

GREENBERG QUINLAN ROSNER RESEARCH

**REPUBLICAN-OBAMA BATTLEGROUND
CONTESTED**

March 25, 2011



DEMOCRACY CORPS
C A R V I L L E ♦ G R E E N B E R G

Methodology and Overview

This presentation is based on research conducted by Greenberg Quinlan Rosner Research for Democracy Corps from March 9-17, 2011

Qualitative research:

- Focus groups with college educated women and non-college men in Chicago, IL March 9, 2011
- Focus groups with college educated men and non-college women in Bala Cynwyd, PA March 10, 2011

Quantitative research:

- Survey of 1000 likely 2012 voters (1000 weighted) in 50 battleground districts, March 13-17, 2011
- Unless otherwise noted, margin of error= +/- 3.1 percentage points at 95% confidence.

The Republican-Obama Battleground Districts

- **The 2012 Democracy Corps Congressional battleground research focuses intensely on the Republican-Obama districts; 44 of our 50 districts were won by Barack Obama in 2008 but claimed by Republicans in the 2010 midterm.**
- **Our battleground also includes the 6 most competitive districts falling outside the Republican-Obama definition. This hybrid model, which includes the 50 most crucial battleground districts, allows Democracy Corps to track public opinion in ways that will define, shape, and structure the public debate going into 2012.**
- **Redistricting will obviously affect some of these districts, but this study is meant as an instructive look at the districts, and voters, who have swung between the parties over the past four years.**
- **The districts are divided into 2 tiers. Tier 1 includes the 25 most competitive districts; Tier 2 is composed of secondary targets.**

2012 Battleground: Tier 1

District	2008 Presidential vote margin	2010 Congressional vote margin	Representative	Cook PVI
CA-3	Obama +0	Rep +8	Dan Lungren	R +6
FL-22	Obama +4	Rep +8	Allen West	D +1
IL-8	Obama +13	Rep +1	Joe Walsh	R +1
IL-10	Obama +23	Rep +2	Robert Dold	D +6
IL-13	Obama +9	Rep +28	Judy Biggert	R +1
IL-17	Obama +15	Rep +10	Bobby Schilling	D +3
MN-8	Obama +8	Rep +1	Chip Cravaack	D +3
NV-3	Obama +12	Rep +1	Joe Heck	D +2
NH-1	Obama +6	Rep +11	Frank Guinta	Even
NH-2	Obama +13	Rep +1	Charlie Bass	D +3
NJ-3	Obama +5	Rep +3	Jon Runyan	R +1
NY-19	Obama +3	Rep +6	Nan Hayworth	R +3
NY-25	Obama +13	Rep +0	Ann Marie Buerkle	D +3
NC-2	Obama +5	Rep +2	Renee Ellmers	R +2
OH-1	Obama +11	Rep +7	Steve Chabot	D +1
OH-6	McCain +2	Rep +5	Bill Johnson	R +2
PA-6	Obama +17	Rep +14	Jim Gerlach	D +4
PA-7	Obama +13	Rep +11	Pat Meehan	D +3
PA-8	Obama +9	Rep + 8	Mike Fitzpatrick	D +2
PA-11	Obama +15	Rep +10	Lou Barletta	D +4
PA-15	Obama +13	Rep +15	Charlie Dent	D +2
TX-23	Obama +3	Rep +5	Francisco Canseco	R +4
TX-27	Obama +7	Rep +1	Blake Farenthold	R +2
WA-8	Obama +15	Rep +6	Dave Reichert	D +3
WI-7	Obama +13	Rep +8	Sean Duffy	D +3

2012 Battleground: Tier 2

District	2008 Presidential vote margin	2010 Congressional vote margin	Representative	Cook PVI
AR-1	McCain +21	Rep +9	Rick Crawford	R +8
AZ-1	McCain +10	Rep +7	Paul Gosar	R +6
CA-26	Obama +4	Rep +17	David Dreier	R +3
CA-44	Obama +1	Rep +12	Ken Calvert	R +6
CA-45	Obama +5	Rep +10	Mary Bono Mack	R +3
CO-3	McCain +2	Rep +4	Scott Tipton	R +5
FL-8	Obama +5	Rep +18	Dan Webster	R +2
FL-10	Obama +5	Rep +32	C.W. Bill Young	R +1
IL-6	Obama +13	Rep +28	Peter Roskam	Even
IL-11	Obama +8	Rep +14	Adam Kinzinger	R +1
IL-14	Obama +11	Rep +6	Randy Hultgren	R +1
IL-16	Obama +7	Rep +34	Don Manzullo	R +2
IN-9	McCain +1	Rep +10	Todd Young	R +6
MI-1	Obama +2	Rep +11	Dan Benishek	R +3
MI-11	Obama +9	Rep +20	Thad McCotter	Even
MN-3	Obama +6	Rep +22	Erik Paulsen	Even
NJ-7	Obama +1	Rep +18	Leonard Lance	R +3
NY-20	Obama +3	Rep +10	Chris Gibson	R +2
NY-24	Obama +3	Rep +6	Richard Hanna	R +2
OH-12	Obama +7	Rep +16	Patrick Tiberi	D +1
OH-15	Obama +9	Rep +14	Steve Stivers	D +1
VA-2	Obama +2	Rep +10	Scott Rigell	R +5
WA-3	Obama +6	Rep +6	Jaime Herrera	Even
WI-8	Obama +9	Rep +10	Reid Ribble	R +2
WV-1	McCain +15	Rep +0	David McKinley	R +9

2012 Battleground: By typology

Rural

Rural- 1

New Hampshire-2
New York-20

Rural- 2

Arkansas-1
Michigan-1
Minnesota-8
Ohio-6
Wisconsin-7

Exurban

Exurban- 1

Arizona-1
Colorado-3

Exurban- 2

Arizona-1
Colorado-3
Indiana-9
New York-24
North Carolina-2
Wisconsin-8
West Virginia-1

Suburban

Suburban-1

California-3
California-26
California-44
Florida-22
Illinois-6
Illinois-8
Illinois-10
Illinois-13
Michigan-11
Minnesota-3
Nevada-3
New Hampshire-1
New Jersey-3
New Jersey-7
New York-19
Ohio-12
Pennsylvania-6
Pennsylvania-7
Pennsylvania-8
Pennsylvania-15
Washington-8
West Virginia-1

Suburban-2

California-45
Florida-10
Pennsylvania-11

Metro

Metro-1

Florida-8
Illinois-11
Illinois-14
Illinois-16
New York-25
Washington-3

Metro-2

Illinois-17
Ohio-1
Texas-23
Texas-27

Urban

Urban- 1

Ohio-15
Virginia-2

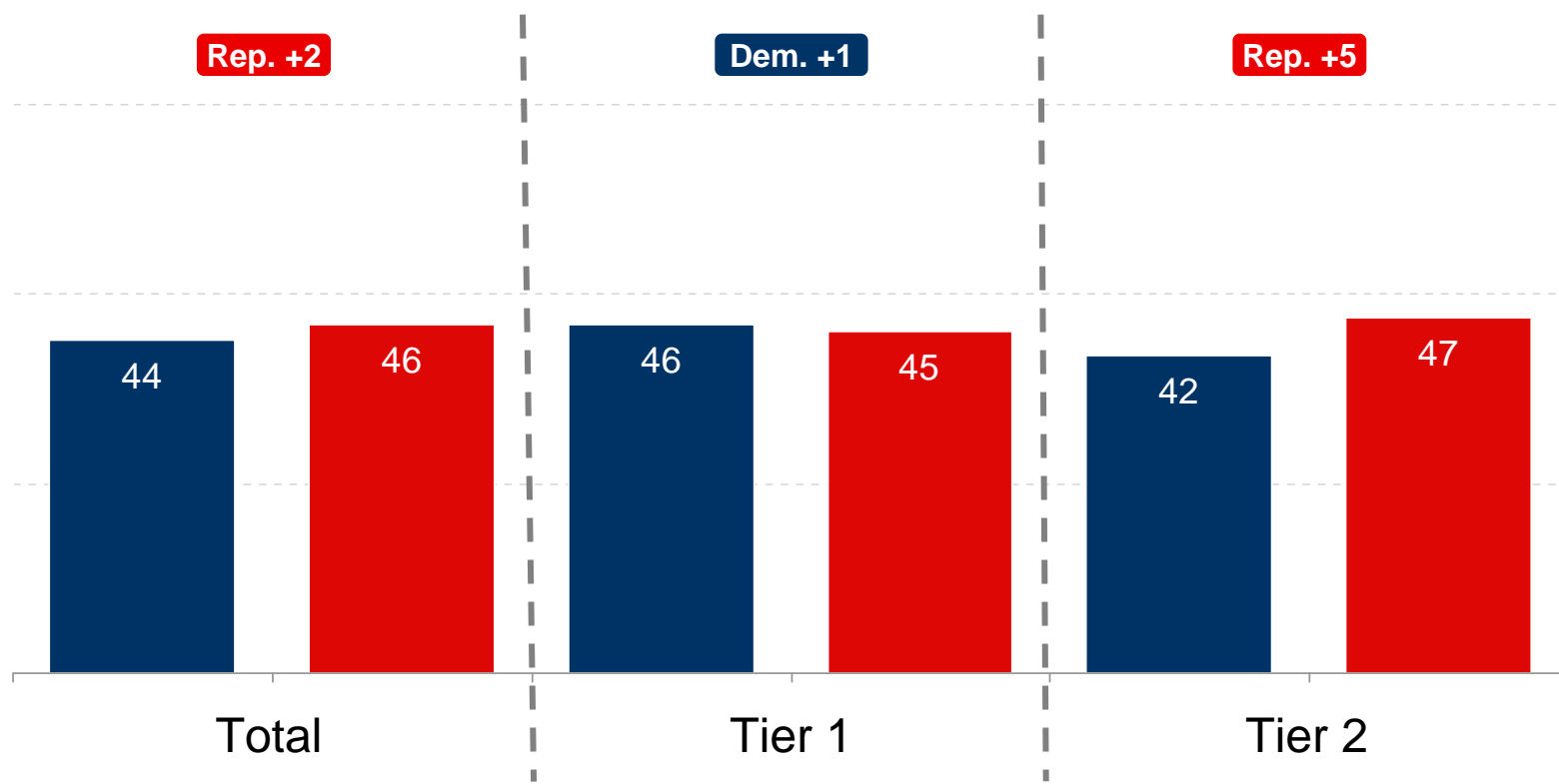
1: middle/high income, middle/high education

2: low/middle income, low/middle education

The battle begins

Dead heat and incumbent below 50 percent in GOP battleground

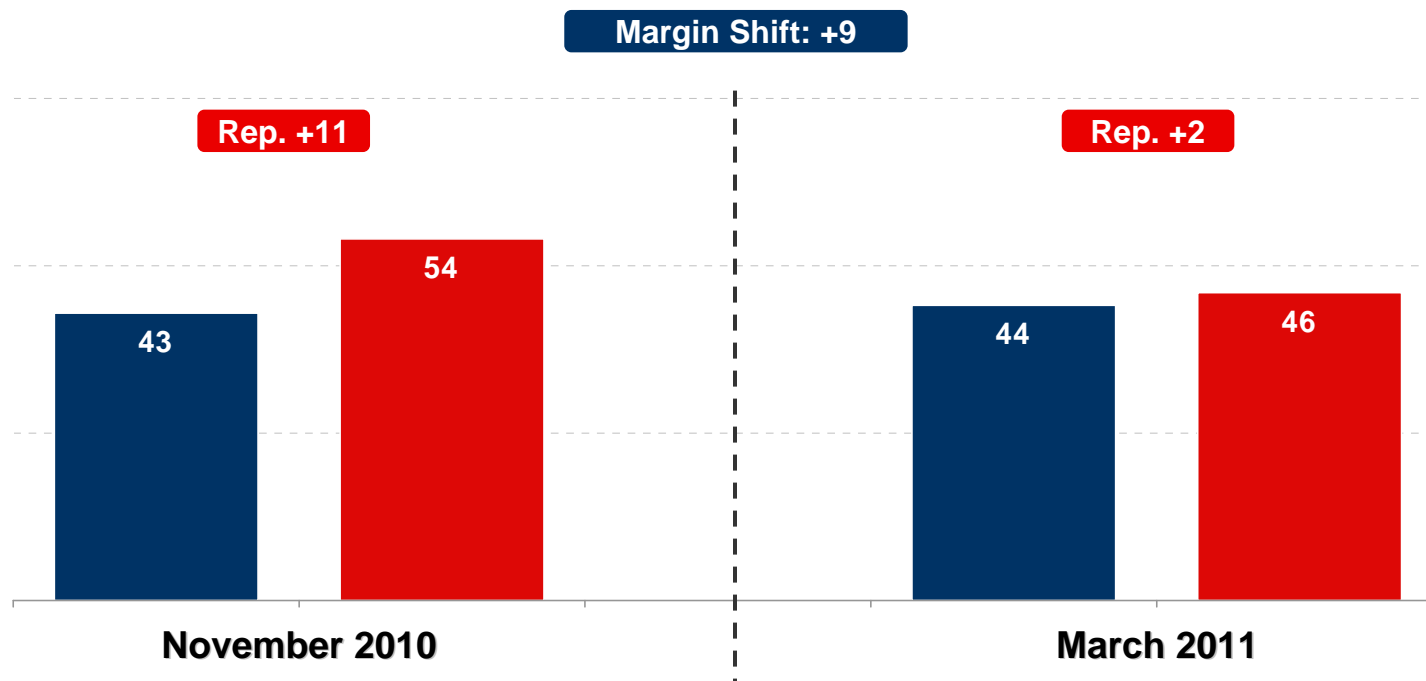
I know it's a long way off, but thinking about the election for Congress next year, if the election for U.S. Congress were held today, would you be voting for – (DEMOCRATIC CANDIDATE) or (REPUBLICAN CANDIDATE)?



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

These named-Republican members down 9 points since election

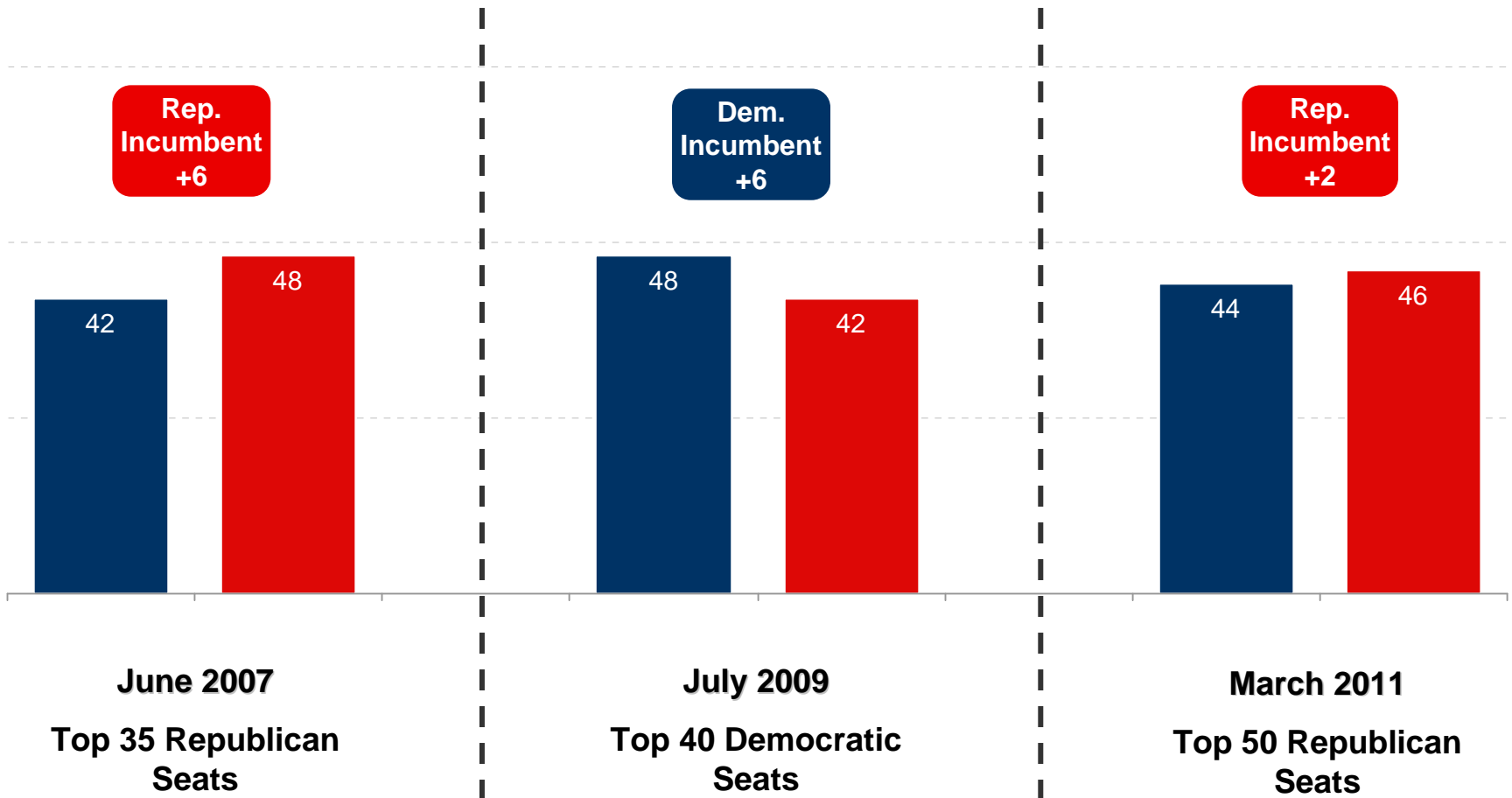
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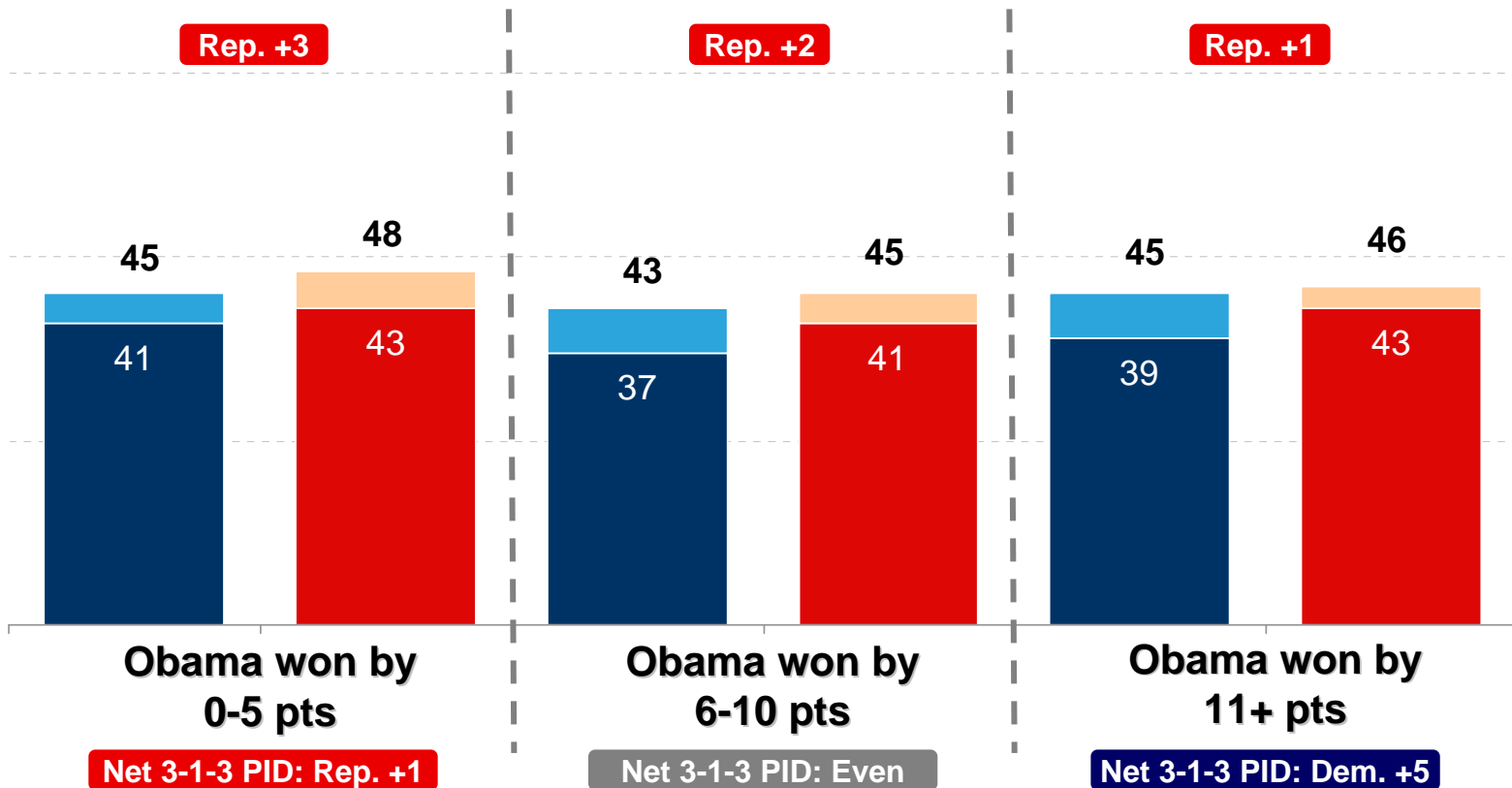
GOP Incumbents doing worse than incumbents in 2007 and 2009

I know it's a long way off, but thinking about the election for Congress next year, if the election for U.S. Congress were held today, would you be voting for – (DEMOCRATIC CANDIDATE) or (REPUBLICAN CANDIDATE)?



