

GREENBERG QUINLAN ROSNER RESEARCH

October 20, 2010

Democracy Corps October tracking

New tracking from October 16-18, 2010



DEMOCRACY CORPS
CARVILLE ♦ GREENBERG

The October Surprise tracking program

This presentation is based on the third of four weekly national surveys tracking the attitudes of likely voters prior to the November 2nd, 2010 midterm elections.

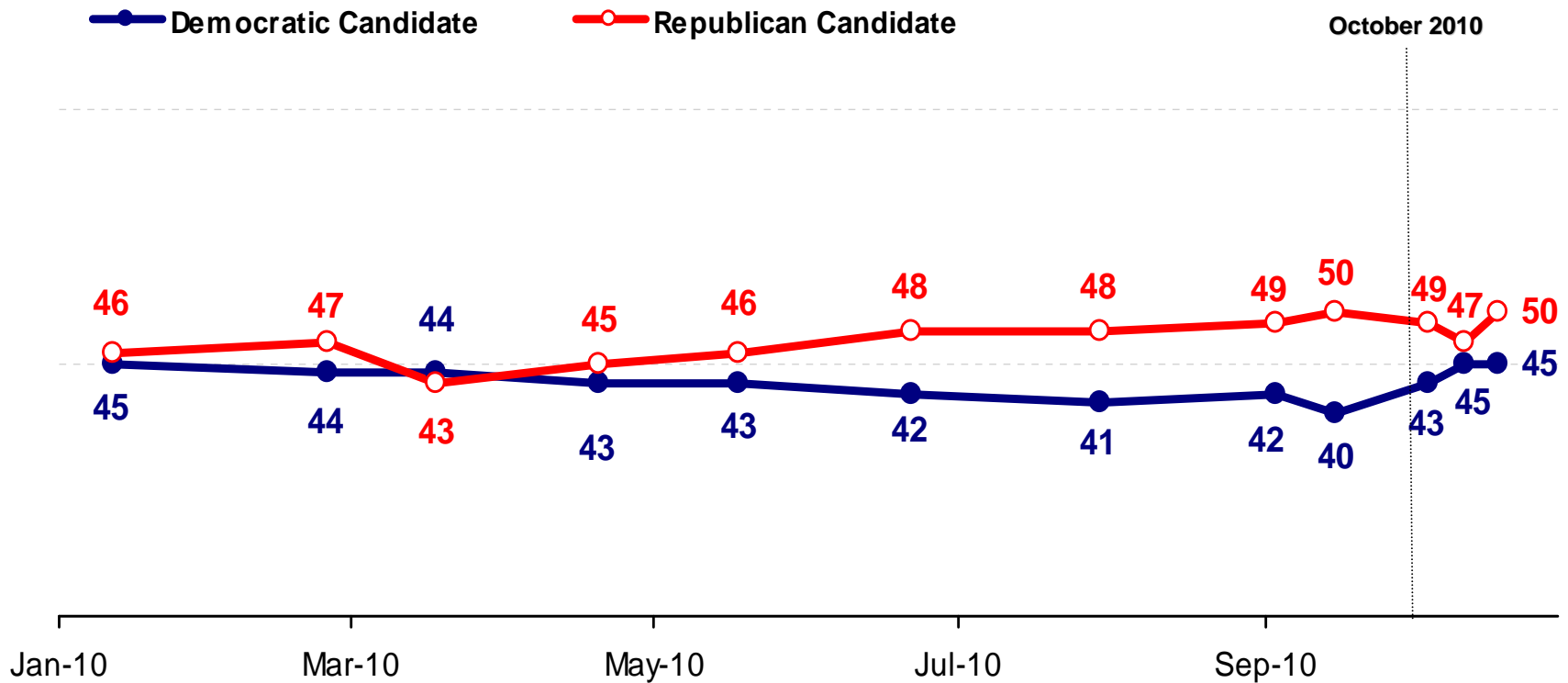
This survey was conducted by Greenberg Quinlan Rosner for Democracy Corps. The survey was of 801 likely voters (685 landline, 116 cell phone) conducted October 16-18, 2010.

The margin of error for this survey is +/- 3.2 percentage points.

Two weeks out: the vote

The congressional vote: Republicans hold small lead

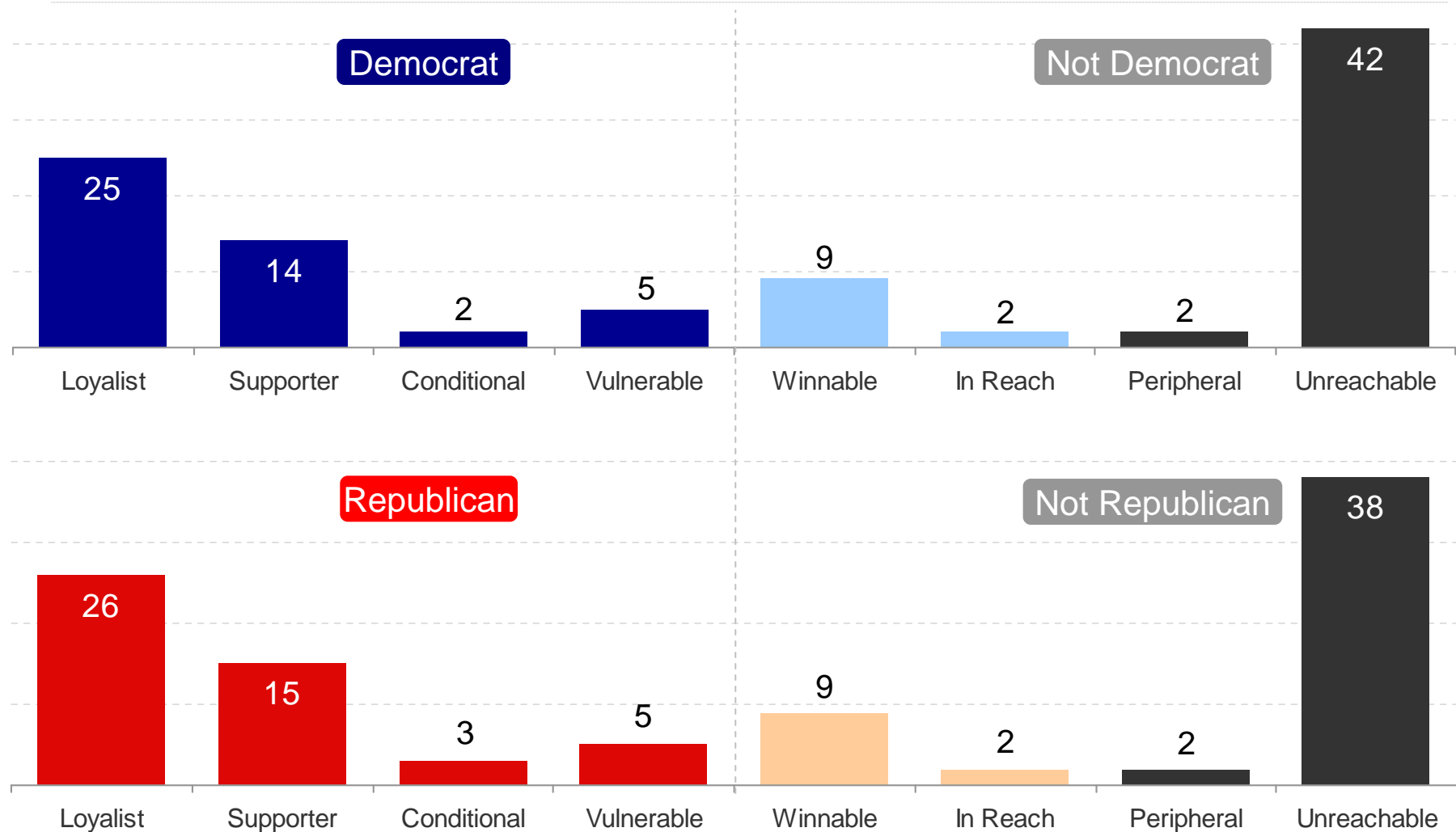
I know it is a long way off, but thinking about the elections in 2010, if the election for U.S. Congress were held today, would you be voting for (DEMOCRATIC HOUSE CANDIDATE) or (REPUBLICAN HOUSE CANDIDATE)?



