

**GREENBERG QUINLAN ROSNER** RESEARCH

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November 19, 2010

# The voters' send big message for big response

Post-election polls with CAF, WVWV and Resurgent Republic

Democracy Corps

Campaign for America's Future

Women's Voices, Women vote



**DEMOCRACY CORPS**  
CARVILLE ♦ GREENBERG

## Methodology

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**This presentation is based on a combined data set of three presentations that and consist of 2,587 2010 voters (2,254 landline, 333 cell phone). The margin of error is +/- 1.9 percentage points.**

**The Democracy Corps-Resurgent Republic survey was conducted between November 2-3, 2010. The survey was of a sample of 1,000 2010 voters, 886 (775 landline, 111 cell phone) of whom voted in the 2010 election. The margin of error for this survey for the total sample of 2008 voters is +/- 3.1%, percentage points. The margin of error for the 886 actual 2010 voters is +/- 3.3%.**

**The Democracy Corps-Campaign for America's Future survey was conducted November 2-3, 2010. The survey was of a sample of 1,000 2008 voters, 897 (782 landline, 115 cell phone) were included. The margin of error for this survey for the total sample of 2008 voters is +/- 3.1%, percentage points. The margin of error for the 886 actual 2010 voters is +/- 3.3%.**

**The Women's Voices. Women Vote. survey was conducted November 1-2, 2010. The survey was of a sample of 804 2010 voters (697 landline, 107 cell phone). The margin of error for this survey for the total sample of 2008 voters is +/- 3.5%, percentage points.**

**This survey contains comparisons to post election polls from Greenberg Quinlan Rosner and Democracy Corps in 1994, 2006, 2008.**

## What was the voters message?

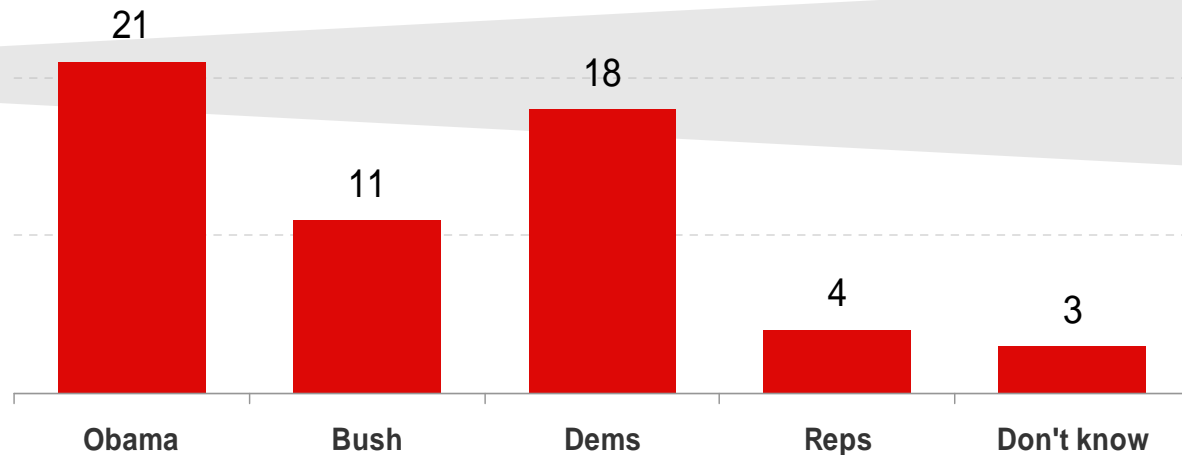
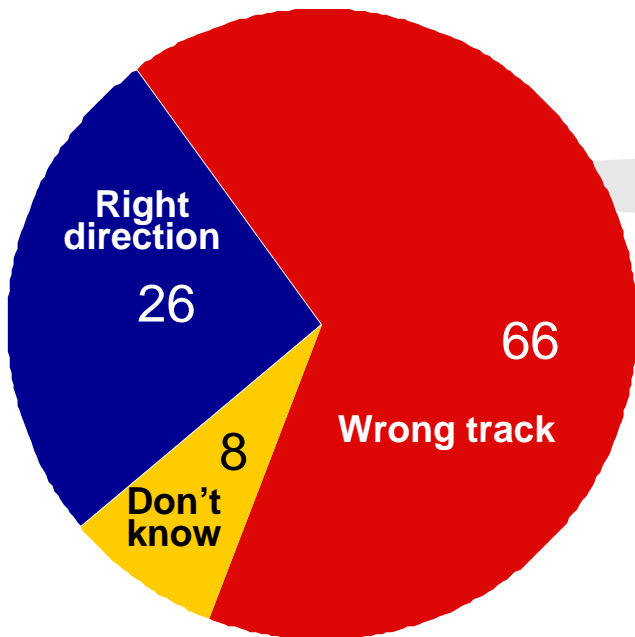
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- 1. Anger at Democrats and President Obama over unemployment, policies that didn't reduce it, lack of focus on jobs and lack of vision and message about future economy***
- 2. Frustration with the same-ole partisan bickering at a time of crisis***
- 3. Democrats more on side of Wall Street, lobbyists and bailouts than middle class***
- 4. Worry about spending and deficit and impact on economy, jobs and Social Security and taxes***
- 5. Frustration with health care, showing inattention to economy, Democrats divided and Congress still governed by old politics***
- 6. Produced conservative and senior surge and independent shift; white working class revolt, particularly men; loss of industrial Midwest and South***
- 7. Also produced pull back of young and union voters; major drop in support with unmarried women – the new base of the Democratic Party***

# Who is most to blame for the country being off on the wrong track?

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

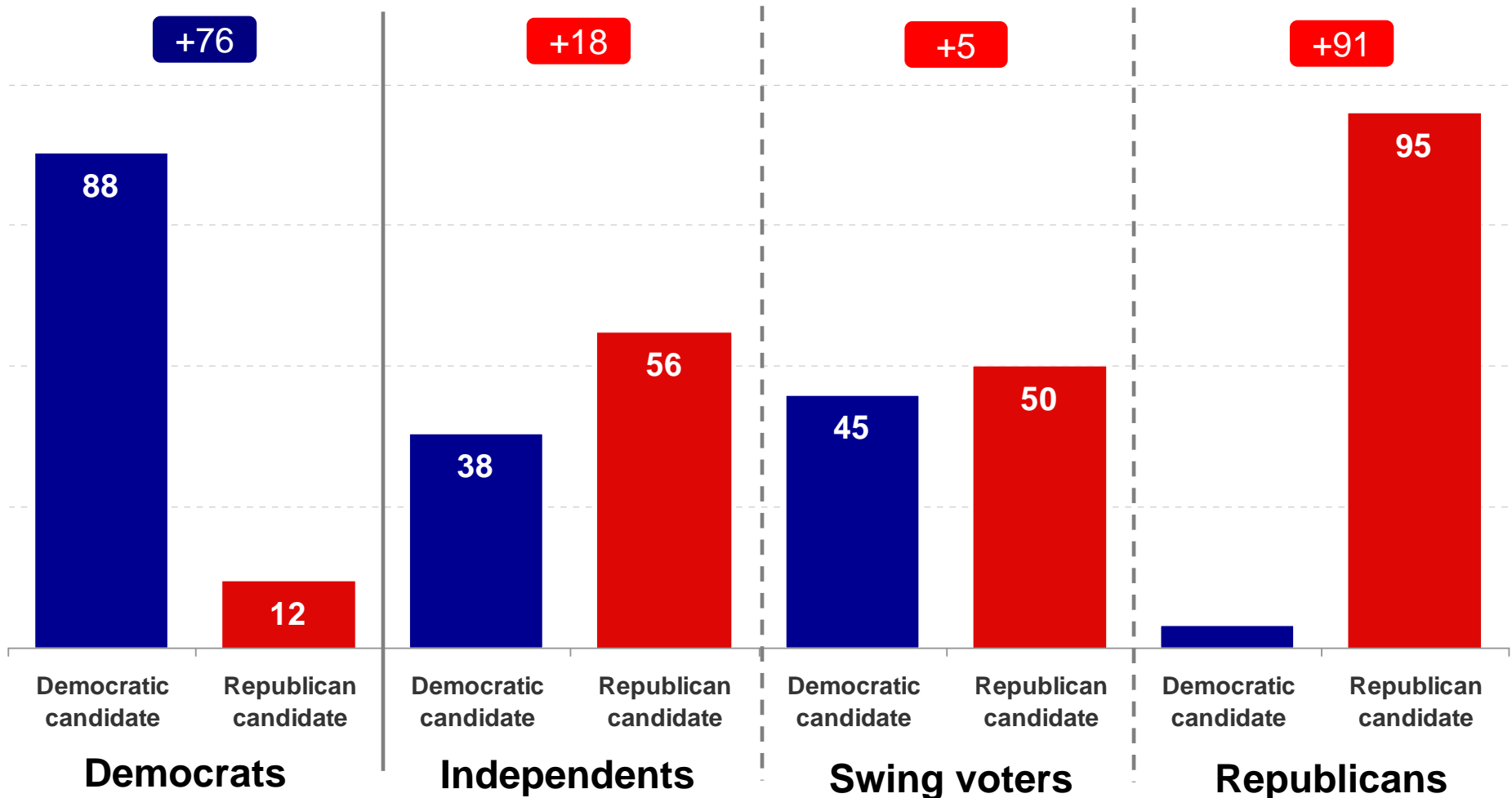
(IF WRONG TRACK IN DIRECT) Who do you blame most for our country being off on the wrong track: President Obama, former President Bush, Democrats in Congress, or Republicans in Congress?



If wrong track

# The vote broken down by party identification and swing voters

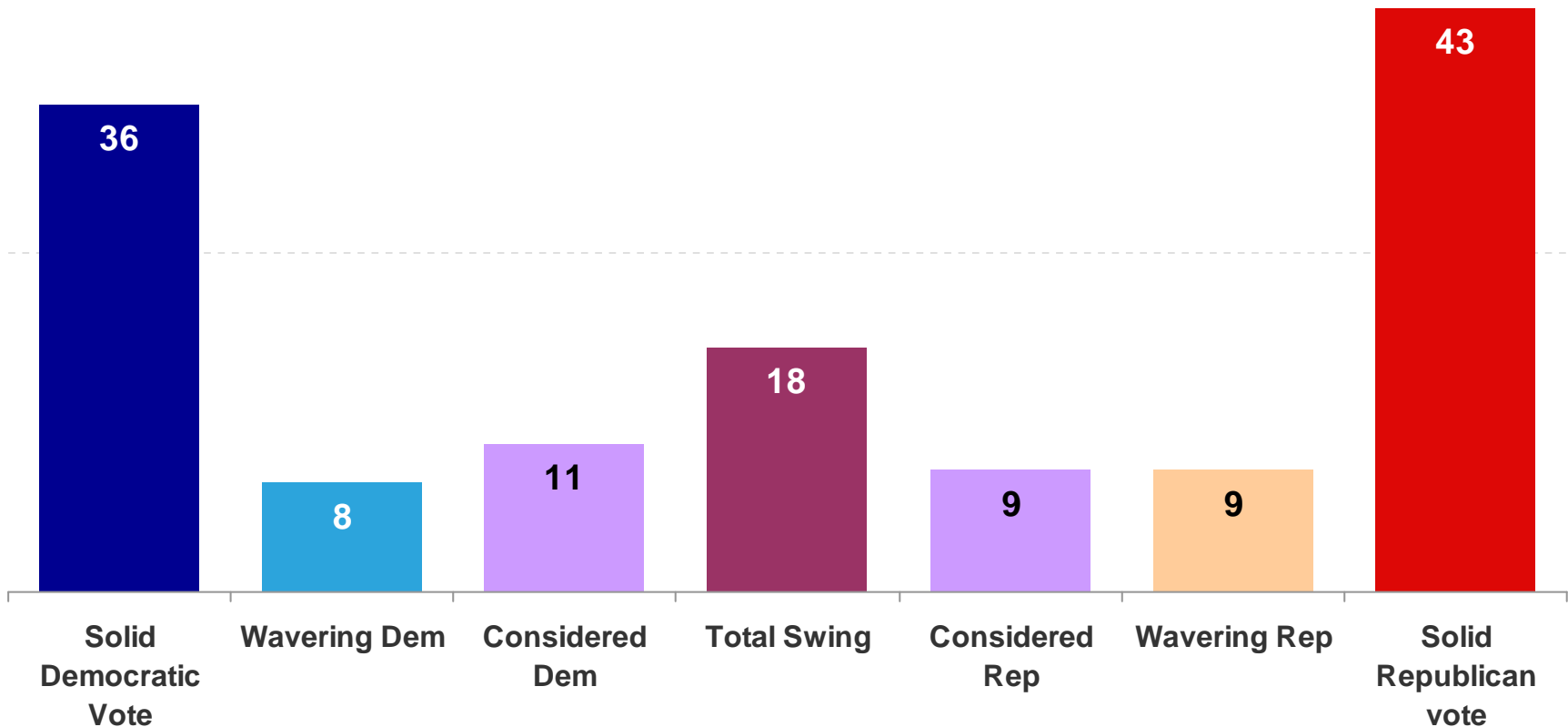
Now let me ask you about the election for Congress held November 2<sup>nd</sup>. Did you vote for (DEMOCRATIC HOUSE CANDIDATE) or (REPUBLICAN HOUSE CANDIDATE)?



Results based on combined data.

## Considered voting for other candidate

*Think back in time for a minute. Did you, at any point in this campaign, think about voting for (DEMOCRATIC/REPUBLICAN HOUSE CANDIDATE) for Congress? How seriously did you think about voting for (DEMOCRATIC/REPUBLICAN HOUSE CANDIDATE) -- very seriously, somewhat seriously, or only a little seriously?*



*Note: Question asked of respondents who voted for the opposing candidate. Data reflects consideration of other candidate by those who supported opposing candidate. This data does not include "other," refused, or third party voters. Results based on combined data.*

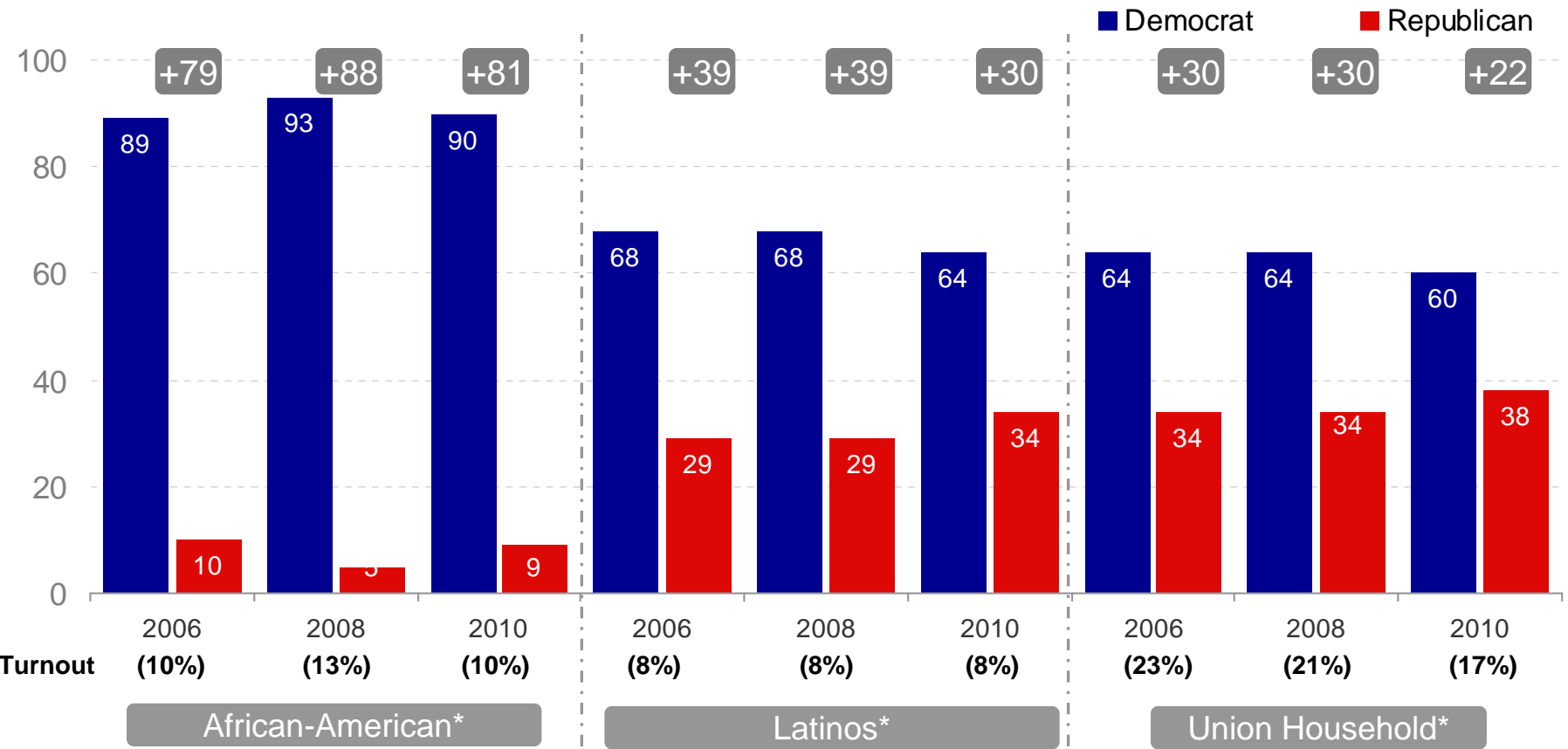
# Key groups

Demographic group	2004		2006			2008			2010		
	% of voters	Democ Vote	% of voters	Democ Vote	Shift	% of voters	Democ Vote	Shift	% of voters	Democ Vote	Shift
Conservatives	34	17	32	20	+3	34	23	+3	42	13	-10
Independents	25	49	26	57	+8	28	51	-6	28	38	-13
Younger voters (<30)	16	55	12	60	+5	18	63	+3	11	57	-6
White seniors	14	40	13	44	+4	13	44	Even	20	35	-9
White non-college	41	39	40	44	+5	39	44	Even	39	34	-10
White non-college men	18	42	17	43	+1	18	41	-2	17	33	-8
Union household	24	61	23	64	+3	21	64	-1	17	60	-4
White union household	11	55	15	58	+3	15	57	-1	13	55	-2
Hispanic	8	55	8	69	+14	8	68	-1	8	64	-4
African American	12	89	10	89	Even	13	93	+4	10	90	-3
White Catholic			20	50		18	46	-4	19	39	-7
Unmarried women	21	57	18	66	+9	20	69	+4	21	57	-12
White unmarried women	15	46	16	57	+11	13	59	+2	15	45	-14
White non-South rural			13	44		13	41	-3	12	36	-5
Suburban	46	48	47	50	+2	49	50	Even	50	42	-8
Midwest	26	49	27	52	+3	25	53	+1	25	44	-9
South	32	43	30	45	+2	34	48	+3	31	38	-10