Republicans fall short regardless of Obama margin in CD

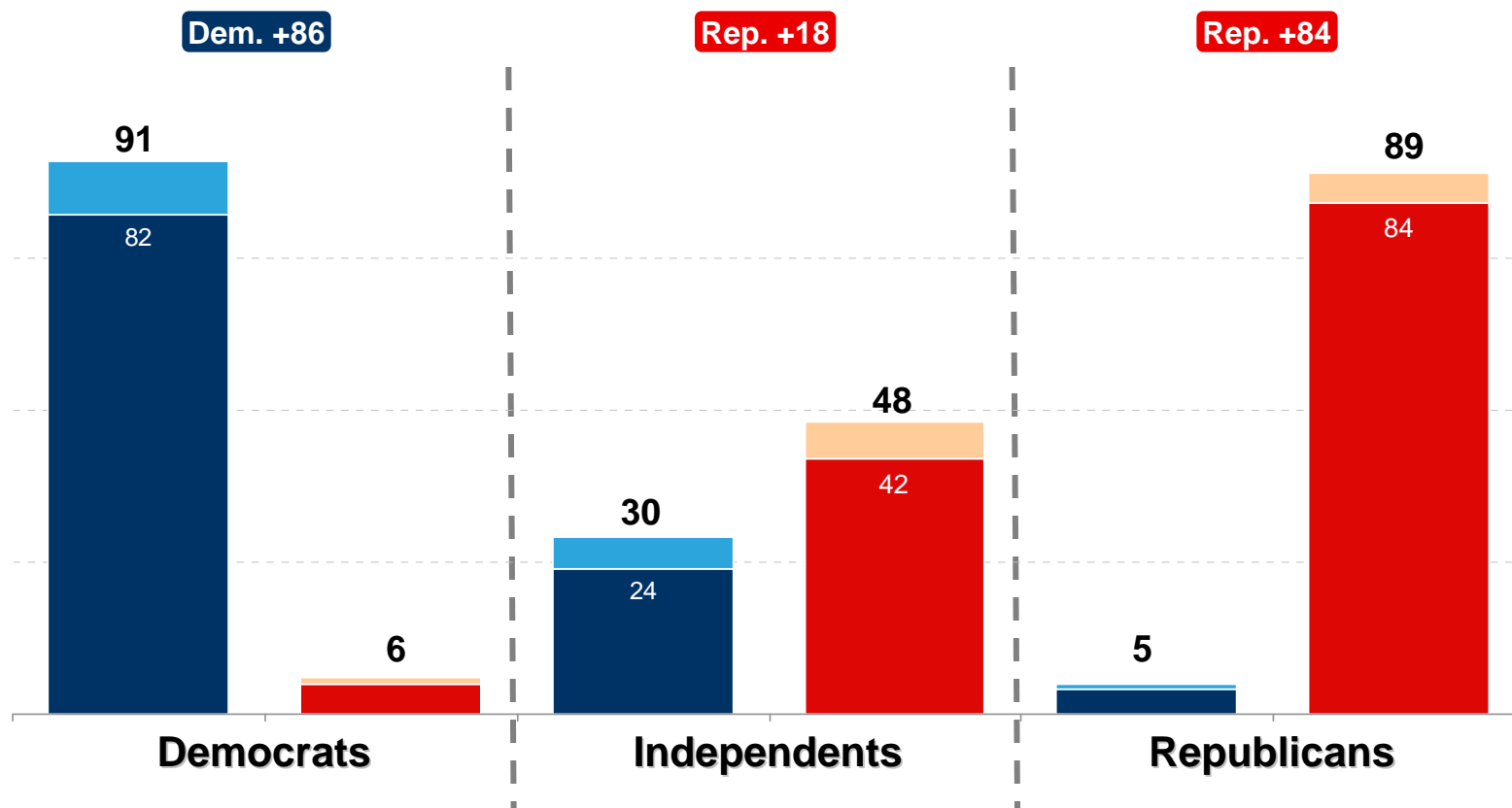
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Dem and GOP voters equal solidity, but independents to GOP

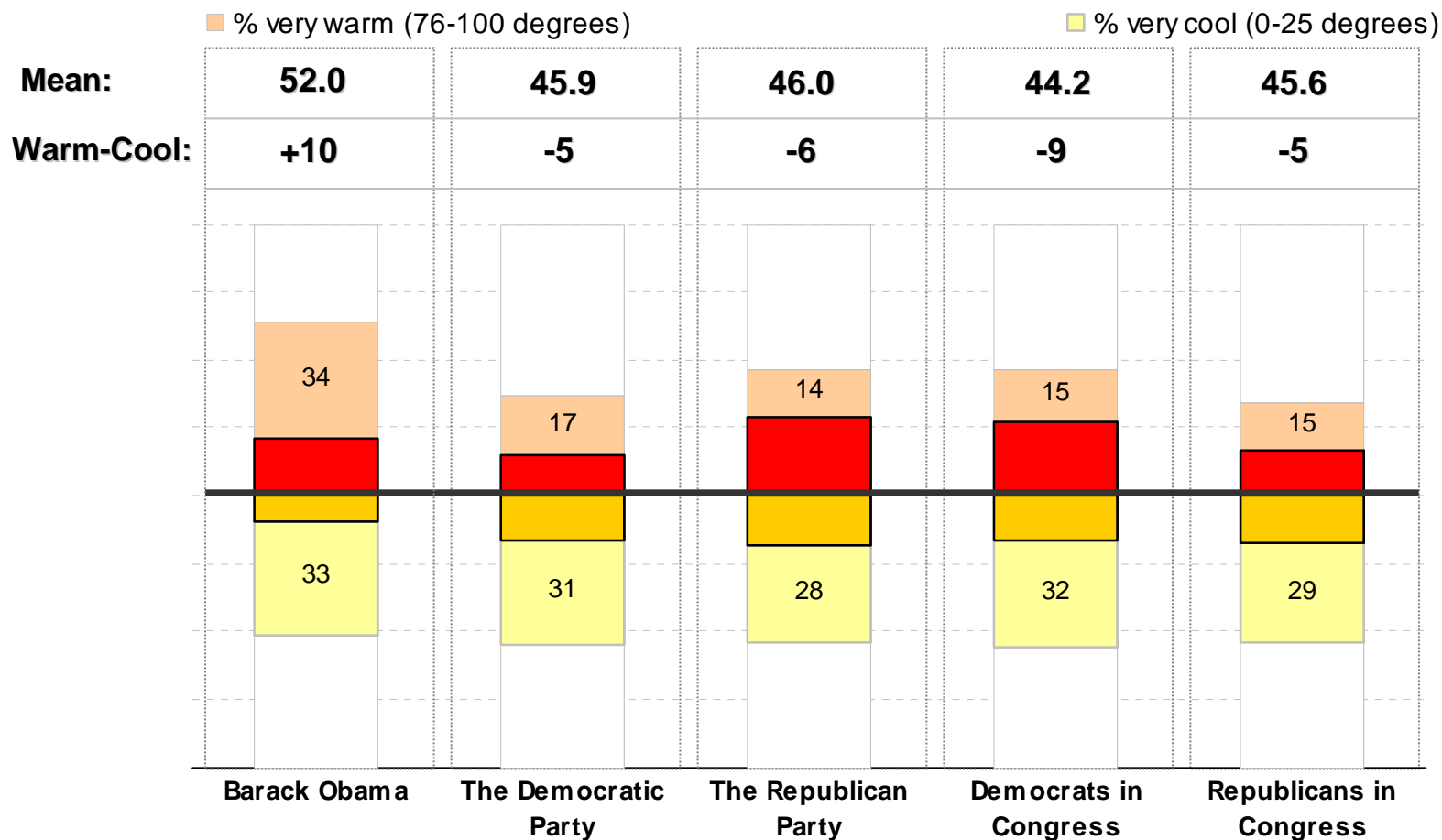
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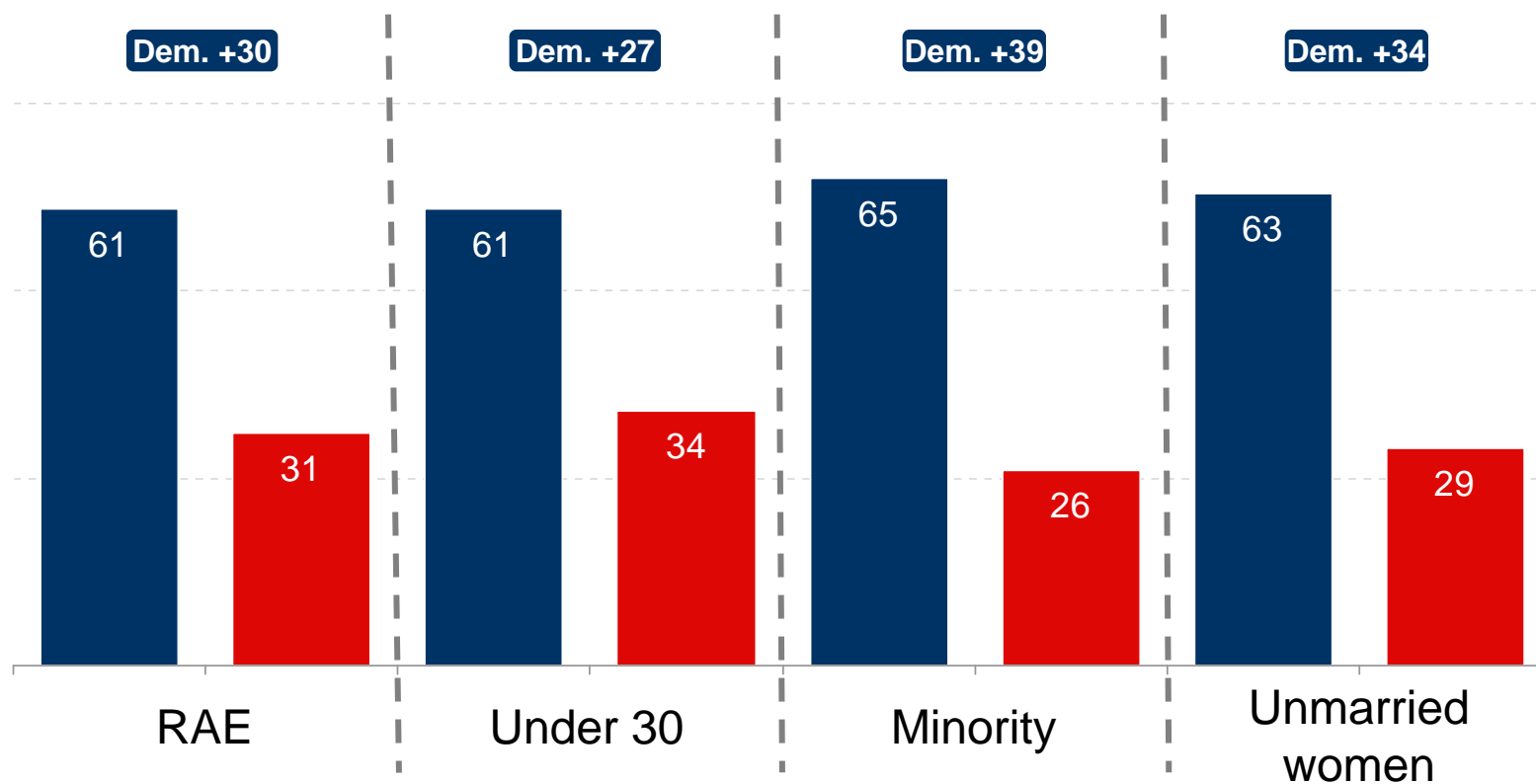
Parties at parity in Republican-Obama battleground

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.



Democratic base is consolidated

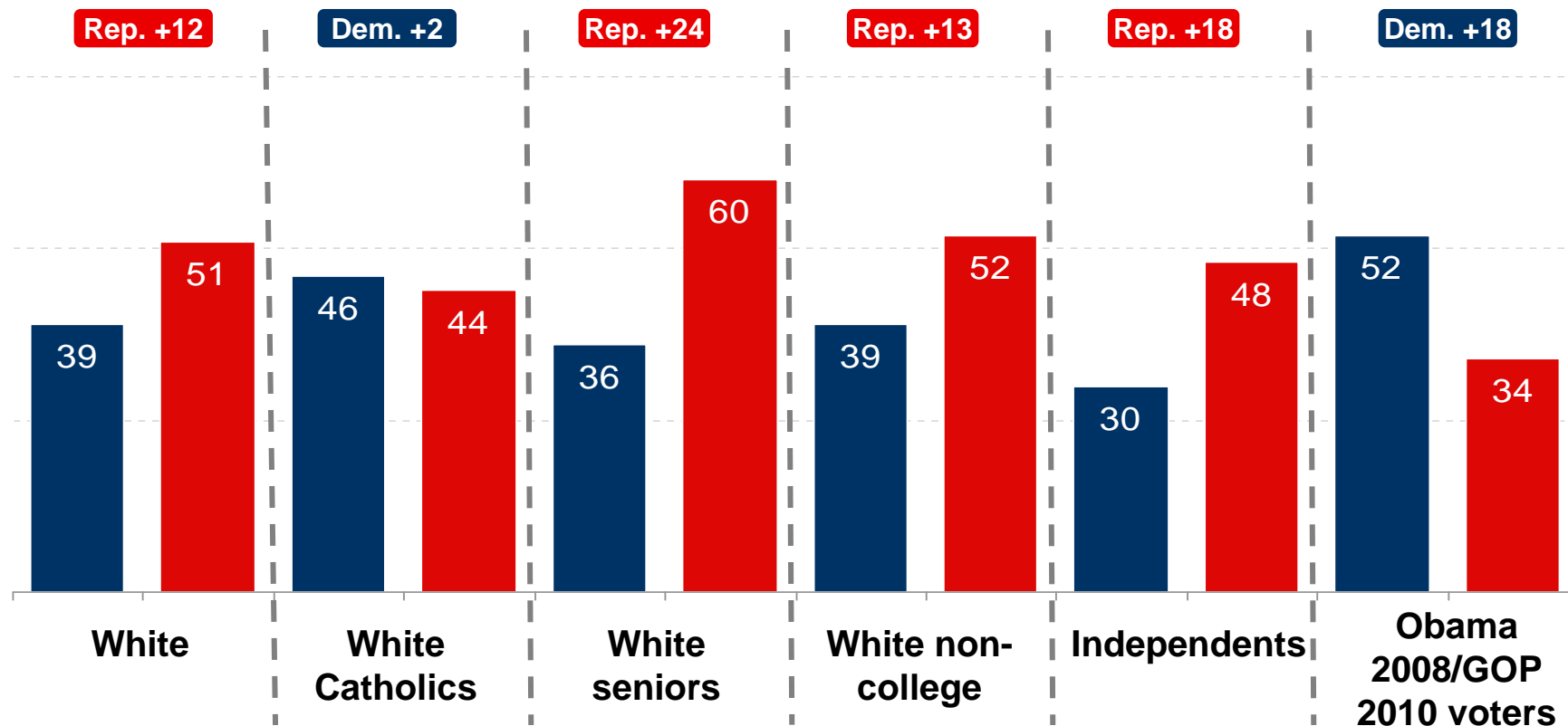
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Swing groups have not moved back from the election

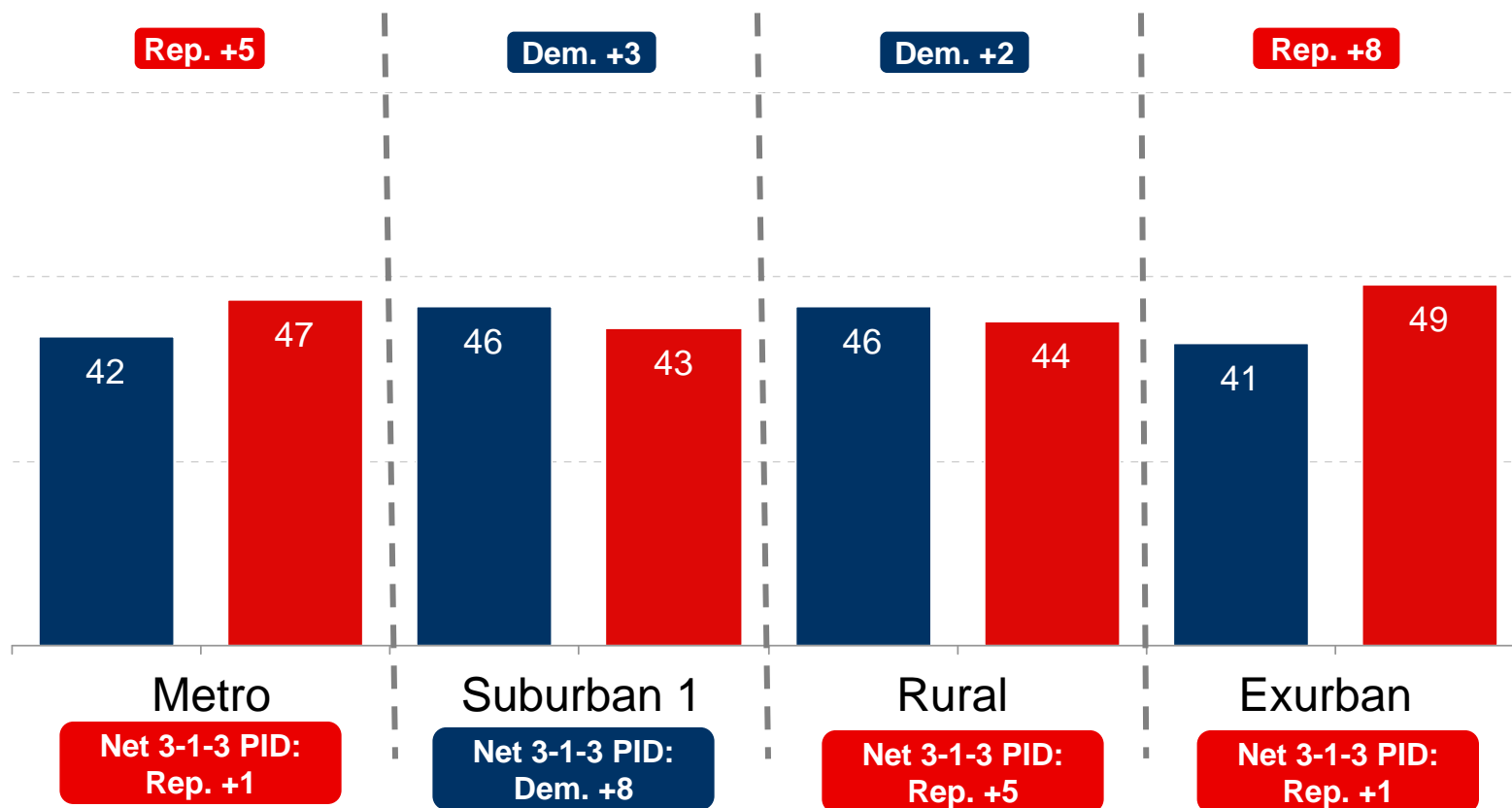
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Democrats doing best in upscale suburbs and rural seats