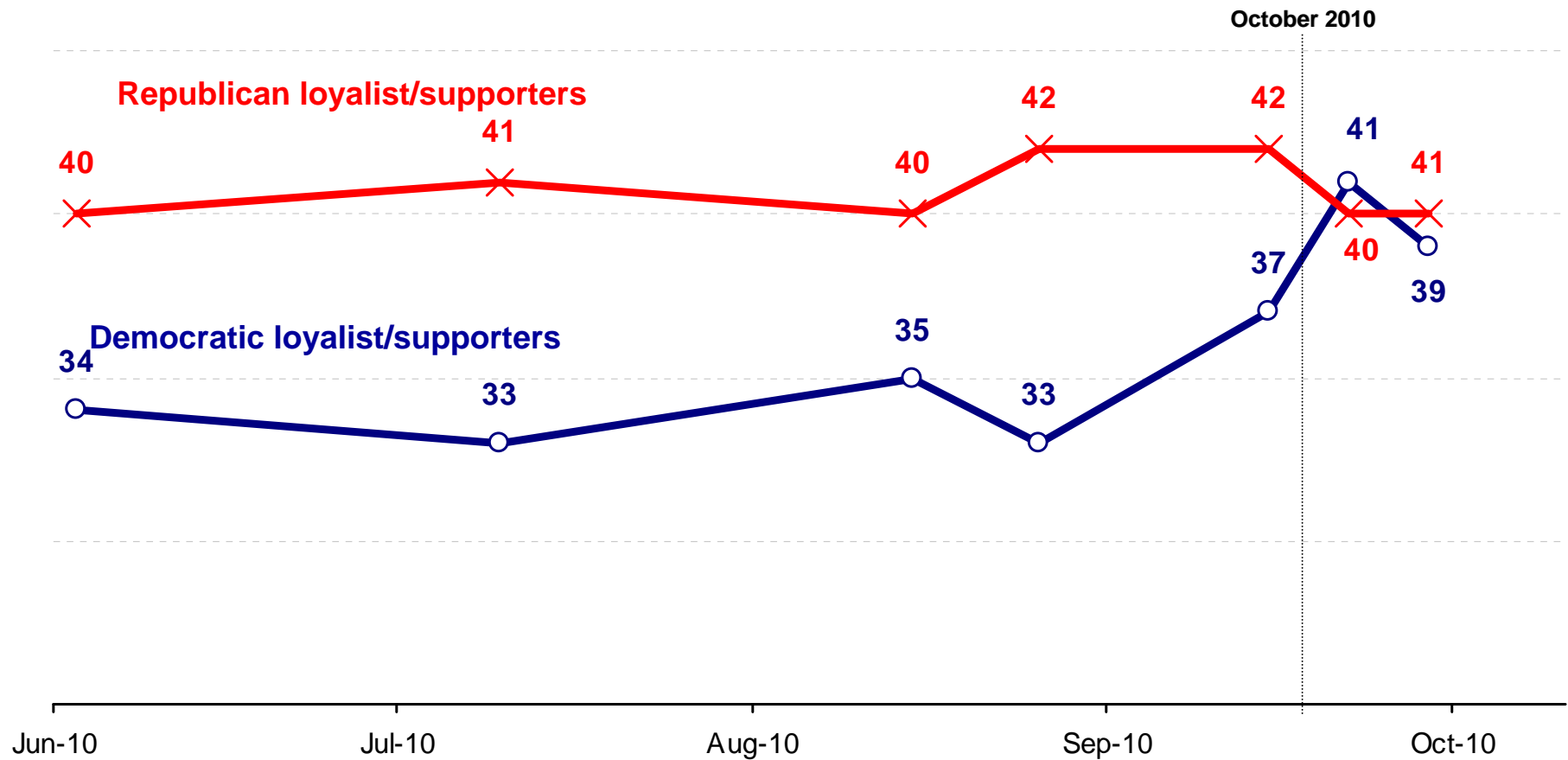
| Net Difference | -1 | -3 | +1 | -2 | -3 | -6 | -7 | -7 | -10 | -6 | -2 | -5 |
|----------------|----|----|----|----|----|----|----|----|-----|----|----|----|
|----------------|----|----|----|----|----|----|----|----|-----|----|----|----|

**Note: In the landline sample, the candidate names were inserted preceded by party identification. In unopposed districts, the generic was used for the opposition.*

Voter choice scale: parties in similar positions to win persuadables

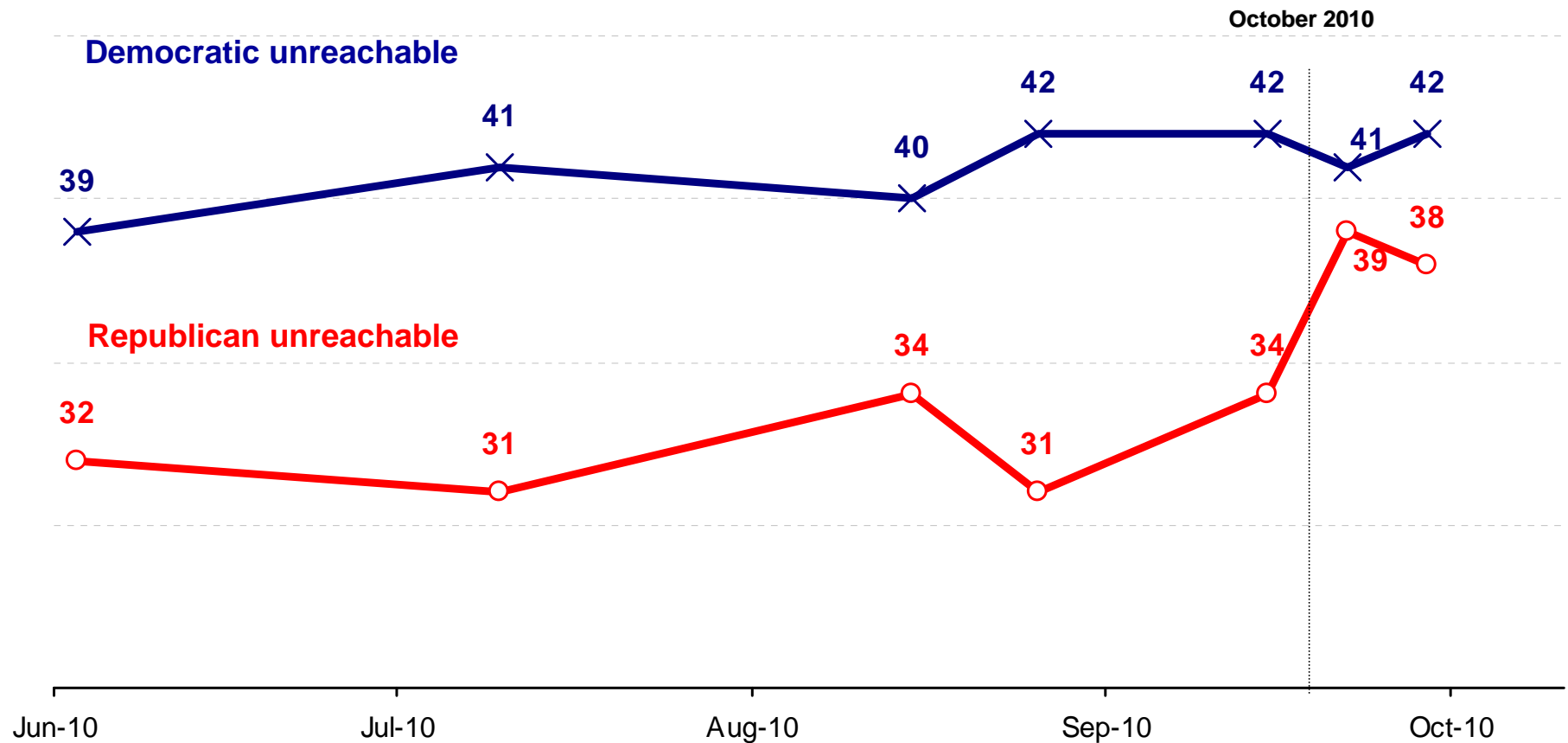


Voter choice scales: both parties hold on to equal base support



*Note: From Democracy Corps surveys conducted in the past six months.

