

GREENBERG QUINLAN ROSNER RESEARCH

October 24, 2008

Obama's Majority and Republican Marginalization

National and Presidential Battleground Surveys



DEMOCRACY CORPS
CARVILLE ♦ GREENBERG

Methodology and Overview

The results of the following survey are cited throughout this presentation:

- **Democracy Corps national survey of 1,000 likely voters conducted October 15-19, 2008, with an oversample of 441 likely Republican and Republican-leaning independent voters.**
- **Democracy Corps national survey of 1,000 likely voters conducted October 21-23, 2008 (as noted).**
- **National Public Radio presidential battleground survey of 1,000 likely voters conducted October 19-21, 2008, in 15 battleground states (as noted).**

States in the presidential battleground: blue and red states

Total State List

- Colorado
- Florida
- Indiana
- Iowa
- Michigan
- Missouri
- Minnesota
- Nevada
- New Hampshire
- New Mexico
- North Carolina
- Ohio
- Pennsylvania
- Virginia
- Wisconsin

BLUE STATES

- Minnesota
- Wisconsin
- Michigan
- New Hampshire
- Pennsylvania

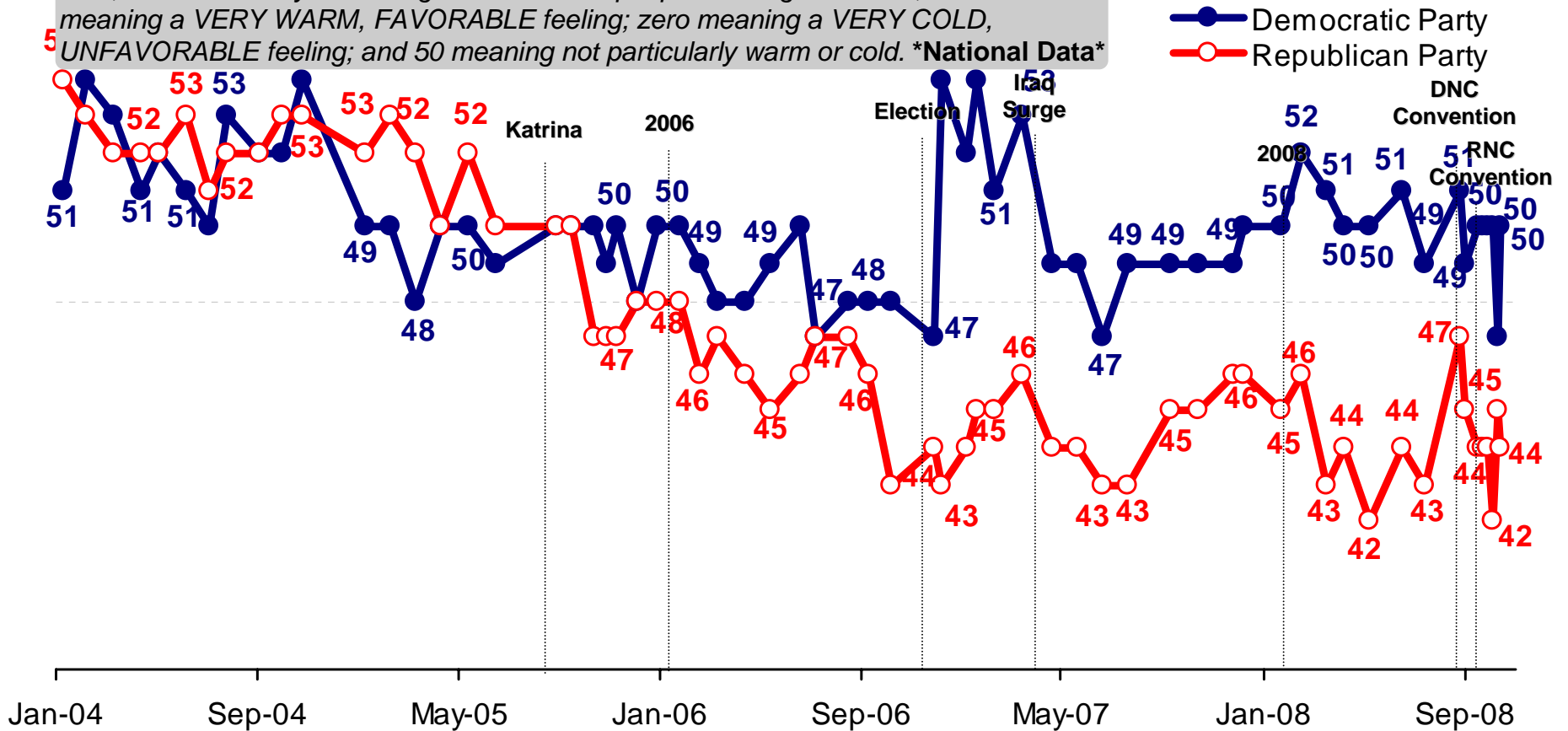
RED STATES

- Colorado
- Florida
- Iowa
- Missouri
- Nevada
- New Mexico
- Ohio
- Virginia
- Indiana
- North Carolina

The Two Parties

Democratic image consistently higher than Republican's nationally

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. ***National Data***

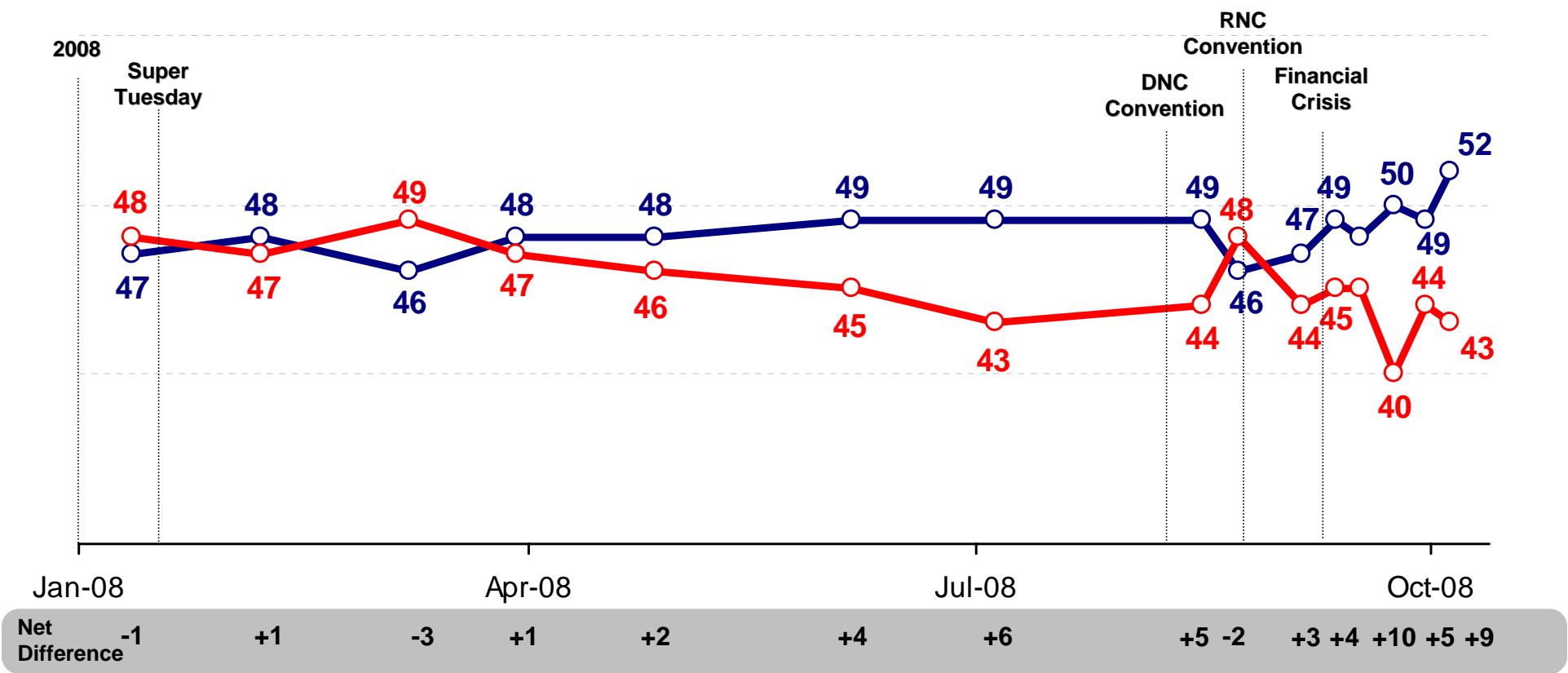


*Note: Data represents the MEAN ratings from Democracy Corps surveys conducted over the past four years.