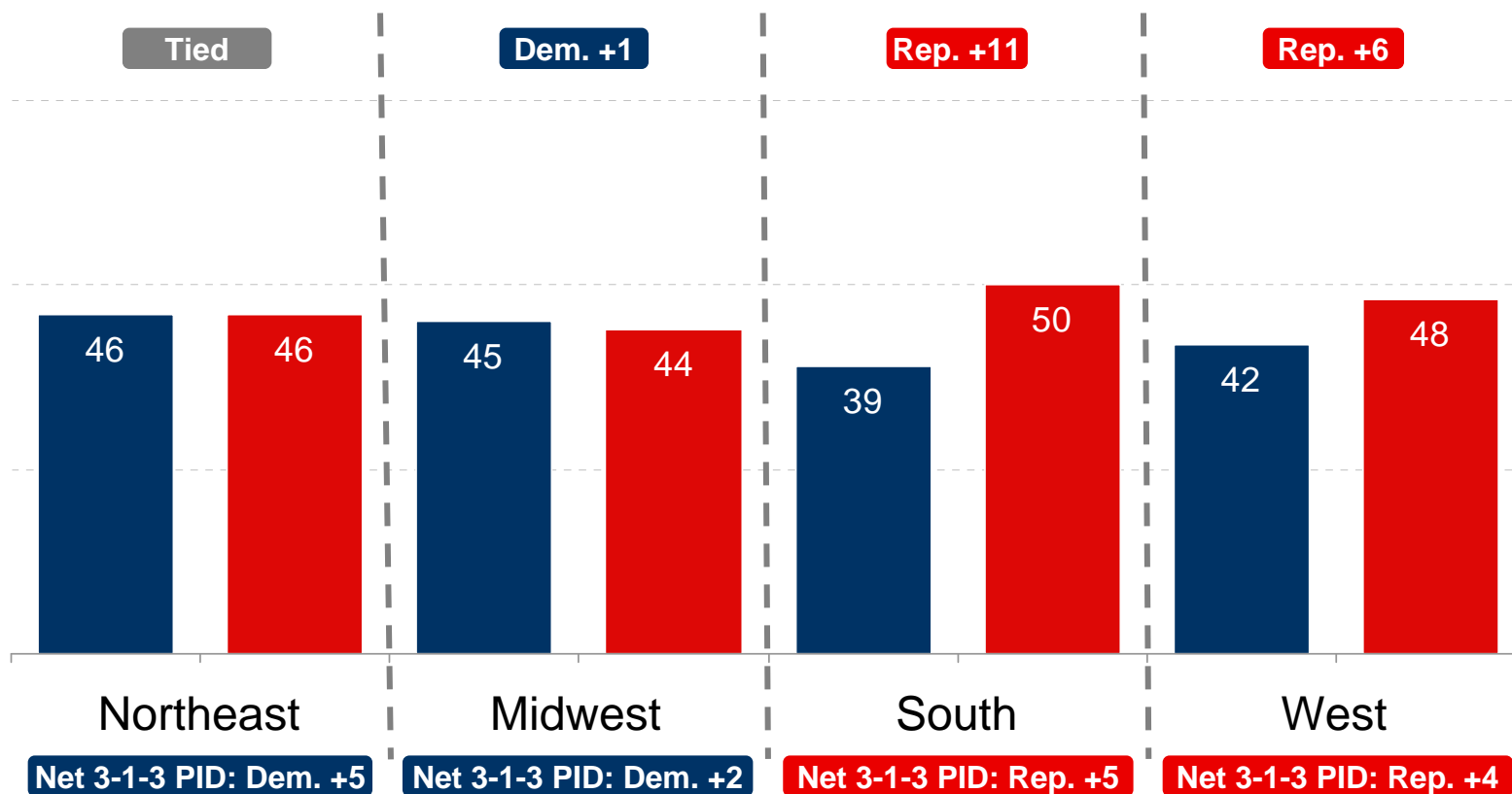
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Dead even in Northeast and Midwest battleground seats

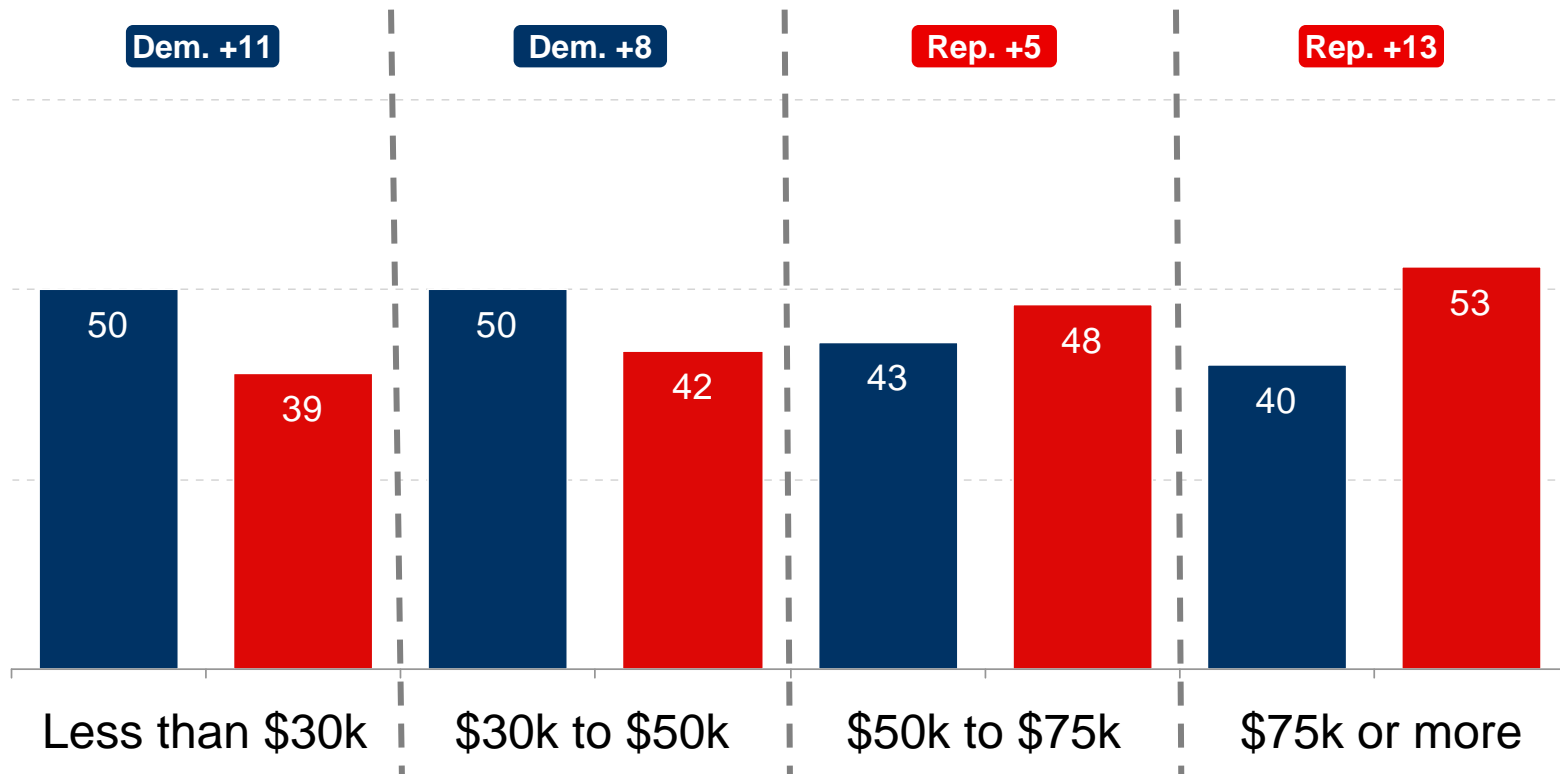
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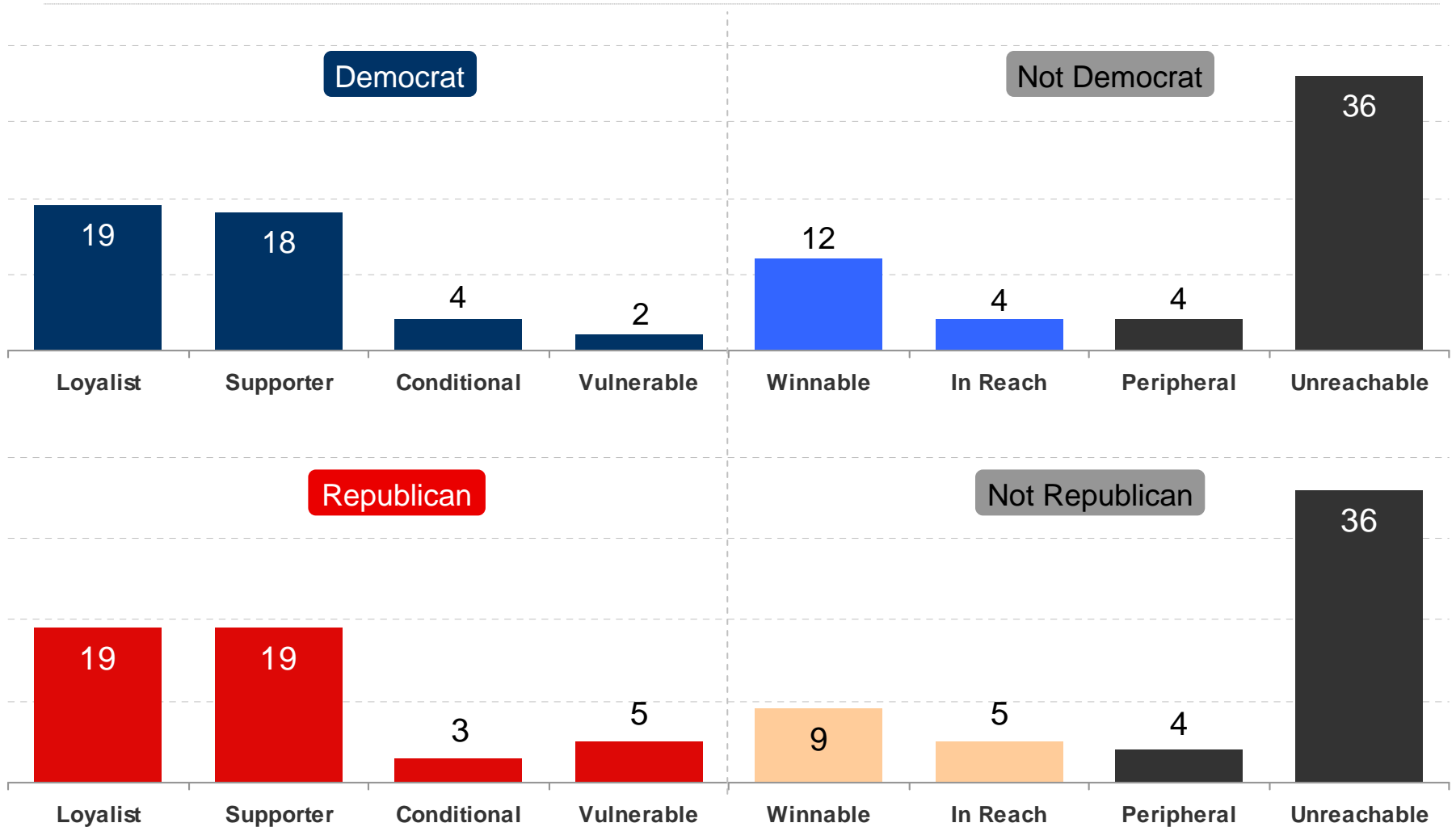
Congressional Vote: Strong correlation with income

I know it's a long way off, but thinking about the election for Congress next year, if the election for U.S. Congress were held today, would you be voting for – (DEMOCRATIC CANDIDATE) or (REPUBLICAN CANDIDATE)?



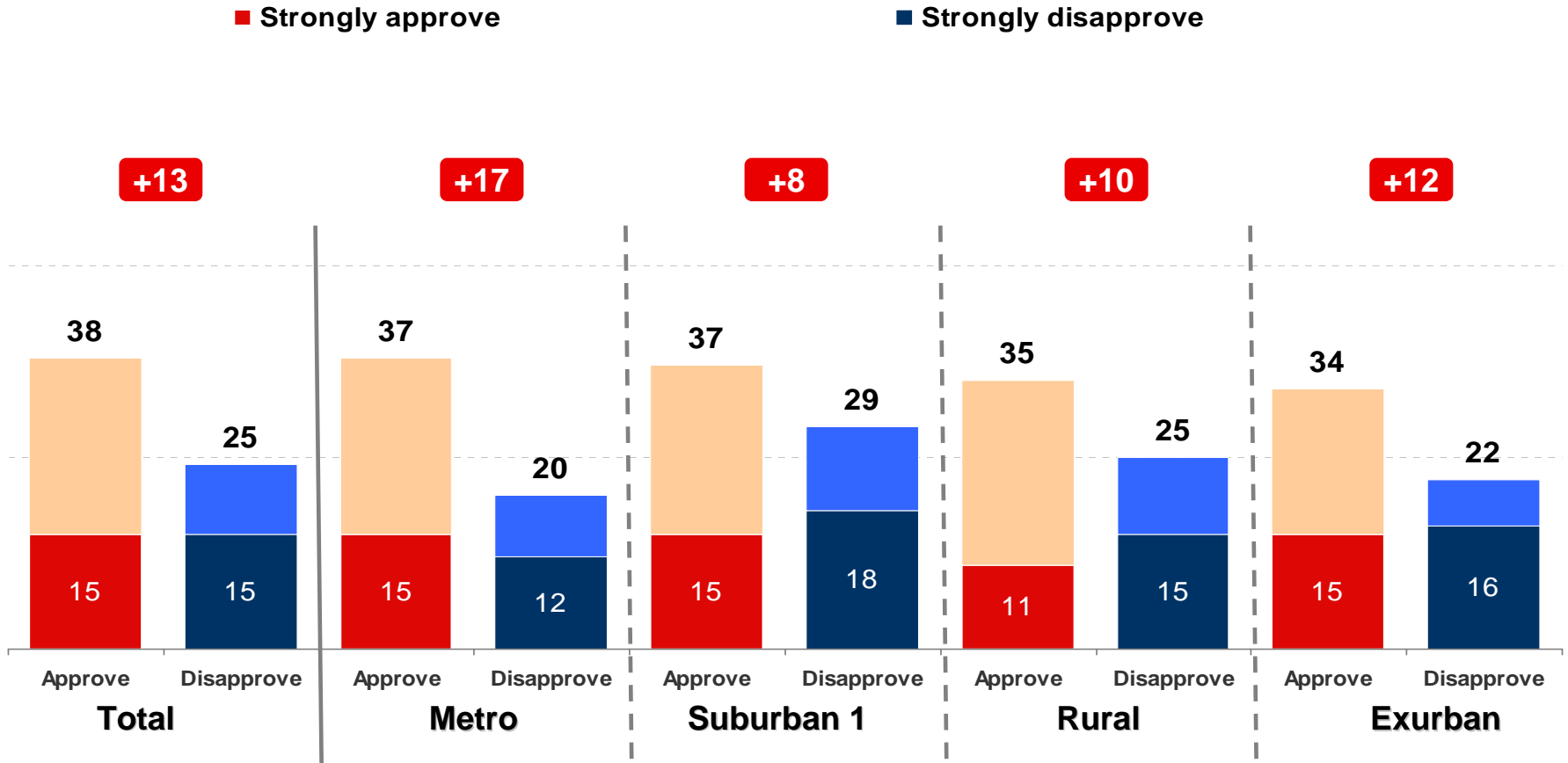
**Note: Incumbent names were inserted with party identification. Generic challengers were inserted as "The Democratic Candidate."*

Equal intensity and Democrats more potential to expand vote



Incumbent Republicans start with only 38 percent approval

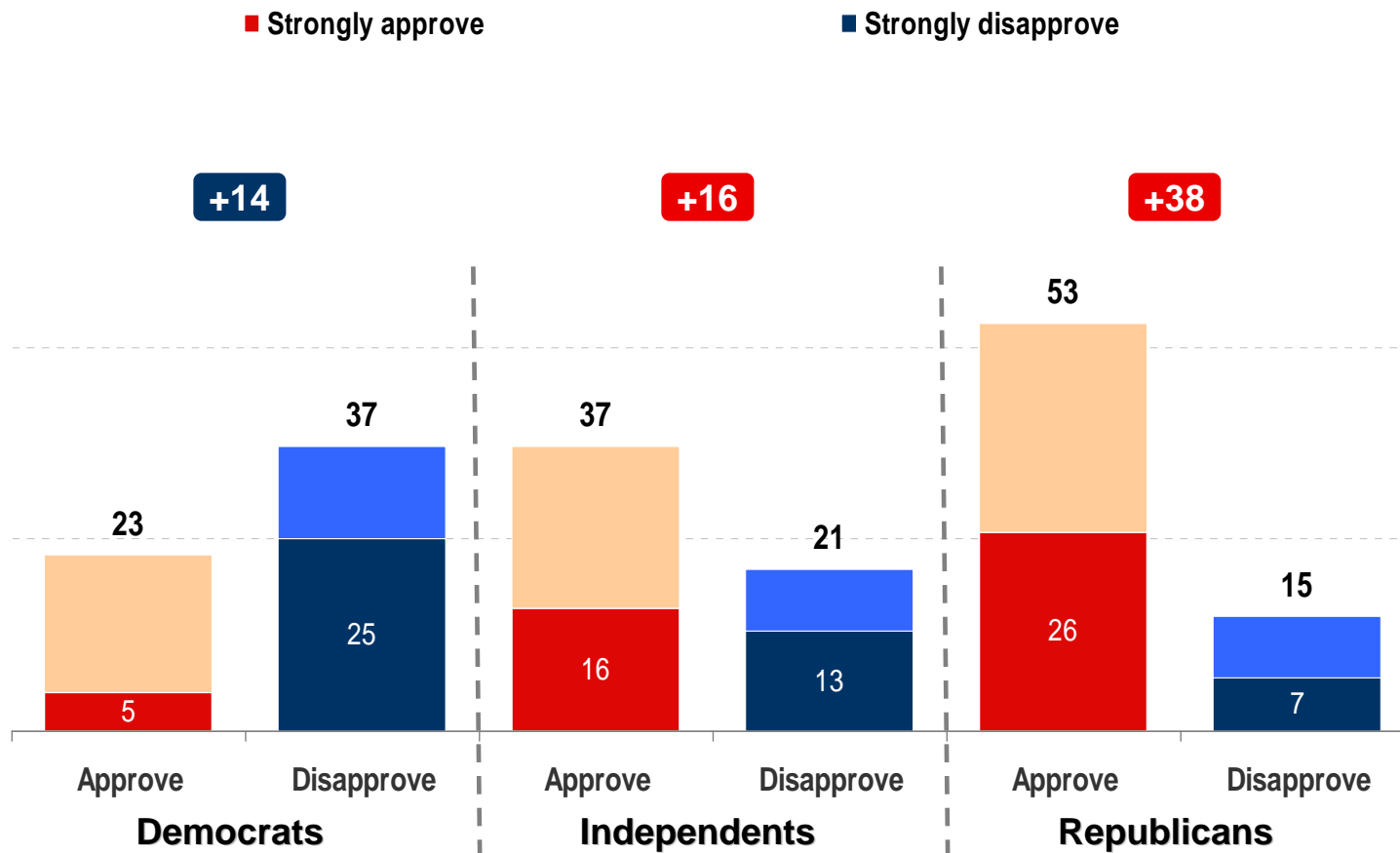
Do you approve or disapprove of the way (Republican Incumbent) is handling his/her job as a member of the U.S. Congress?