Voter choice scales: Republicans have slightly more room to grow

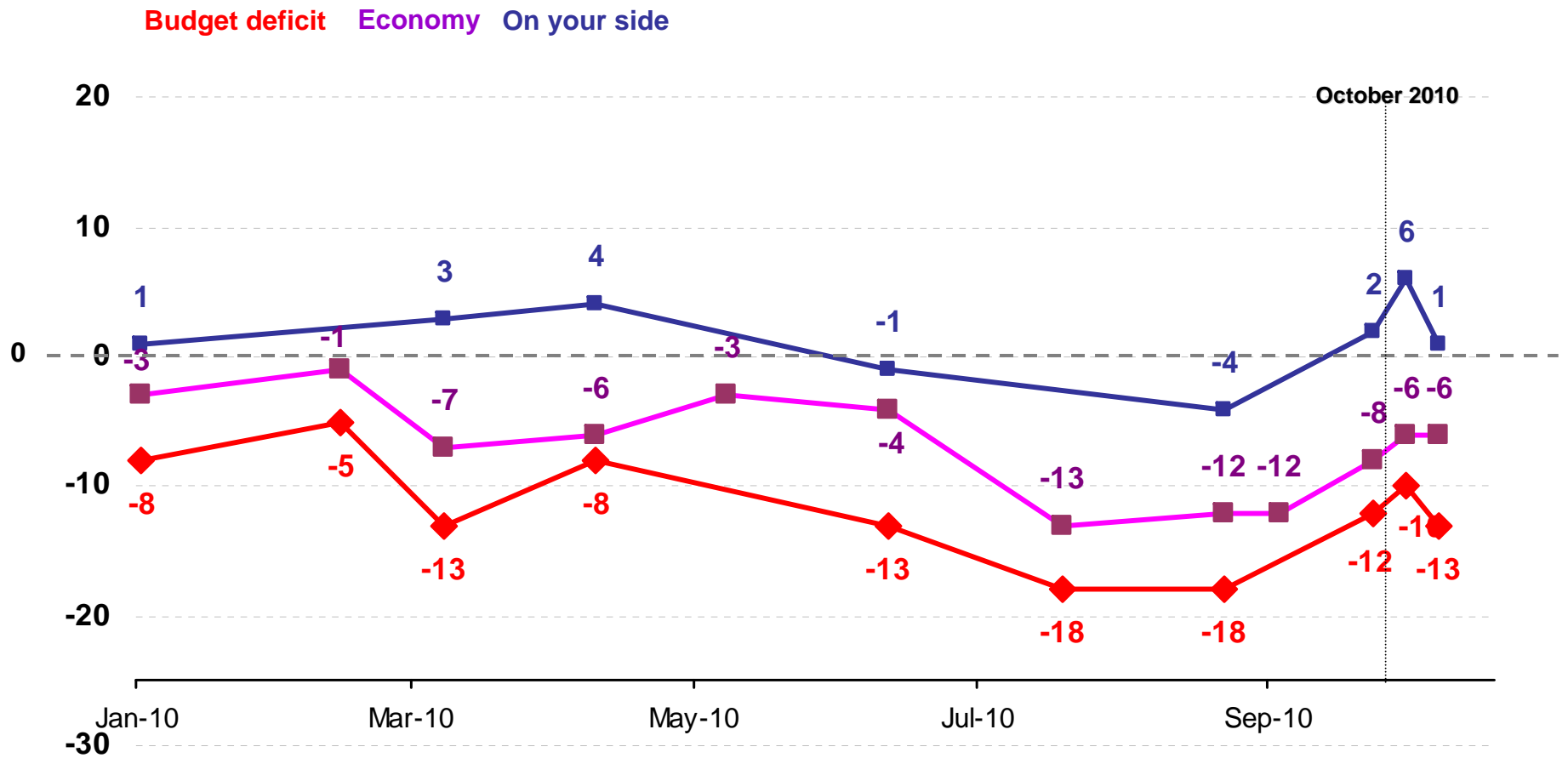


*Note: From Democracy Corps surveys conducted in the past six months.

Changing dynamics

Party better on issues: Dems slip on economy, deficit

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.

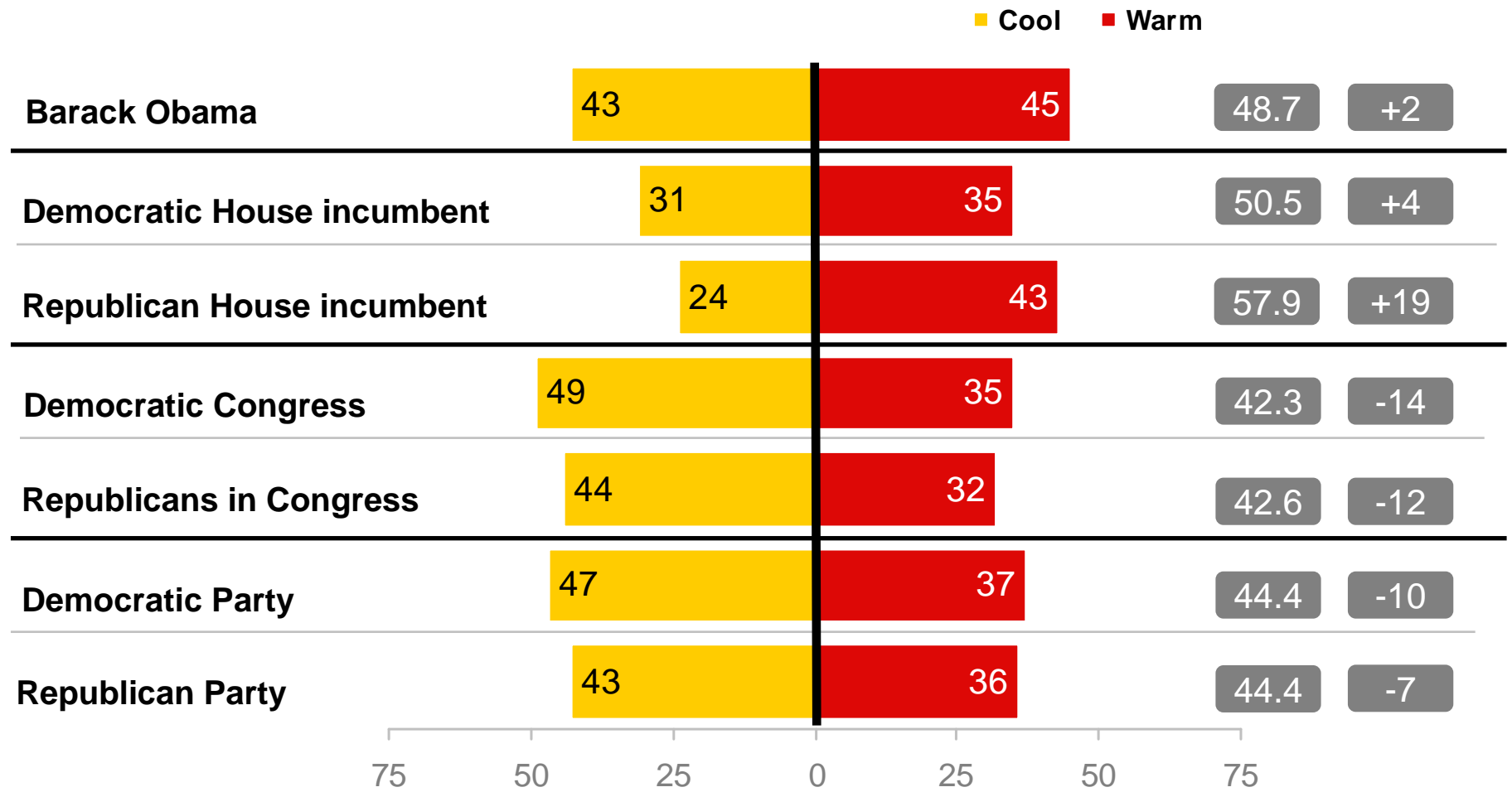


*Note: From Democracy Corps surveys conducted in the past year. Shows "Democrats - Republicans" net.

Thermometers: Obama, parties and congressional parties

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.

