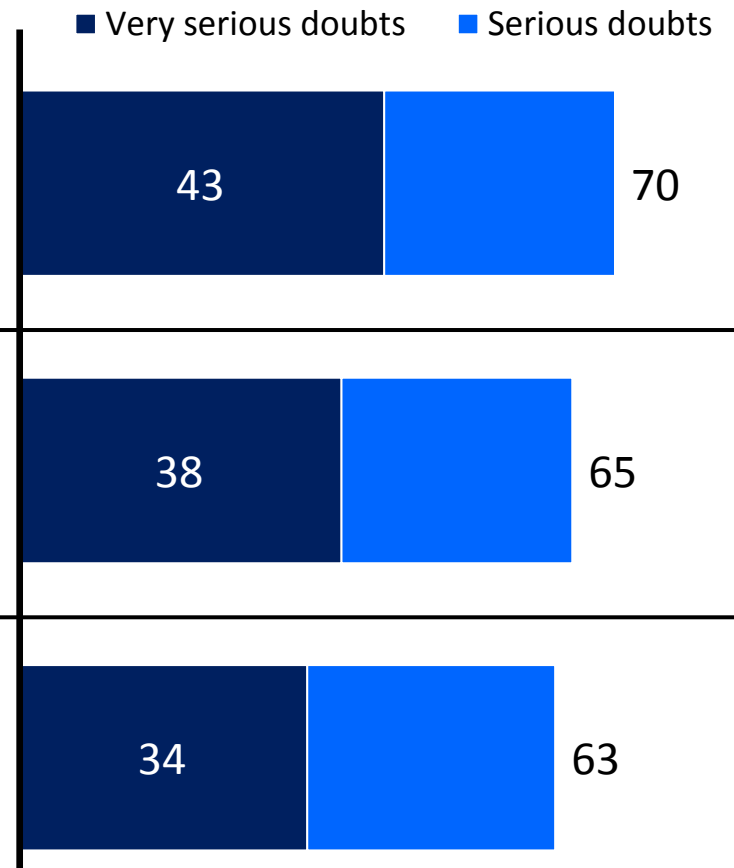
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Rising American Electorate

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Including unmarried women

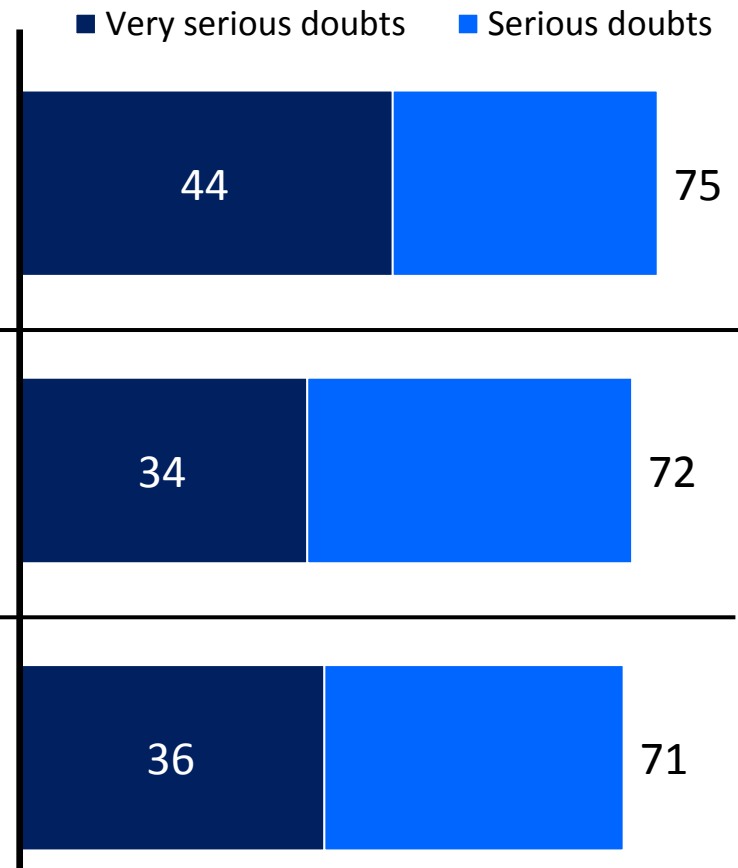
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Unmarried women

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White non-college voters more powerful when framed as impact on people

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White non-college

■ Very serious doubts ■ Serious doubts

(MEDICARE) (HOUSE INCUMBENT) voted to slash and privatize Medicare, massively cut health care spending for seniors, and freeze spending under inflation, which will force seniors to pay 6 thousand dollars more a year for their health care.