*Note: Incumbent names were inserted with party identification.

Same with independents

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



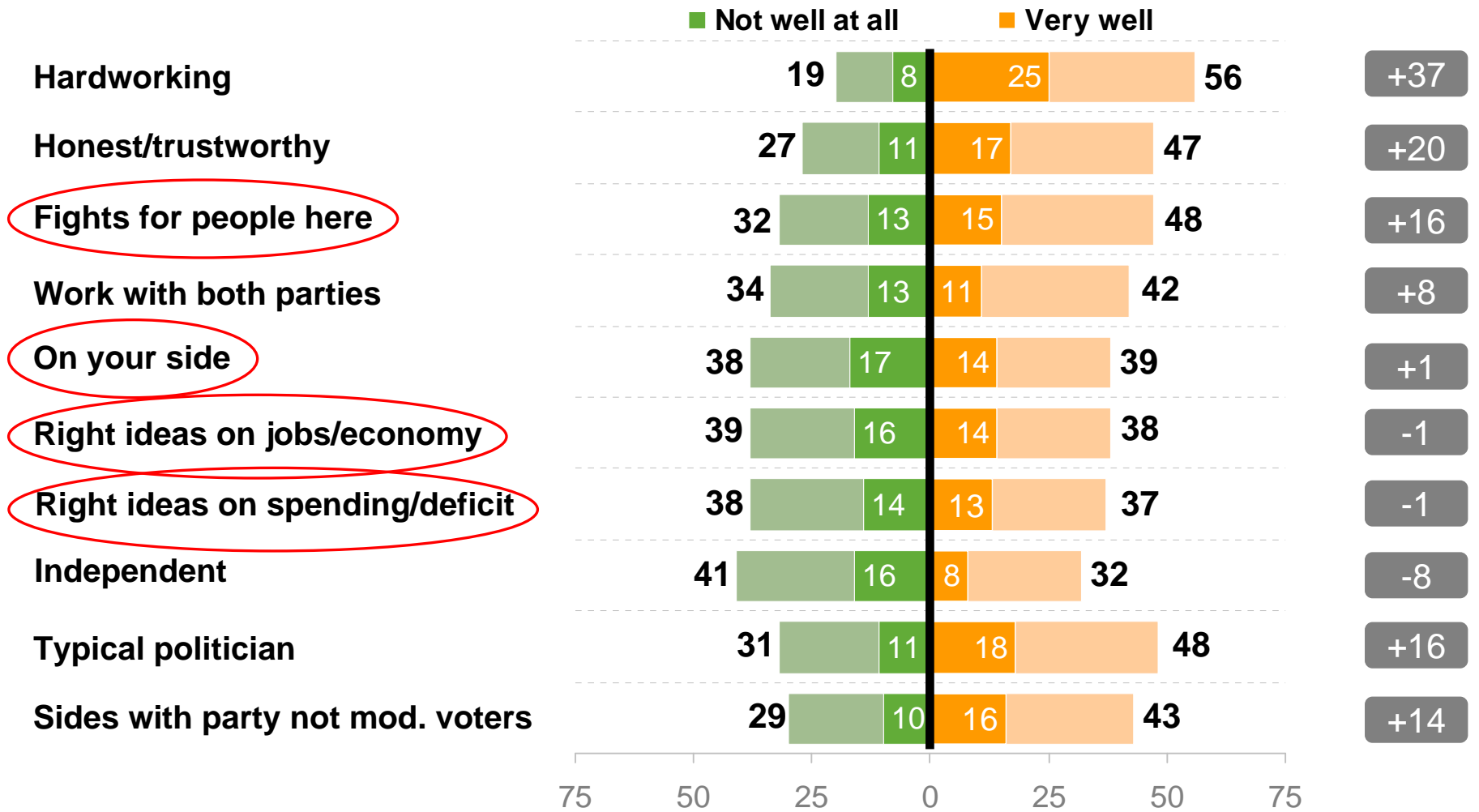
*Note: Incumbent names were inserted with party identification.

Republican incumbents

Incumbent Traits: Hardworking and honest but typical partisan pols

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.

Well – Not Well



Traits drive disapproval

Incumbent Disapproval by Traits						
	Odds Ratio	Std. Err.	P > z	95% conf		z
Incumbent is a typical politician	1.53	0.237	2.720	1.125	2.068	0.007
Incumbent is on your side	0.47	0.114	-3.120	0.288	0.753	0.002
Incumbent has the right approach to the economy and jobs	0.44	0.100	-3.620	0.278	0.683	0.000
R-Square = .33 N = 482						

Incumbent Disapproval by Traits						
	Odds Ratio	Std. Err.	P > z	95% conf interval.		z
Incumbent sides with (his/her) party, and not with the center and moderate voters	1.52	0.220	2.880	1.143	2.017	0.004
Incumbent fights for people here	0.51	0.089	-3.870	0.362	0.717	0.000
Incumbent has the right approach to spending and deficits	0.30	0.069	-5.230	0.191	0.472	0.000
R-Square = .30 N = 482						

Traits drive congressional vote

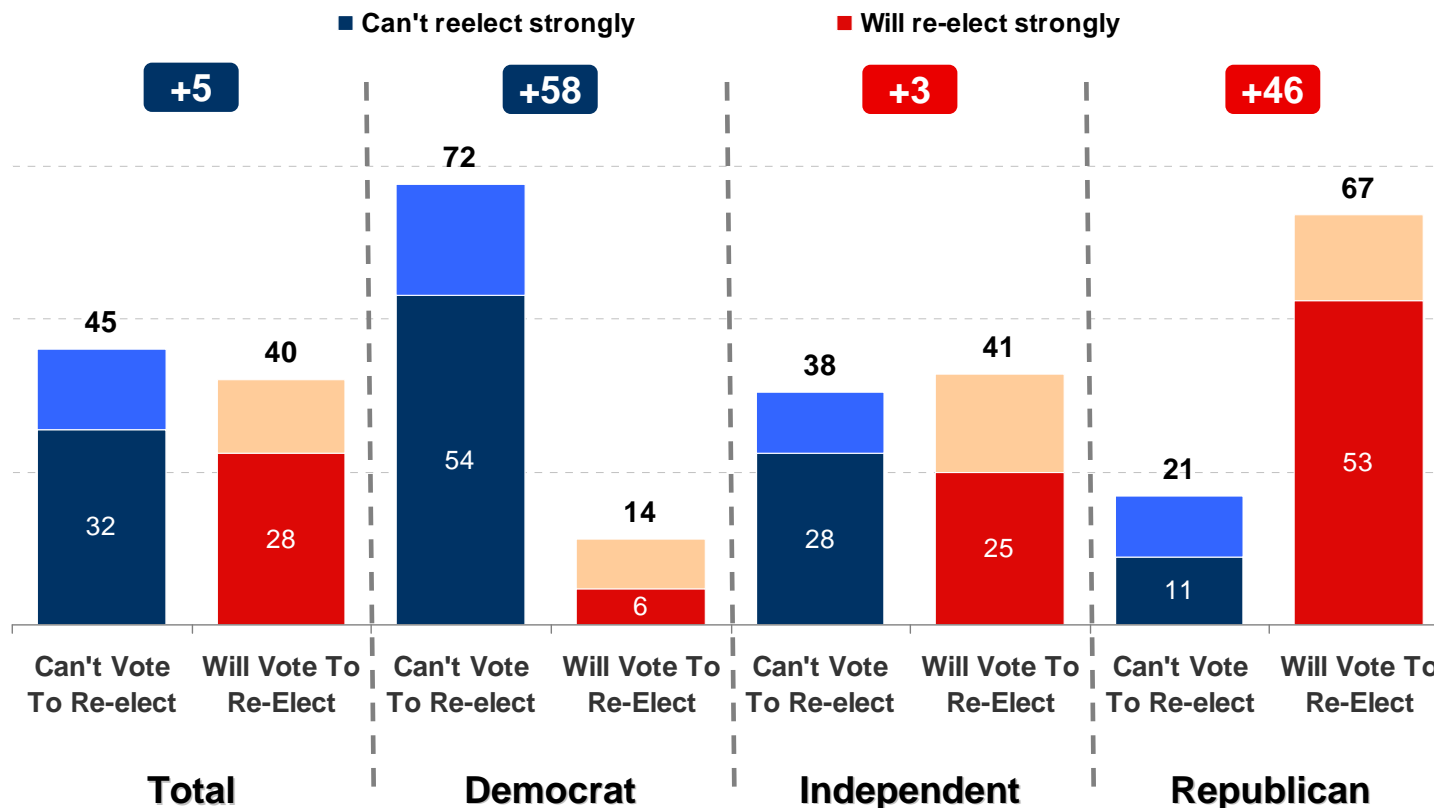
Initial Congressional Vote by Traits						z
	Odds Ratio	Std. Err.	P > z	95% conf		
Incumbent is a typical politician	1.85	0.399	2.840	1.209	2.821	0.005
Incumbent is on your Side	0.46	0.119	-3.000	0.276	0.763	0.003
Incumbent has the Right Approach to the Economy and Jobs	0.44	0.116	-3.100	0.266	0.742	0.002
R-Square = .68 N = 482						

Plurality now say *can't* vote to re-elect incumbent in battleground

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.



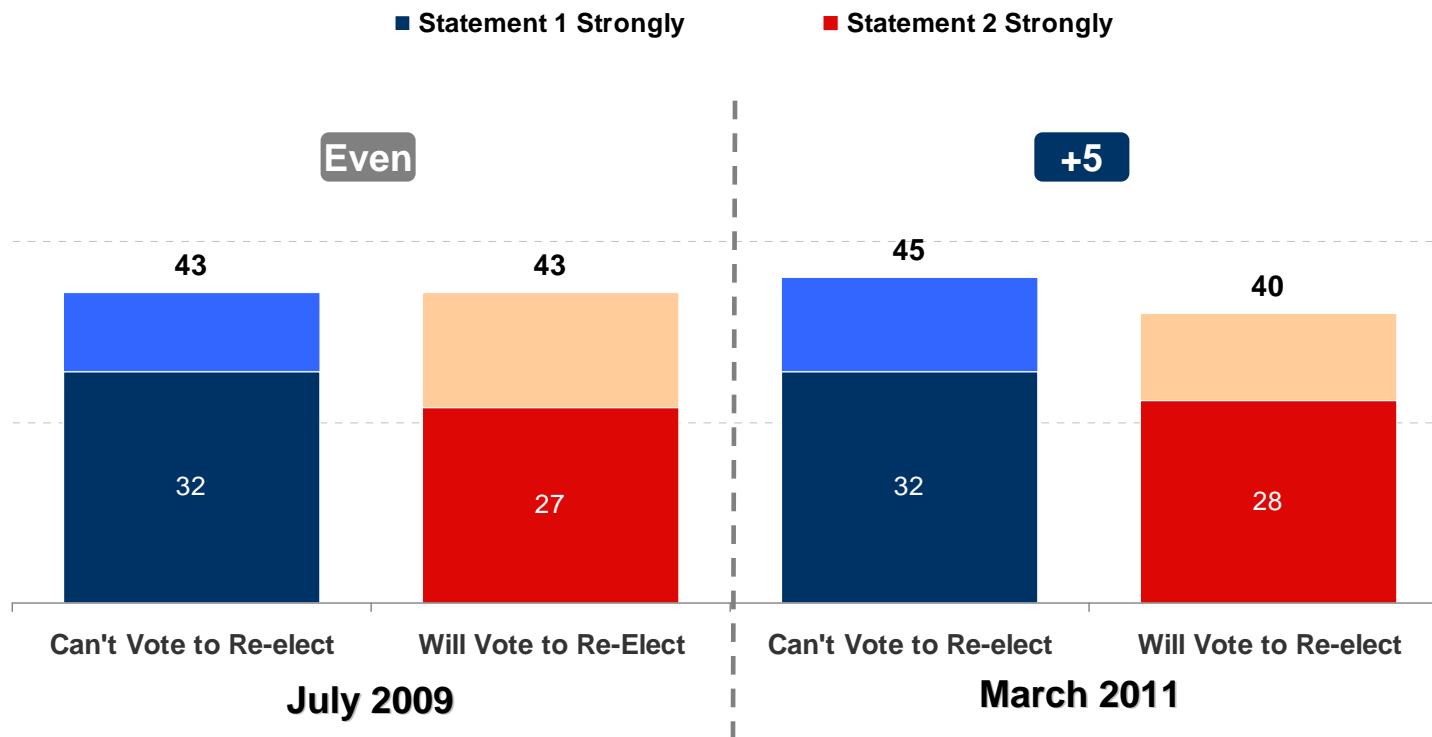
*Note: Incumbent names were inserted with party identification.

Republicans in battleground fare worse than Democrats 2 years ago

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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.



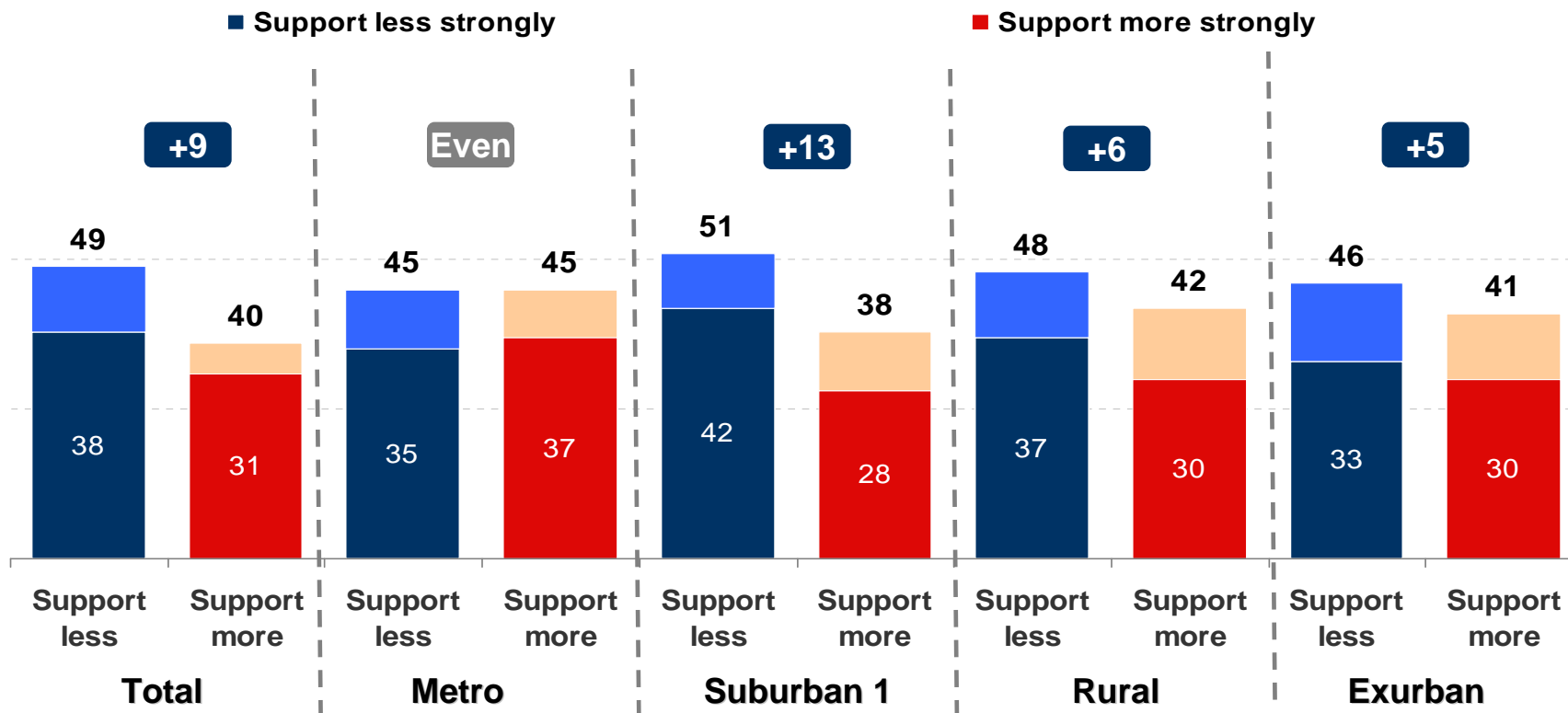
*Note: In 2011, HOUSE INCUMBENT refers to a Republican; in 2009, HOUSE INCUMBENT refers to a Democrat.

Support for Tea Party means less support in GOP battleground

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: If my member of Congress supports the Tea Party agenda, I'm less likely to support them.

STATEMENT 2: If my member of Congress supports the Tea Party agenda, I'm more likely to support them.

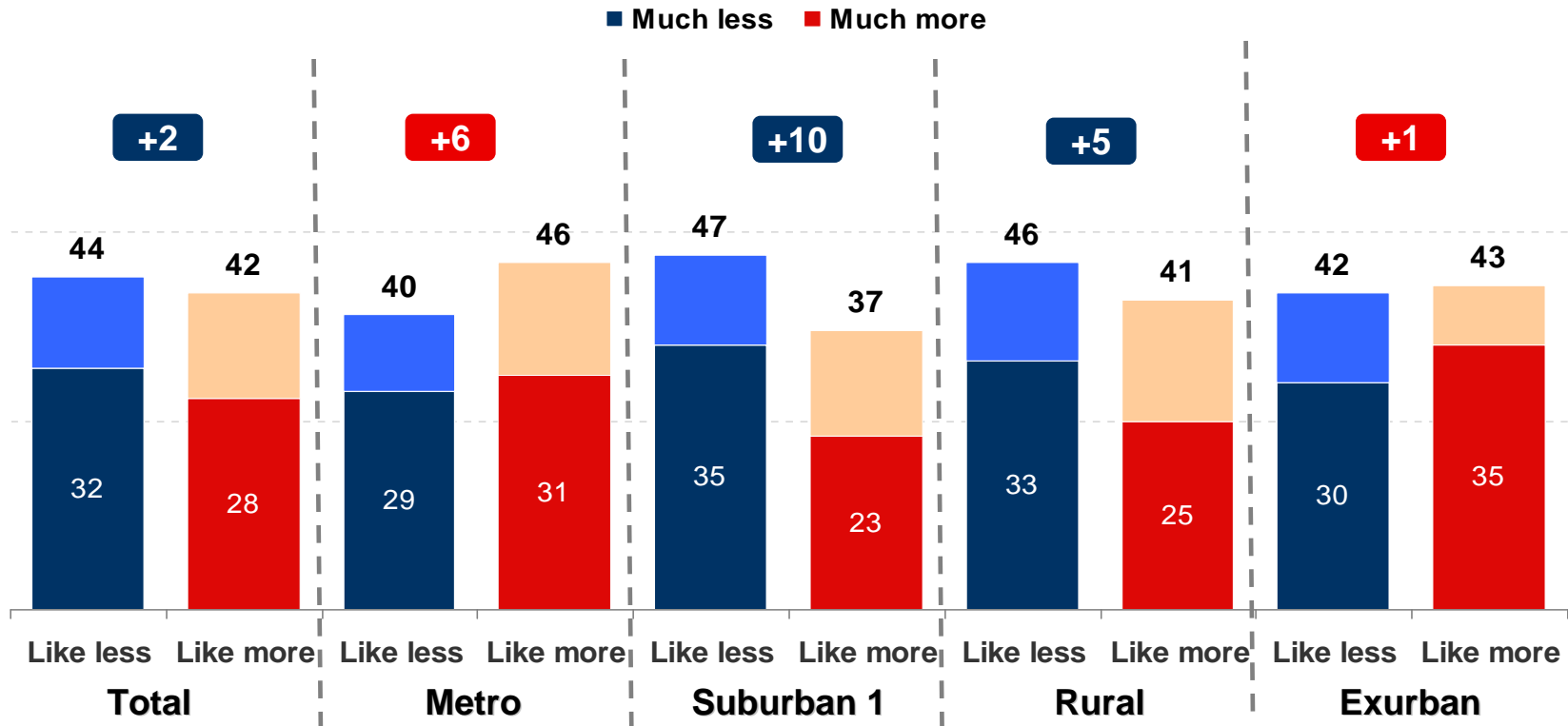


The more they hear about Republicans, the less they like

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: The more I hear from Republicans in Congress like (HOUSE INCUMBENT), the less I like.