Therm. Mean **Warm - Cool**

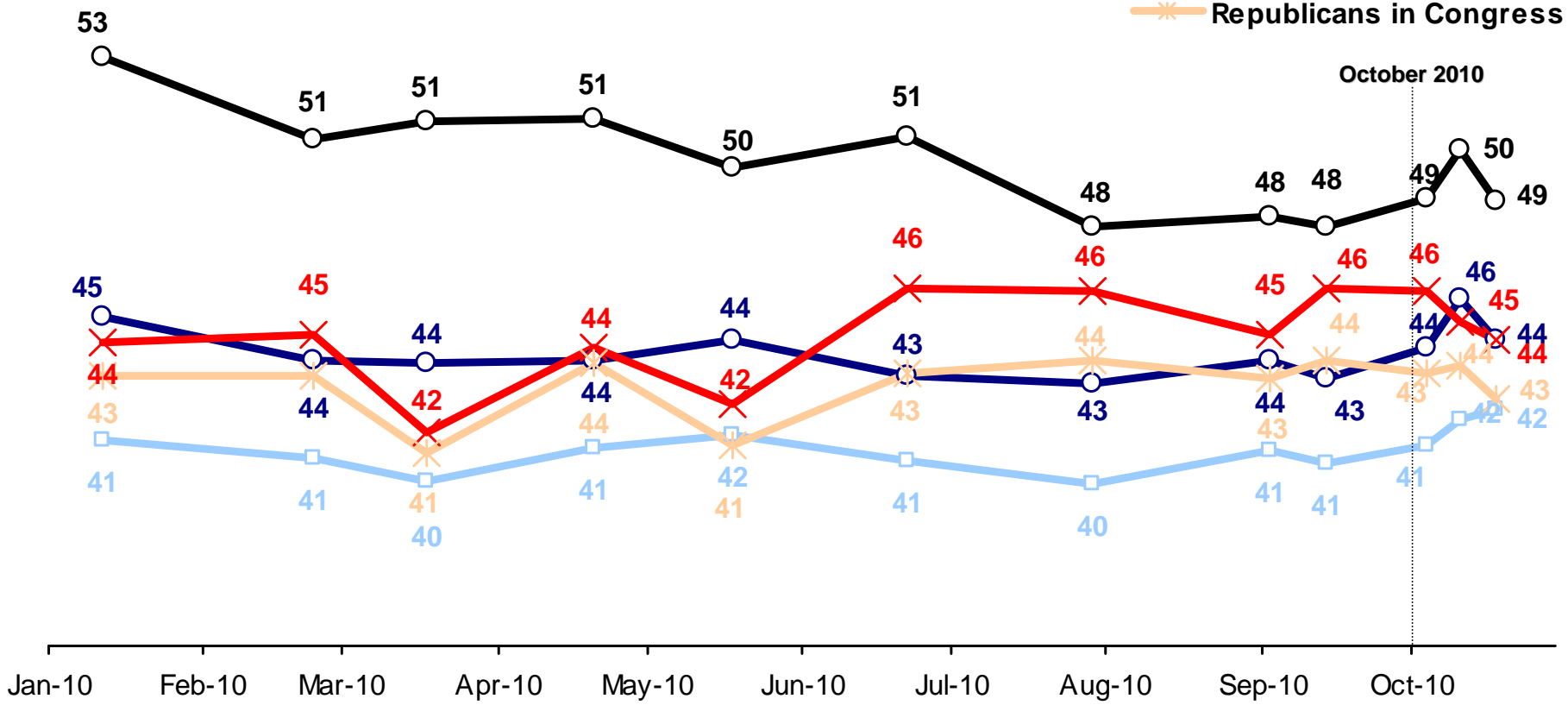


*Note: Incumbent names were inserted without party identification

Thermometers: Obama, parties and congressional parties since Jan.

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

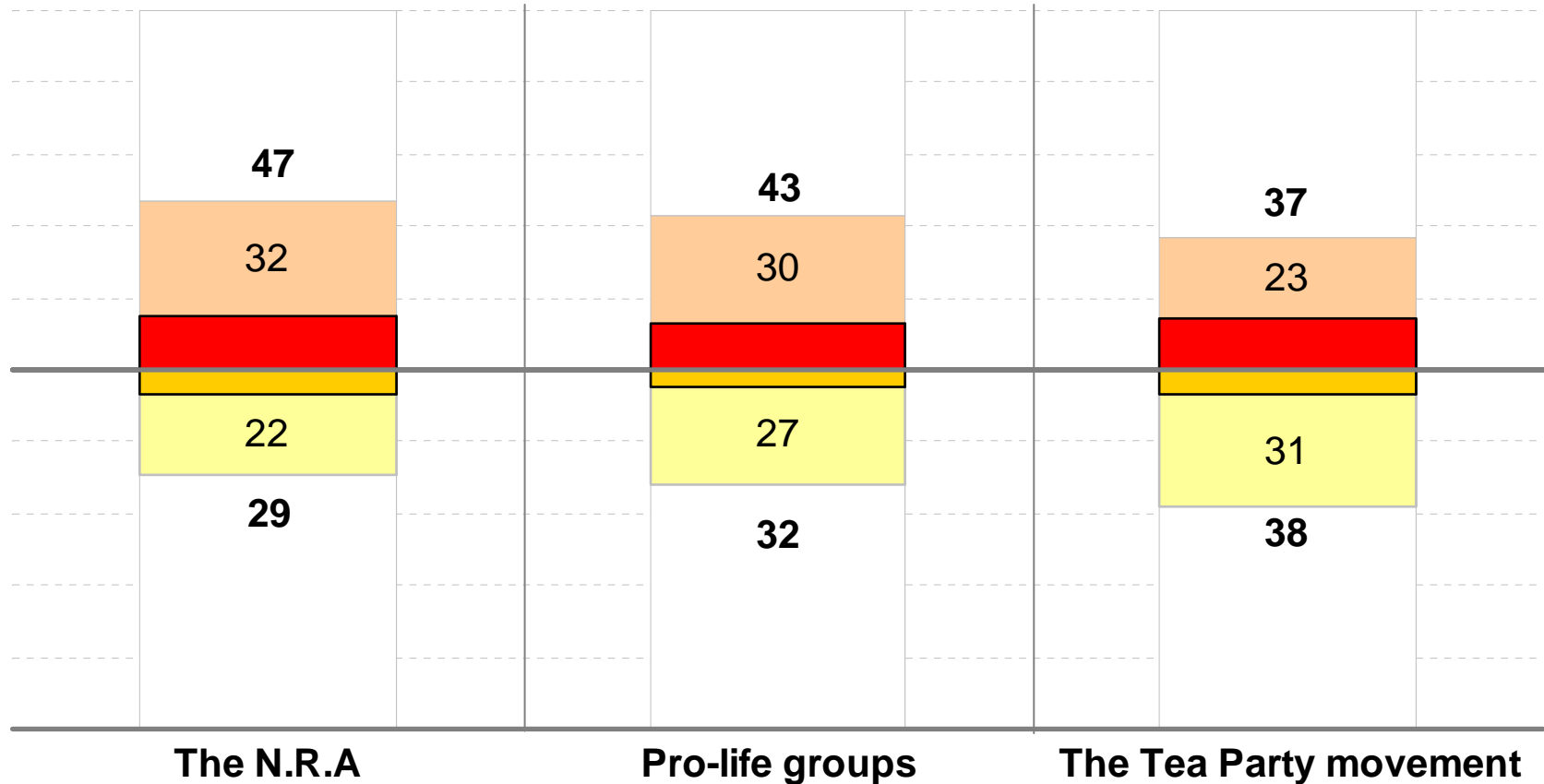


*Note: From Democracy Corps surveys conducted in the past year. Data represents MEAN ratings, likely 2010 voters.

Tea Party more divisive than other conservative groups

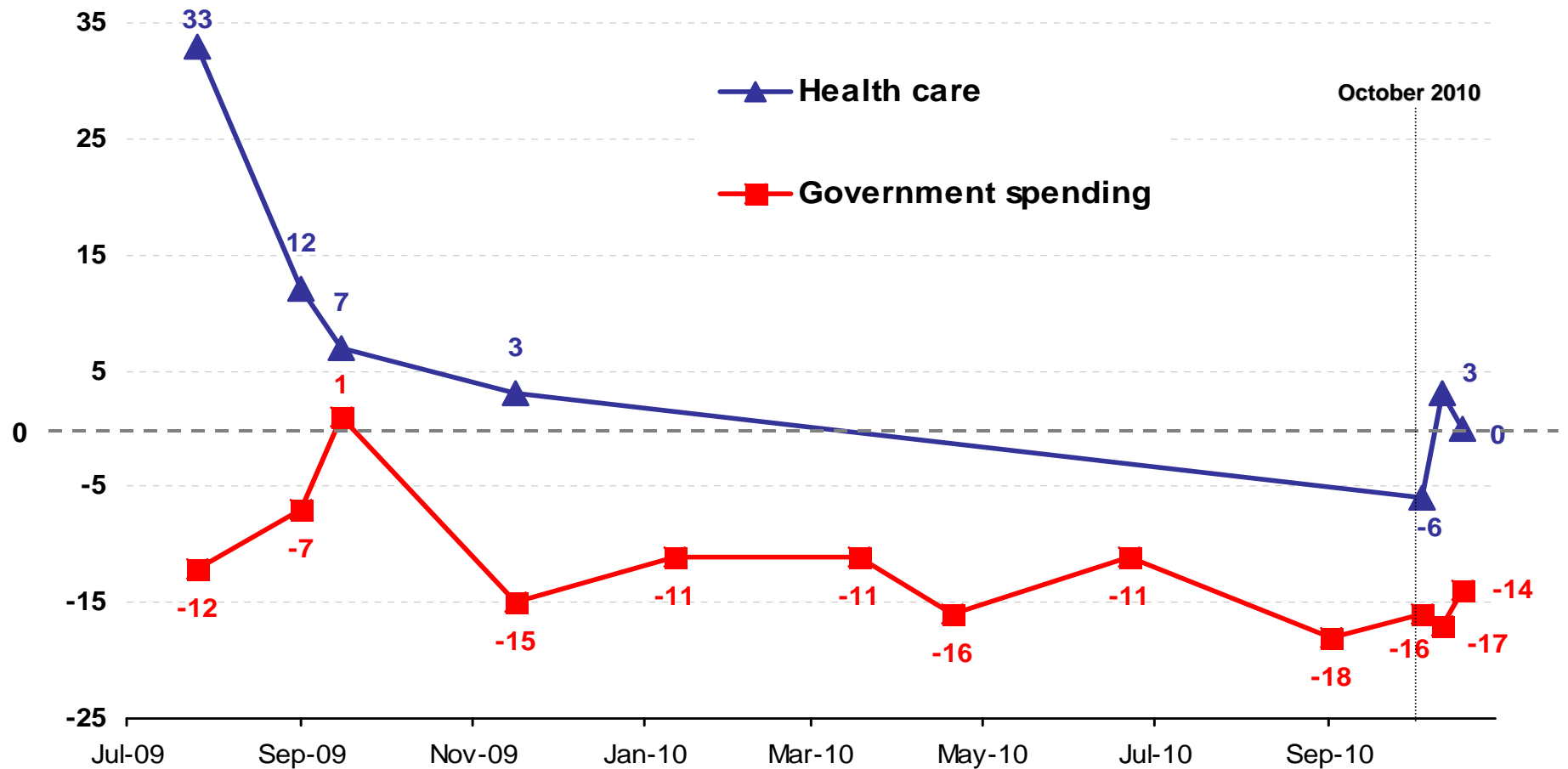
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- % warm (51-100 degrees)
- % very warm (76-100 degrees)
- % cool (0-49 degrees)
- % very cool (0-25 degrees)