Obama expands national lead with just one week to go

Now let me ask you again about your vote for president, but with candidate names. If the election were held today and the candidates were Democrat Barack Obama, Republican John McCain, Libertarian Party candidate Bob Barr, or Independent candidate Ralph Nader, for whom would you vote? ***National Data***

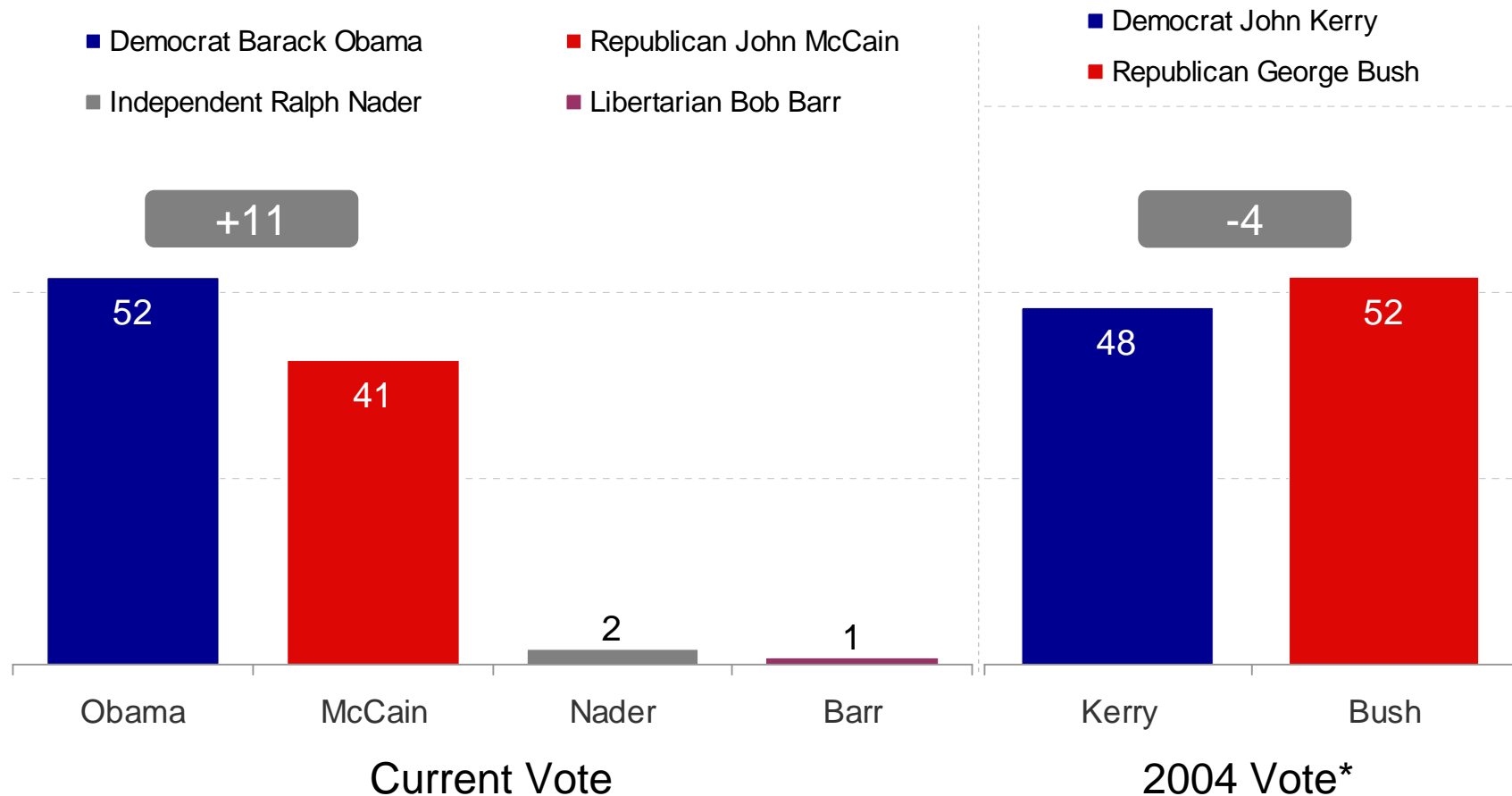
—○— Obama
—○— McCain



*Note: Data from Democracy Corps surveys conducted over the last year and a half.

Obama ahead in key battleground states

If the election were held today and the candidates were Democrat Barack Obama, Republican John McCain, Libertarian Party candidate Bob Barr, or Independent candidate Ralph Nader, for whom would you vote?