STATEMENT 2: The more I hear from Republicans in Congress like (HOUSE INCUMBENT), the more I like.



*Note: Incumbent names were inserted with party identification.

The budget battle

Parties even on spending overall

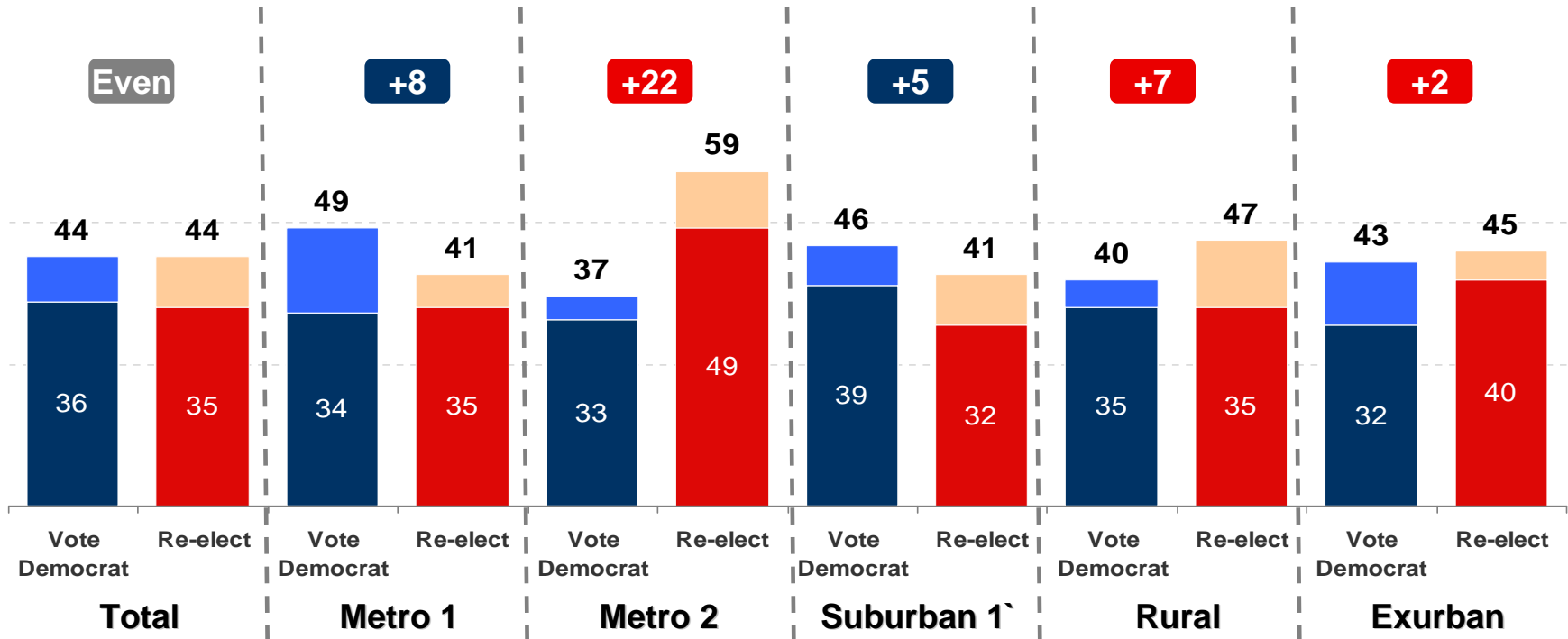
Now I'm going to read you some pairs of statements. After I read each pair, please tell me whether the FIRST statement or the SECOND statement comes closer to your own view, even if neither is exactly right.

STATEMENT 1: Next year, I really want to be able to vote for a Democrat for Congress because the Republicans have the wrong approach on the economy

STATEMENT 2: Next year I will vote for (HOUSE INCUMBENT) because at least the Republicans are finally dealing with government spending.

■ Wrong approach strongly

■ Deal with spending strongly

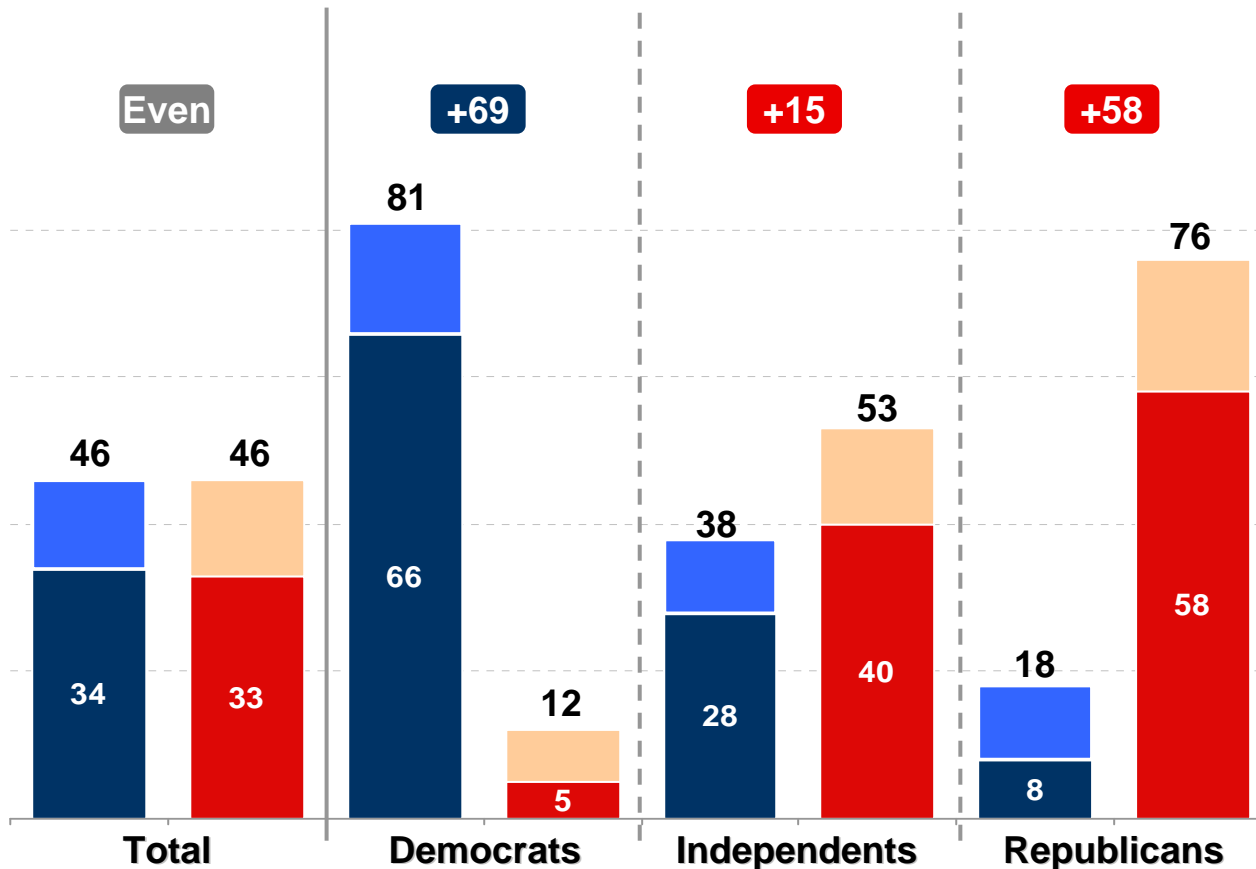


*Note: Incumbent names were inserted with party identification.

Voters split on budget, but Independents more supportive

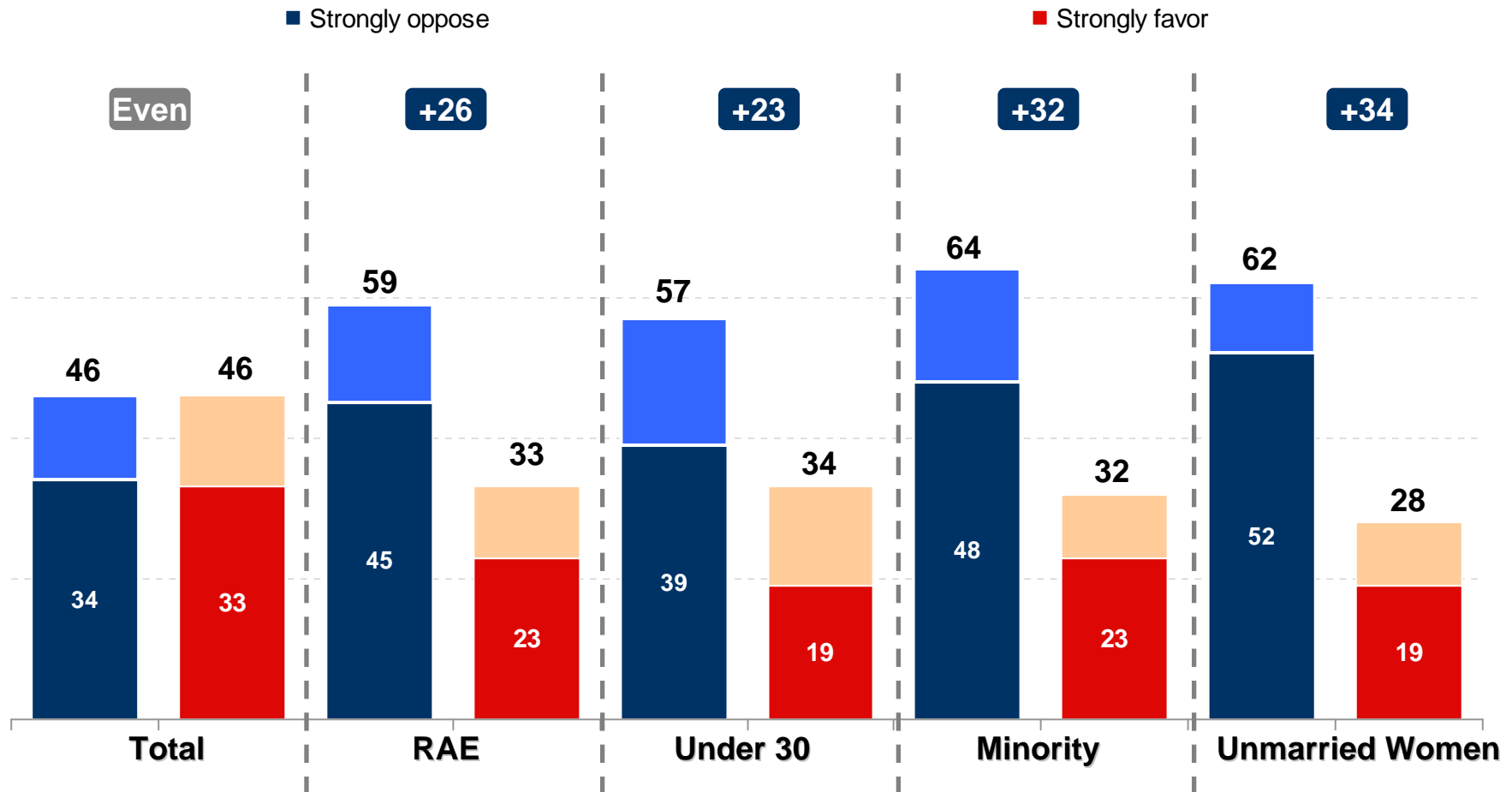
House Republicans have proposed a budget that will cut 61 billion dollars from domestic programs this year. From what you know, do you favor or oppose this plan to cut 61 billion dollars from domestic programs this year?

■ Strongly oppose ■ Strongly favor



Support for Republican budget: Base groups

House Republicans have proposed a budget that will cut 61 billion dollars from domestic programs this year. From what you know, do you favor or oppose this plan to cut 61 billion dollars from domestic programs this year?

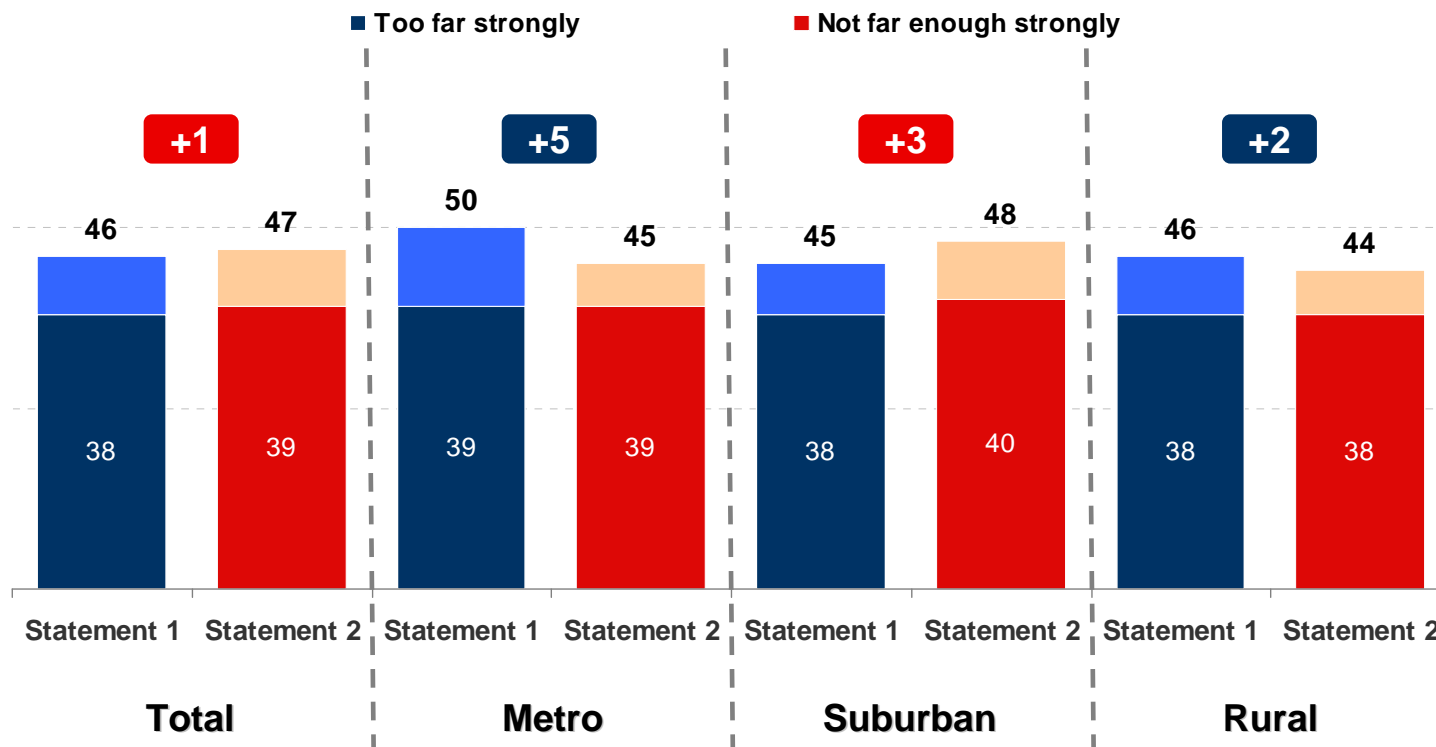


Voters torn over who to trust with the federal budget

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: When it comes to the federal budget, I am more concerned that Republicans will go too far in cutting important programs

STATEMENT 2: When it comes to the federal budget, I am more concerned that the Democrats will not go far enough in cutting spending.



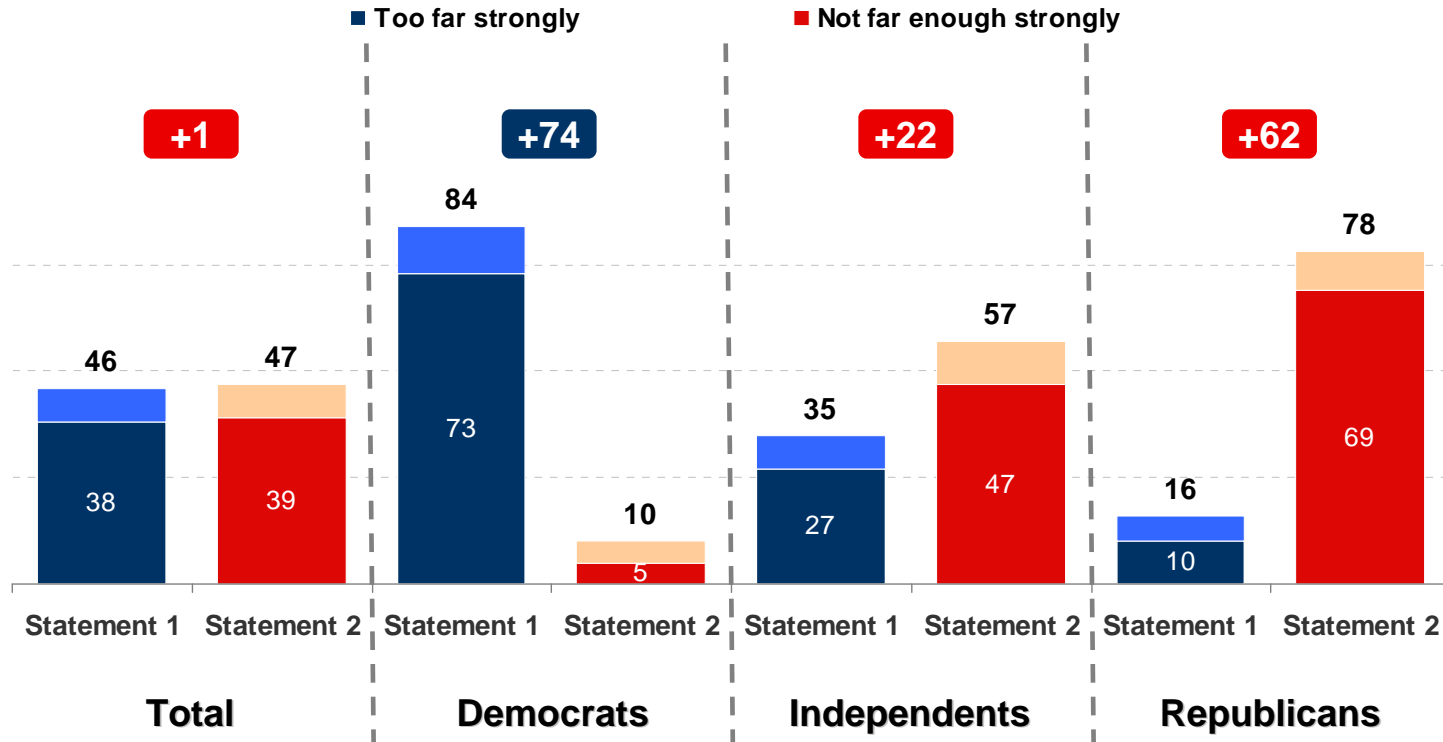
*Note: Incumbent names were inserted with party identification.