Better on the issues: Dems up on spending, down on health care

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

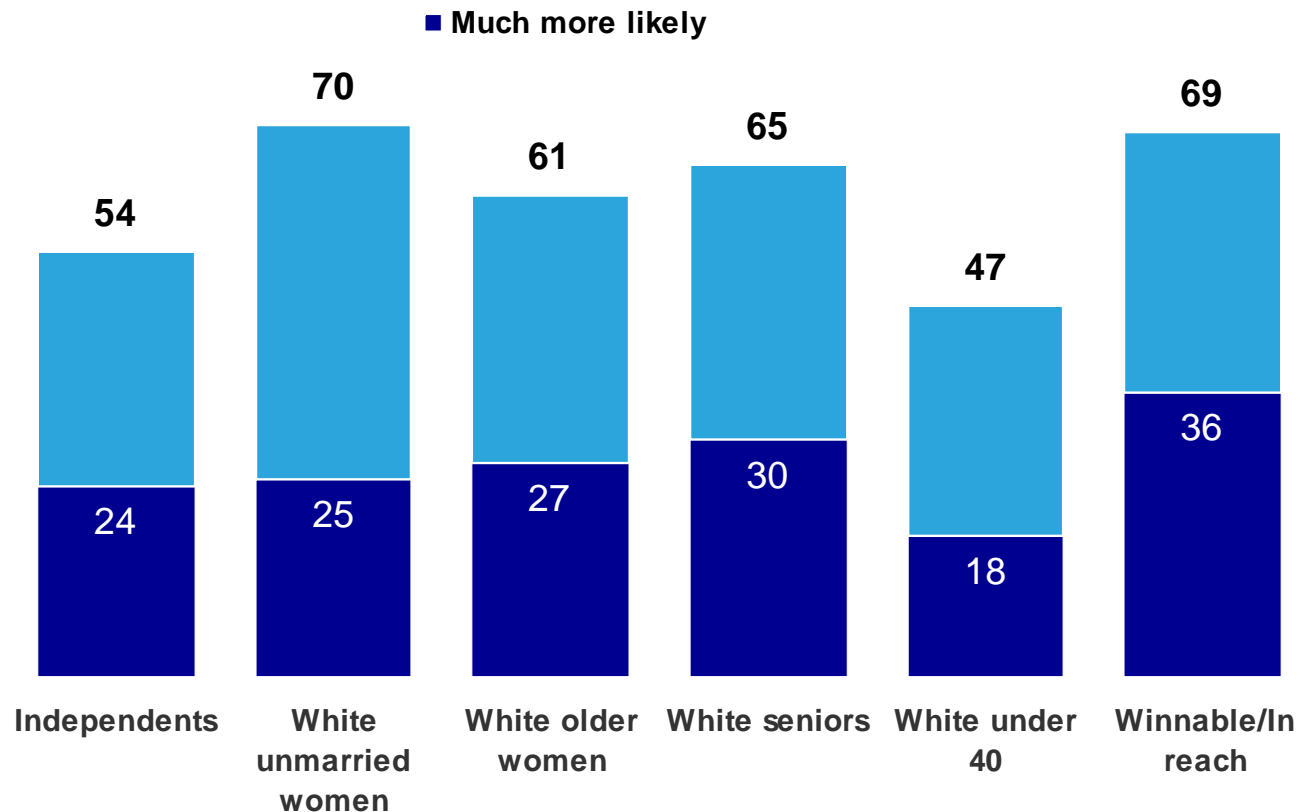
Messages and attacks that extend vote

Top messages by key groups: Reform/Special interests/Middle class

Now let me read you some statements that (DEMOCRATIC HOUSE CANDIDATE) might make this fall about the election. After I read each statement, please tell me whether each statement would make you MUCH MORE LIKELY to support the Democratic candidate this November, SOMEWHAT MORE LIKELY, JUST A LITTLE MORE LIKELY, NO MORE LIKELY, or LESS LIKELY to support (DEMOCRATIC HOUSE CANDIDATE) this November.

Reform/Special interests/Middle class

We have to change Washington. That means eliminating the special deals and tax breaks won by corporate lobbyists for the oil companies and Wall Street, paid for with higher deficits. (REPUBLICAN HOUSE CANDIDATE) has pledged to protect those breaks for Wall Street CEOs, oil companies like BP and companies that ship our jobs to India and China. I'll take a different approach by cutting taxes for the middle class and small businesses so they can start creating jobs again. Let's make our country work for the middle class.

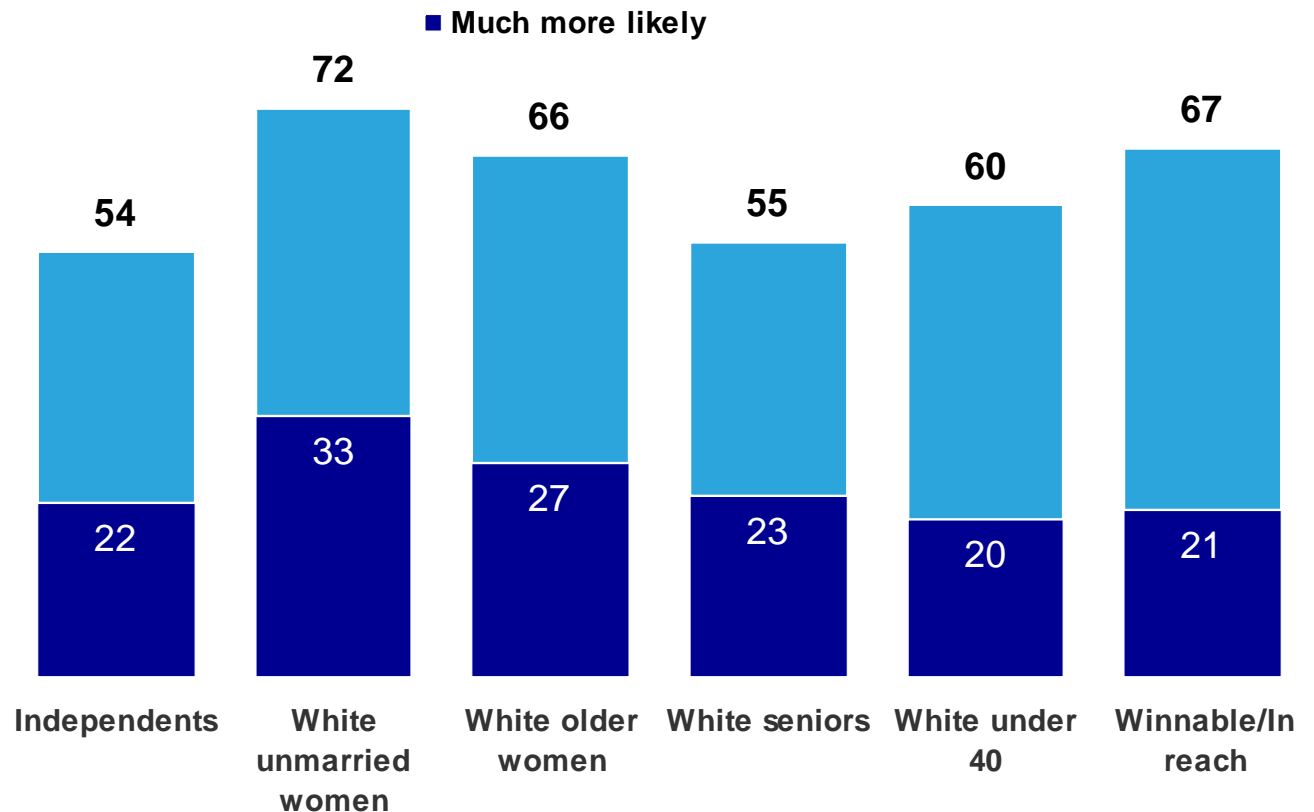


Top messages by key groups: Made in America/American jobs

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Made in America/American jobs

My passion is "made in America," working to support small businesses, American companies and new American industries. (REPUBLICAN HOUSE CANDIDATE) opposed efforts to make it easier for small businesses to get credit and has pledged to support job-killing free trade deals and to protect tax breaks for companies that send American jobs to places like India and China. I have a different approach: cutting taxes for companies that create jobs right here in American and helping small business expand and hire new workers by cutting red tape and making it easier for them to get credit.