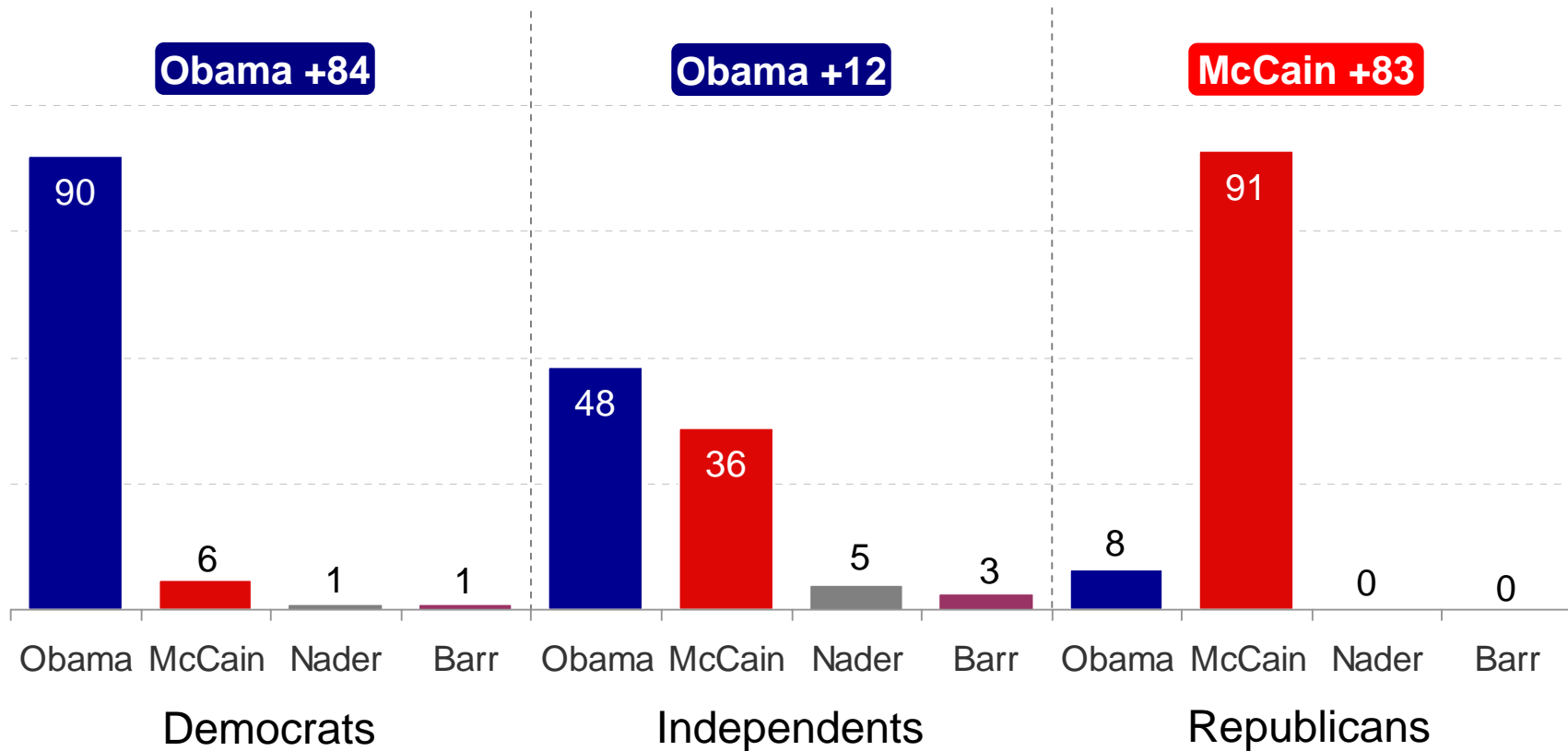


**Note: 2004 vote represents the actual vote between Kerry and Bush in these battleground states. Current data from National Public Radio survey of 1,000 likely voters in the 15 state presidential battleground conducted October 19-21, 2008.*

Obama leads among independents

If the election were held today and the candidates were Democrat Barack Obama, Republican John McCain, Libertarian Party candidate Bob Barr, or Independent candidate Ralph Nader, for whom would you vote?

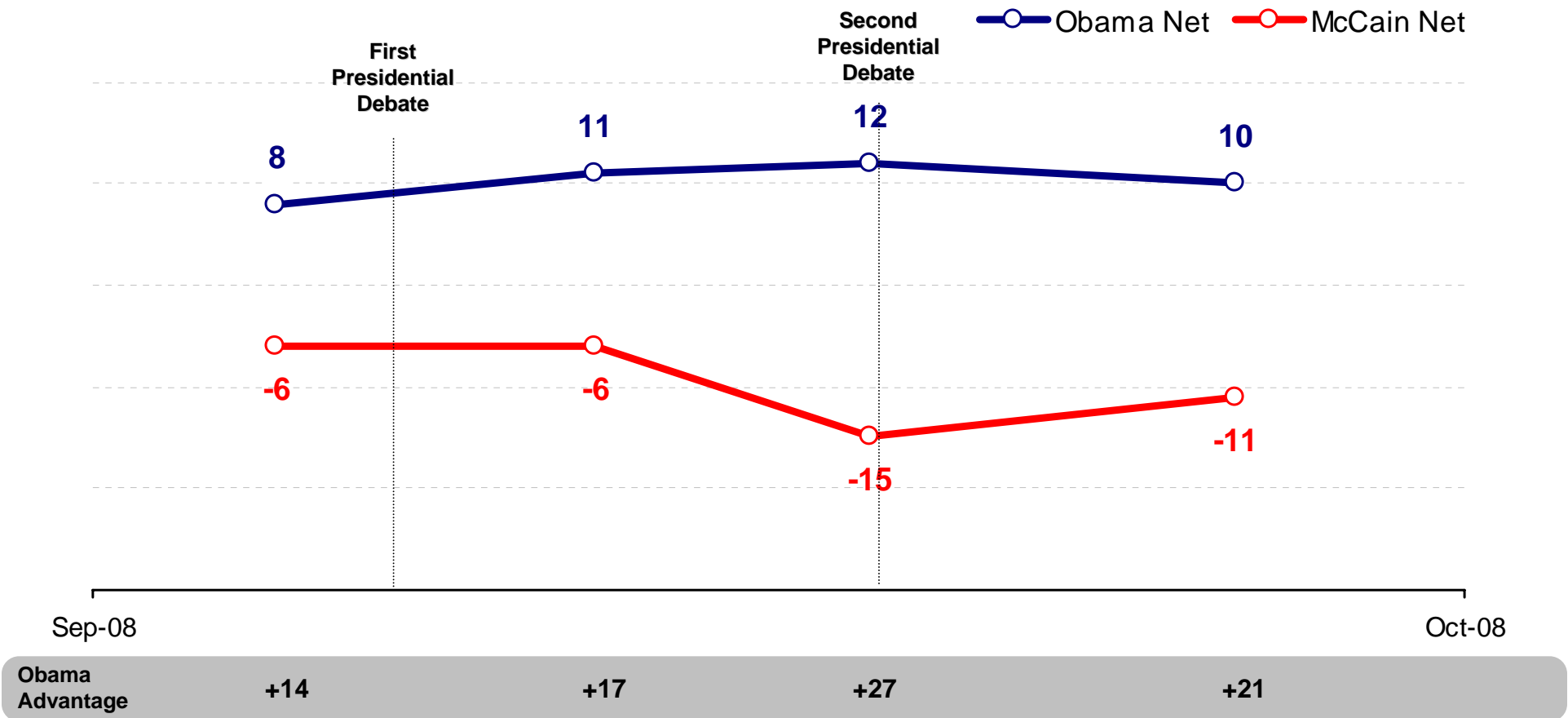
■ Democrat Barack Obama ■ Republican John McCain ■ Independent Ralph Nader ■ Libertarian Bob Barr



**Note: From National Public Radio survey of 1,000 likely voters in the 15 state presidential battleground conducted October 19-21, 2008.*

Obama's net advantage on impact of last two day's news

Has what you have seen, heard or read about Barack Obama/John McCain in the past couple of days made you feel more positive or less positive in your opinion of him?



**Note: Data from Democracy Corps presidential battleground surveys of 16 battleground states (NPR states +Montana) conducted over the past couple months up to October 12-14.*

Campaign Closing Arguments

Argument over tax plans, Joe Plumber and redistribution

Now I'm going to read you a pair of statements that describe what Barack Obama and John McCain have been saying. After I read these statements, please tell me which one you agree with more.

John McCain says, "Senator Obama has made it clear that he wants to raise your taxes so he can, quote, 'spread the wealth around.' Now is not the time for Obama's socialist policies and now, more than ever, small businesses should be reinvesting their earnings to create more jobs rather than sending that money to the tax-and-spend liberals in Washington. Senator Obama is more interested in controlling who gets your piece of the pie than he is growing the pie, but I'll support policies that keep your taxes low, stimulate growth, and get our economy back on track."