(HEALTH CARE) (HOUSE INCUMBENT) voted to protect (his/her) own taxpayer-funded health care for life, but voted to eliminate health insurance coverage for 33 million people and eliminate tax credits which make premiums more affordable for small businesses and the middle class, while allowing health insurance companies to deny coverage to people with pre-existing conditions, charge women higher rates than men and kick millions of young people off their parents' insurance plan.



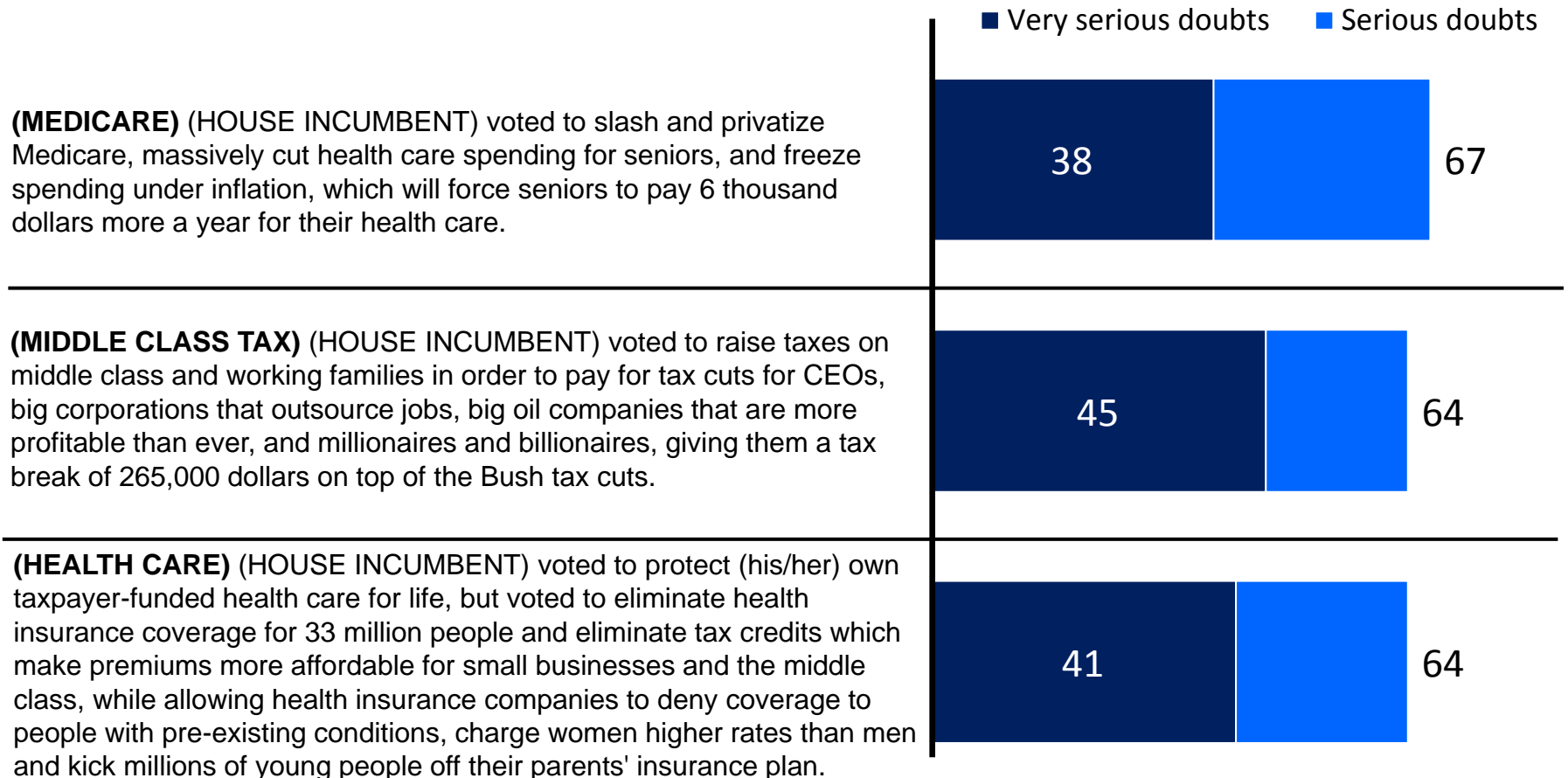
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...and seniors

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Seniors



Battle over agenda shifts the vote marginally toward Democrats

I know it's a long way off, but thinking about the election for Congress this November, if the election for U.S. Congress were held today, would you be voting for – the Democratic candidate or the Republican candidate?