\*Data from Democracy Corps, Resurgent Republic and exit polls. Reflects combined data where applicable

# Democratic base: African-American, Latino vote held; union share lower

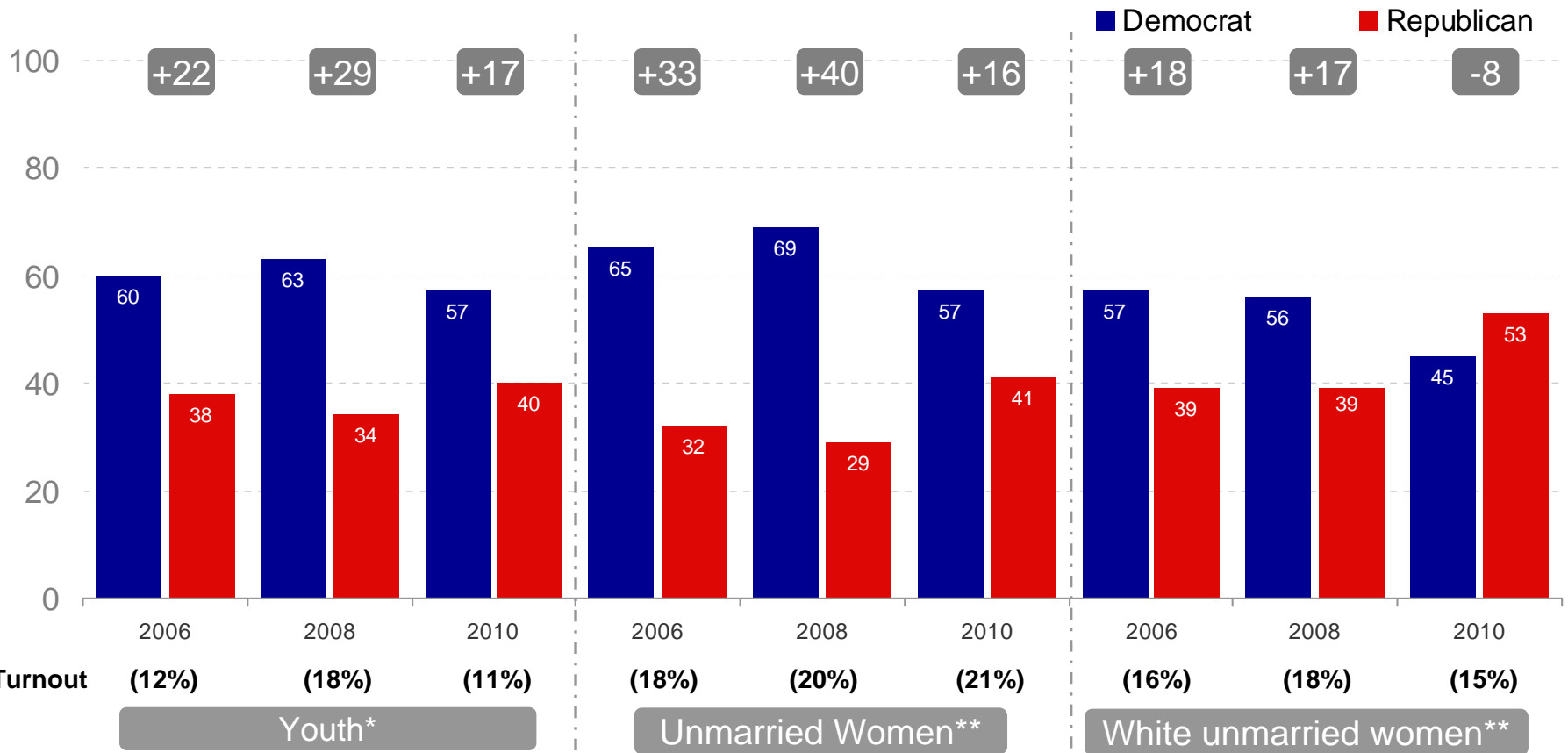
Now let me ask you about the election for Congress. Did you vote for (DEMOCRATIC HOUSE CANDIDATE) or (REPUBLICAN HOUSE CANDIDATE)?



\*\*Note: Results reflect CNN/Edison Mitofsky exit poll figures

# Dem base: young turnout falls; unmarried women's vote falls dramatically

Now let me ask you about the election for Congress. Did you vote for (DEMOCRATIC HOUSE CANDIDATE) or (REPUBLICAN HOUSE CANDIDATE)?



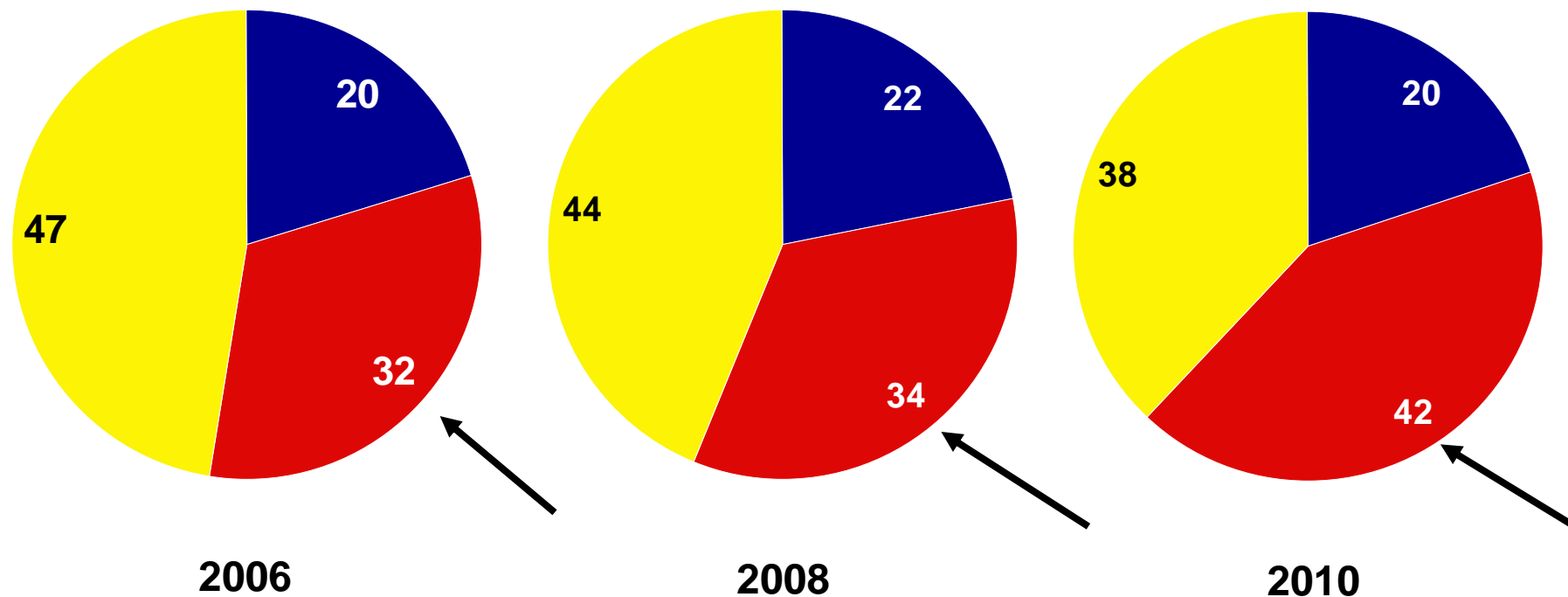
\*Note: Results reflect CNN/Edison Mifosky exit poll figures

\*\*Note: 2006 and 2008 results reflect Democracy Corps Post Election Research

## Ideology of the electorate

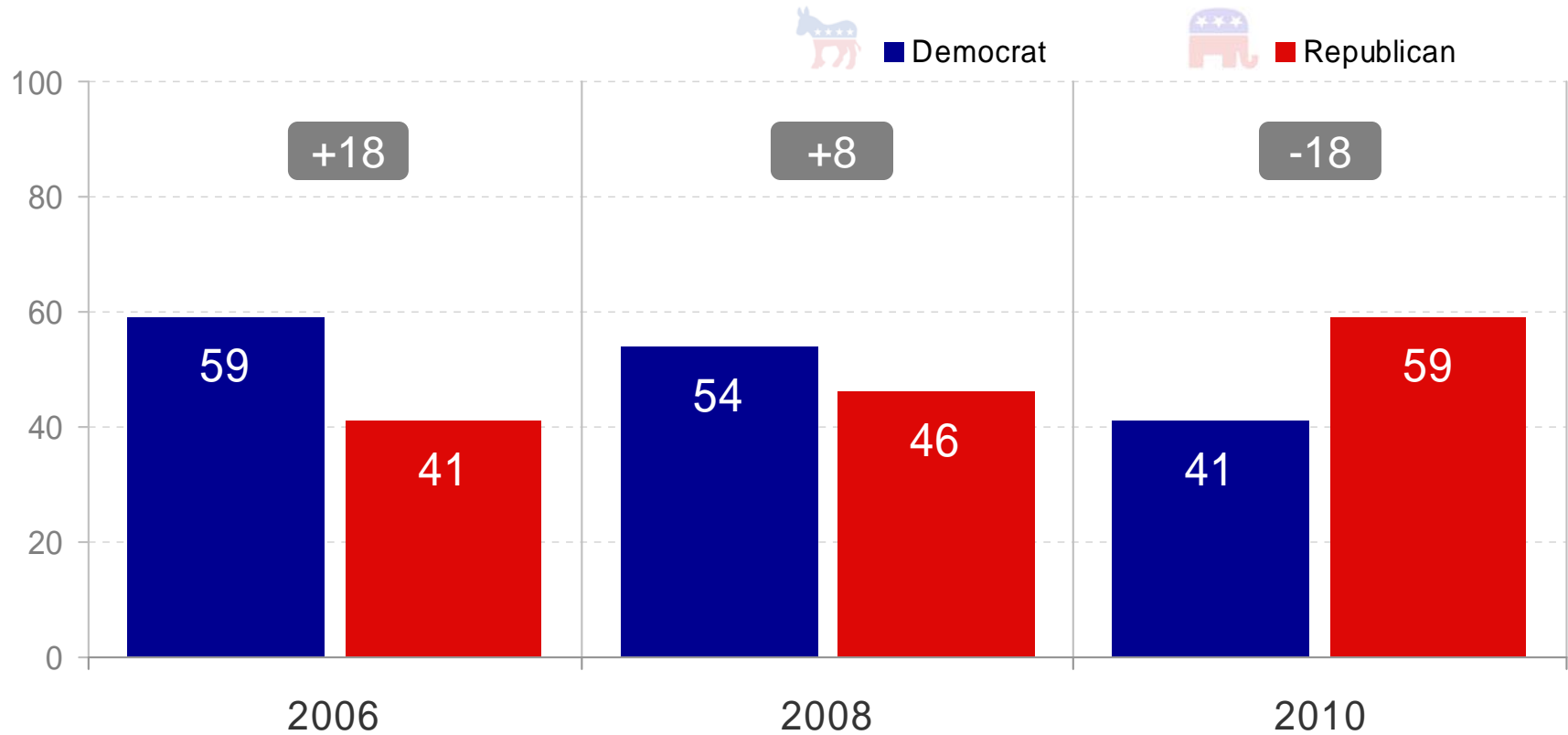
Thinking in political terms, would you say that you are a Conservative, Moderate, or Liberal?

■ Liberal ■ Conservative ■ Moderate

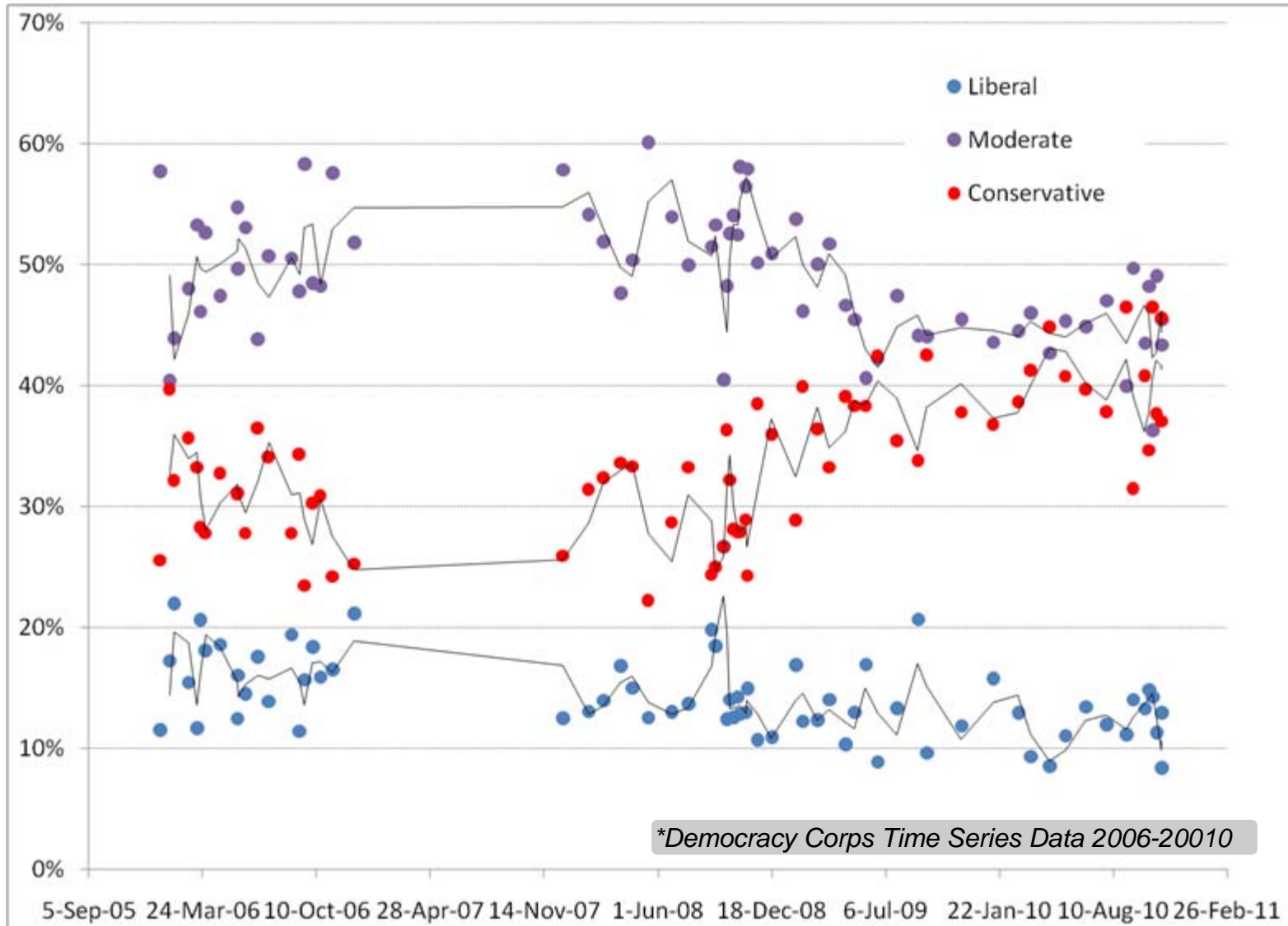


\*Note: Numbers from past waves come from two Democracy Corps surveys conducted 11/5/08 of 2000 voters, and 11/7/06 of 1011 voters. Data from current wave reflects combined run.