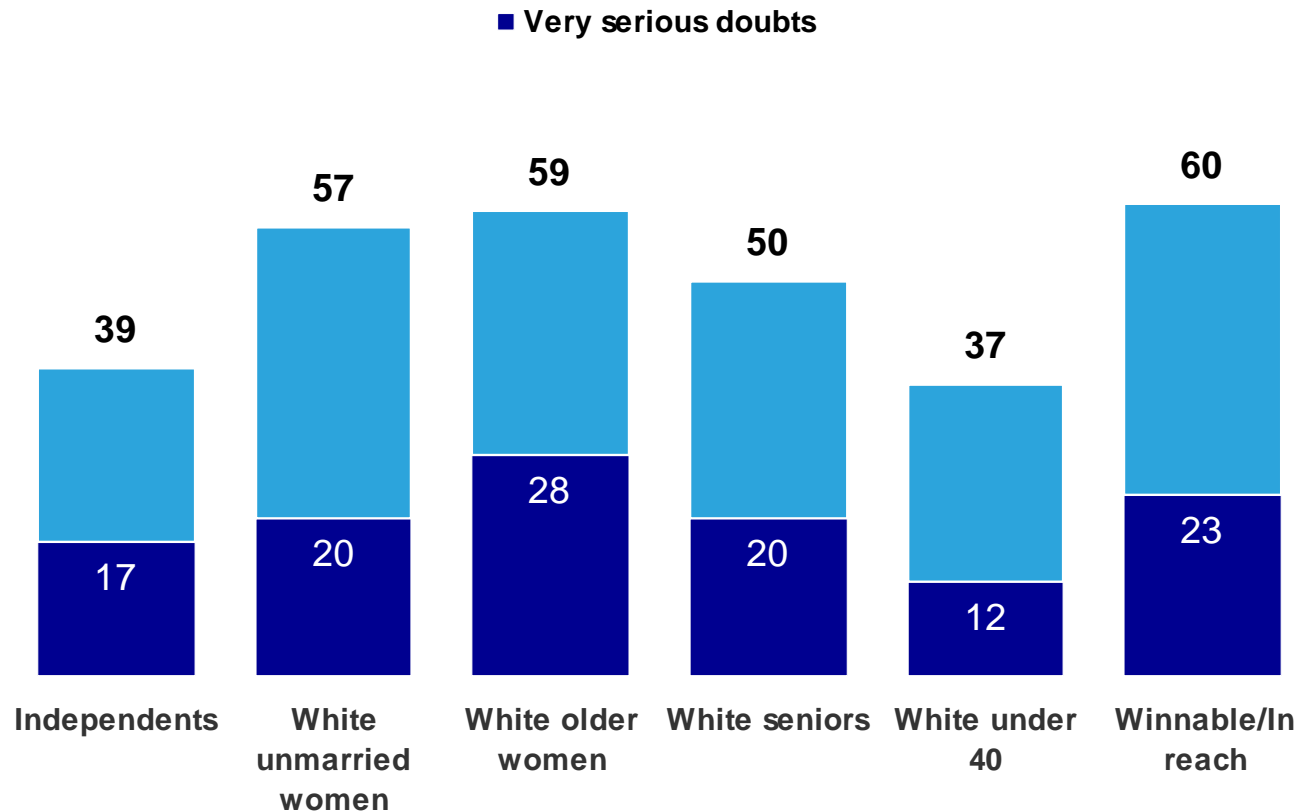


Strongest attacks on Republicans: Social Security/Medicare

Now let me read you some statements that (DEMOCRATIC HOUSE CANDIDATE) may make about (REPUBLICAN HOUSE CANDIDATE). For each statement, please tell me whether this raises very serious doubts, serious doubts, minor doubts, or no real doubts in your own mind about (REPUBLICAN HOUSE CANDIDATE).

Social Security/Medicare

(REPUBLICAN HOUSE CANDIDATE) has pledged to make sweeping cuts, including cuts to programs for the middle class, like Social Security and Medicare. The Republican plan to privatize Social Security shifts savings to the stock market and ends guaranteed benefit levels. Medicare as we know it will end, as seniors will have to purchase private insurance using a voucher.

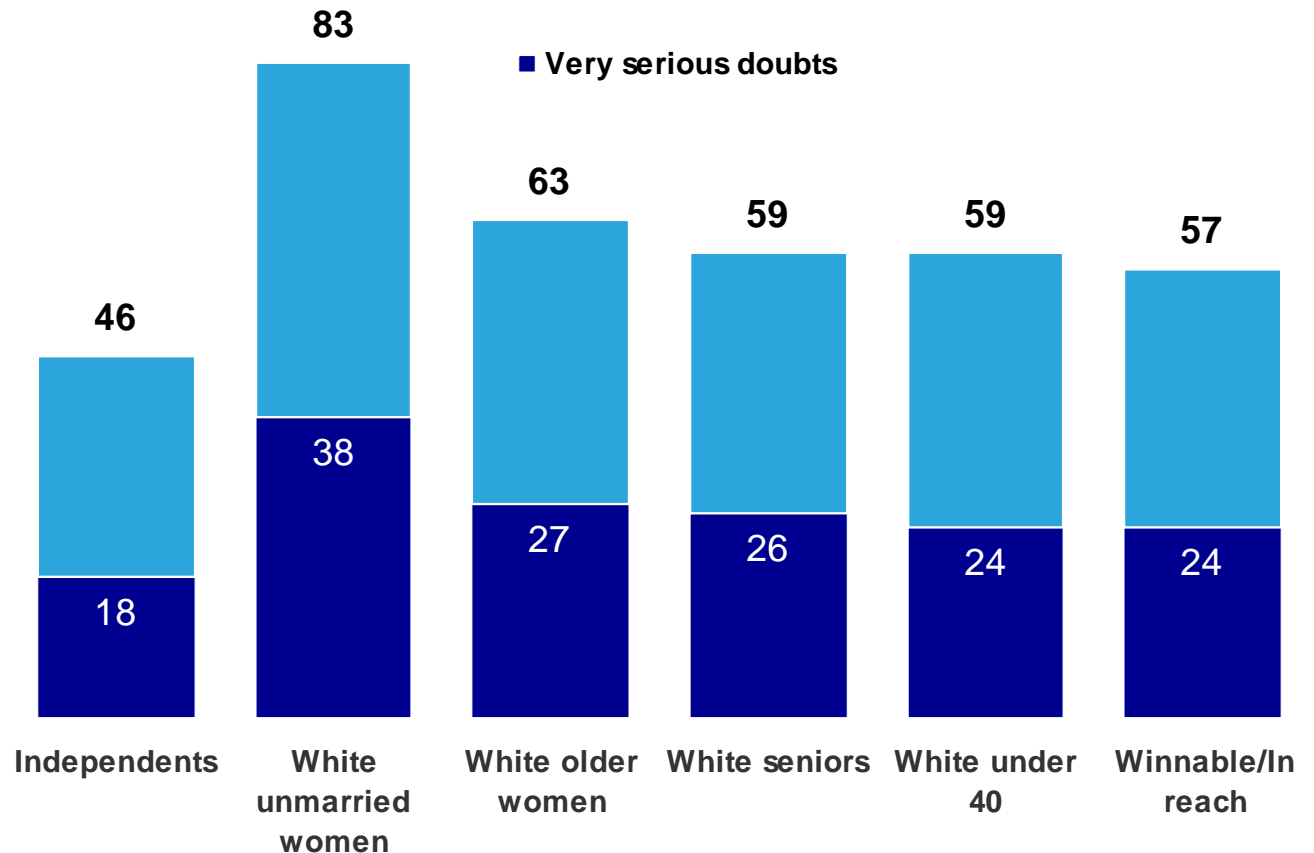


Strongest attacks on Republicans: Fair Tax

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Fair tax

(REPUBLICAN HOUSE CANDIDATE) supports the eliminating of taxes on big corporations and wants a new twenty-three percent national sales tax on nearly everything we buy, including groceries, medicine, clothes, and gas, which would hit the middle class hard.