OR

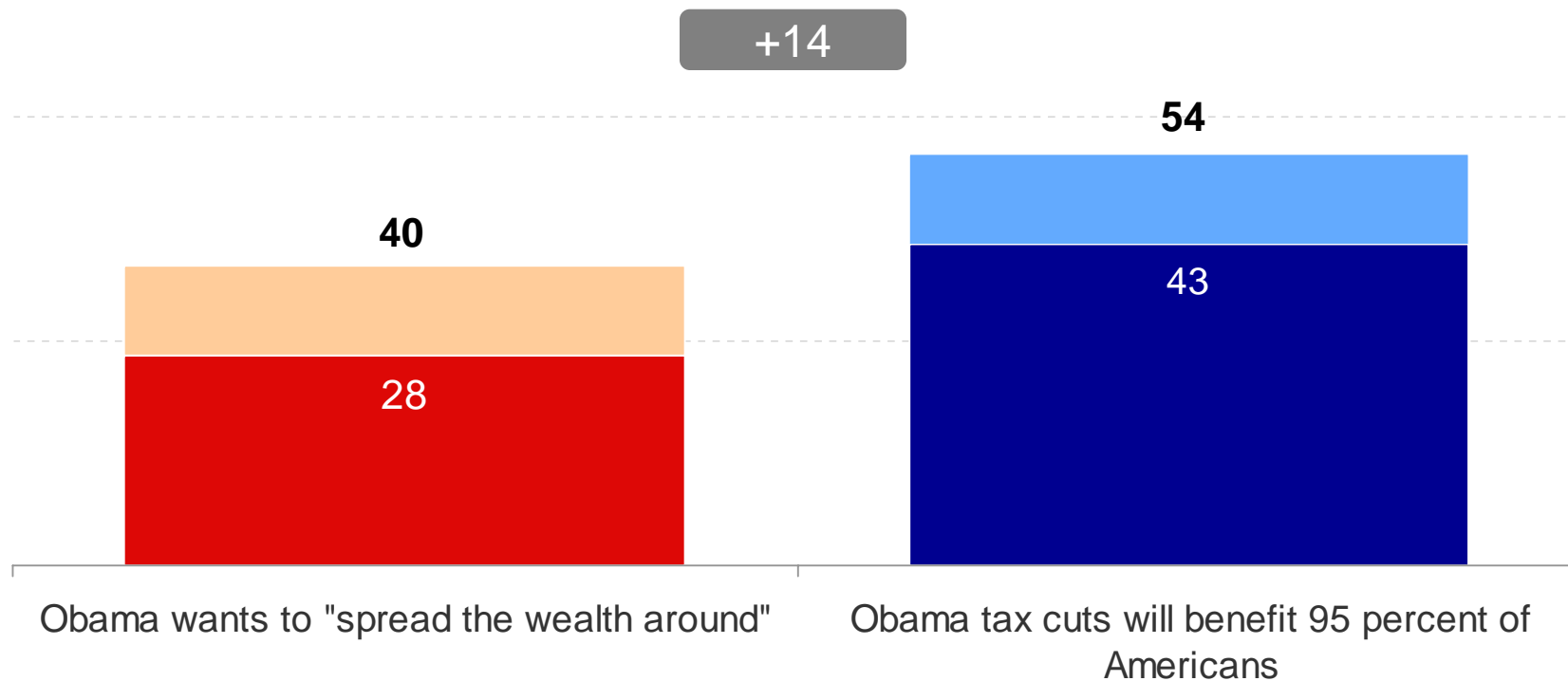
Barack Obama says, "John McCain is attacking my plan to cut taxes for the middle class and working Americans, but I think it is just common sense and so do Colin Powell and Warren Buffett, who have endorsed my campaign. Under my plan, no one making under a quarter of a million dollars, including 98 percent of business owners, will see their taxes increase a single dime and 95 percent of Americans will get a tax cut. But Senator McCain wants to give corporate executives more tax breaks with no relief for the struggling middle class."

**Note: From Democracy Corps survey of 1,000 likely voters conducted nationwide October 21-23, 2008.*

Argument over tax plans

Now I'm going to read you a pair of statements that describe what Barack Obama and John McCain have been saying. After I read these statements, please tell me which one you agree with more.

- Obama statement strongly
- McCain statement strongly
- Obama statement not so strongly
- McCain statement not so strongly



*Note: From Democracy Corps presidential battleground survey of 1,348 likely voters conducted August 12-17, 2008

Obama will be tested

Now I'm going to read you a pair of statements that describe what Barack Obama and John McCain have been saying. After I read these statements, please tell me which one you agree with more.

John McCain says, "Obama's running mate, Joe Biden, guaranteed that if Obama is elected, we will have an international crisis to test America's new President. With our economy in crisis and Americans fighting two wars, we don't need a President that invites testing from the world or would sit down unconditionally with the world's worst dictators."

OR

Barack Obama says, "This new attack from McCain's campaign distorts what Senator Biden said. He told people that, quote, 'those who test Obama will find he has a spine of steel.' Colin Powell has endorsed me saying I will be a determined leader. This attack is just an attempt to avoid having a debate on the need to change our foreign and economic policies."

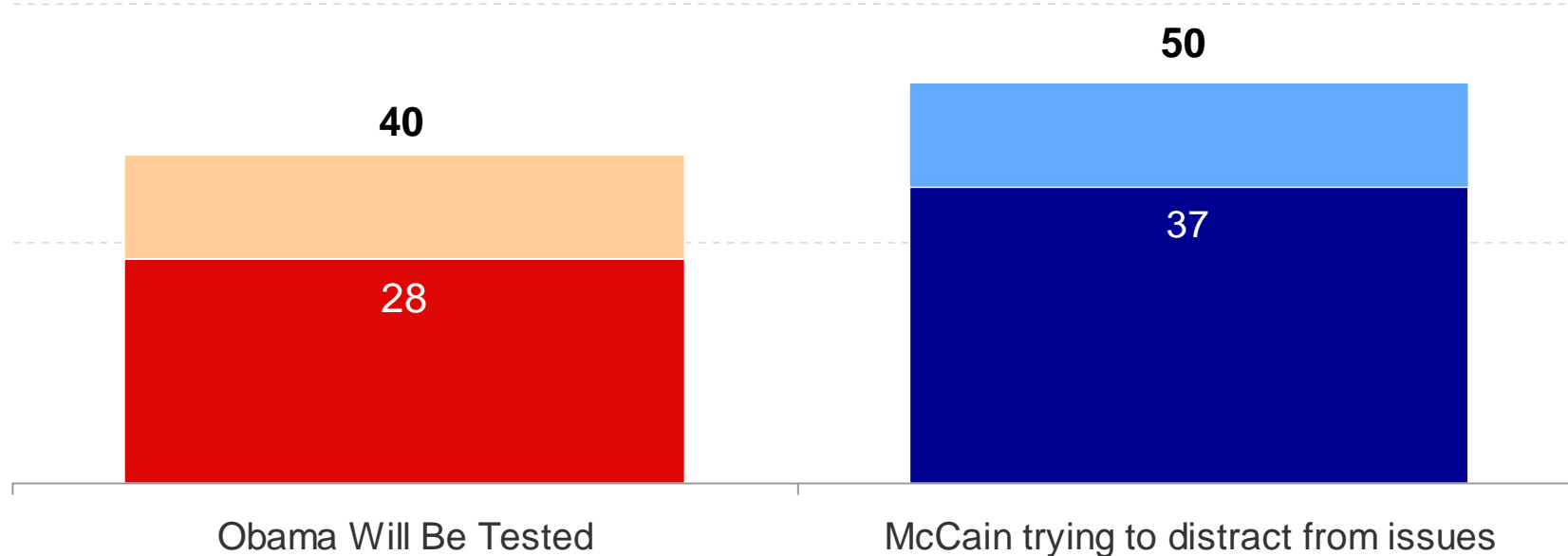
**Note: From Democracy Corps survey of 1,000 likely voters conducted nationwide October 21-23, 2008.*

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- McCain statement not so strongly