## Vote shift among Independents



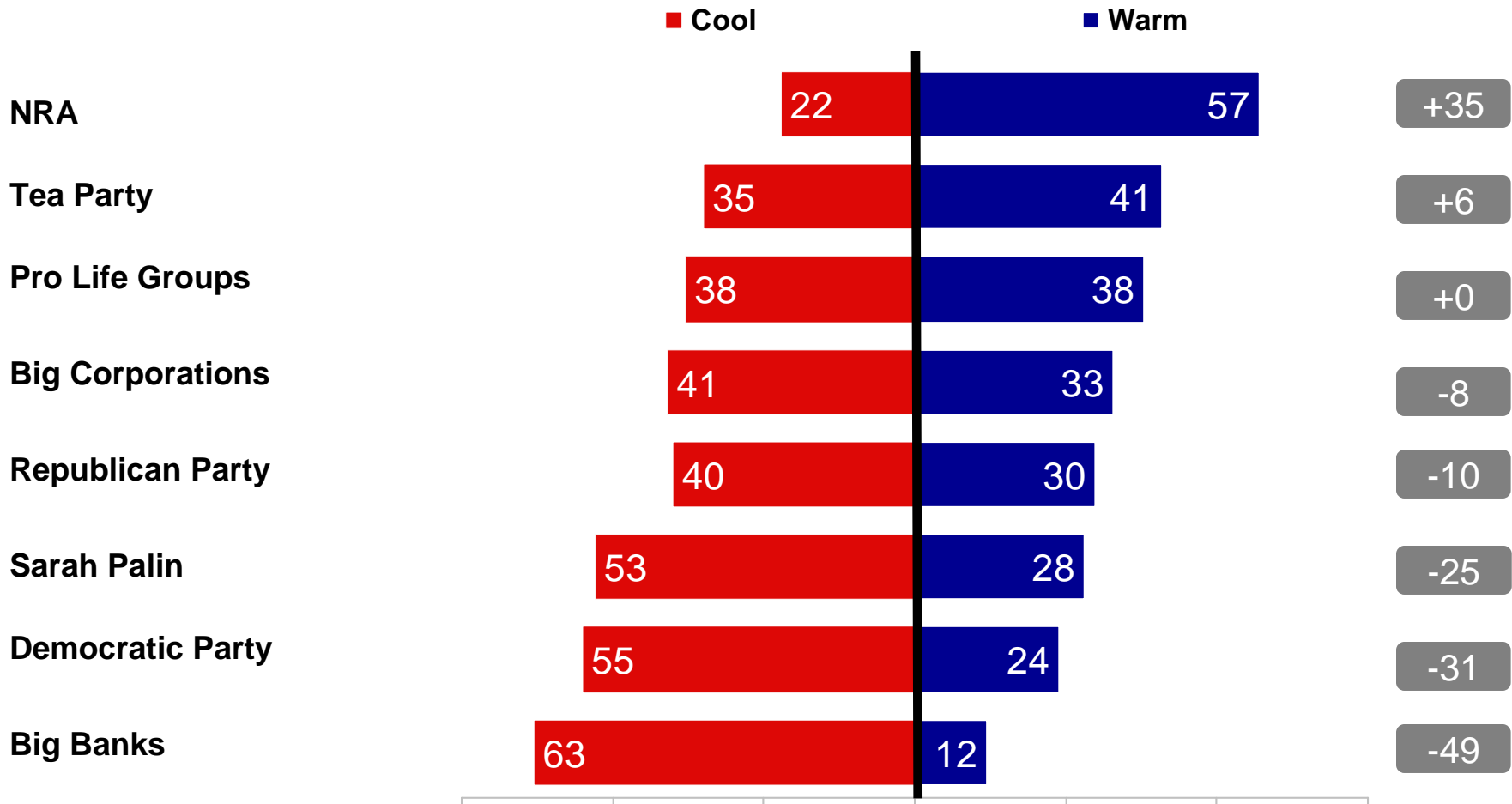
## Independents increasingly conservative since summer of 2008



# And don't caricature independents: they love NRA/hate the Big Banks

Percent Warm (ranked between 100-51) and Percent Cool (49-0) on a 0-100 scale.

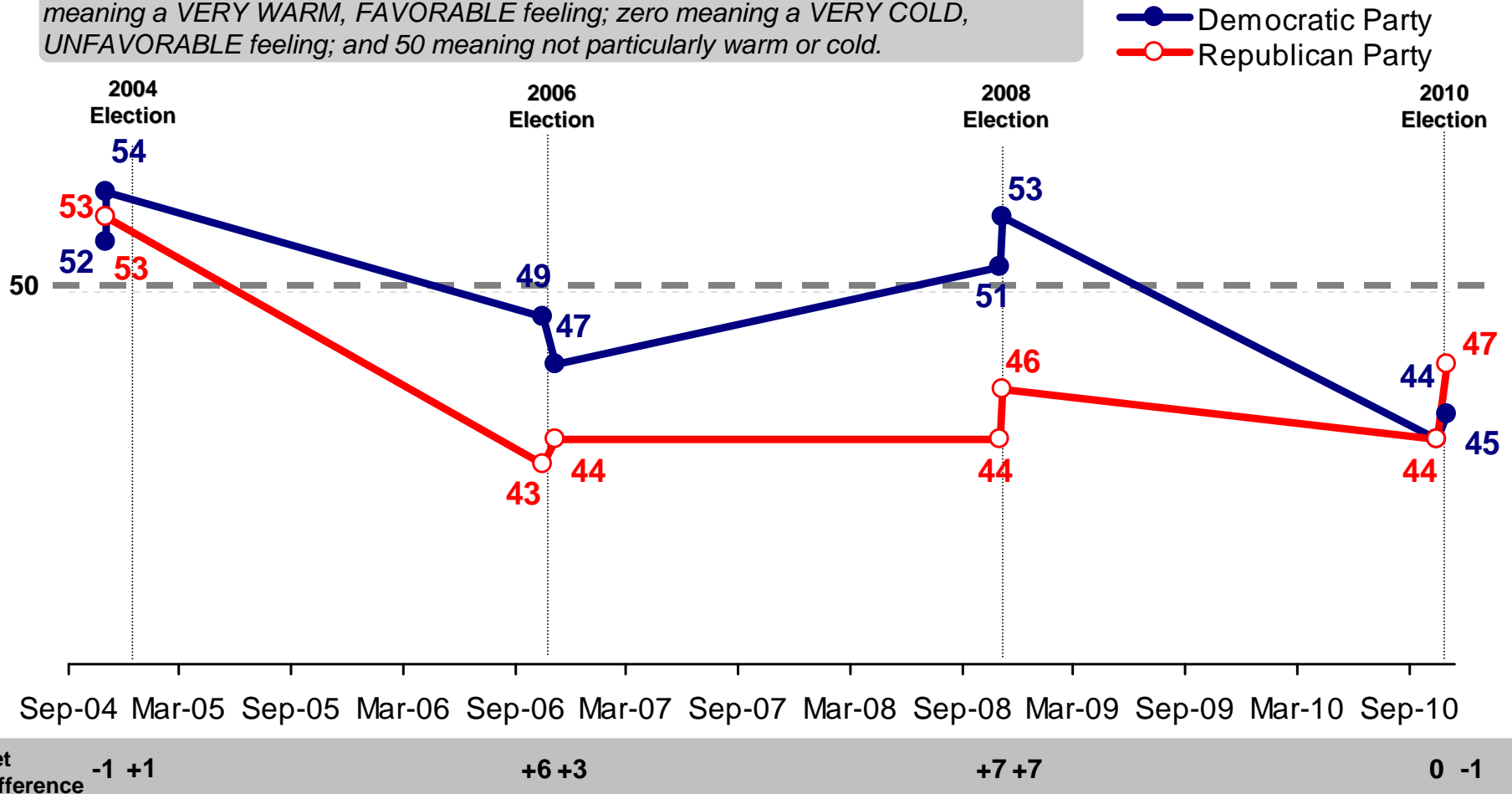
Warm –  
Cool



\*Democracy Corps/CAF/WVWV/Resurgent Republic 2010.

# Party Images before and after elections

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.



\*Note: Data represents the MEAN ratings from Democracy Corps surveys conducted over the past four years. A mean > 50 shows overall positive rating; mean < 50 shows an overall negative rating. Current wave is combined data.

# Which party associated with values and qualities

Now I would like to ask you which party you associate more with these terms...

Dems -  
Reps

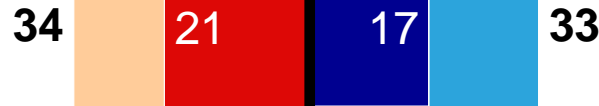
■ Republicans much more    ■ Democrats much more

**New ideas for addressing the country's problems**



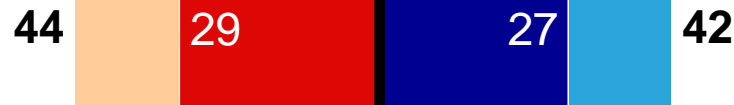
-1

**Too partisan**



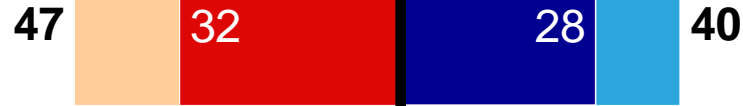
-1

**On your side**



-2

**Shares your values**



-7

75 50 25 0 25 50 75

# What drove the vote?

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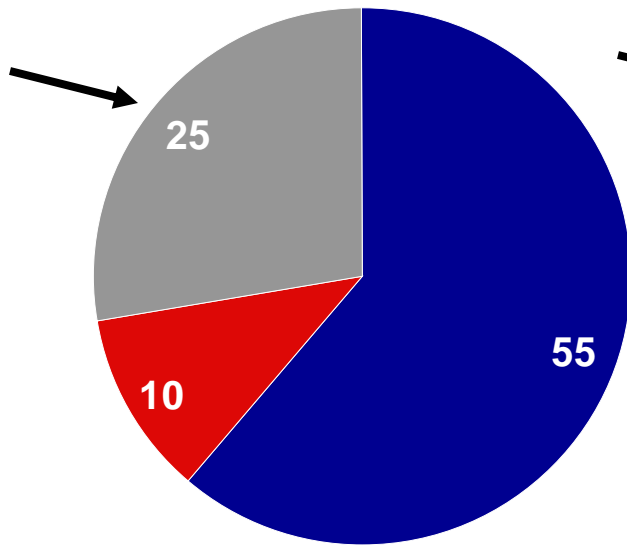
# It's the economy stupid

*Do you think of your vote for Congress as a vote to continue Obama's economic course, as a vote against our economic course, or was the economy not much of a factor in your vote?*

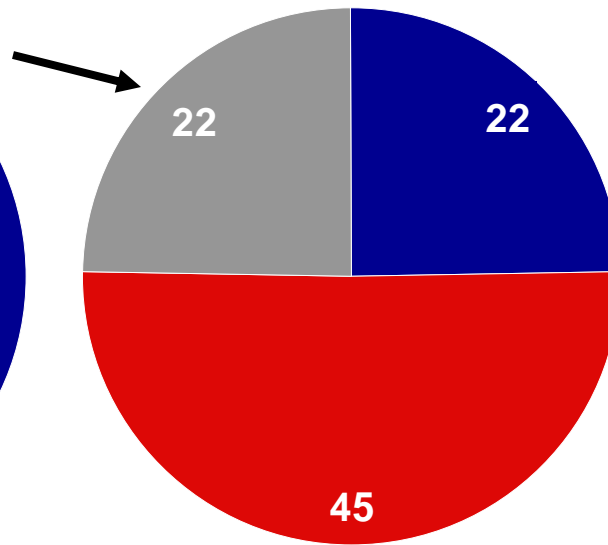
- Continue Obama's course
- Against our economic course
- Not a factor in vote

- Continue Obama's course
- Against our economic course
- Not a factor in vote

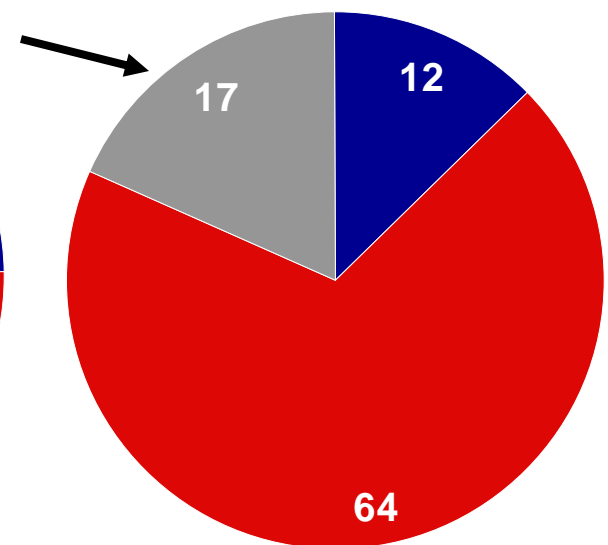
- Continue Obama's course
- Against our economic course
- Not a factor in vote



**Democrats**



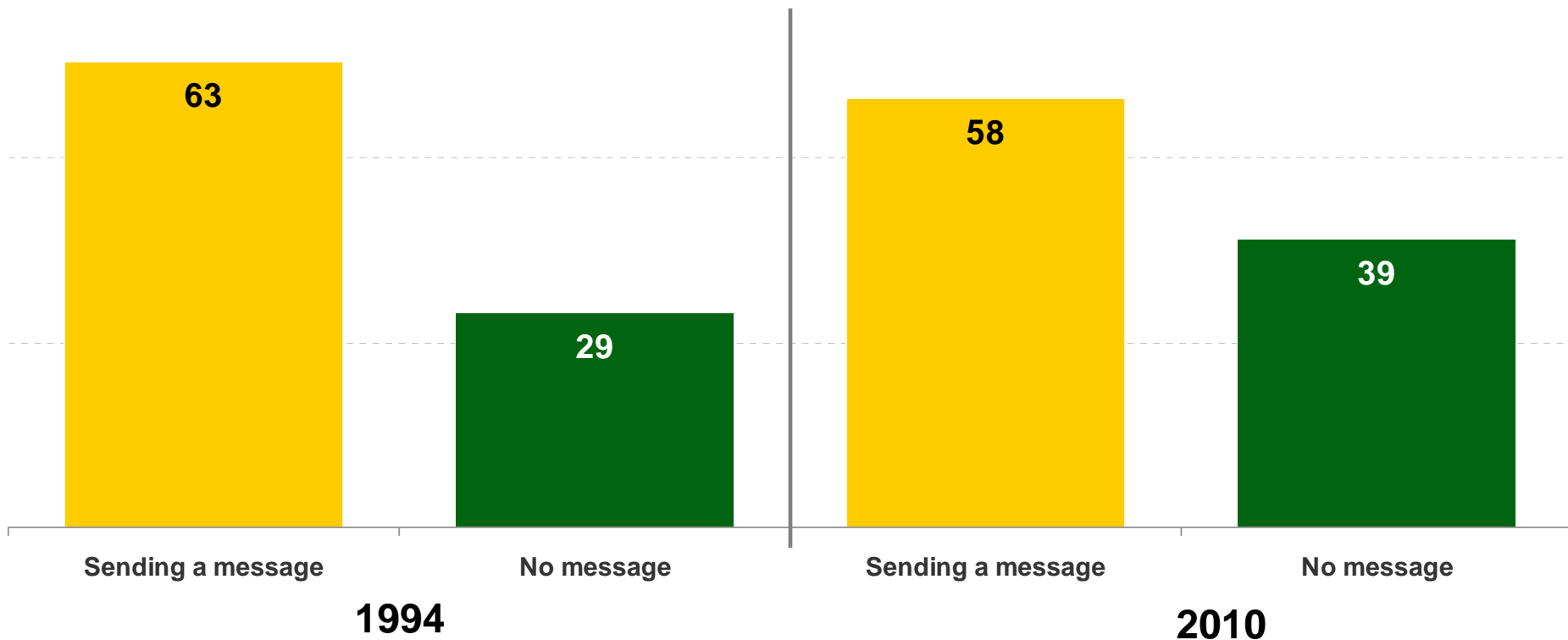
**Swing voters**



**Republicans**

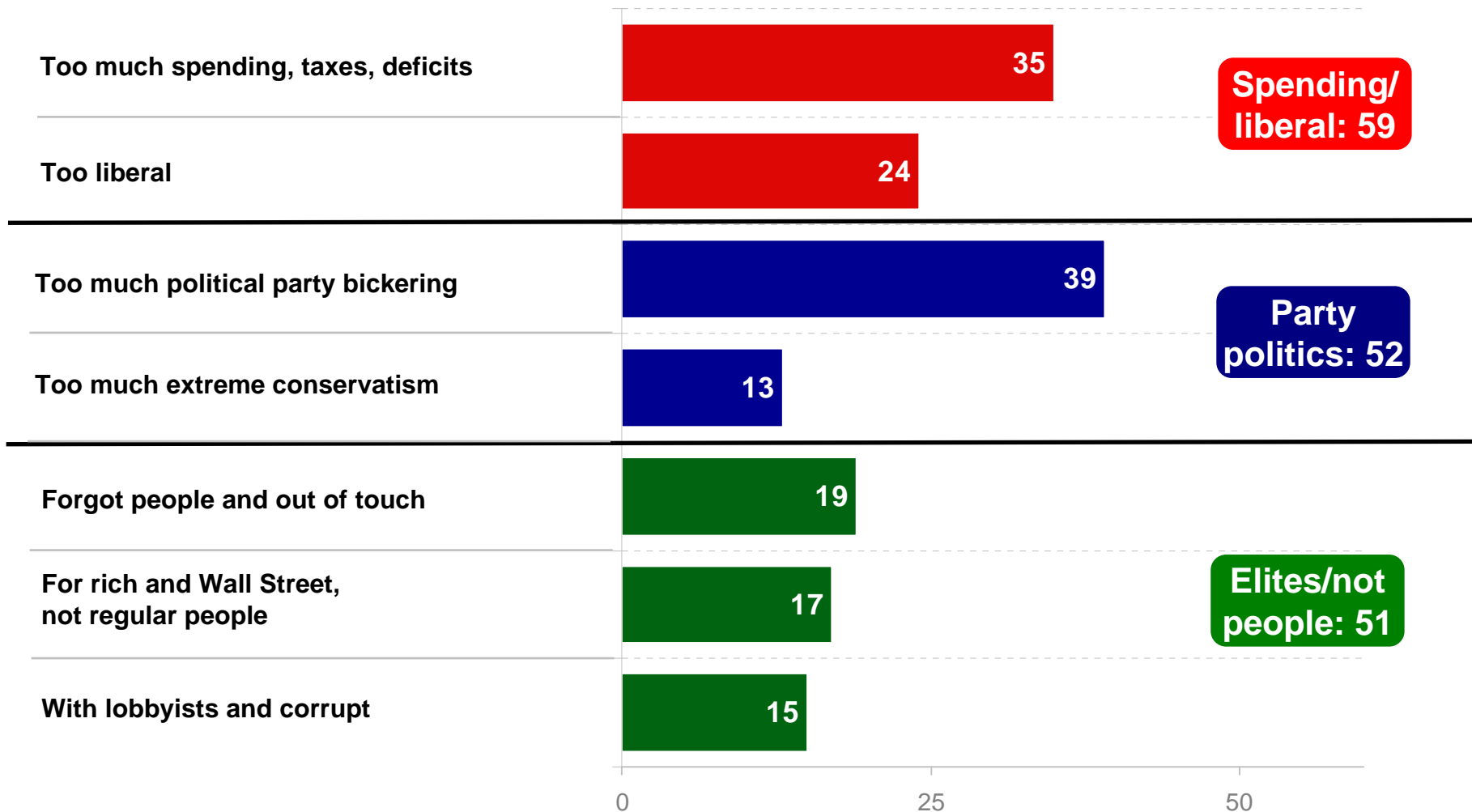
## Voters sending a message: 1994 and 2010