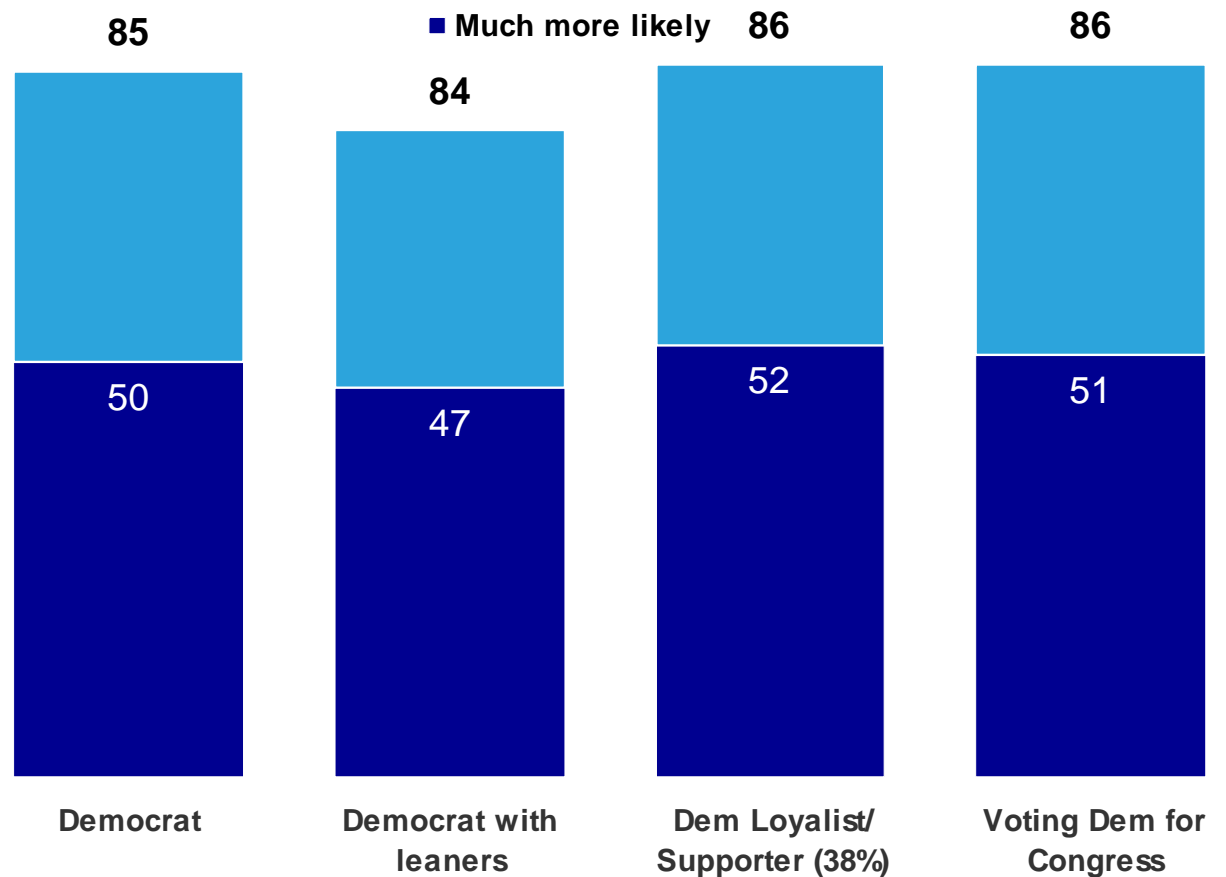
Messages and attacks energize core voters

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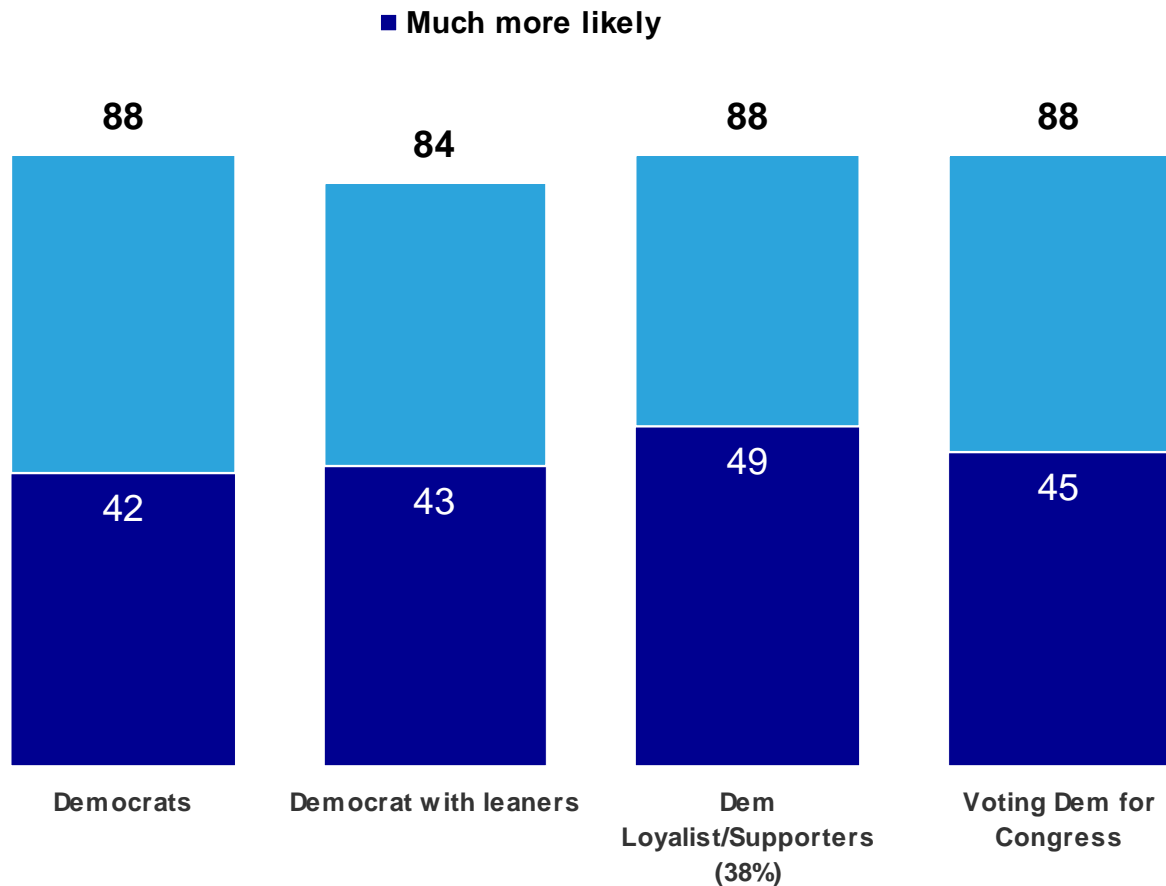


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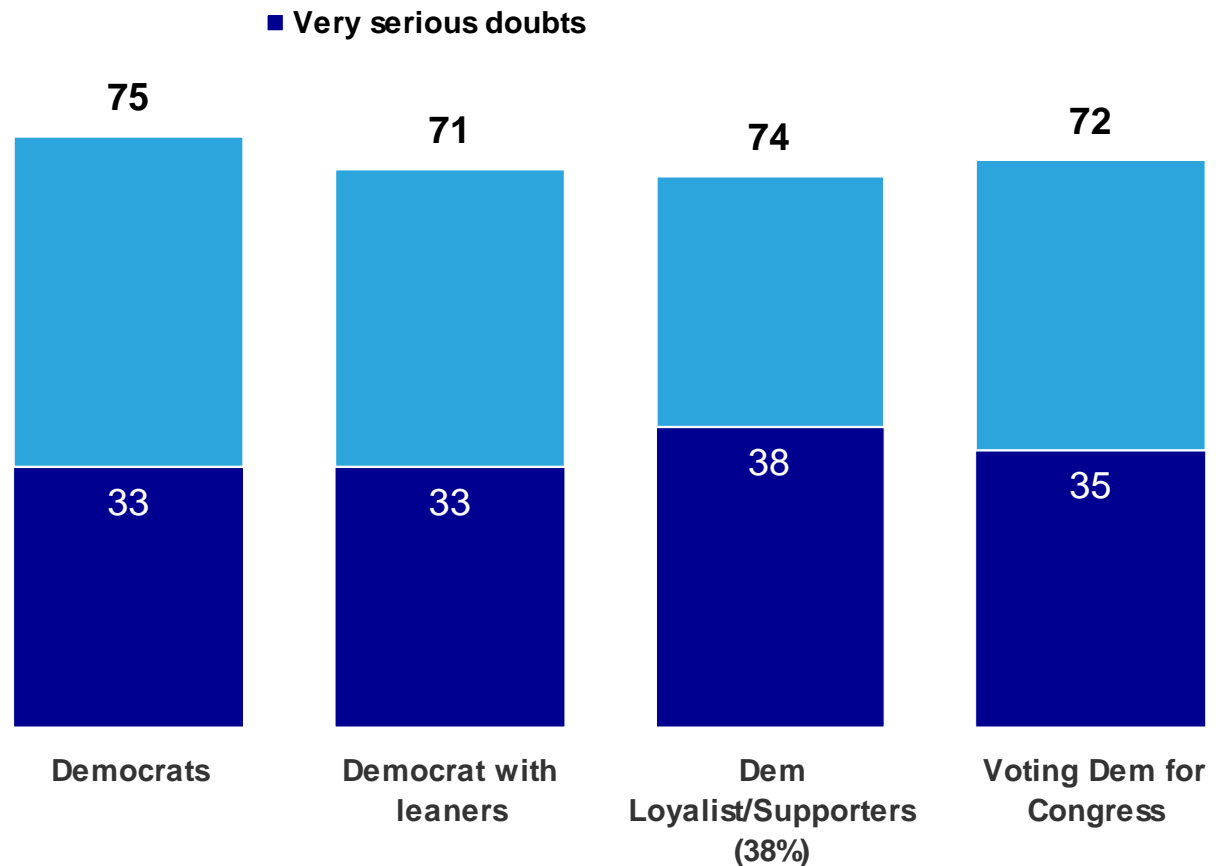