Dems united against Republicans, but Independents wary

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.

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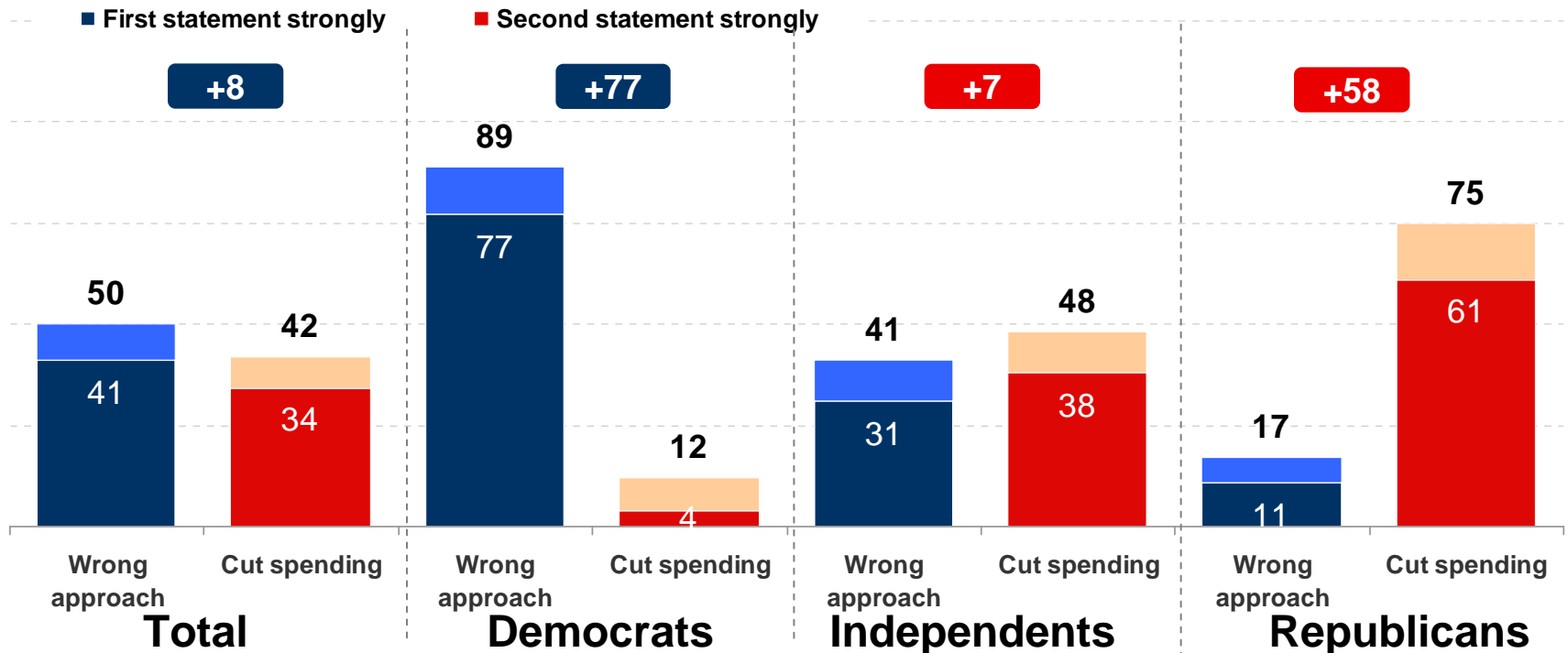
*Note: Incumbent names were inserted with party identification.

Dem priorities message beats Republican message with high intensity

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.

First Statement: Democrats say: we have to cut spending, but the Republicans have the wrong approach. They make big cuts to education and veterans' benefits while gutting Social Security and Medicare. Our approach is different - we want to measure every government program to see if it's achieving results and eliminate the ones that don't. Then we should eliminate government subsidies to the oil and drug companies and the taxpayer-funded handouts for the wealthiest Americans.

Second Statement: Republicans say: spending cuts are necessary to get government spending back to a level we can afford and produce a better environment for creating private sector jobs. While there may be disagreements about particular programs that should be scaled back, we have to stop bankrupting our country and mortgaging our children's future. The Republican plan is a good start on the process, forcing Washington to cut government spending by 100 billion dollars.

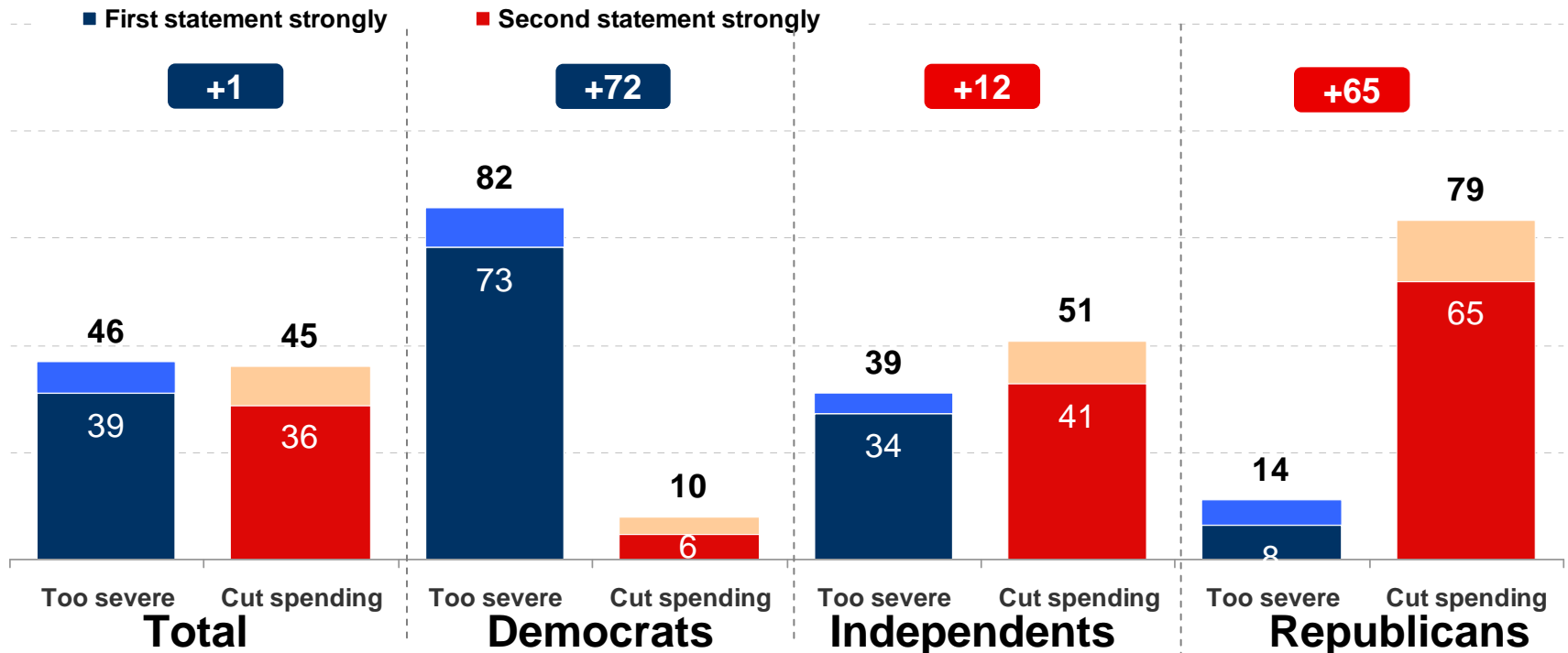


“Too severe” message not as effective, but intensity among Democrats

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.

First Statement: Democrats say: We need to cut wasteful spending and make government more accountable, but the cuts being proposed by the Republicans are too severe and go too far. Their cuts would destroy hundreds of thousands of American jobs and hurt regular Americans by cutting veterans' benefits, food safety inspectors and assistance for seniors. And it undermines our future by cutting K through 12 education, alternative energy and innovation.

Second Statement: Republicans say: spending cuts are necessary to get government spending back to a level we can afford and produce a better environment for creating private sector jobs. While there may be disagreements about particular programs that should be scaled back, we have to stop bankrupting our country and mortgaging our children's future. The Republican plan is a good start on the process, forcing Washington to cut government spending by 100 billion dollars.

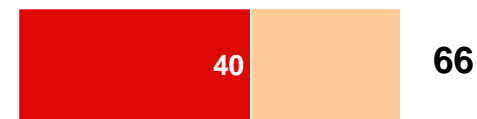


Republican Messages – Fiscal discipline rates highest

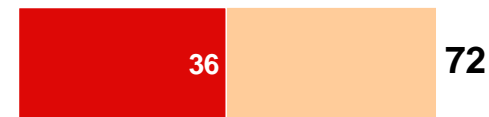
Now let me read you some statements that Republican (HOUSE INCUMBENT) might make about the budget and the economy. After I read each statement, please tell me how convincing a reason it is to support these budget cuts -- is it a very convincing reason, a somewhat convincing reason, only a little convincing, or not at all a convincing reason to support the budget cuts?

■ Very convincing

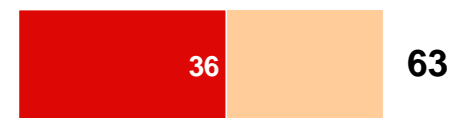
(FISCAL DISCIPLINE) (HOUSE INCUMBENT) says: We must restore fiscal discipline in Washington. This is imperative. We face the crushing burden of debt that will grow to catastrophic levels in the years ahead. On this path, the federal government will double in size during our children's lifetimes, leaving them crippled by high taxes and debt to China. If we do not act now, the next generation will inherit the stagnant economy of a third rate country.



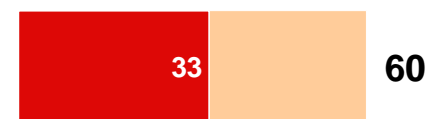
(OUT OF CONTROL) (HOUSE INCUMBENT) says: The American people want us to focus on creating jobs and cutting spending, and these spending cuts show that we're listening. American families are doing more with less; the federal government can do the same. We must rein in out-of-control federal spending.



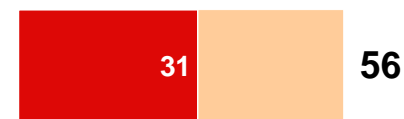
(JOBS) (HOUSE INCUMBENT) says: Our bloated government, excessive spending and bureaucracy are choking off small businesses and the private sector and making it impossible to create good jobs. We need to cut spending back to a level we can afford so that we can produce a better environment for the private sector to create jobs.



(PLUNGER) (HOUSE INCUMBENT) says: President Obama's spending spree failed to create jobs and plunged us deeper into debt. Ordinary citizens must live within their means. And so must the government. Washington's spending spree is over. Endless borrowing kills jobs and jeopardizes our future. We must act now to restrain government and restart America's engine of economic growth.



(DEMS - STATUS QUO) (HOUSE INCUMBENT) says: Republicans have put forth a credible plan to cut spending. The White House and congressional Democrats offer little more than the status quo, and the status quo is unacceptable. The American people spoke loudly and clearly last November and they have a right to see us move forward on cutting spending.



(ENTITLEMENTS) (HOUSE INCUMBENT) says: If we are serious about dealing with our ballooning deficit, we must tackle entitlement programs such as Social Security, Medicare and Medicaid. They are 60 percent of the budget. We will do this responsibly-by scaling back benefits for new workers and raising the retirement age to 70 gradually over many decades. The path to prosperity lies in liberating our economy from cycles of debt.

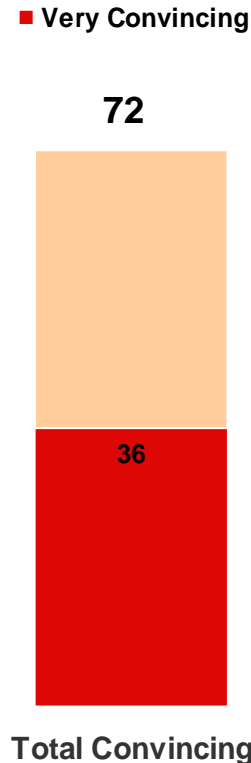


Top Republican messages have some strength

Now let me read you some statements that Republican (HOUSE INCUMBENT) might make about the budget and the economy. After I read each statement, please tell me how convincing a reason it is to support these budget cuts -- is it a very convincing reason, a somewhat convincing reason, only a little convincing, or not at all a convincing reason to support the budget cuts?

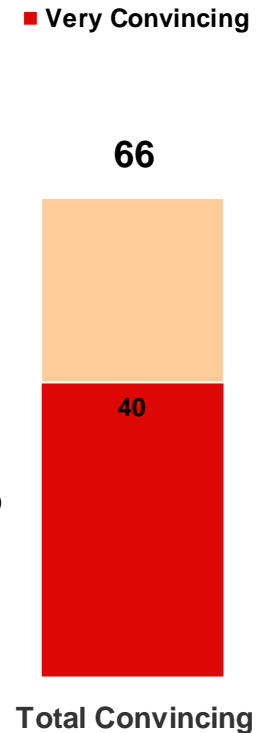
Out of Control

(HOUSE INCUMBENT) says: The American people want us to focus on creating jobs and cutting spending, and these spending cuts show that we're listening. American families are doing more with less; the federal government can do the same. We must rein in out-of-control federal spending.



Fiscal Discipline

(HOUSE INCUMBENT) says: We must restore fiscal discipline in Washington. This is imperative. We face the crushing burden of debt that will grow to catastrophic levels in the years ahead. On this path, the federal government will double in size during our children's lifetimes, leaving them crippled by high taxes and debt to China. If we do not act now, the next generation will inherit the stagnant economy of a third rate country.



*Note: Incumbent names were inserted.

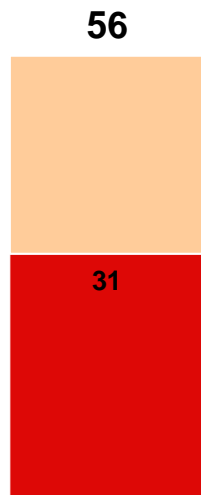
Entitlements message falls flat

Now let me read you some statements that Republican (HOUSE INCUMBENT) might make about the budget and the economy. After I read each statement, please tell me how convincing a reason it is to support these budget cuts -- is it a very convincing reason, a somewhat convincing reason, only a little convincing, or not at all a convincing reason to support the budget cuts?

Status Quo

(HOUSE INCUMBENT) says: Republicans have put forth a credible plan to cut spending. The White House and congressional Democrats offer little more than the status quo, and the status quo is unacceptable. The American people spoke loudly and clearly last November and they have a right to see us move forward on cutting spending.

■ Very Convincing



Total Convincing

Entitlements

(HOUSE INCUMBENT) says: If we are serious about dealing with our ballooning deficit, we must tackle entitlement programs such as Social Security, Medicare and Medicaid. They are 60 percent of the budget. We will do this responsibly-by scaling back benefits for new workers and raising the retirement age to 70 gradually over many decades. The path to prosperity lies in liberating our economy from cycles of debt.

■ Very Convincing

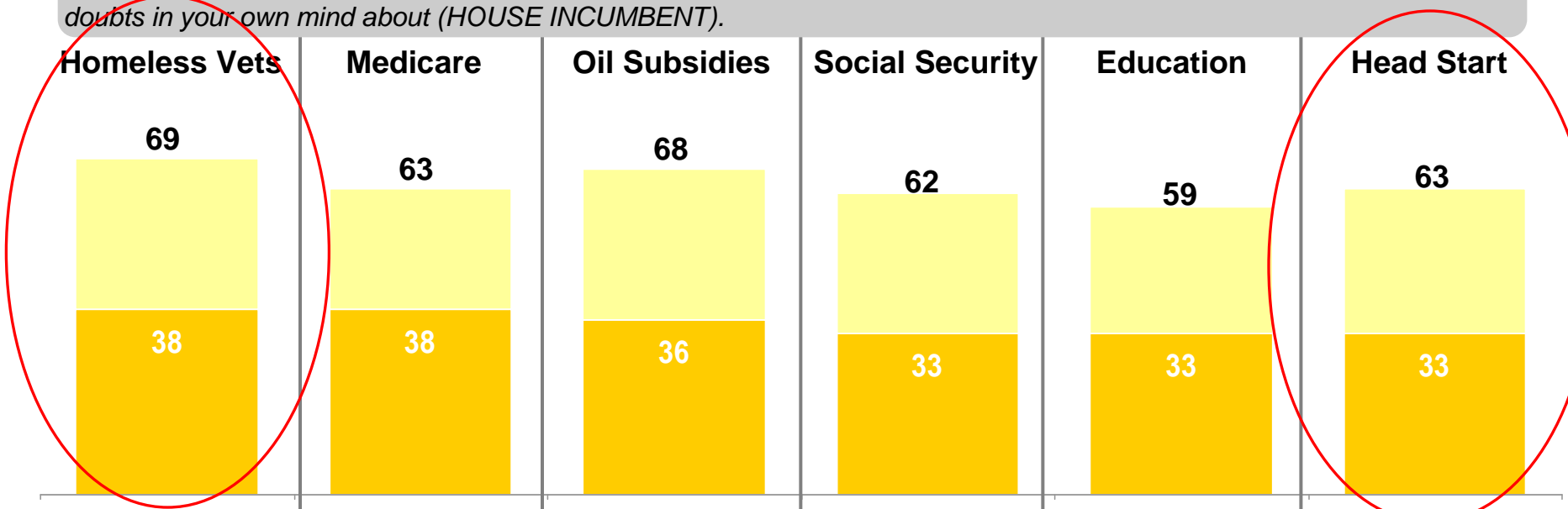


Total Convincing

*Note: Incumbent names were inserted.

Cuts to vets, entitlements and support for oil companies raise biggest doubts

Now let me read you a series of statements about the votes cast by Republican (HOUSE INCUMBENT) on the budget. After I read each statement, please tell me whether this raises very serious doubts, serious doubts, minor doubts or no real doubts in your own mind about (HOUSE INCUMBENT).



(HOUSE INCUMBENT) voted to cut funding for homeless veterans. Their plan will cut housing vouchers for 10,000 Iraq and Afghanistan veterans, leaving them on the streets.

(HOUSE INCUMBENT) supports the Republican plan to privatize Medicare, cutting benefits and leaving seniors on their own to buy insurance from the health insurance companies.

(HOUSE INCUMBENT) voted to keep the billions of dollars in subsidies for the oil companies at the same time (he/she) voted to cut funding for education, veterans and seniors.