*Thinking about your vote for a minute, were you trying to send a message about how dissatisfied you are with things in Washington or weren't you trying to send a message?*



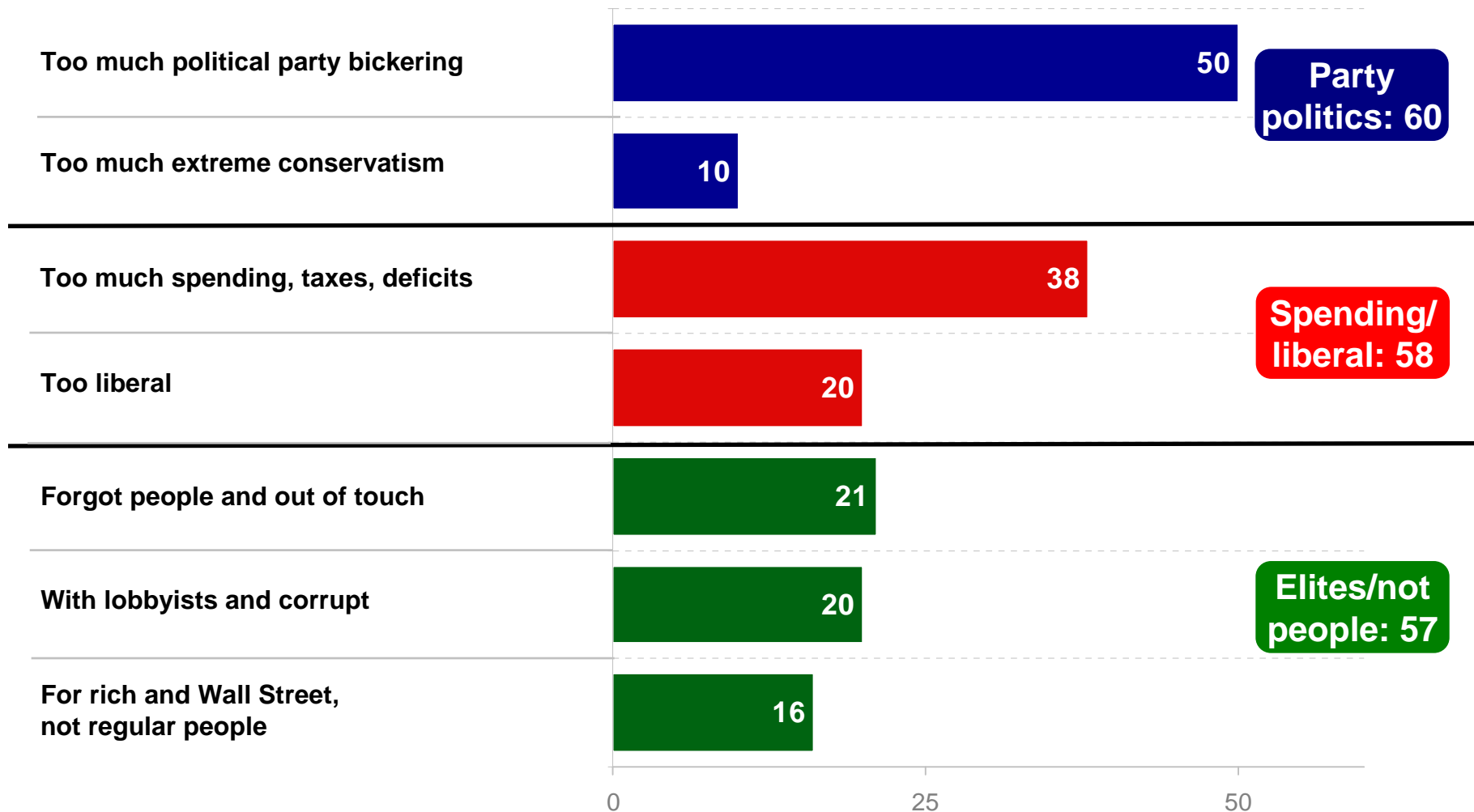
# Anger at spending/taxes, elites and party politics – equal measure

*Which TWO of the following were you most upset about on what was happening with elected officials in Washington?*



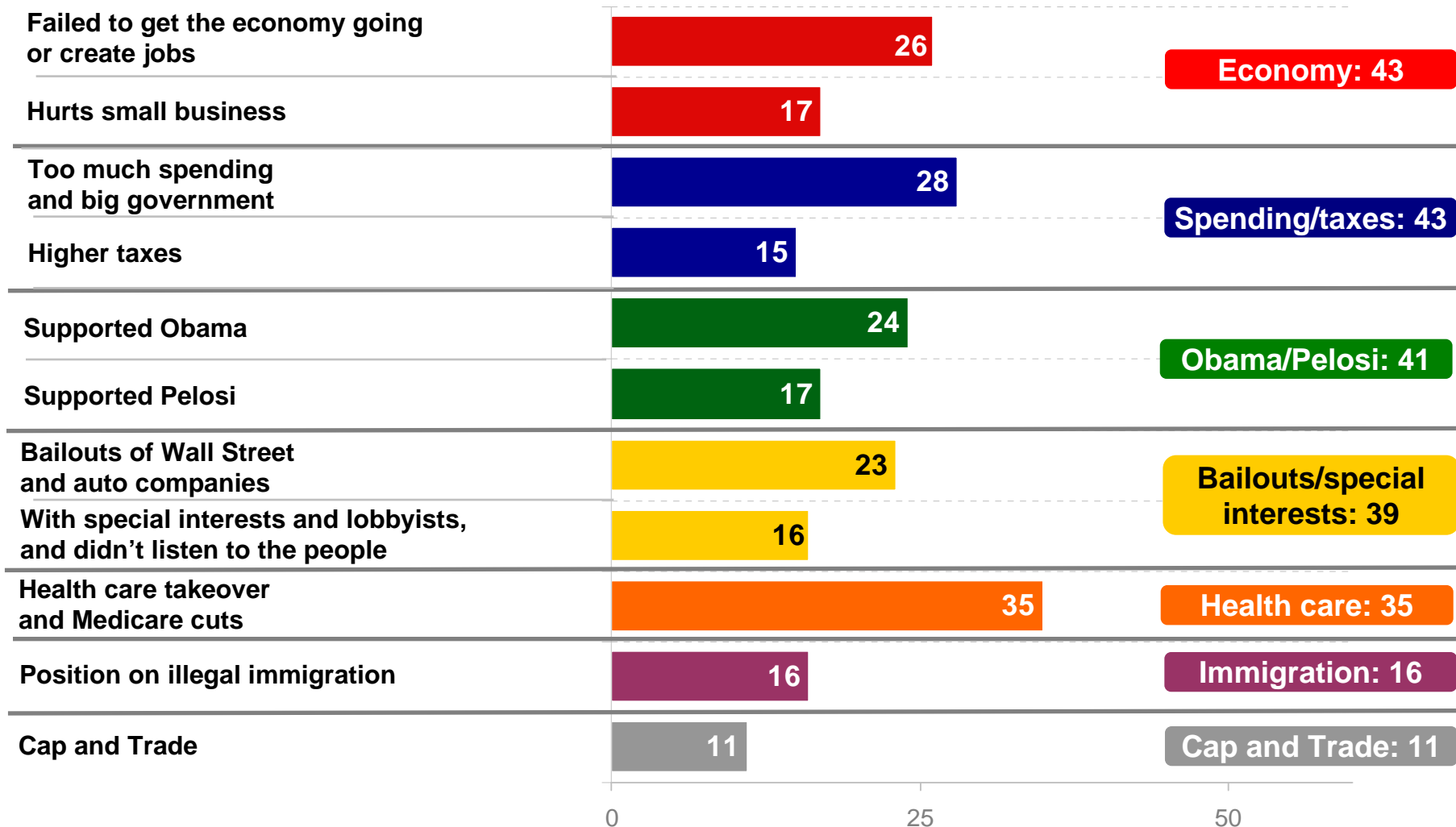
# Anger at spending/taxes, elites and party politics – swing voters

*Which TWO of the following were you most upset about on what was happening with elected officials in Washington?*



# Top reasons to vote against Democratic candidate: swing voters

*Let me read you a list of doubts about the Democratic House Candidate. Regardless of how you voted, which THREE describe the most important issues and best reasons NOT to vote for the Democratic House candidate in the election?*



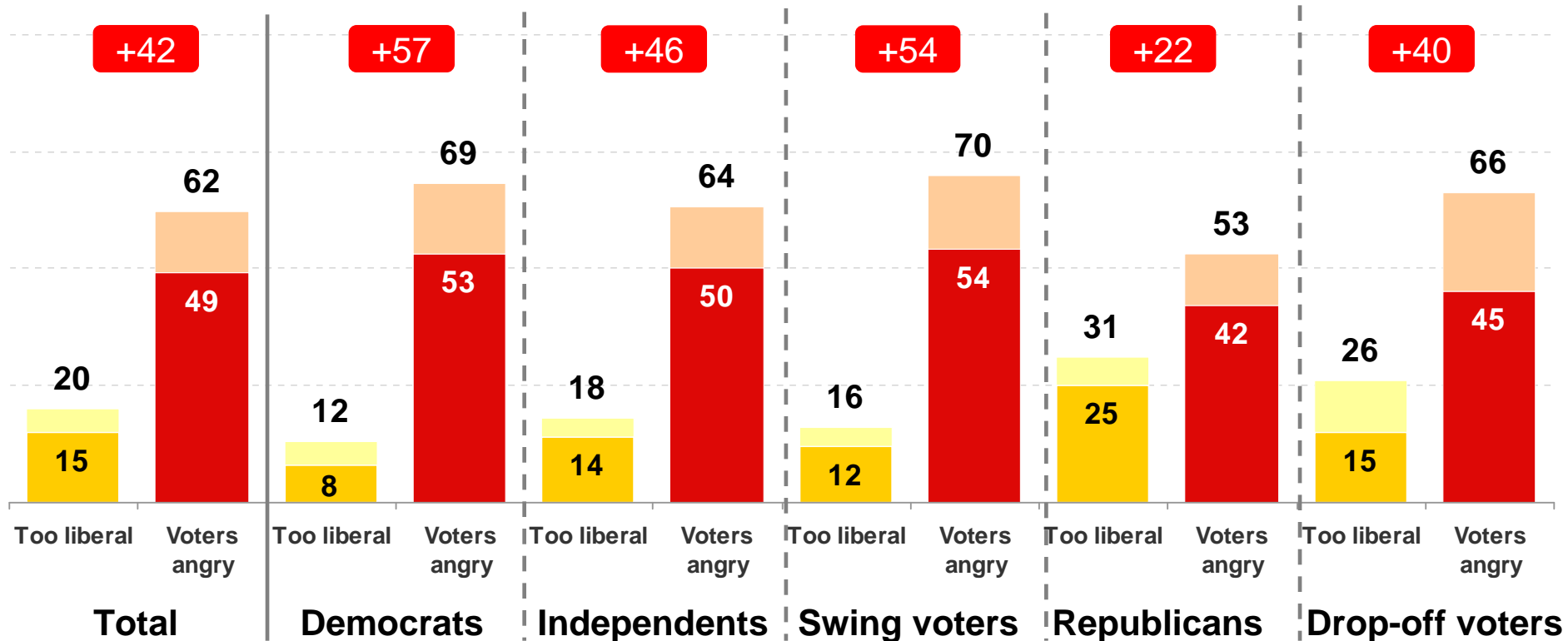
# Democrats lost due to anger over economy and DC, not for being liberal

Now I'm going to read you some pairs of statements. After 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.

**First statement:** The Democrats lost in 2010 because they were too liberal.

**Second statement:** The Democrats lost in 2010 because voters were angry about the economy and politics in Washington

■ First statement strongly ■ Second statement strongly



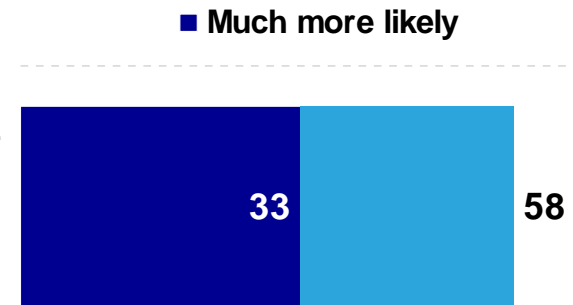
# 2010 campaign message impact

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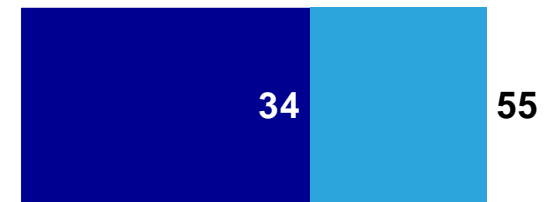
## Democratic campaign messages in the 2010 election

*Let me describe some themes that were raised by candidates in this election. Regardless of how you voted, does each statement make you much more likely to support this candidate, somewhat more likely, a little more likely, or less likely to support this candidate.*

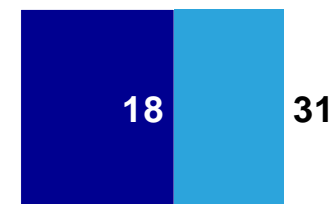
**(MADE IN AMERICA)** We are committed to "made in America," working to support small businesses, American companies and new American industries. Republicans have pledged to support free trade deals and protect tax breaks for companies that send American jobs to India and China. We need a different approach: helping small businesses expand and hire new workers and cutting taxes for companies that create jobs right here in America.



**(CHANGE MIDDLE CLASS)** We have to change Washington for the middle class. That means eliminating the special deals and tax breaks won by corporate lobbyists for Wall Street, paid for by American taxpayers and workers' outsourced jobs. Republicans have pledged to protect those breaks. We should cut taxes for the middle class and small business to create jobs. Let's make our country work for the middle class again.



**(DON'T GO BACK)** Republicans hope you forget. It was their policies that hurt middle class incomes, lost 8 million jobs and put us in the hole. They obstructed every effort to help get us out. The Recovery Act has started to bring the economy back and we've curbed Wall Street abuse. And now they want to go back to same policies that caused the mess in the first place. America has to move forward.



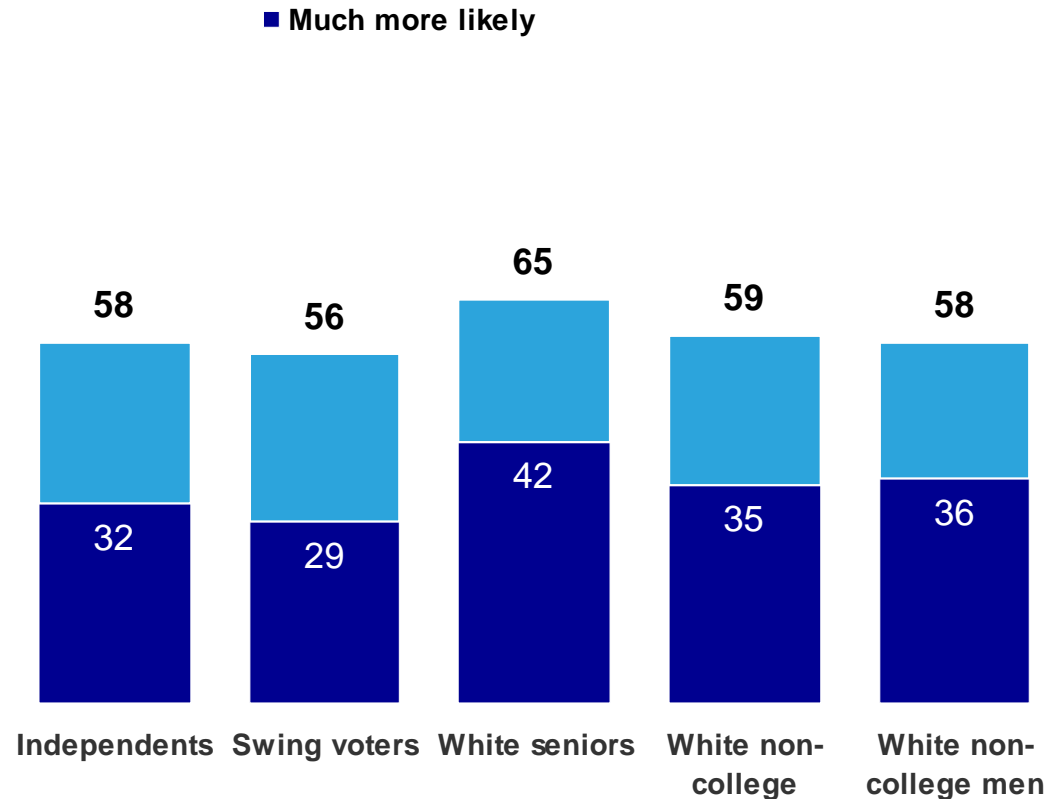
0 25 50 75

# Messages voters agree with most: made in America

*Let me describe some themes that were raised by candidates in this election. Regardless of how you voted, does each statement make you much more likely to support this candidate, somewhat more likely, a little more likely, or less likely to support this candidate.*

## Made in America

We are committed to "made in America," working to support small businesses, American companies and new American industries. Republicans have pledged to support free trade deals and protect tax breaks for companies that send American jobs to India and China. We need a different approach: helping small businesses expand and hire new workers and cutting taxes for companies that create jobs right here in America.