Now, let me ask you again, I know it's a long way off, but thinking about the election for Congress this November, if the election for U.S. Congress were held today, would you be voting for – the Democratic candidate or the Republican candidate?

■ Democrat

■ Republican

+2

+1

45

47

47

46

Democrat

Republican

Democrat

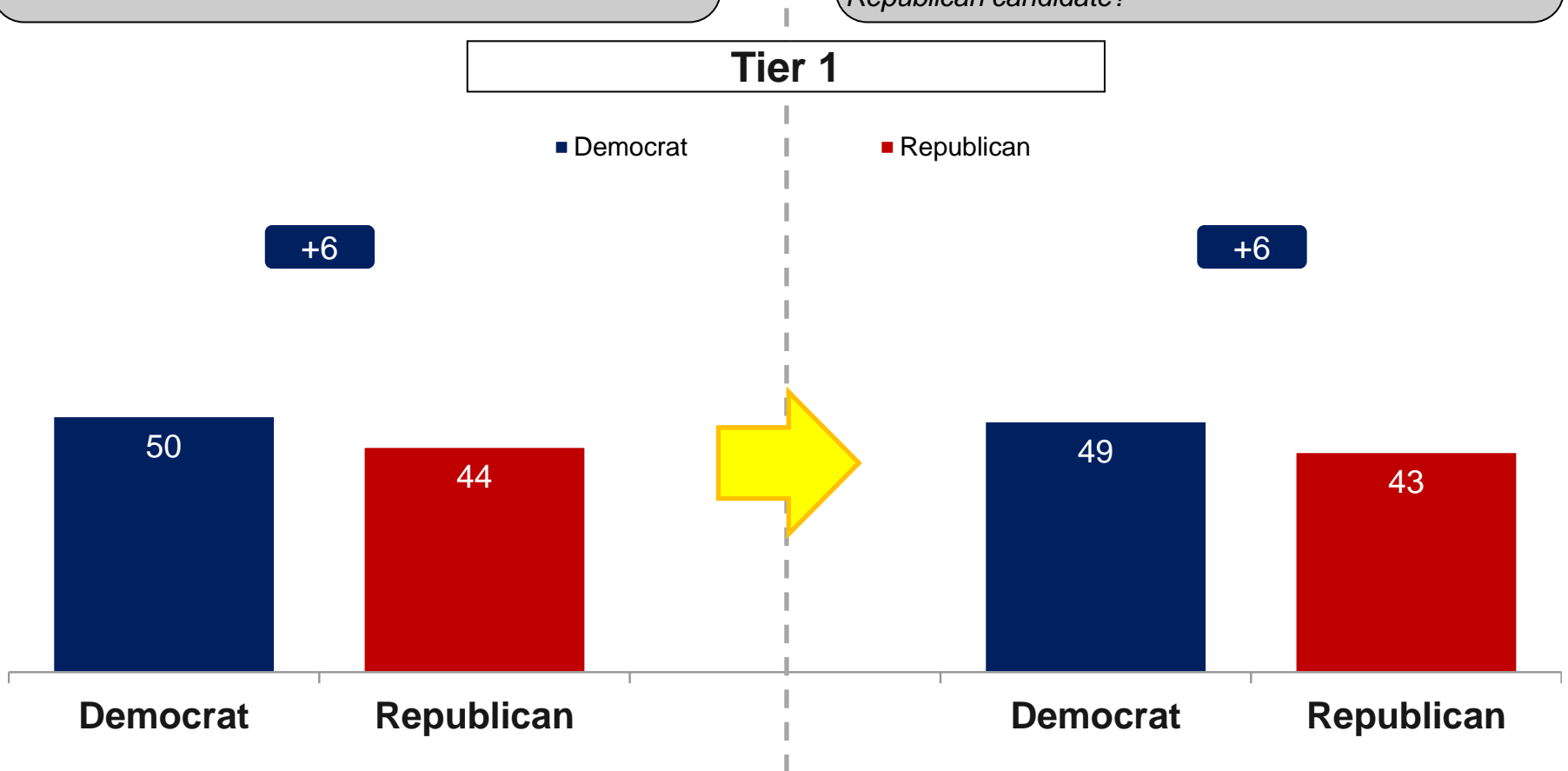
Republican

**Note: Incumbent names were inserted with party identification. Generic challengers were inserted as "The Democratic Candidate" or "The Republican Candidate."*