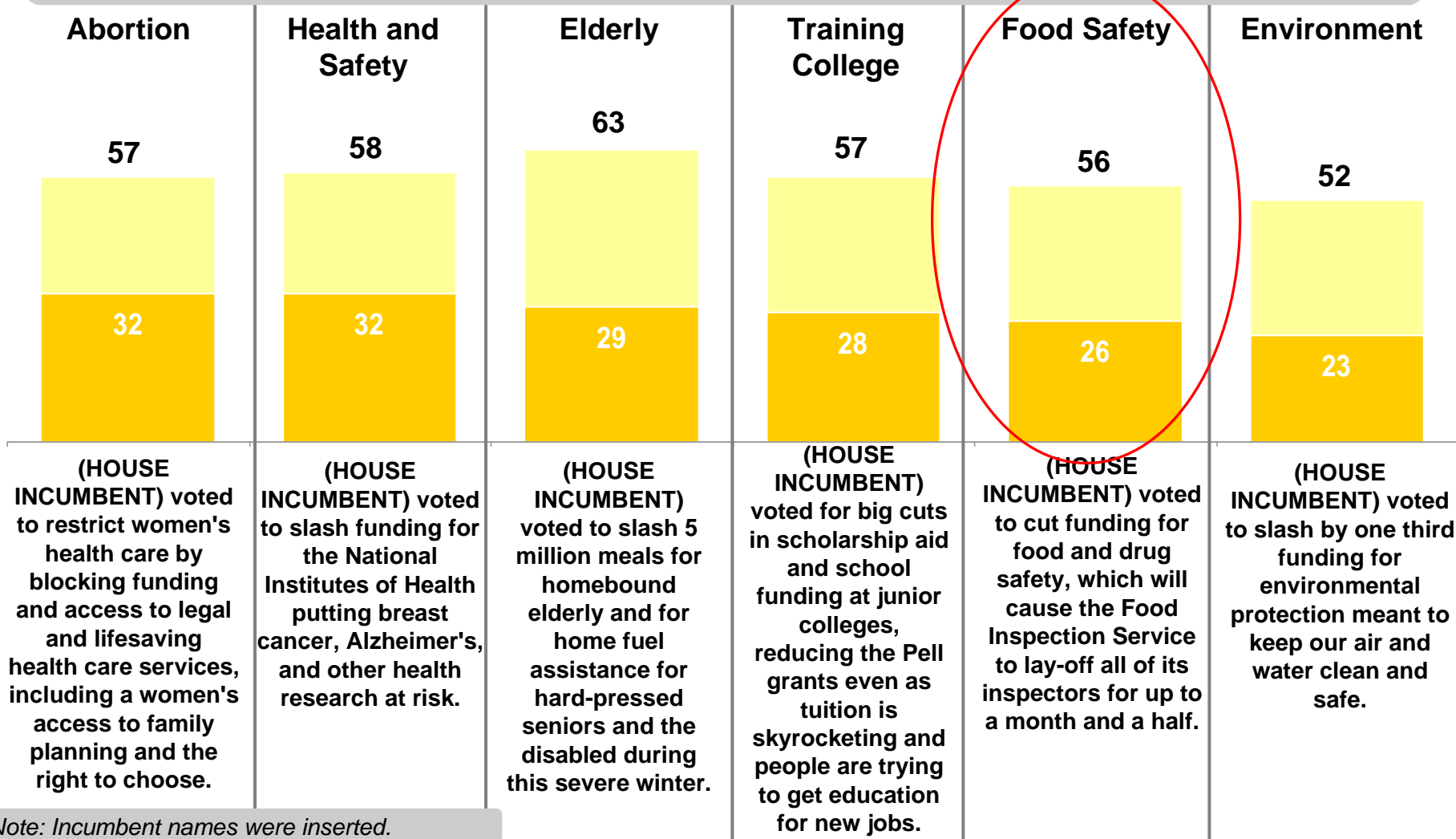
(HOUSE INCUMBENT) supports the Republican plan to privatize Social Security, raise the retirement age and cut seniors' guaranteed benefits.

(HOUSE INCUMBENT) Voted to slash K through 12 education funding to 2,400 schools, aid for 4 million students, and laying off 10,000 teachers and aides, resulting in larger class sizes.

(HOUSE INCUMBENT) voted for big cuts in Head Start, cutting off over 200,000 students and 55,000 teachers, while cutting off 600,000 women and infants from nutrition programs.

Second tier of specific critiques

Now let me read you a series of statements about the votes cast by Republican (HOUSE INCUMBENT) on the budget. After I read each statement, please tell me whether this raises very serious doubts, serious doubts, minor doubts or no real doubts in your own mind about (HOUSE INCUMBENT).



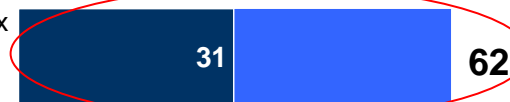
*Note: Incumbent names were inserted.

Priorities message best thematic critique for Democrats

Now let me read you some statements about the economy and budget and the votes cast by Republican (HOUSE INCUMBENT). After I read each statement, please tell me whether this raises very serious doubts, serious doubts, minor doubts or no real doubts in your own mind about (HOUSE INCUMBENT).

■ Very serious doubts

(PRIORITIES) (HOUSE INCUMBENT) is making the wrong choice at this critical time. (He/She) should be cutting tax breaks for the oil companies and CEOs and wasteful special-interest spending projects. Instead, (he/she) started by cutting education, hurting the middle class and working families with children.



(MIDDLE CLASS/VULNERABLE) (HOUSE INCUMBENT) and the Republicans are making dangerous cuts to education, veterans benefits, food safety and protections for seniors that will hurt middle class families, seniors, and veterans who can least afford it.



(IDEOLOGICAL/JOB) (HOUSE INCUMBENT) said that jobs would be (his/her) first priority but instead of focusing on efforts to create jobs, (he/she) has spent (his/her) first months in power pushing an ideological agenda to restrict a woman's right to choose, roll back environmental protections, and attack Social Security.



(COMPROMISE 2) (HOUSE INCUMBENT) and the Republicans admit that they are unwilling to compromise, even if it leads to a government shutdown. Senate leader Mitch McConnell said his first goal is to make President Obama a one-term president— this is not the way to get our country working again.



(FUTURE) (HOUSE INCUMBENT) has prioritized cutting investments in education, training, scientific research, and innovation. This plan will undermine people who are trying to educate themselves in tough economic times and hurt our country's ability to compete successfully.



(JOBS) Independent experts such as Goldman Sachs, Federal Reserve chairman Ben Bernanke and even John McCain's top economic advisor have calculated the cuts proposed by (HOUSE INCUMBENT) would slow economic growth and destroy about seven hundred thousand jobs, with not plan for creating the jobs of the future.



(COMPROMISE 1) Instead of working together to try to solve our budget problems, (HOUSE INCUMBENT) says that (he/she) is unwilling to compromise. Republican Speaker John Boehner recently said that he "rejects the word compromise," and one Republican freshman proclaimed, "I came here ready to go to war. The people didn't send me here to compromise."



Strongest Democratic Messages

Now let me read you some statements about the economy and budget and the votes cast by Republican (HOUSE INCUMBENT). After I read each statement, please tell me whether this raises very serious doubts, serious doubts, minor doubts or no real doubts in your own mind about (HOUSE INCUMBENT).

Priorities

(HOUSE INCUMBENT) is making the wrong choice at this critical time. (He/She) should be cutting tax breaks for the oil companies and CEOs and wasteful special-interest spending projects. Instead, (he/she) started by cutting education, hurting the middle class and working families with children.

Very serious doubts

62

31

Total Serious Doubts

Middle Class/Vulnerable

(HOUSE INCUMBENT) and the Republicans are making dangerous cuts to education, veterans benefits, food safety and protections for seniors that will hurt middle class families, seniors, and veterans who can least afford it.

Very serious doubts

58

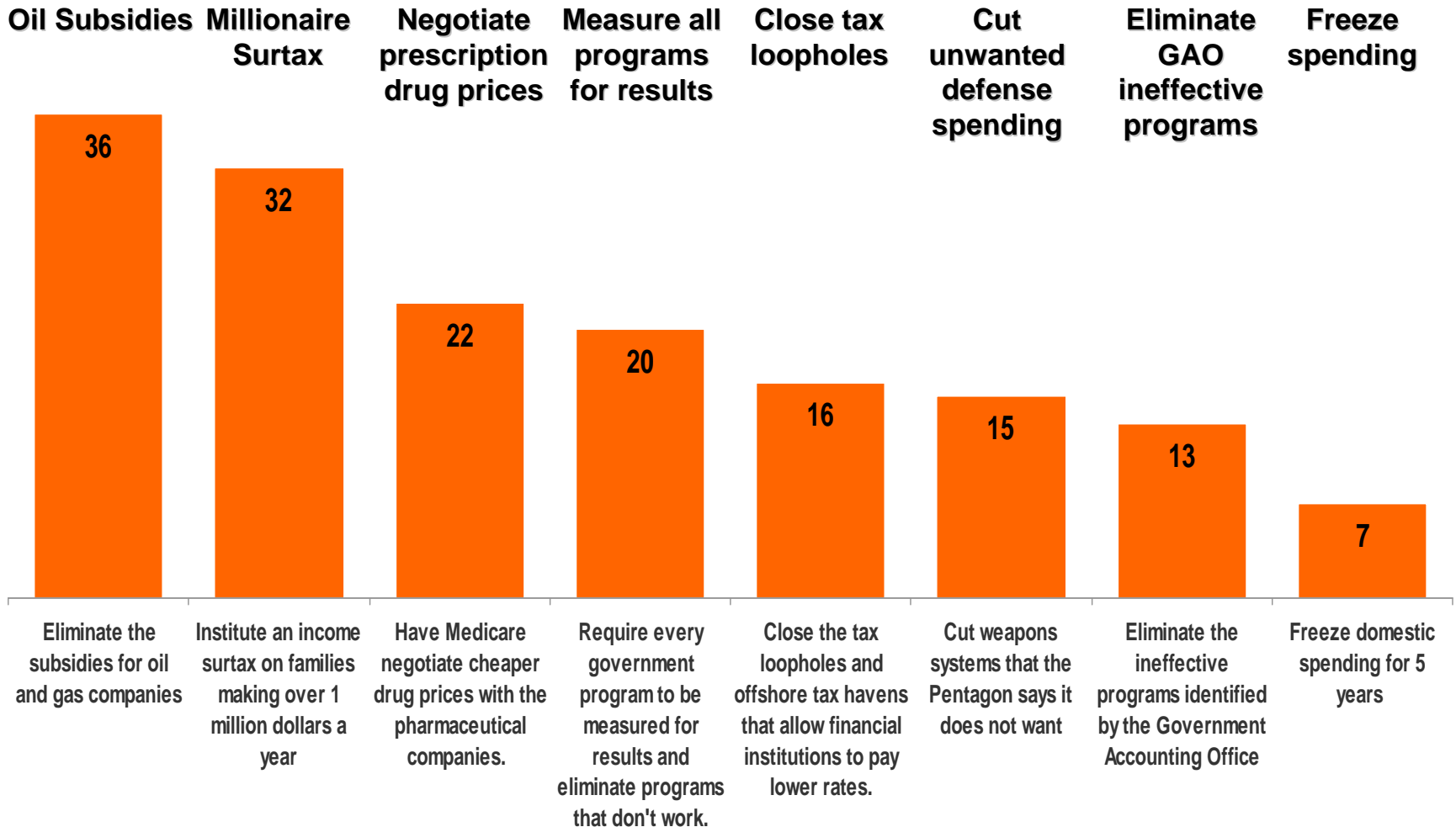
29

Total Serious Doubts

*Note: Incumbent names were inserted.

Eliminating oil subsidies, instituting millionaire surtax most popular proposals

Now let me read you some proposals that Democrats have made to reduce the budget deficit. Please tell me which 2 you favor the most.



Eliminate the subsidies for oil and gas companies

Institute an income surtax on families making over 1 million dollars a year

Have Medicare negotiate cheaper drug prices with the pharmaceutical companies.

Require every government program to be measured for results and eliminate programs that don't work.

Close the tax loopholes and offshore tax havens that allow financial institutions to pay lower rates.

Cut weapons systems that the Pentagon says it does not want

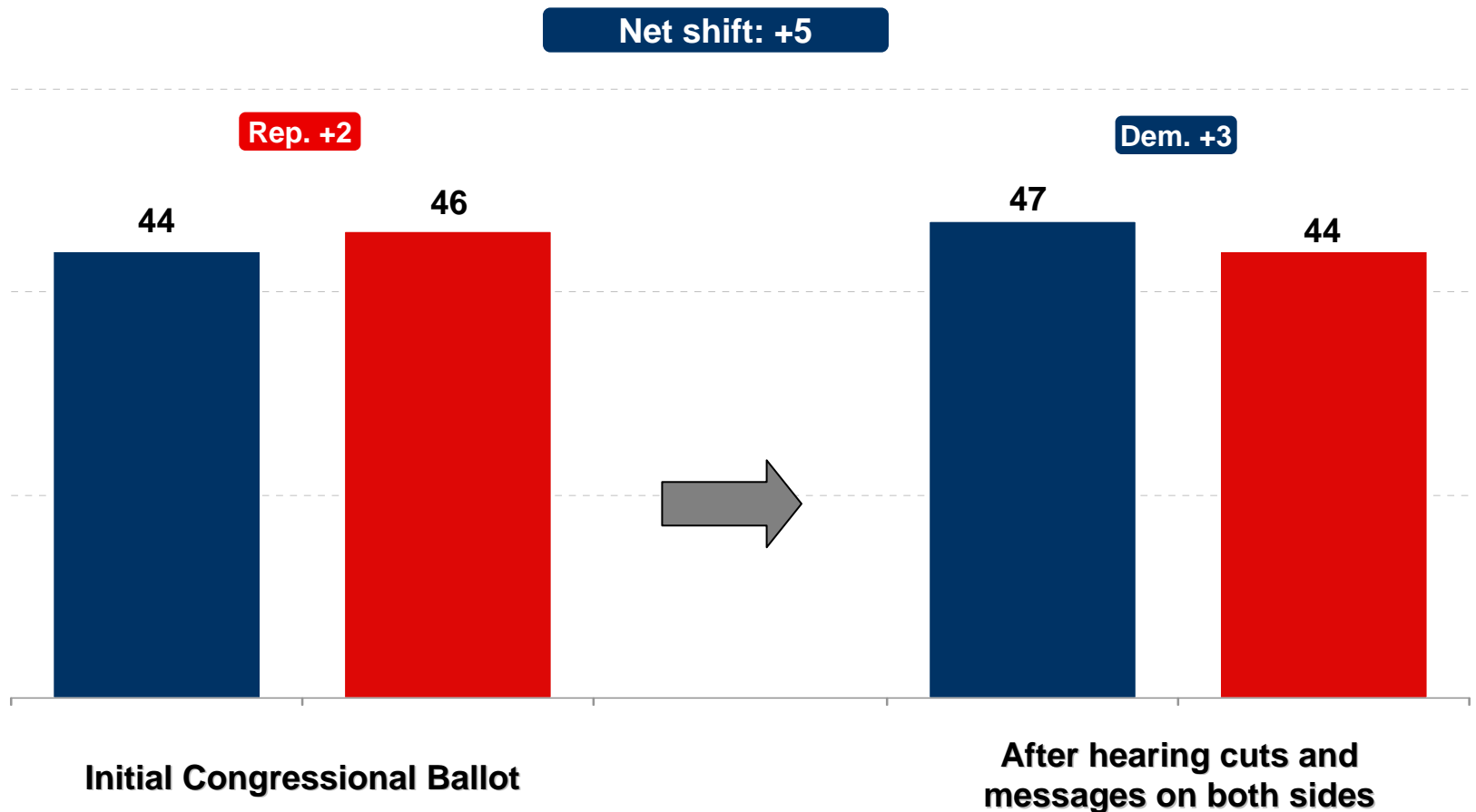
Eliminate the ineffective programs identified by the Government Accounting Office

Freeze domestic spending for 5 years

Shifts

Messages and information shift the vote

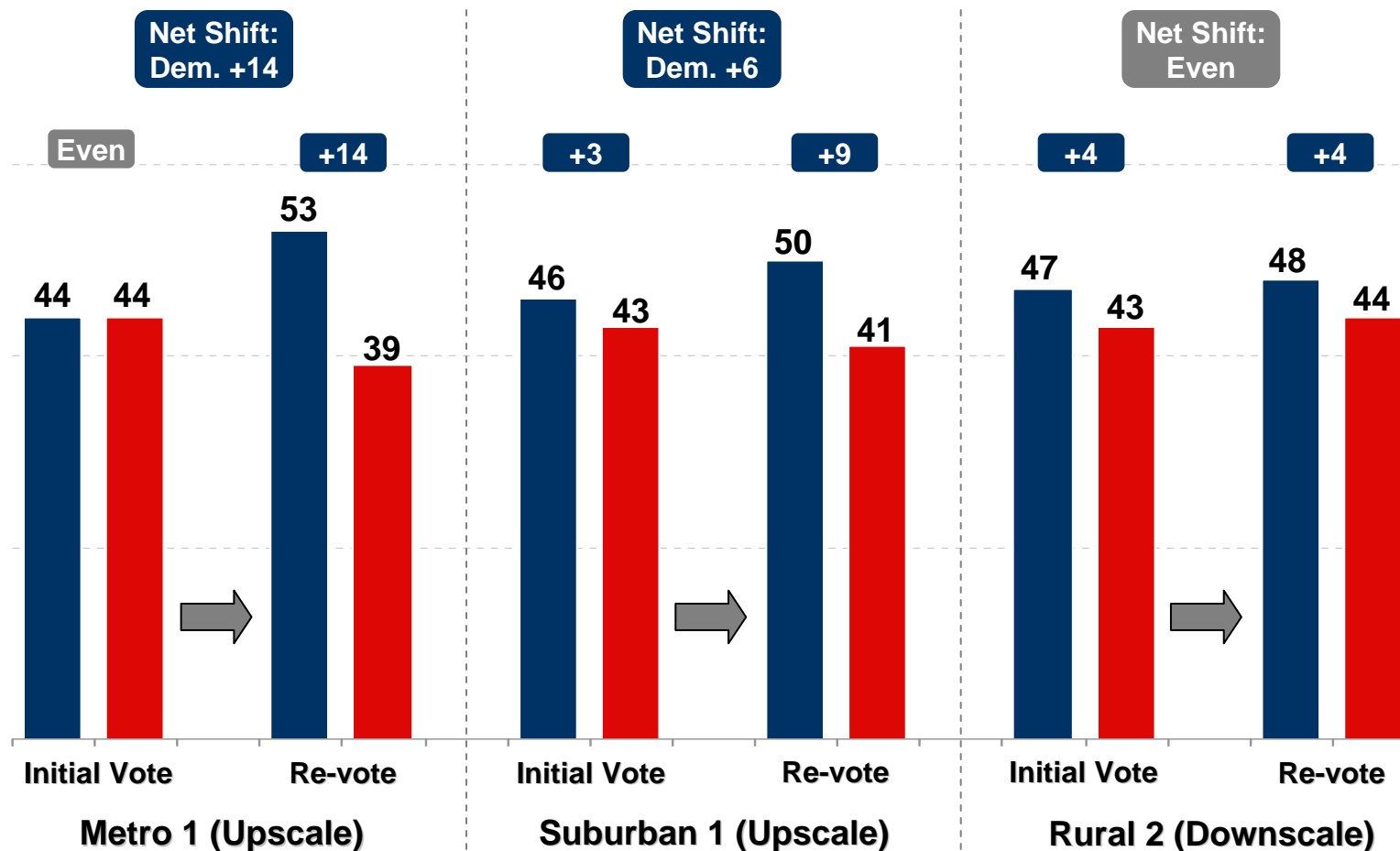
I know it's a long way off, but thinking about the election for Congress next year, if the election for U.S. Congress were held today, would you be voting for – (DEMOCRATIC CANDIDATE) or (REPUBLICAN CANDIDATE)?