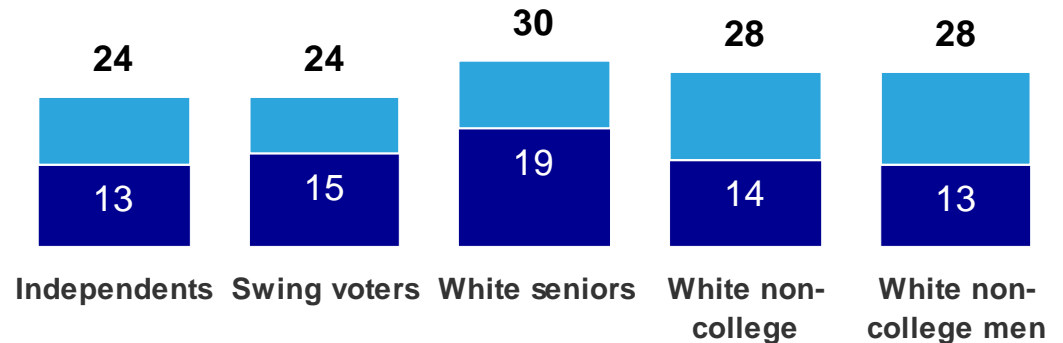
# Messages voters agree with most: don't go back

*Let me describe some themes that were raised by candidates in this election. Regardless of how you voted, does each statement make you much more likely to support this candidate, somewhat more likely, a little more likely, or less likely to support this candidate.*

## Don't go back

Republicans hope you forget. It was their policies that hurt middle class incomes, lost 8 million jobs and put us in the hole. They obstructed every effort to help get us out. The Recovery Act has started to bring the economy back and we've curbed Wall Street abuse. And now they want to go back to same policies that caused the mess in the first place. America has to move forward.

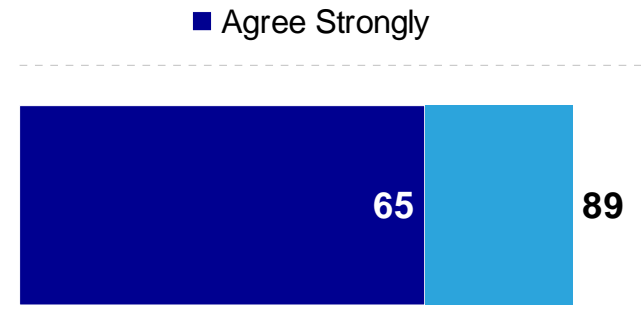
■ Much more likely



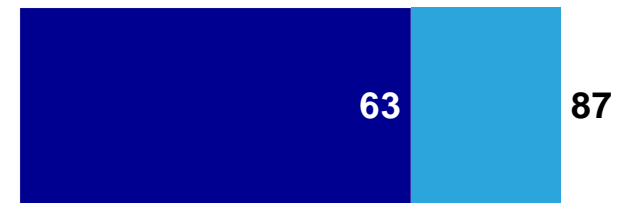
## The state of the country, and the outlook for the future

*Now I'm going to read you some statements about the state of the country today and what the new Congress and the president really face. Regardless of how you voted or whether you voted, please tell me whether you agree or disagree with each one.*

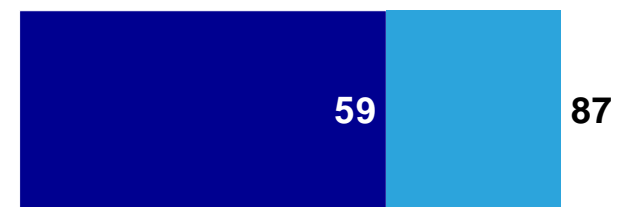
**(COUNTRY IN DECLINE)** America has been falling behind, while countries like China have a vision to succeed. We need our own vision for American success. Our economic problems have been building for years -- with good jobs outsourced and wages and benefits falling behind rising costs. Schools, sewers, and roads are in disrepair. We need a clear strategy to make things in America, make our economy competitive, and revive America's middle class.



**(POST-PARTISAN)** Politicians from both parties go to Washington and pursue their own party's agenda - ignoring the needs of regular citizens and the country. They fight the same old battles and the problems facing the country don't get fixed. The country needs leaders who will work together across party lines on the economy and jobs, deficits, health care and energy and do the right thing.



**(SPECIAL INTERESTS)** To solve the big problems facing our country we need to overcome the entrenched special interests that finance both parties' campaigns. That means limiting the power of lobbyists and big campaign donations with full disclosure of who's paying. We need leaders who are prepared to lay out an independent path and challenge those interests standing in the way of change.



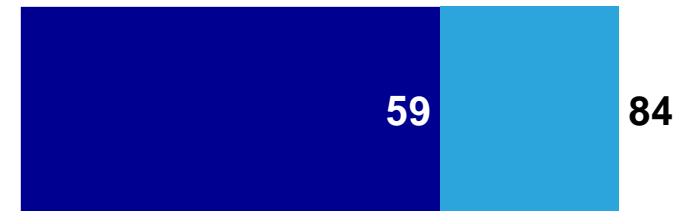
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## The state of the country, and the outlook for the future (continued)

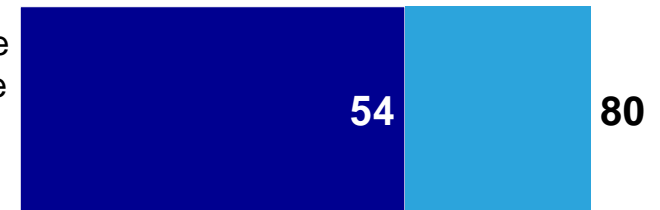
*Now I'm going to read you some statements about the state of the country today and what the new Congress and the president really face. Regardless of how you voted or whether you voted, please tell me whether you agree or disagree with each one.*

■ Agree Strongly

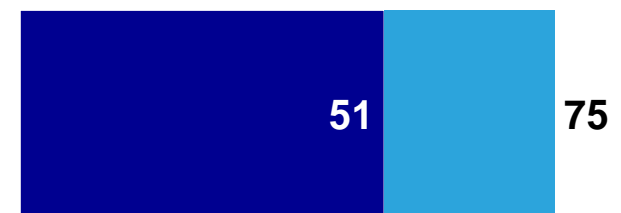
**(WALL STREET NOT MAIN STREET)** Middle class families and small businesses played by the rules, while the big banks, CEOs and Wall Street drove a speculative frenzy that eventually sank the economy. Yet Wall Street got bailed out, while Main Street is still looking for work and their houses are under water. That needs to change. We need to put the middle class first, not just those who call the shots at the top.



**(MIDDLE CLASS IN DECLINE)** America's prosperity was built on a growing middle class. But the middle class has been sinking for years while CEOs take obscene bonuses and the very wealthiest capture almost all the gains of our economy. They now dominate Washington. To get America back, we need a government that works for middle class Americans -- fostering good jobs and education to compete in the economy of the future.



**(GOVERNMENT SPENDING/DEBT)** Politicians have spent the country into bankruptcy, with federal deficits going through the ceiling. This debt held by China weakens the country and the economy. Priority number one is to reduce the size of government and the deficit. We have to balance the budget by making major cuts in big spending programs now, not later. That will free up our citizens and bring America back.

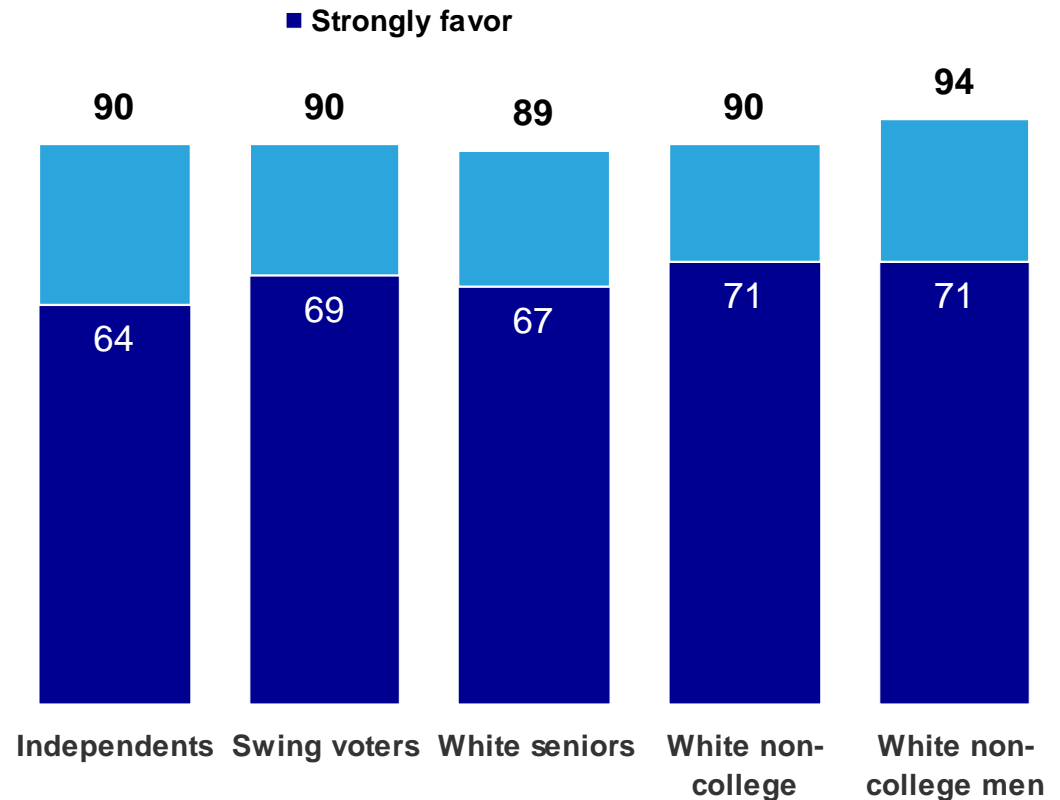


## Messages voters agree with most: country in decline

*Now I'm going to read you some statements about the state of the country today and what the new Congress and the president really face. Regardless of how you voted or whether you voted, please tell me whether you agree or disagree with each one.*

### Country in decline

America has been falling behind, while countries like China have a vision to succeed. We need our own vision for American success. Our economic problems have been building for years -- with good jobs outsourced and wages and benefits falling behind rising costs. Schools, sewers, and roads are in disrepair. We need a clear strategy to make things in America, make our economy competitive, and revive America's middle class.



# Mandate: beyond deficits to growth

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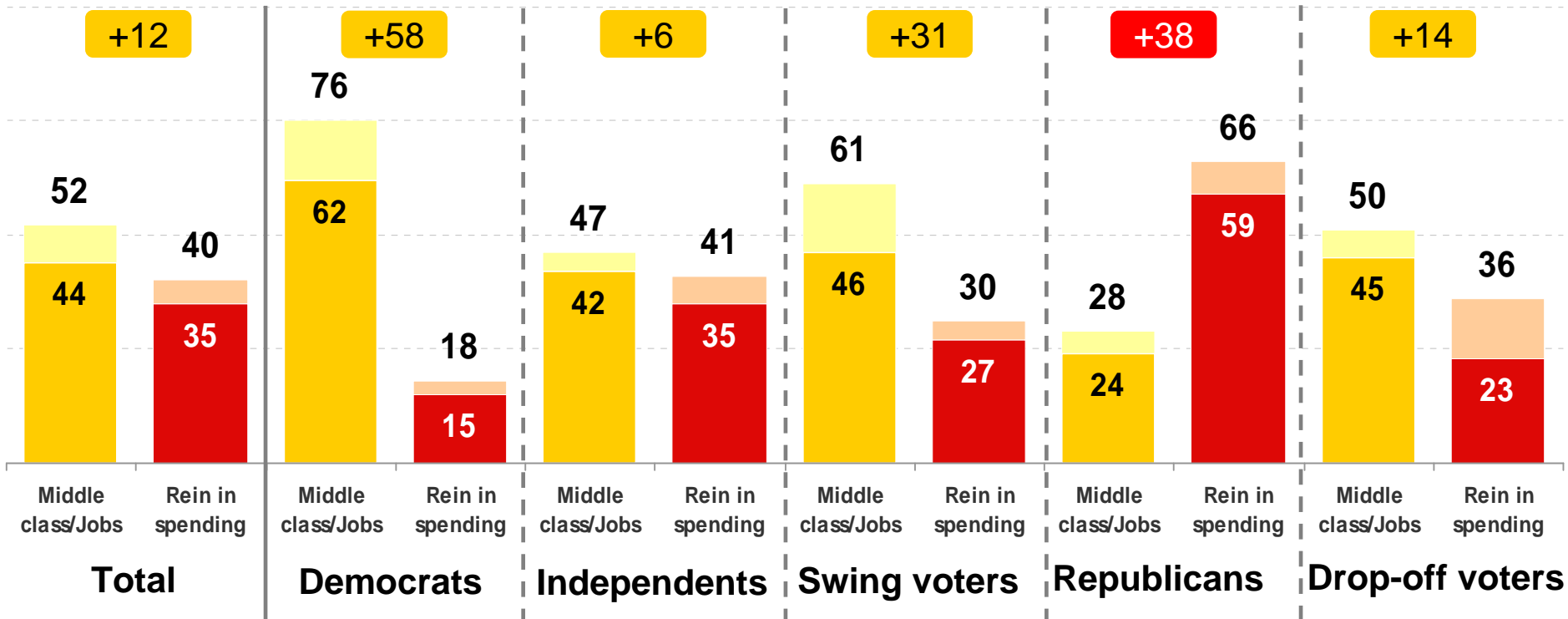
# Mandate: fighting for middle class/jobs wins over spending/deficits

Now I'm going to read you some pairs of statements. After 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.

**First statement:** I want somebody in Washington who will fight big corporate special deals and work for the middle class and American jobs.

**Second statement:** I want somebody in Washington who will rein in government spending and deficits and stop higher taxes.

■ First statement strongly   ■ Second statement strongly



# Investment versus reduce spending: now vs. 2008

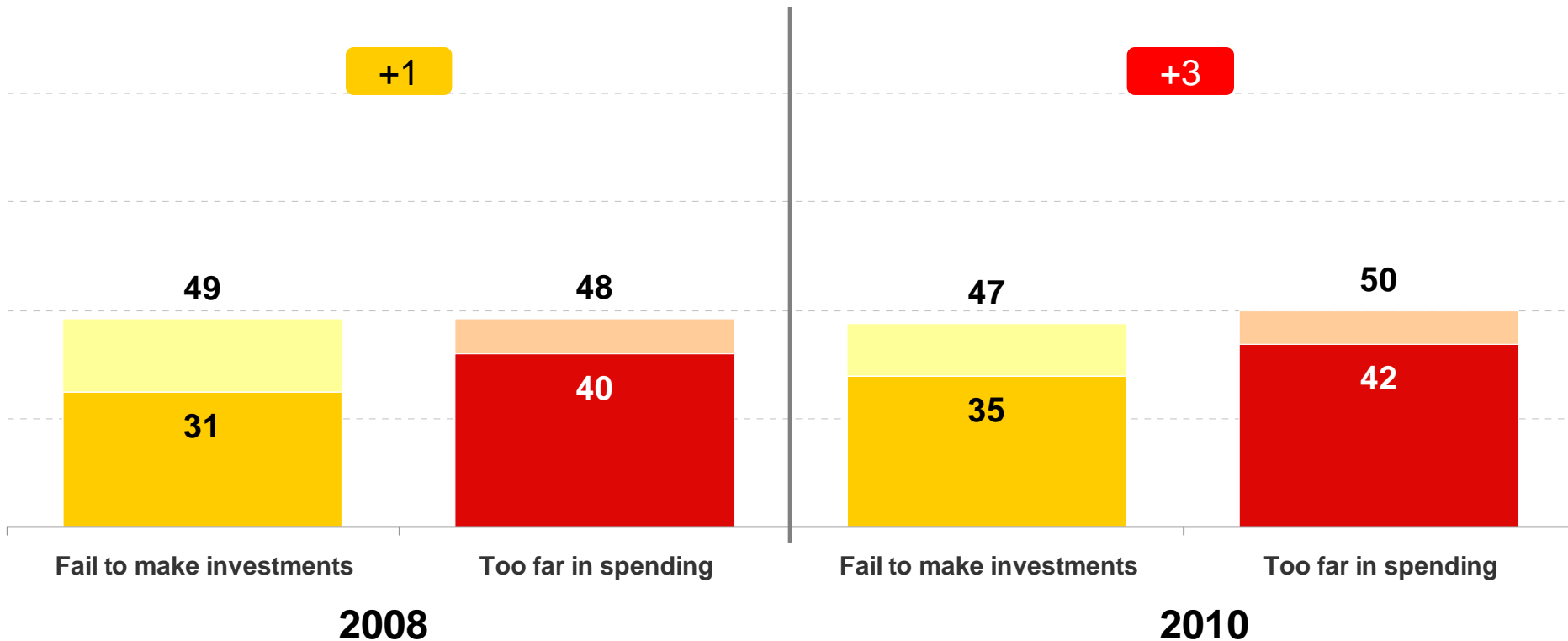
Now I'm going to read you some pairs of statements. After each pair, please tell me whether the FIRST statement or the SEOCND statement comes closer to your own view, even if neither is exactly right.