Democrats retain strong lead in vulnerable seats after messaging

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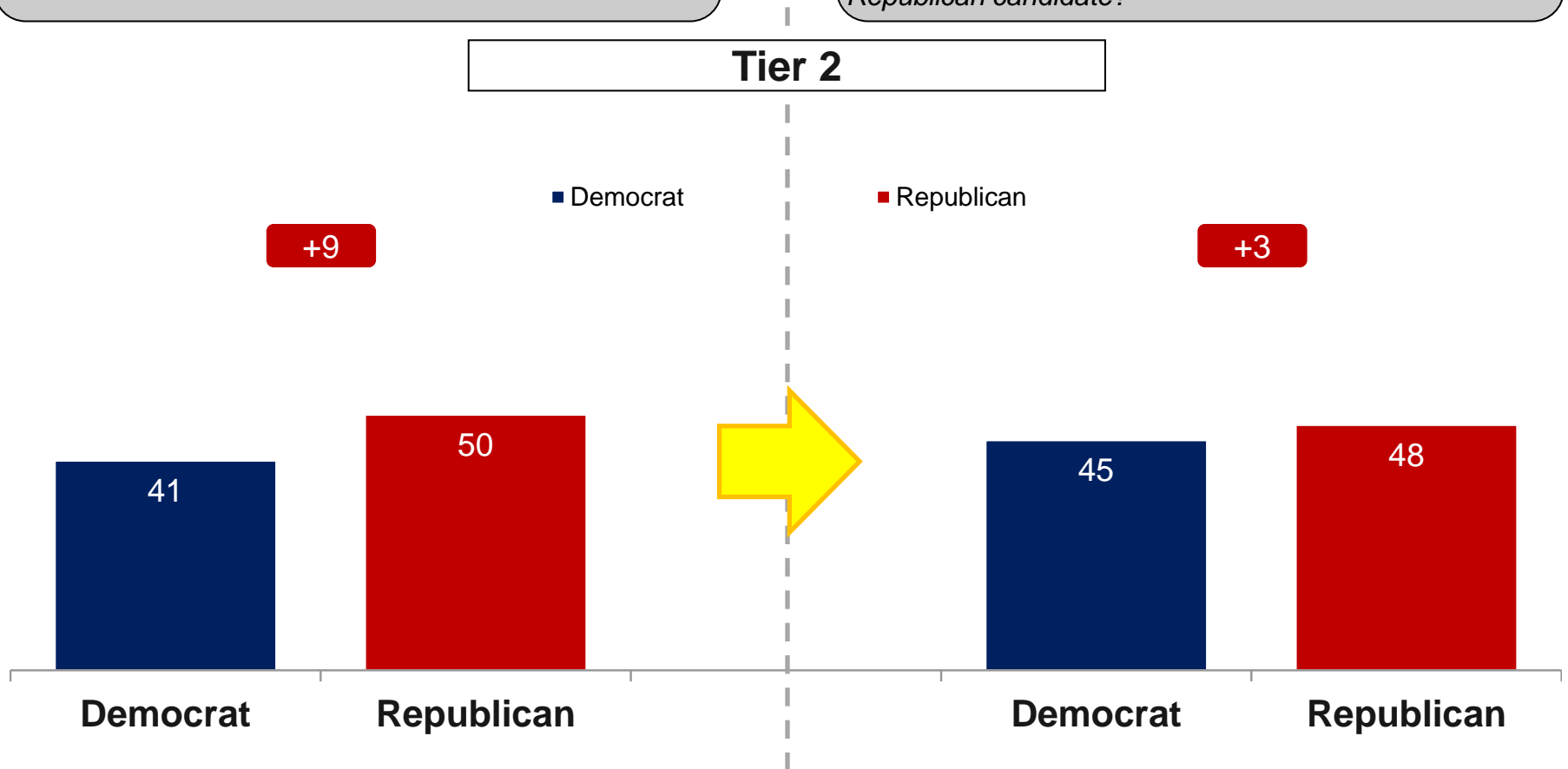