+10



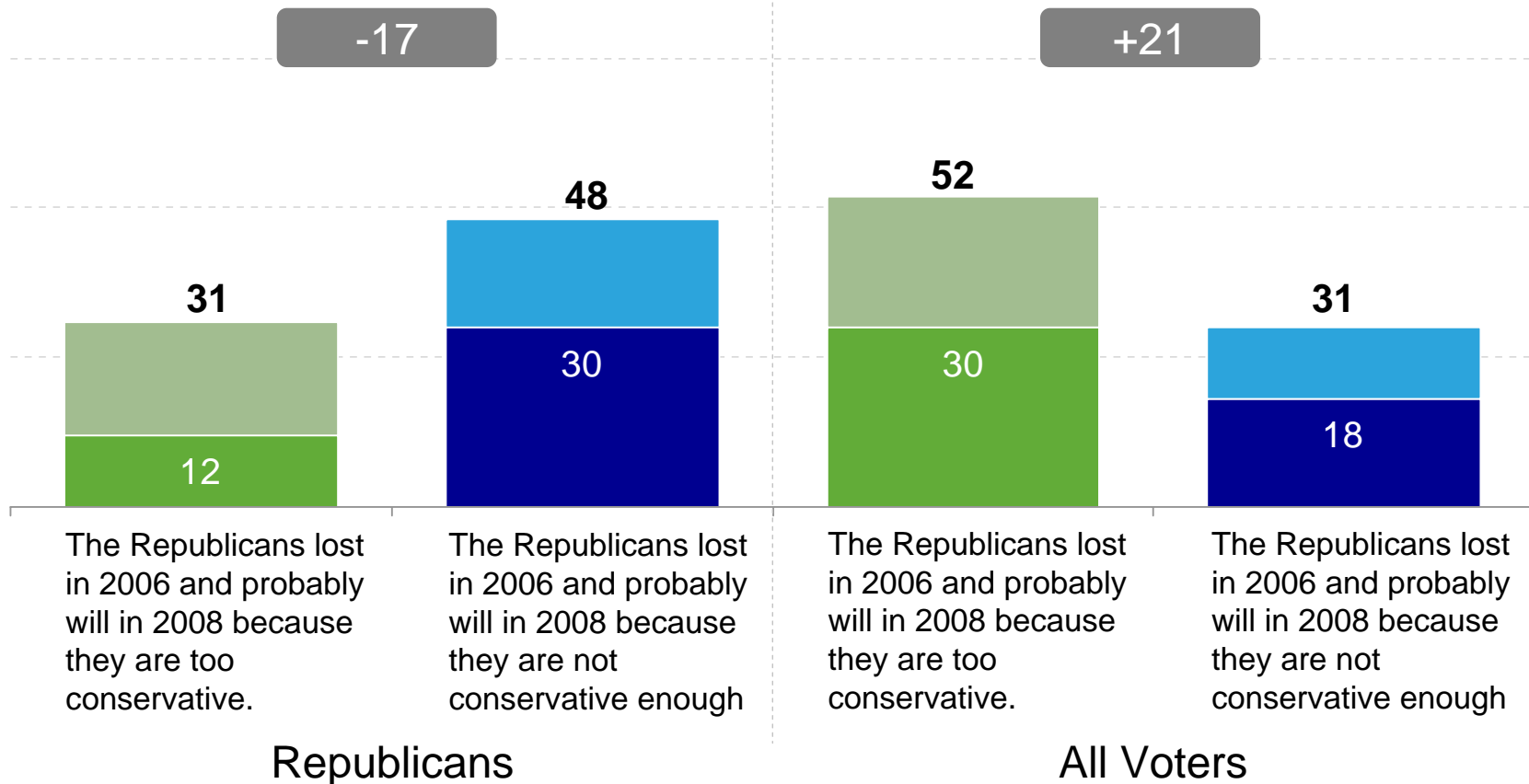
*Note: From Democracy Corps presidential battleground survey of 1,348 likely voters conducted August 12-17, 2008

Who's to Blame for John McCain's Loss?

Reps see GOP as not conservative enough; all voters say too conservative

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 one strongly ■ Statement one not so strongly ■ Statement two strongly ■ Statement two not so strongly

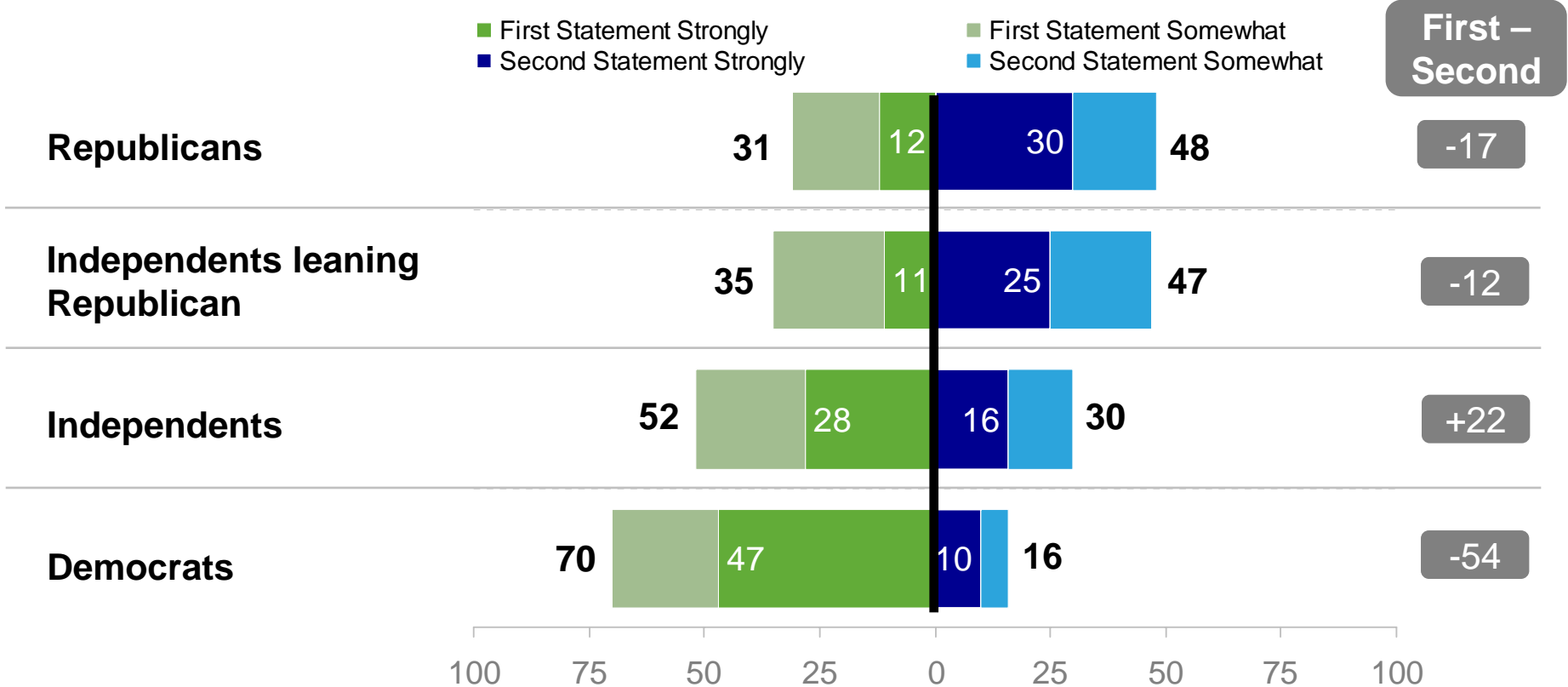


*Note: "Republicans" data includes voters who identify with the Republican party. From Democracy Corps national survey conducted October 15-19.

Reps see GOP as not conservative enough; all voters say too conservative

First Statement: The Republicans lost in 2006 and probably will in 2008 because they are too conservative.

Second Statement: The Republicans lost in 2006 and probably will in 2008 because they are not conservative enough.