**First statement:** I'm worried that we will fail to make the investments we need to create jobs and strengthen the economy.

**Second statement:** I'm more worried that we will go too far in increasing government spending and will end up raising taxes to pay for it.

■ First statement strongly

■ Second statement strongly



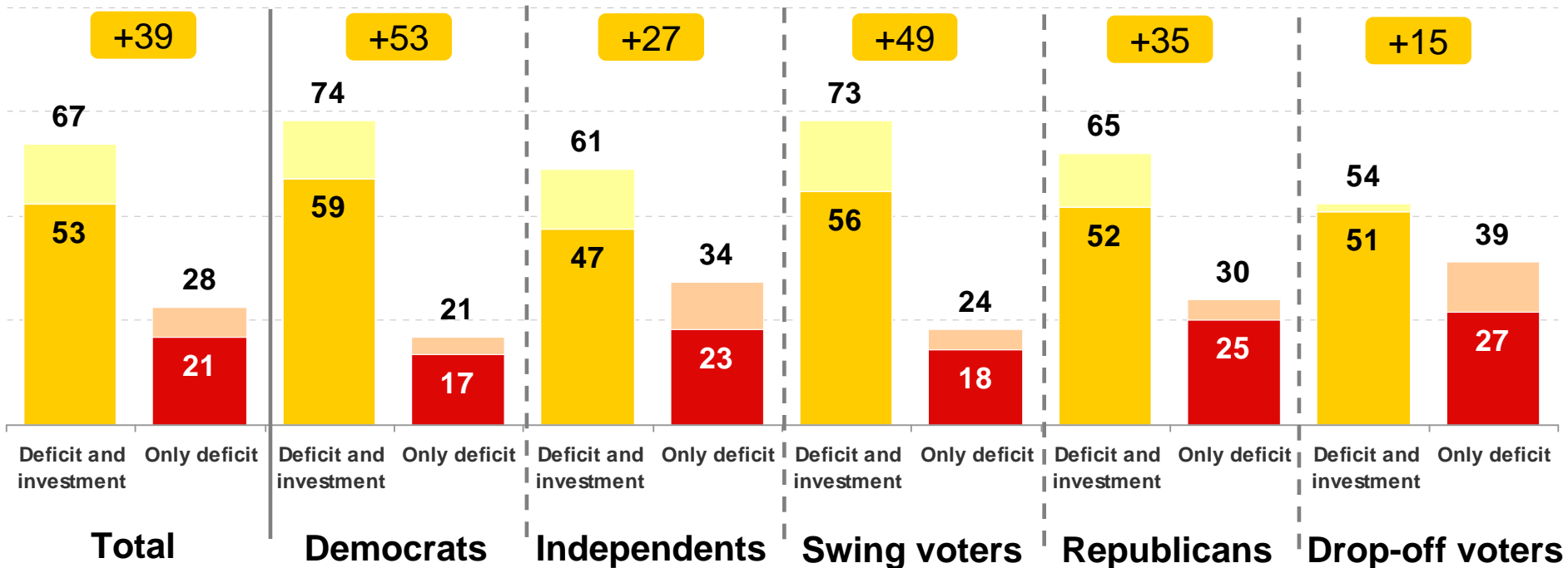
# Priority: both deficit and investment wins over spending and deficit

Now I'm going to read you some pairs of statements. After 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.

**First statement:** We need to prioritize both cutting the deficit and making growth-producing investments in American industry and small business to make us stronger and more competitive.

**Second statement:** Since we cannot both cut the deficit and continue high levels of spending, we need to make cutting the deficit the higher priority to make the U.S. economy stronger and more competitive.

■ First statement strongly   ■ Second statement strongly



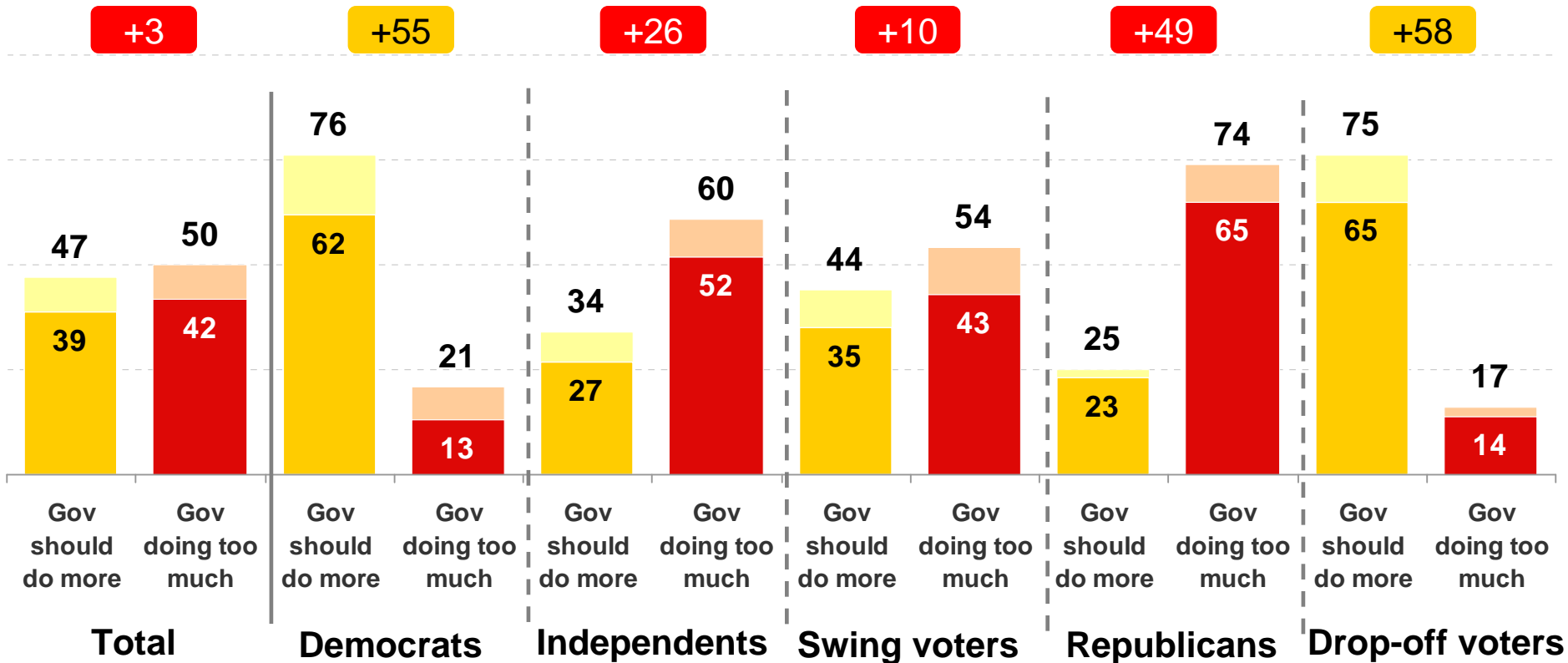
# Should government do more or less: leans less

Now I'm going to read you some pairs of statements. After 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.

**First statement:** Government should do more to solve problems and help meet the needs of people.

**Second statement:** Government is doing too many things better left to businesses and individuals.

■ First statement strongly      ■ Second statement strongly

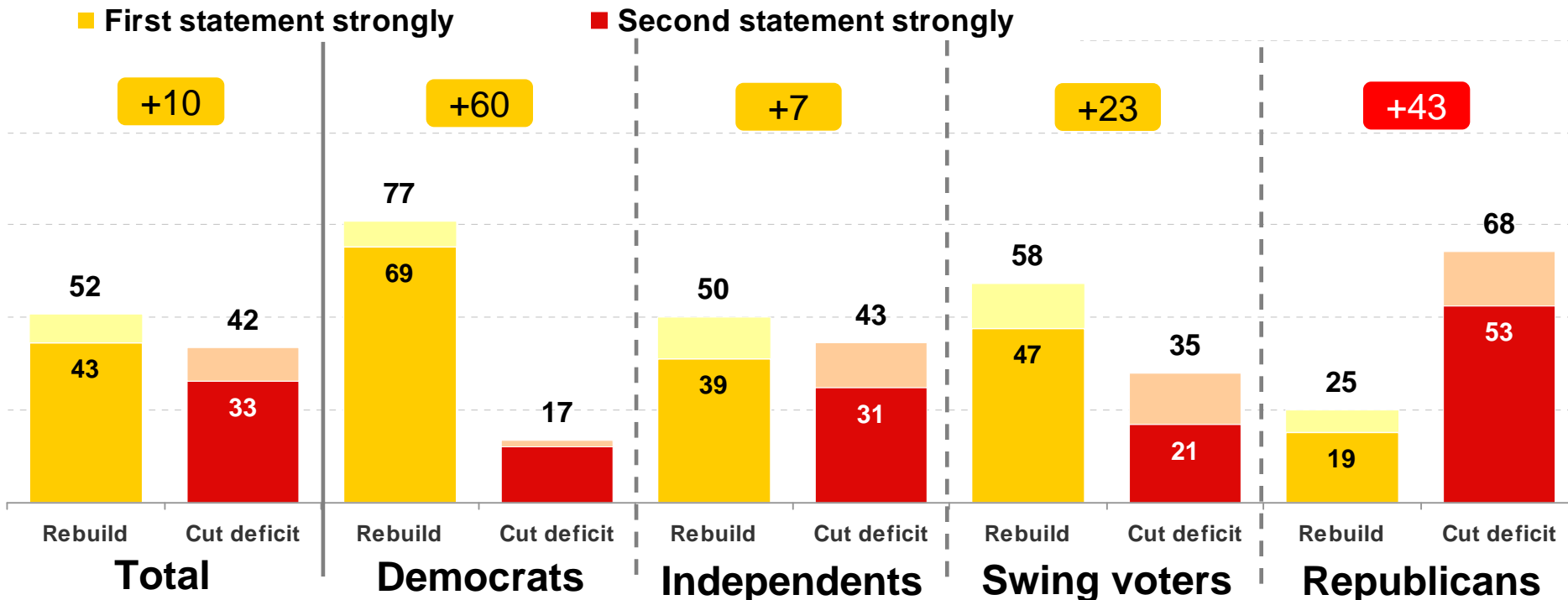


# Job growth: Invest in infrastructure vs. cut deficit and taxes

Now I'm going to read you some pairs of statements about Democratic and Republican policy priorities on different issues. After each pair, please tell me whether the FIRST statement or the SEOCND statement comes closer to your own view, even if neither is exactly right.

**First statement:** To get our country back on track we must first create jobs by rebuilding our infrastructure, providing tax credits for small business, extending all tax cuts for the middle class, and investing in education, science and technology while also working to reduce the federal deficit each year.

**Second statement:** To get our country back on track, we must cut the federal deficit by cutting spending while giving small businesses a tax deduction worth 20 percent of income encouraging them to create jobs as well as extending the tax cuts for everyone that are set to expire in January.



Message to parties: find common ground

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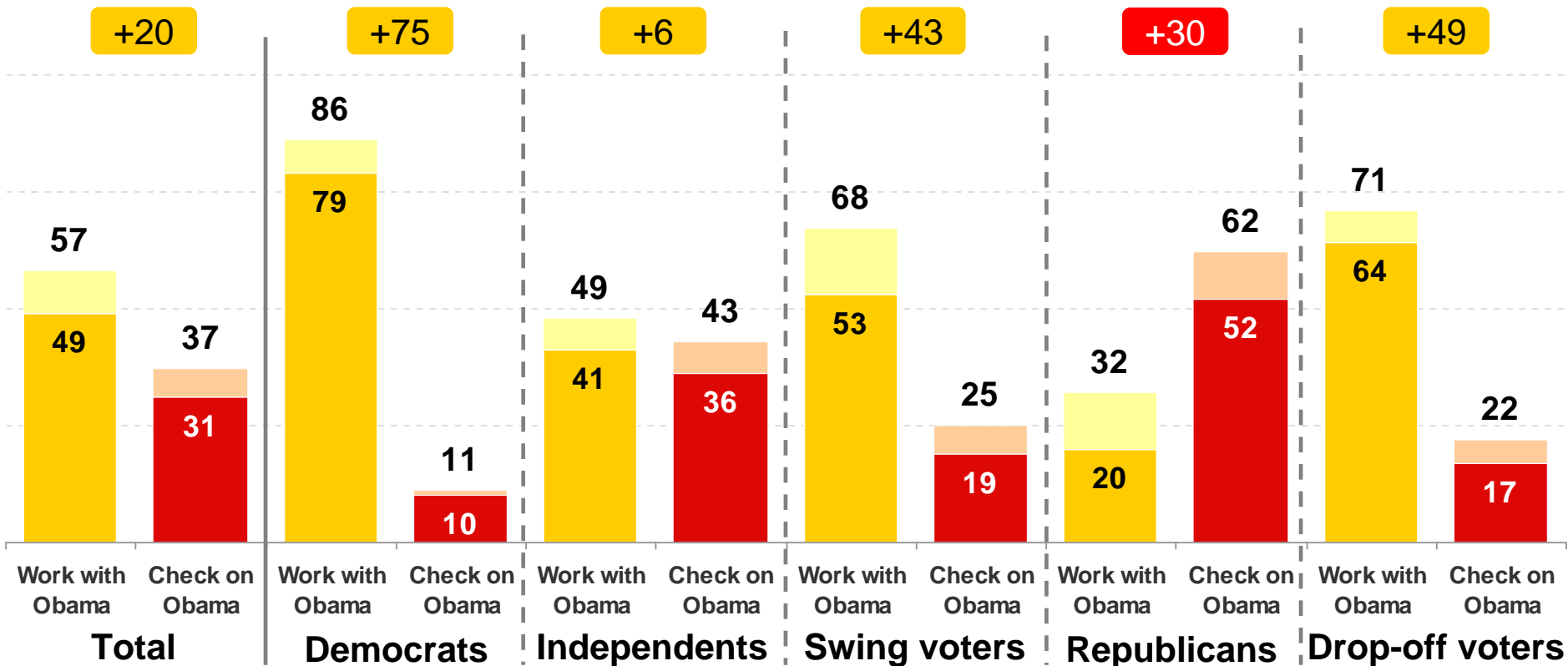
# Majority says cooperate rather than check Obama, but not Republicans

Now I'm going to read you some pairs of statements. After 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.

**First statement:** I want my member of Congress and Senators in Washington to mostly work with President Obama to get things done.

**Second statement:** I want my member of Congress and Senators in Washington to mostly oppose President Obama's policies and provide a check on his power.

■ First statement strongly    ■ Second statement strongly



# GOP: give Obama benefit of doubt, not oppose plans; not Republicans

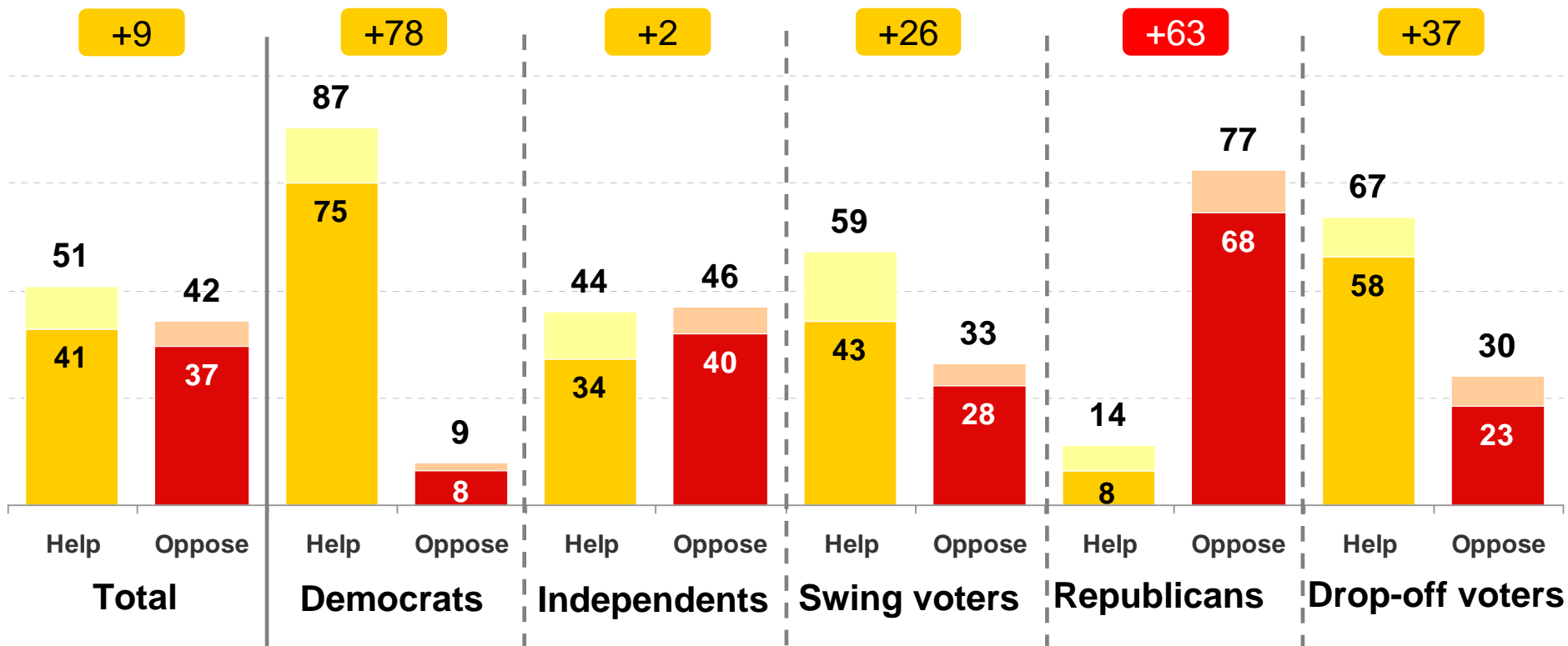
Now I'm going to read you some pairs of statements. After each pair, please tell me whether the FIRST statement or the SECOND statement comes closer to your own view, even if neither is exactly right.