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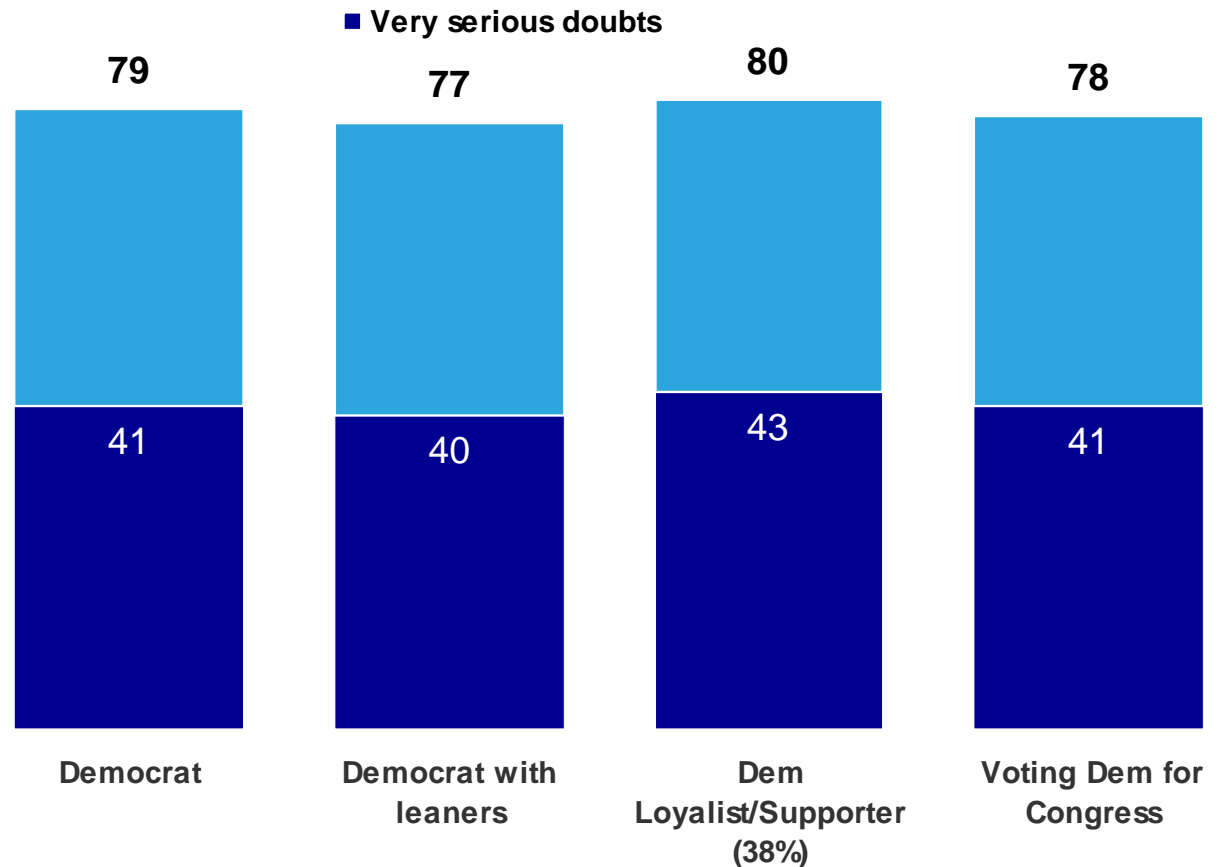


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Fair Tax

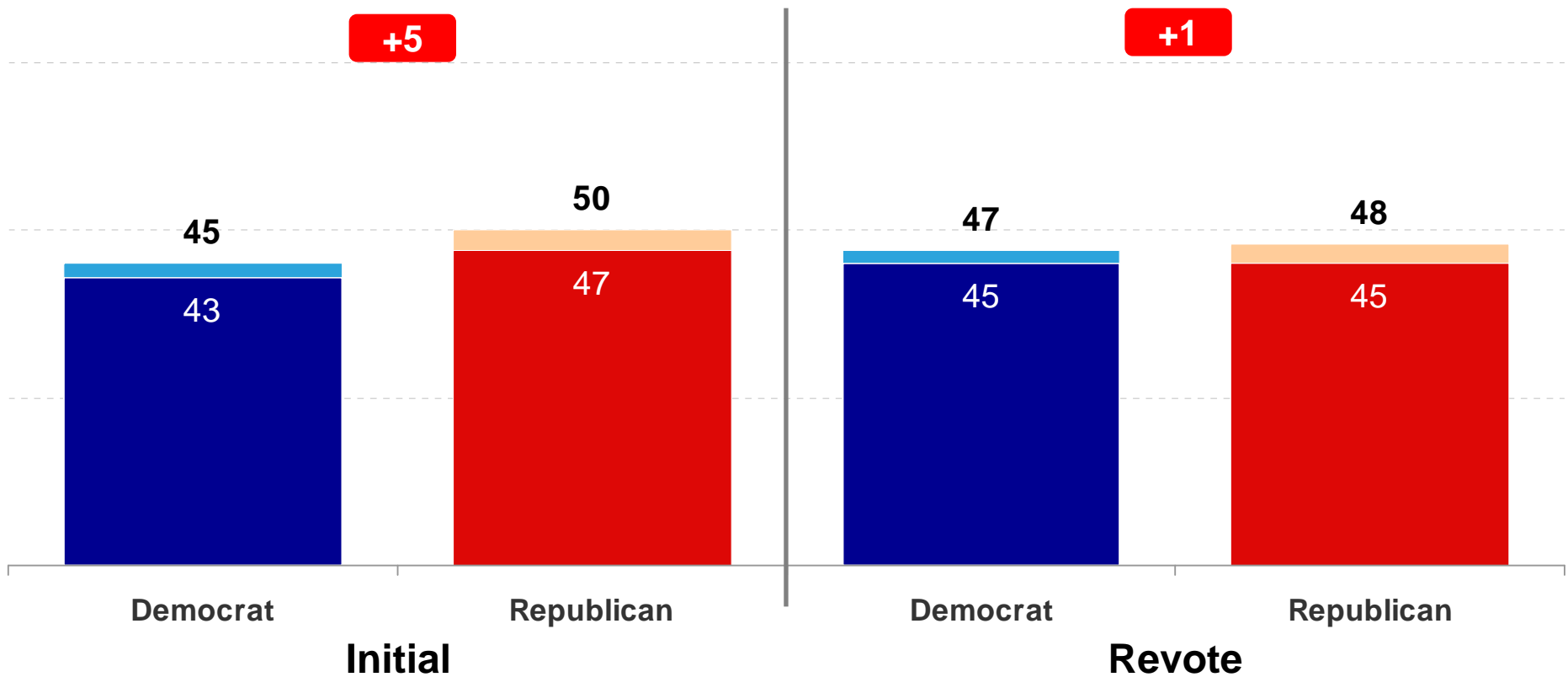
(REPUBLICAN HOUSE CANDIDATE) has pledged to support free trade agreements with Colombia, Panama and South Korea that will bleed American jobs and tax breaks for companies that export American jobs. As a result, that campaign has received massive financial and advertising support from big business groups that get support from foreign corporations and that champion outsourcing as good for consumers and oppose any buy American rules. That's a bad deal for America.



Messages move vote to tie after messaging

Thinking about the elections this November, 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



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