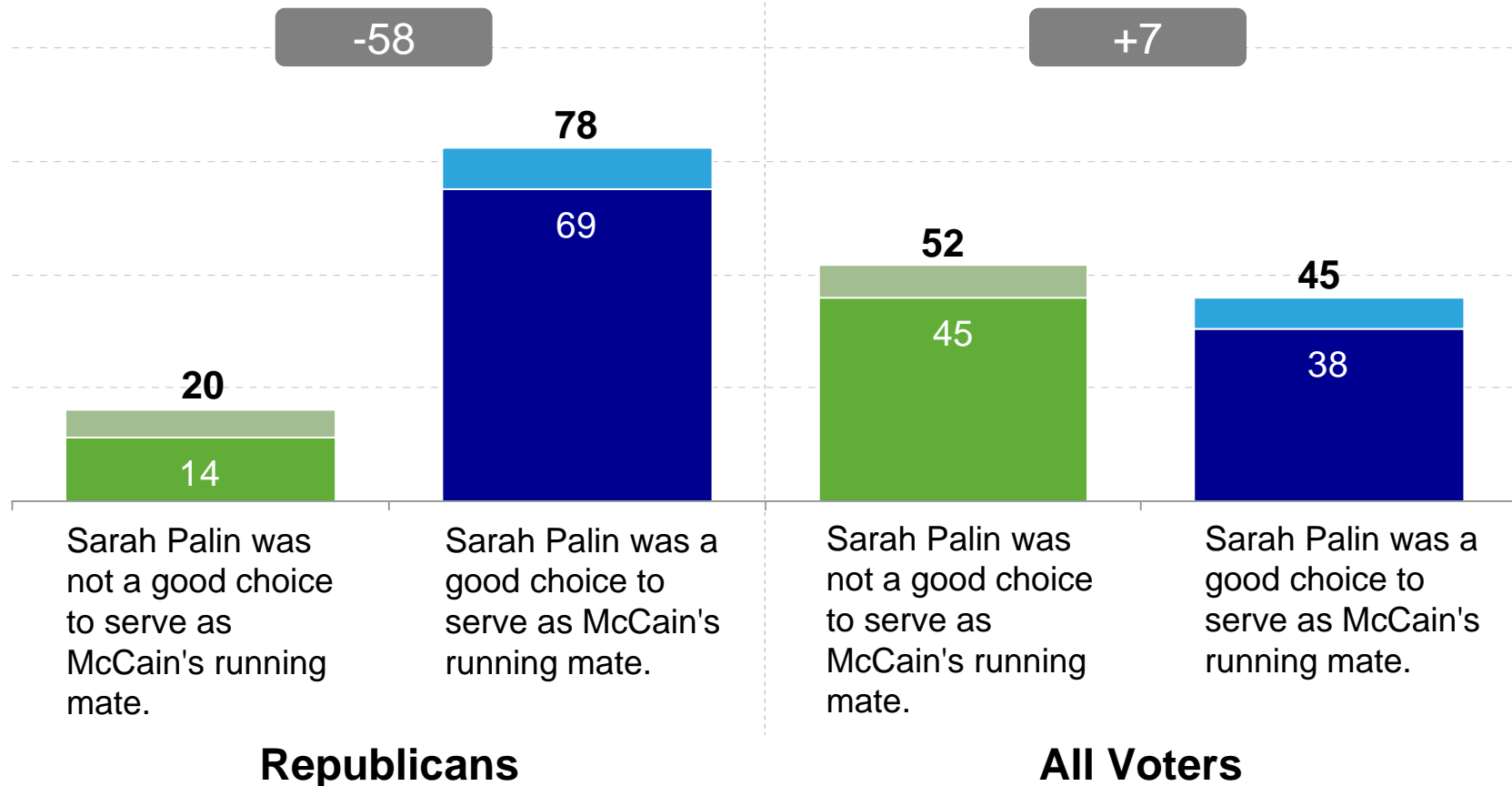


*Note: Strong and weak partisans are included with Democrats and Republicans, with independents "leaning Democrat" and "leaning Republican" counted as "independents". From Democracy Corps national survey conducted October 15-19.

Republicans, ¾ say Palin good choice; voters, majority not good

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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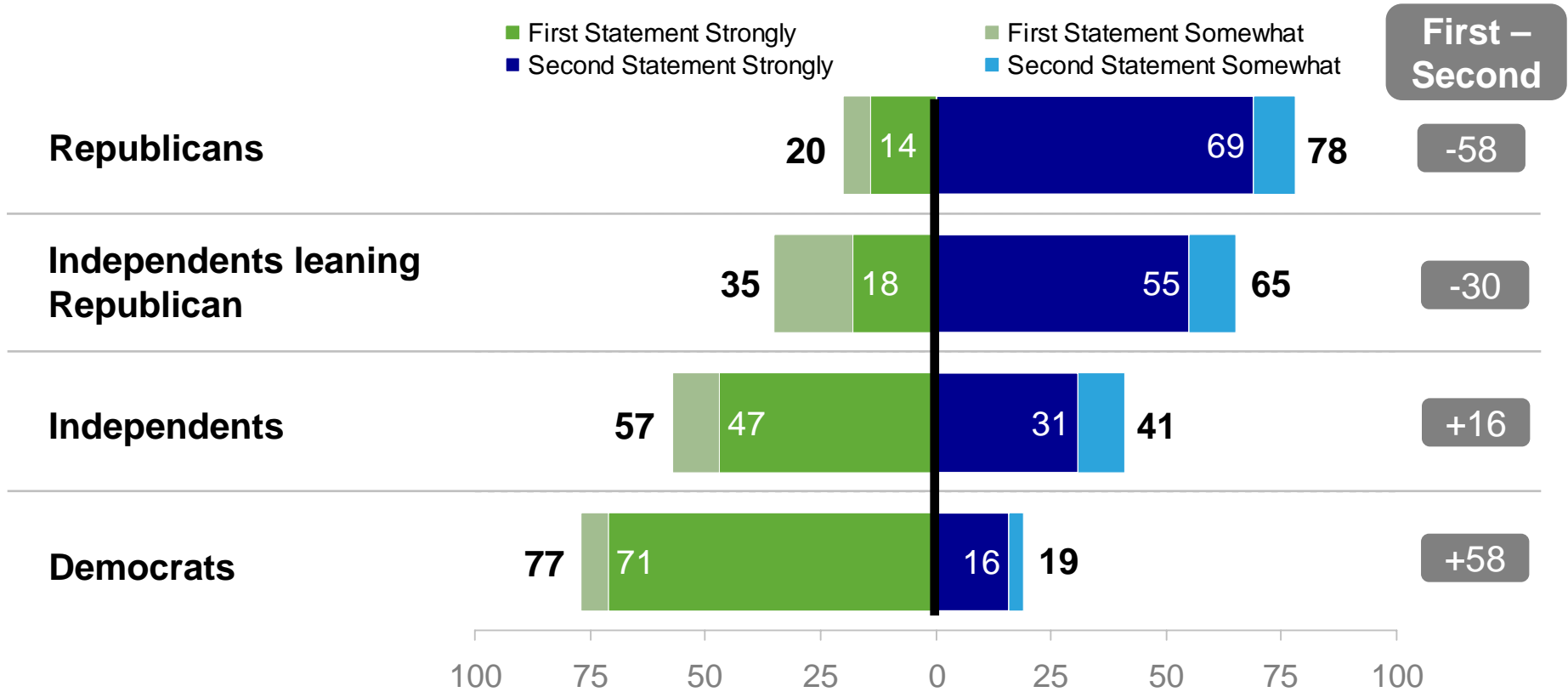


*Note: "Republicans" data includes voters who identify with the Republican party. From Democracy Corps national survey conducted October 15-19.

Republicans, ¾ say Palin good choice; voters, majority not good

First Statement: Sarah Palin was not a good choice to serve as McCain's running mate.

Second Statement: Sarah Palin was a good choice to serve as McCain's running mate.