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But Democrats gain significant ground in tier 2 seats – making them more vulnerable

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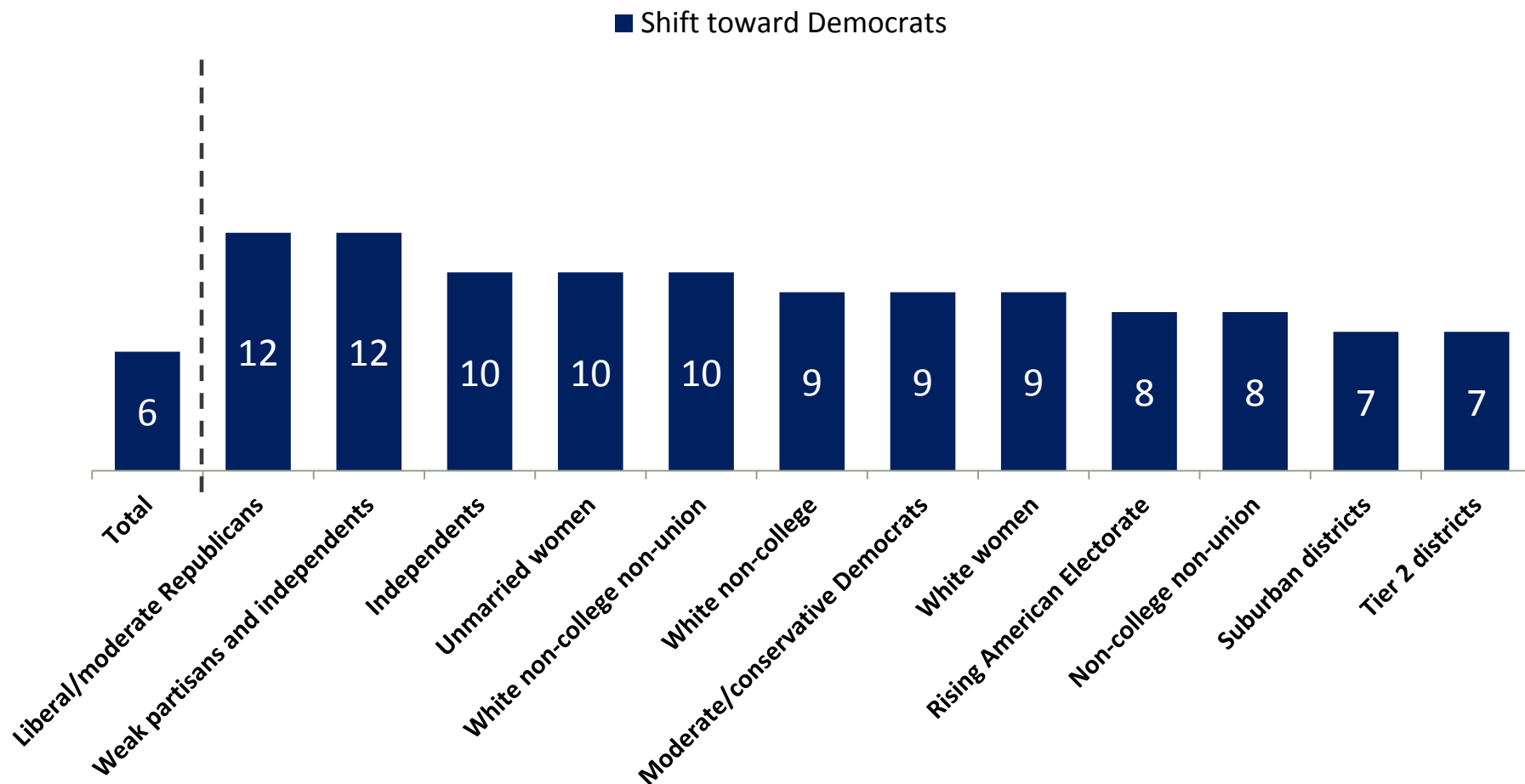
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Independents, liberal/moderate Republicans, unmarried women, white non-college among big shifters in vote

Now let me ask you again, I know it's a long way off, but thinking about the election for Congress this November, if the election for U.S. Congress were held today, would you be voting for – the Democratic candidate or Republican (HOUSE INCUMBENT)?



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