**First statement:** Republicans should give Barack Obama the benefit of the doubt and help him achieve his plans.

**Second statement:** Barack Obama will lead the country down the wrong path and Republicans should oppose his plans.

■ First statement strongly

■ Second statement strongly



# Republicans: help Obama find solutions, not try to stop Obama

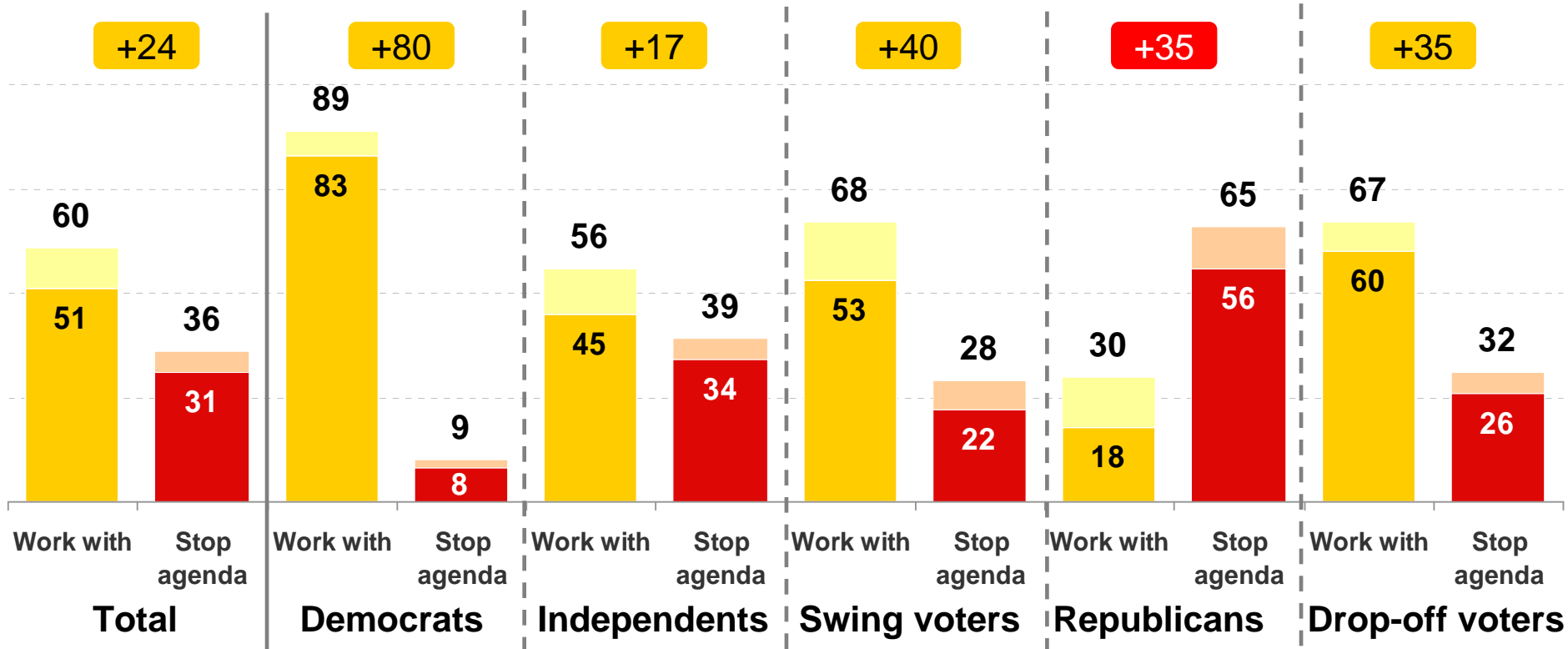
Now I'm going to read you some pairs of statements. After each pair, please tell me whether the FIRST statement or the SECOND statement comes closer to your own view, even if neither is exactly right.

**First statement:** Congressional Republicans should be more willing to work with President Obama to find solutions.

**Second statement:** Congressional Republicans should do even more to stop President Obama's agenda because his proposals would irrevocably harm America.

■ First statement strongly

■ Second statement strongly



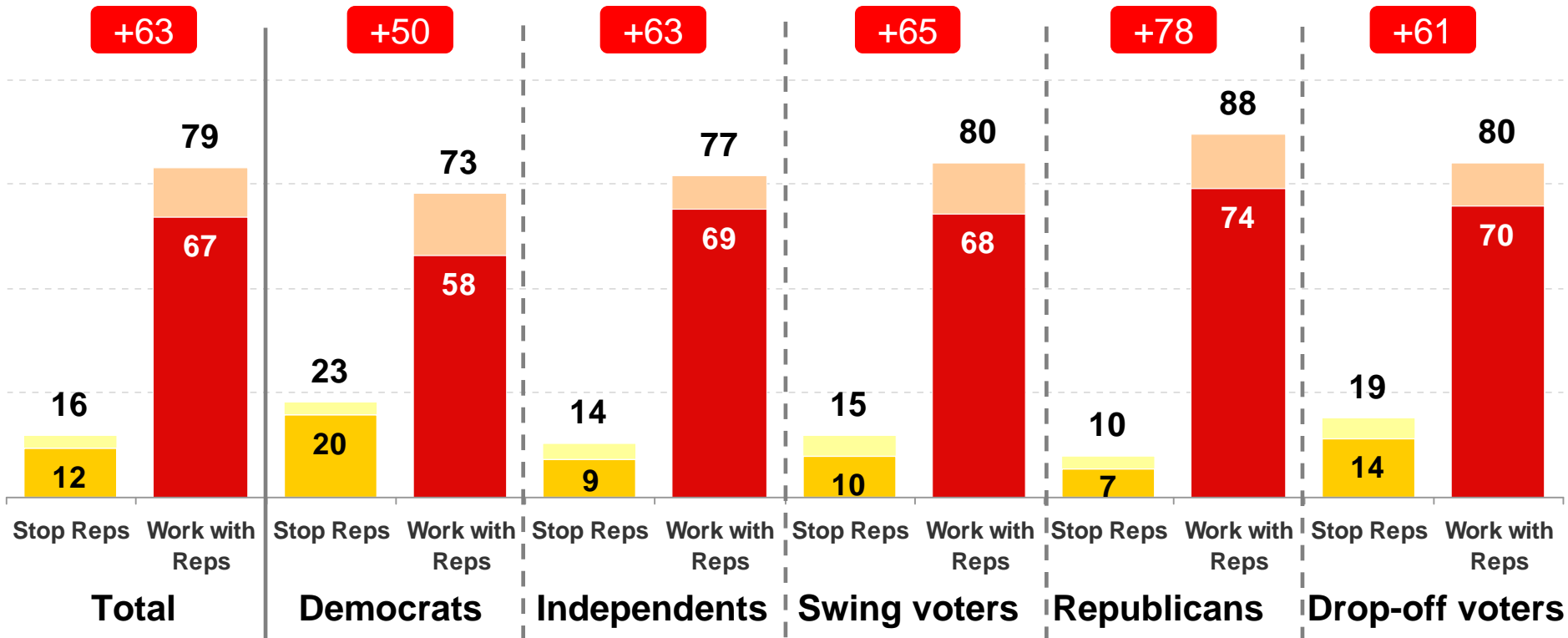
# Democrats: stop or work with Republicans

Now I'm going to read you some pairs of statements. After 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.

**First statement:** Congressional Democrats should do even more to stop the Congressional Republican agenda because Republican proposals would harm America.

**Second statement:** Congressional Democrats should be more willing to work with Republicans in Congress to find solutions.

■ First statement strongly   ■ Second statement strongly



# Policy debates and priorities

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# Deficit reduction: Progressive v. Republican

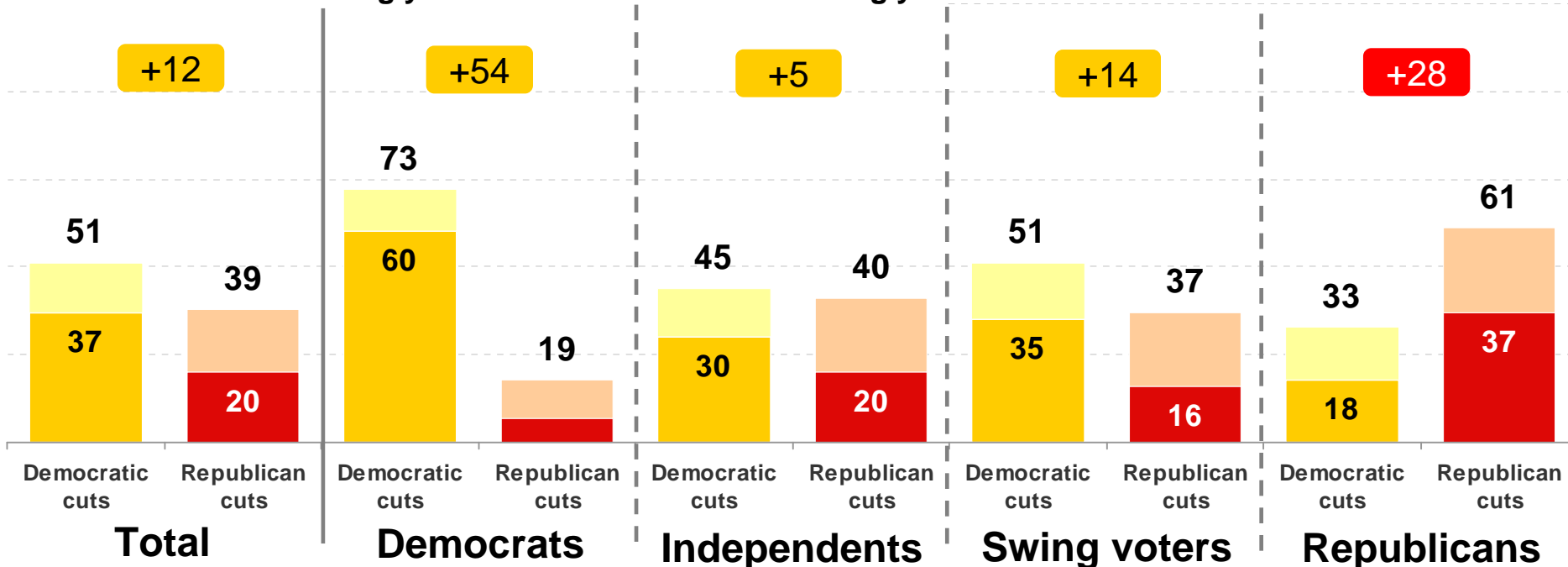
Now I'm going to read you some pairs of statements about Democratic and Republican policy priorities on different issues. After each pair, please tell me whether the FIRST statement or the SEOCND statement comes closer to your own view, even if neither is exactly right.

**Second statement:** On addressing the federal deficit, the Democratic leaders propose ending the tax cuts for those earning over 250,000 dollars, while continuing middle class tax cuts, and adding a bank tax to reduce financial speculation, cutting wasteful military spending and freezing discretionary domestic spending, and ending subsidies to oil companies and other special interests.

**First statement:** On addressing the federal deficit, the Republican leaders propose returning all unspent stimulus, cutting 100 billion dollars or 20 percent from domestic programs, including education, raising the retirement age for Social Security and turning Medicare into a voucher program to limit costs.

■ First statement strongly

■ Second statement strongly



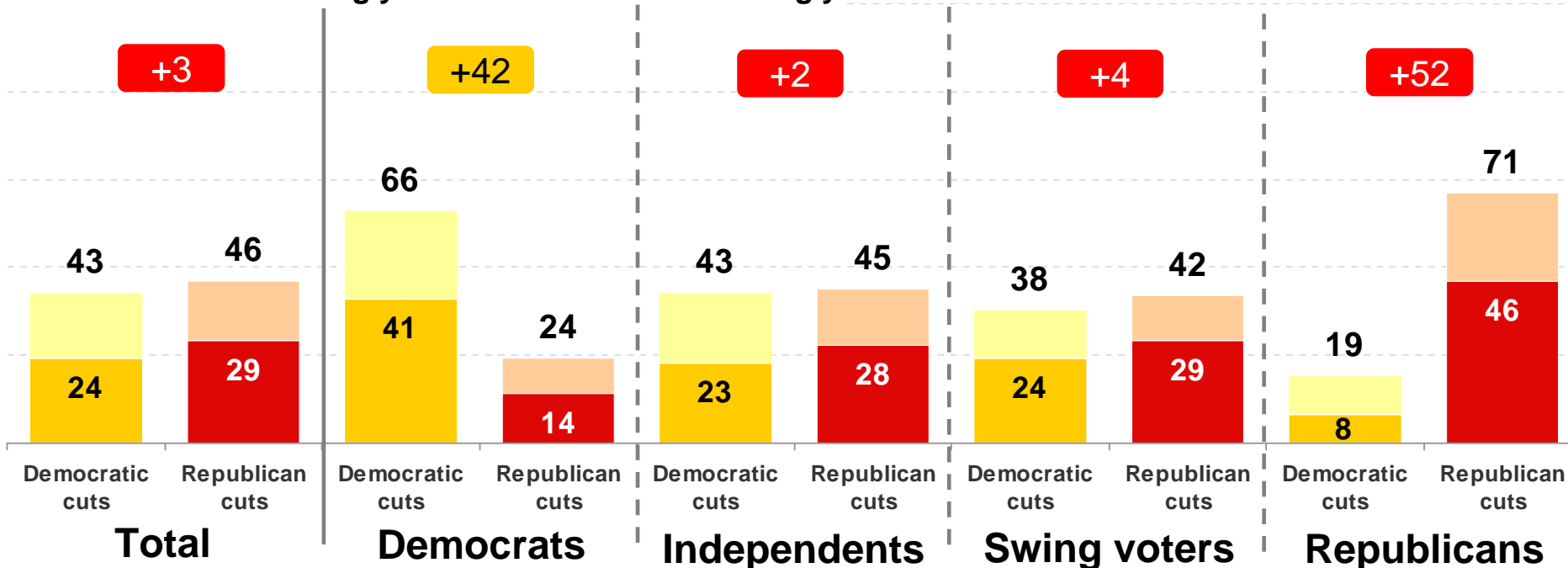
# Deficit reduction: Republican vs. progressive with Social Security

Now I'm going to read you some pairs of statements about Democratic and Republican policy priorities on different issues. After each pair, please tell me whether the FIRST statement or the SEOCND statement comes closer to your own view, even if neither is exactly right.

**Second statement:** On addressing the federal deficit, the Democratic leaders propose ending the tax cuts for those earning over 250,000 dollars, while continuing middle class tax cuts, and adding a bank tax to reduce financial speculation, cutting wasteful military spending and freezing discretionary domestic spending, and ending subsidies to oil companies and other special interests. They would also raise the retirement age for Social Security to 70.

**First statement:** On addressing the federal deficit, the Republican leaders propose returning all unspent stimulus, cutting 100 billion dollars or 20 percent from domestic programs, raising the retirement age for Social Security and turning Medicare into a voucher program to limit costs.