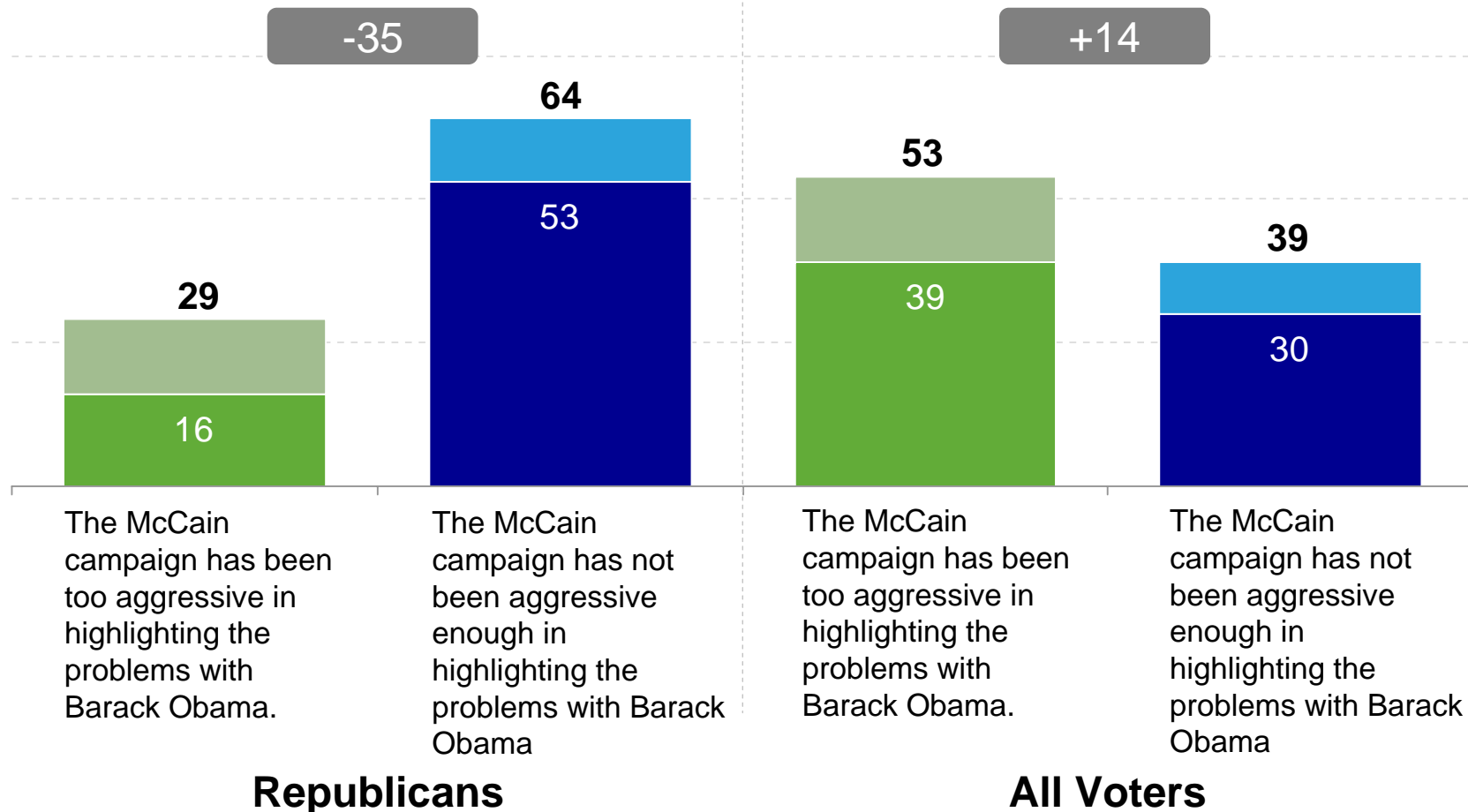


*Note: Strong and weak partisans are included with Democrats and Republicans, with independents "leaning Democrat" and "leaning Republican" counted as "independents". From Democracy Corps national survey conducted October 15-19.

Republicans want more aggressive campaign against Obama

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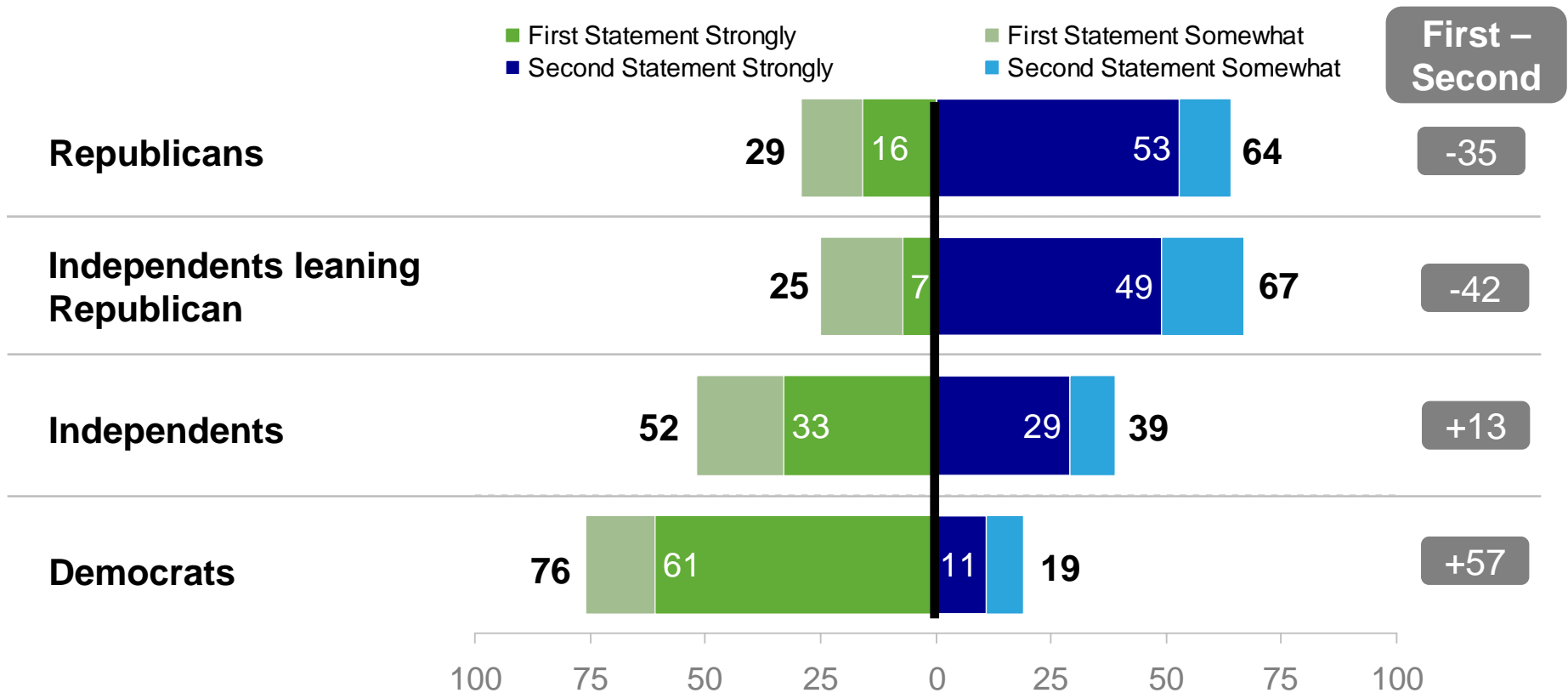


*Note: "Republicans" data includes voters who identify with the Republican party. Democracy Corps national survey October 15-19.

Republicans want more aggressive campaign against Obama

First Statement: The McCain campaign has been too aggressive in highlighting the problems with Barack Obama.

Second Statement: The McCain campaign has not been aggressive enough in highlighting the problems with Barack Obama.