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

Big shift in upscale metropolitan districts, not in rural seats

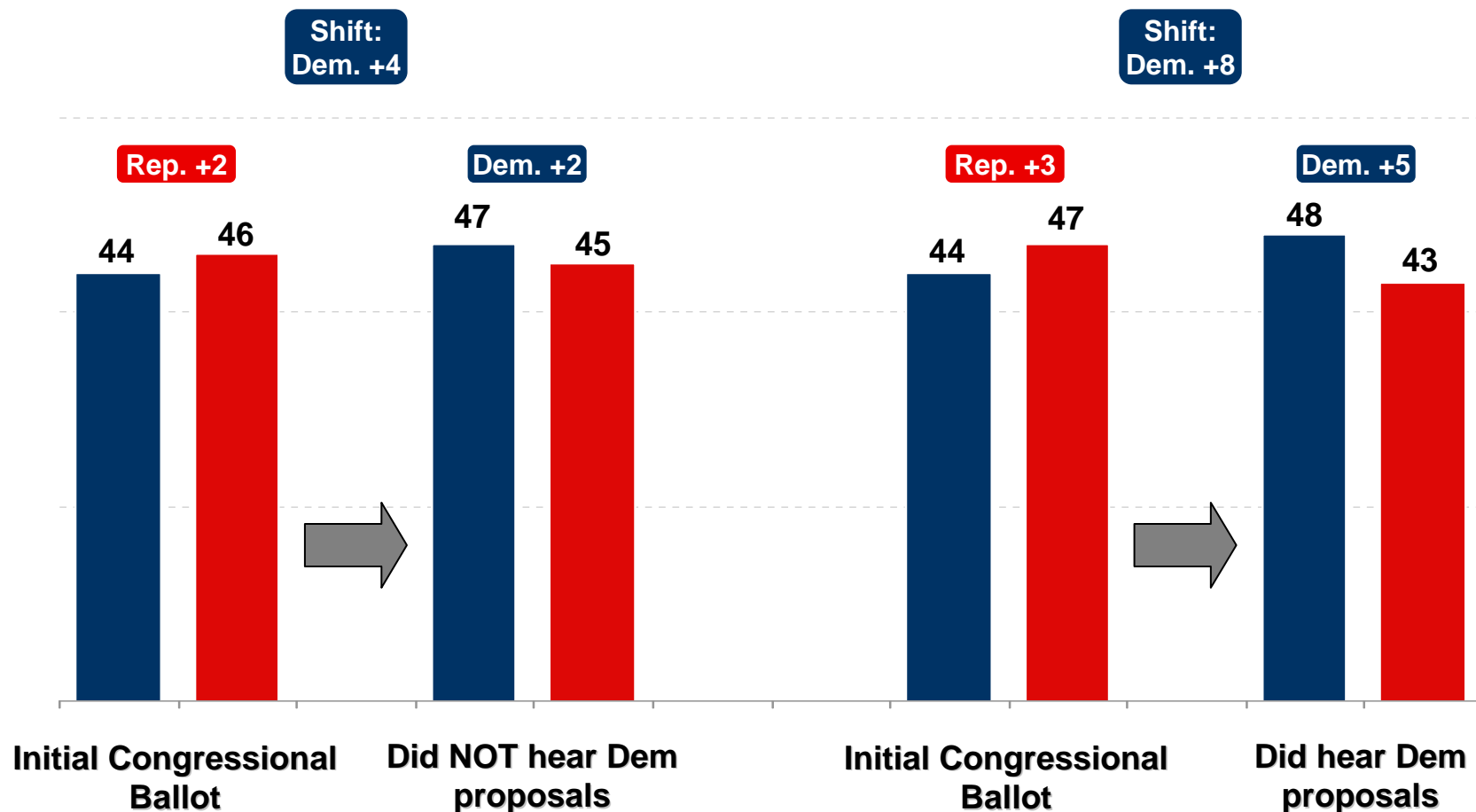
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Hearing the Democratic budget proposals shifts the vote more

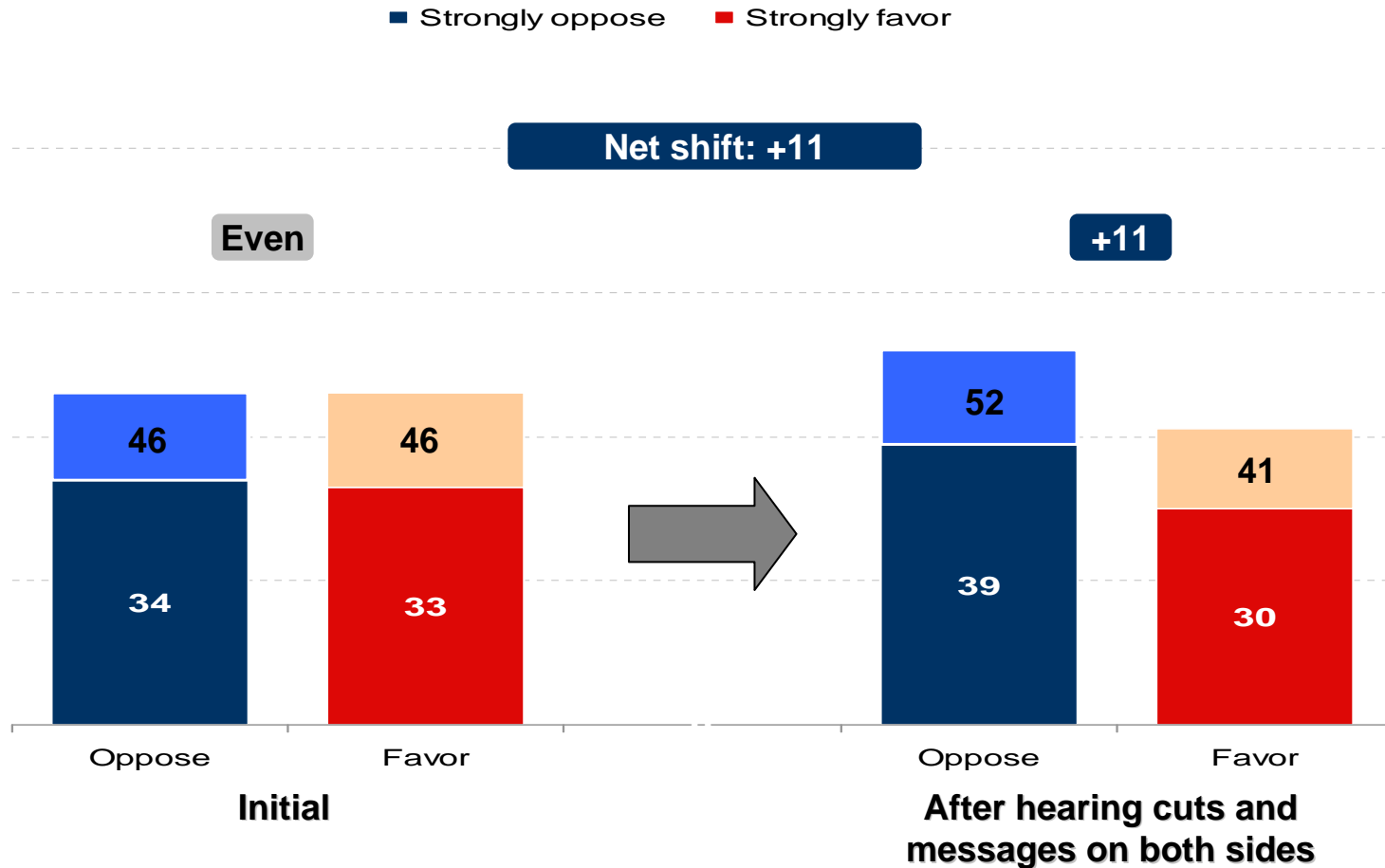
I know it's a long way off, but thinking about the election for Congress next year, if the election for U.S. Congress were held today, would you be voting for – (DEMOCRATIC CANDIDATE) or (REPUBLICAN CANDIDATE)?



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

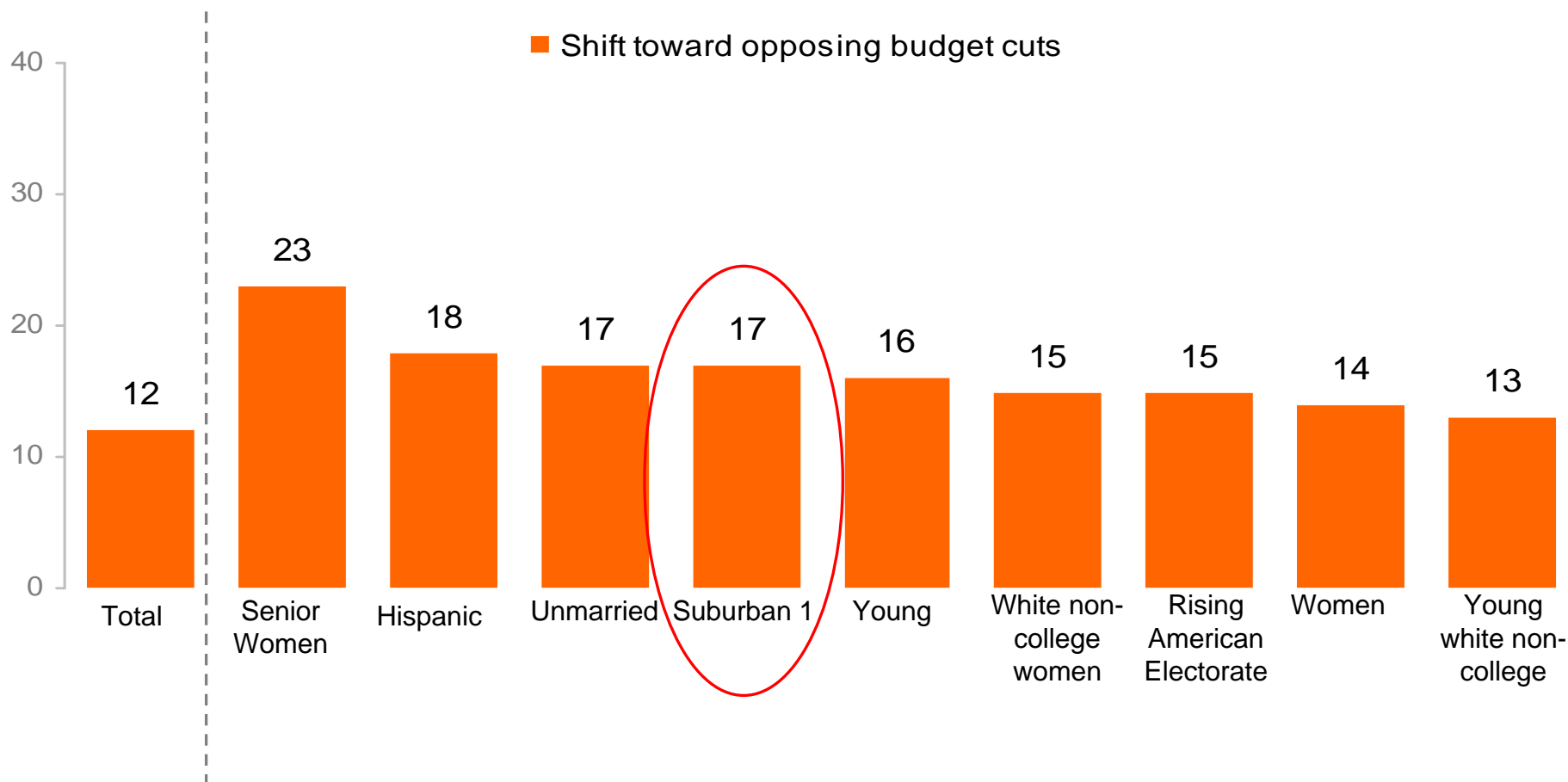
Messages and information shift support for Republican budget

House Republicans have proposed a budget that will cut 61 billion dollars from domestic programs this year. From what you know, do you favor or oppose this plan to cut 61 billion dollars from domestic programs this year?



Budget cuts: groups shift against the cuts

Let me ask something different. The Republicans in the House of Representatives will pass a budget that cuts 32 billion dollars from domestic programs this year. From what you know, do you favor or oppose this plan to cut spending by 61 billion dollars?

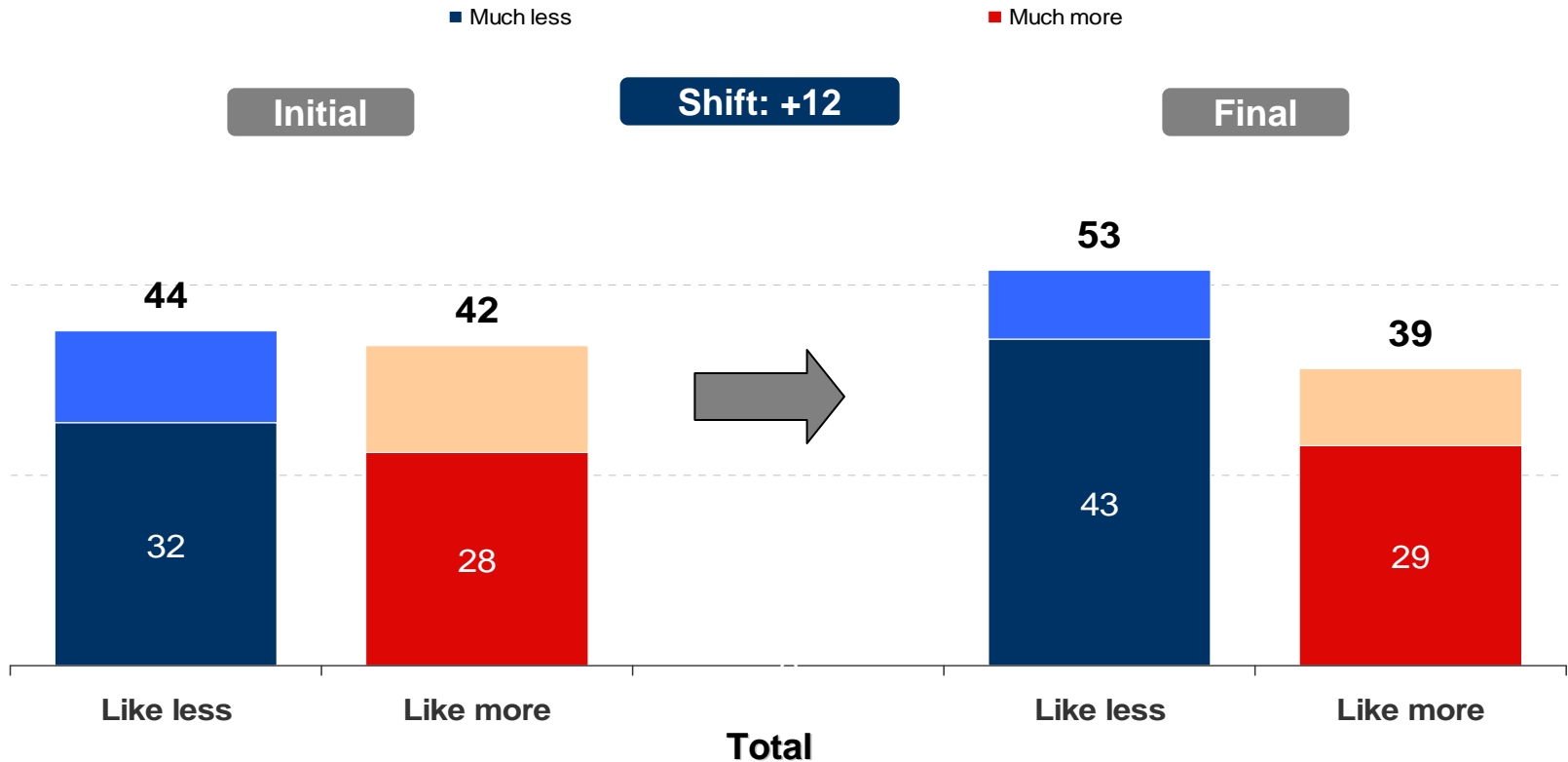


Big shift – voters do not like what they hear from Republicans

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: The more I hear from Republicans in Congress like (HOUSE INCUMBENT), the less I like.

STATEMENT 2: The more I hear from Republicans in Congress like (HOUSE INCUMBENT), the more I like.



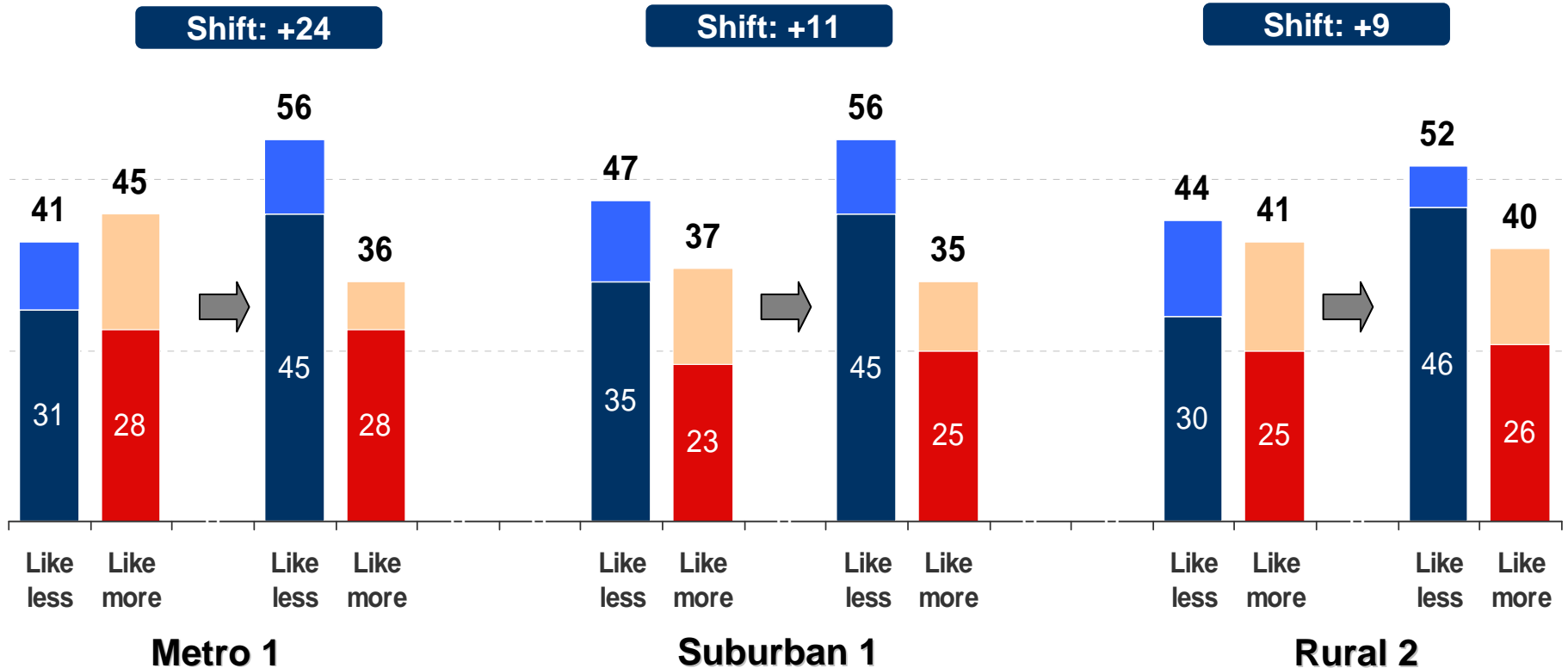
*Note: Incumbent names were inserted with party identification.

Big shift in upscale metropolitan 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: The more I hear from Republicans in Congress like (HOUSE INCUMBENT), the less I like.

STATEMENT 2: The more I hear from Republicans in Congress like (HOUSE INCUMBENT), the more I like.



*Note: Incumbent names were inserted with party identification.

Potential Target Groups

- **Upscale Metro districts**
- **Upscale Suburban districts**
- **Midwestern districts**
- **Eastern districts**
- **Independents**
- **Voters under 40**
- **Irregular Protestants**
- **White younger non-college voters**
- **Hispanics**

Based on the groups that showed the largest shifts on the vote, budget and “the more I hear, the more I like;” that had the largest number of persuadable and undecided voters on these categories; and that underperformed partisanship the greatest in these categories

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