■ First statement strongly ■ Second statement strongly



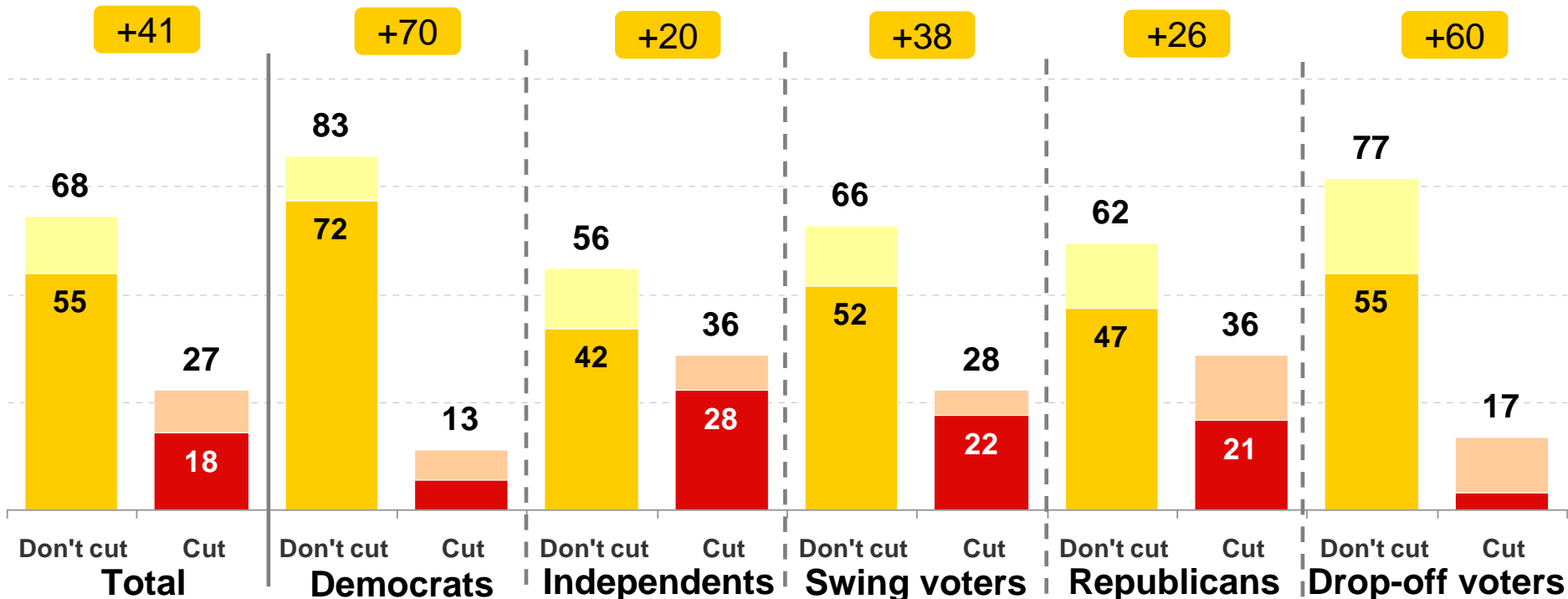
# Ways to deal with deficit – don't touch Social Security

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

**First statement:** The federal deficit is a big national problem but politicians should keep their hands off Social Security and Medicare. The American people cannot afford cuts in these programs.

**Second statement:** The federal deficit is such a threat to our country that we have to cut spending broadly, including raising the Social Security age to 70.

■ First statement strongly    ■ Second statement strongly



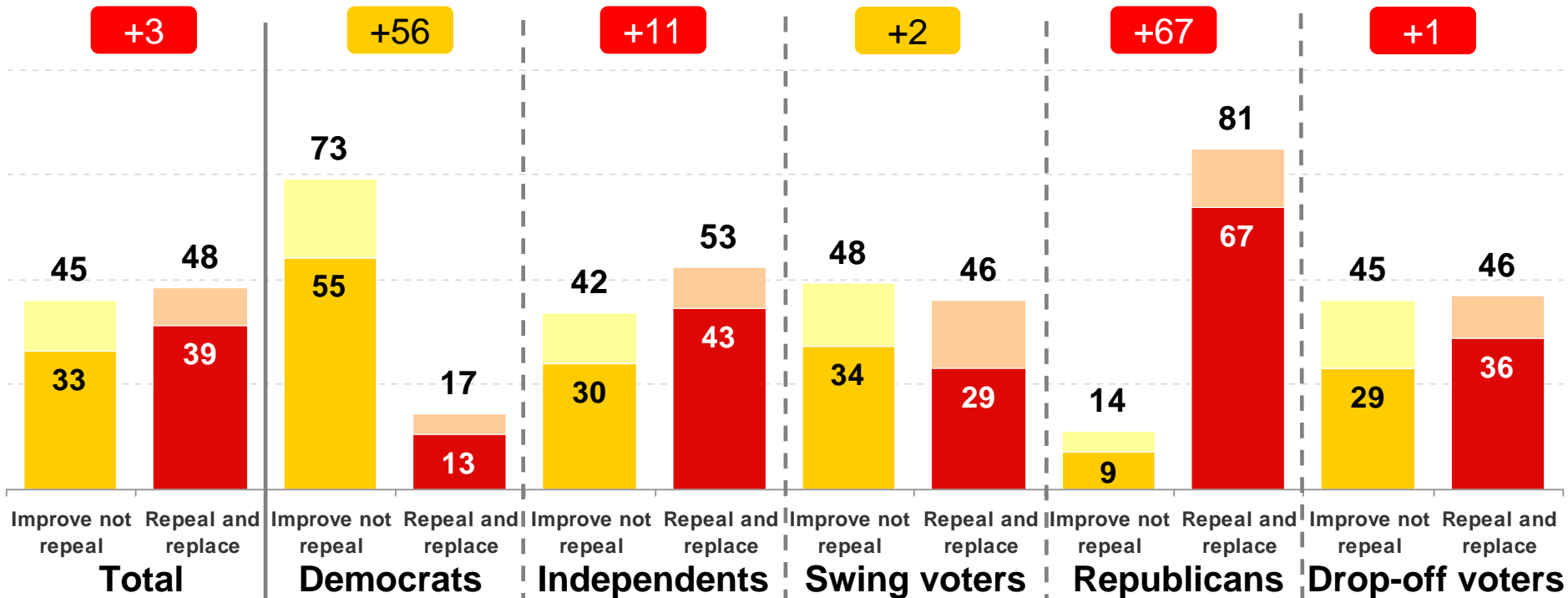
# With context, health care debate reaches parity

Now I'm going to read you some pairs of statements. After 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.

**First statement:** We should improve but not repeal the health care reform law, because the insurance companies will lobby to win back the right to drop people or jump their rates if they get sick or have a pre-existing condition and the right to re-impose life time limits and raise rates. We should make changes that keep costs down, but not repeal it.

**Second statement:** We should repeal the Obama health care reform law, and replace it with reforms to lower costs, allow people to keep the coverage they have now, and give individuals the same tax breaks businesses get to provide health care insurance. Obama's law will drive health care costs through the roof and bankrupt the country.

■ First statement strongly    ■ Second statement strongly

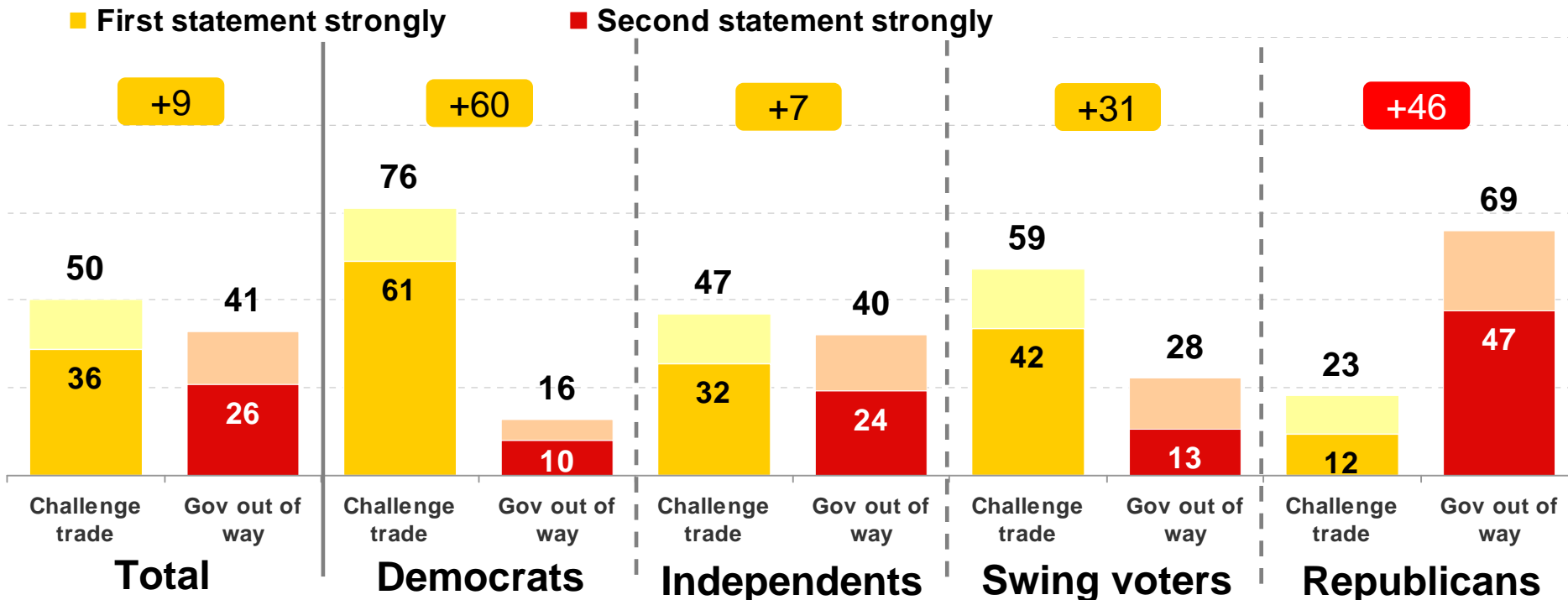


# Trade policy: American jobs, China and NAFTA vs. free trade

Now I'm going to read you some pairs of statements about Democratic and Republican policy priorities on different issues. After each pair, please tell me whether the FIRST statement or the SEOCND statement comes closer to your own view, even if neither is exactly right.

**First statement:** On trade and exports, the Democratic leaders say, It's time to challenge countries like China that are taking our jobs, end subsidies to corporations that send jobs abroad, stop passing NAFTA-like trade deals until we have a national strategy for making things in America and exporting goods, not jobs.

**Second statement:** On trade and exports, the Republican leaders say we need to increase our exports, and that requires passing more trade agreements, getting government out of the way. American workers can compete and win with any workers across the world.

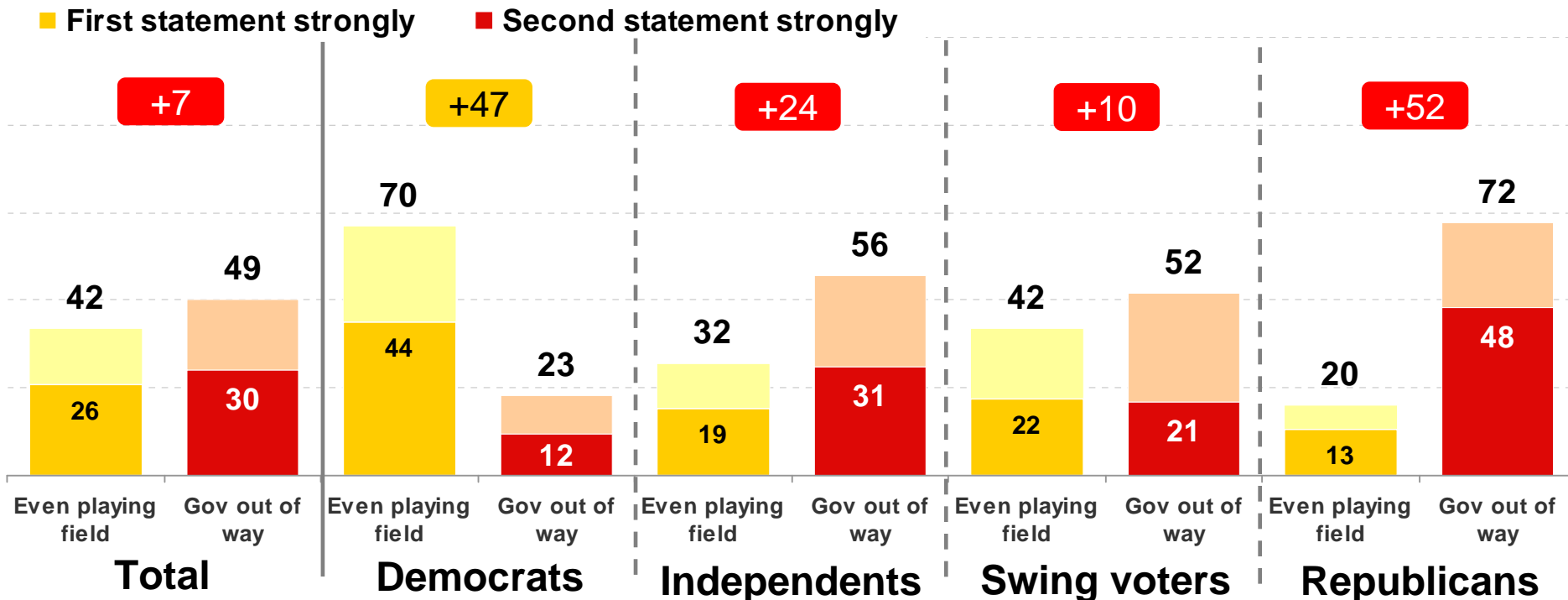


# Trade policy: American jobs with free trade agreements vs. free trade

Now I'm going to read you some pairs of statements about Democratic and Republican policy priorities on different issues. After each pair, please tell me whether the FIRST statement or the SEOCND statement comes closer to your own view, even if neither is exactly right.

**First statement:** On trade and exports, the Democratic leaders say we need to double our exports over the next five years, that requires ending subsidies to corporations that send jobs abroad, passing trade agreements to open markets, enforcing an even playing field for US companies, and working globally to limit trade imbalances.

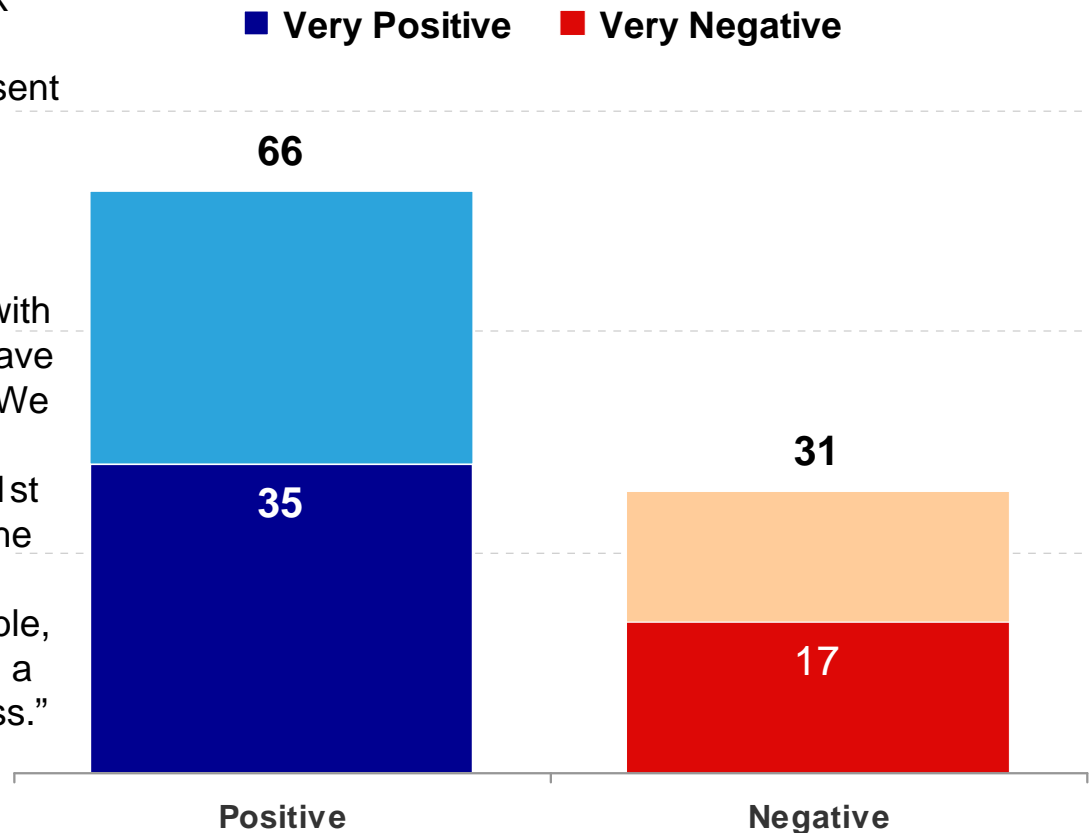
**Second statement:** Republican leaders say we need to increase our exports, and that requires passing more trade agreements, getting government out of the way. American workers can compete and win with any workers across the world.



## Obama message: How to move forward

*Now, I'm going to read you a statement by President Obama and about issues facing the country and get your reaction to it. What is your reaction to the President's statement, is it very positive, somewhat positive, somewhat negative, or very negative?*

"I have just met with the new Republican and Democratic leaders and asked them to work together with me to solve the country's problems. Voters across the country have sent a clear message and I've heard it. The economy isn't creating enough jobs but we can't go back to rising debt and dangerous bubbles. My commitment is to build a new foundation for jobs and growth that begins with making things in America again. Yes, we have to reduce our deficits, but it is not enough. We have to make investments in education, in research and innovation, in a competitive 21st century infrastructure. We have to lead in the new energy, Green industrial revolution sweeping the world. This has to be affordable, but my priority is working together to rebuild a successful America with a rising middle class."



## How to gain the advantage in coming period

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- 1. Total focus on jobs and the economy – not just stimulus but for the long term***
- 2. Offer a big vision about the country's and middle class decline and the need for a strategy for restoring American businesses and jobs and for America to be competitive again, with a revived middle class.***
- 3. Offer a new kind of politics – focused addressing the needs of regular citizens and small businesses and solving problems – against the dysfunction party battles that serve Wall Street and the lobbyists.***
- 4. Establish principle of BOTH growth and deficit reduction as national goal***
- 5. Choose areas of post-partisan agreement that diffuse the conservative ideological energy.***
- 6. Put Republicans on the defensive on repealing health care***
- 7. Bring out the contradictions in the Tea-Party dominated GOP, most of whom are determined to see Obama fail and obsessed with health care.***
- 8. Choose areas of defining choice – on jobs and growth, on American jobs, on taxes and deficit, on Social Security and Medicare***

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