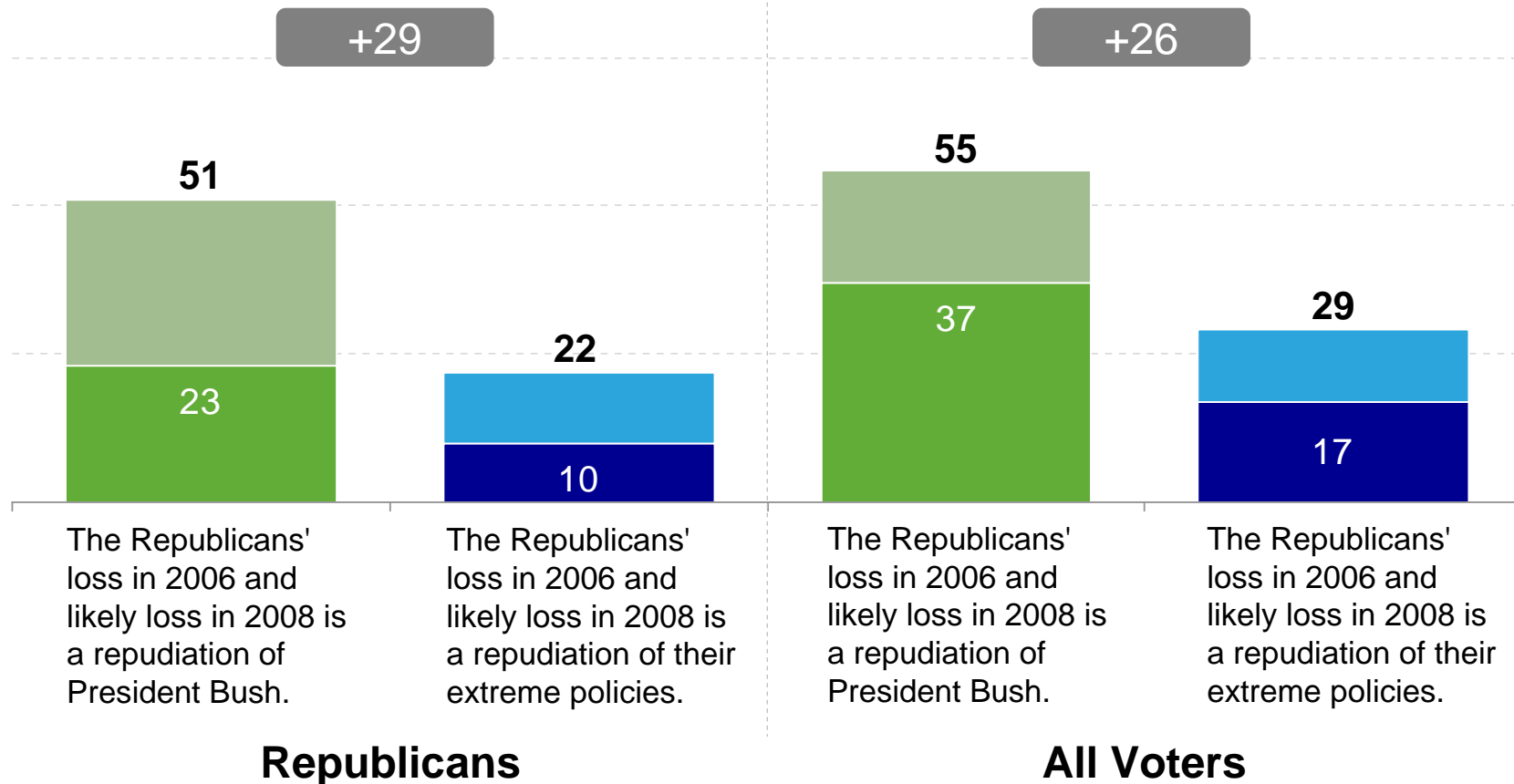


*Note: Strong and weak partisans are included with Democrats and Republicans, with independents "leaning Democrat" and "leaning Republican" counted as "independents". From Democracy Corps national survey conducted October 15-19.

Both Republicans and voters blame Bush

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 one strongly ■ Statement one not so strongly ■ Statement two strongly ■ Statement two not so strongly

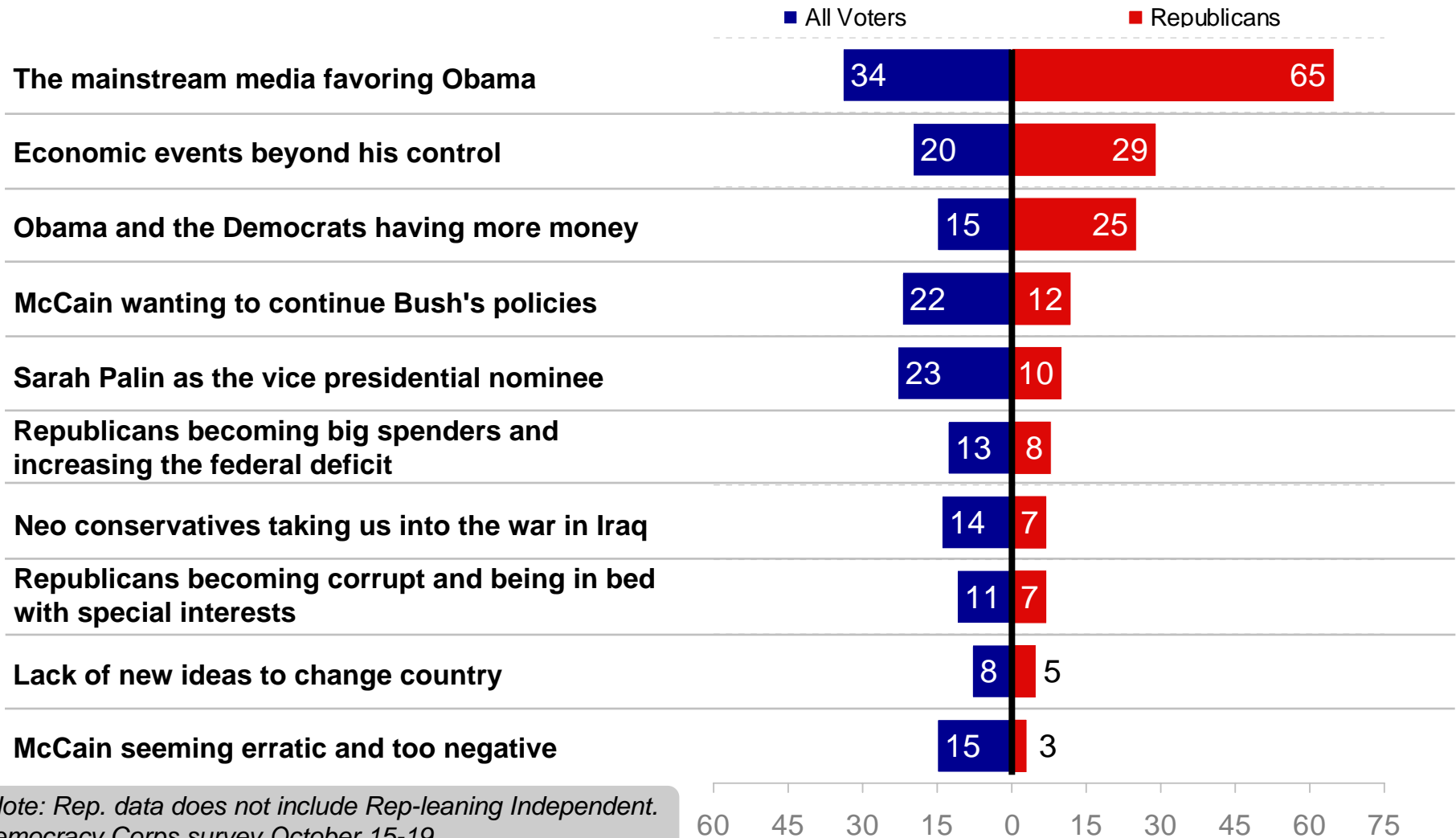


*Note: "Republicans" data includes voters who identify with the Republican party. From Democracy Corps national survey conducted October 15-19.

Republicans Blame the Media

Republicans blame media for loss; all voters blame Palin and Bush too

If John McCain does not win the presidential election in November who or what two items from the list I am about to read would you say would be most responsible?

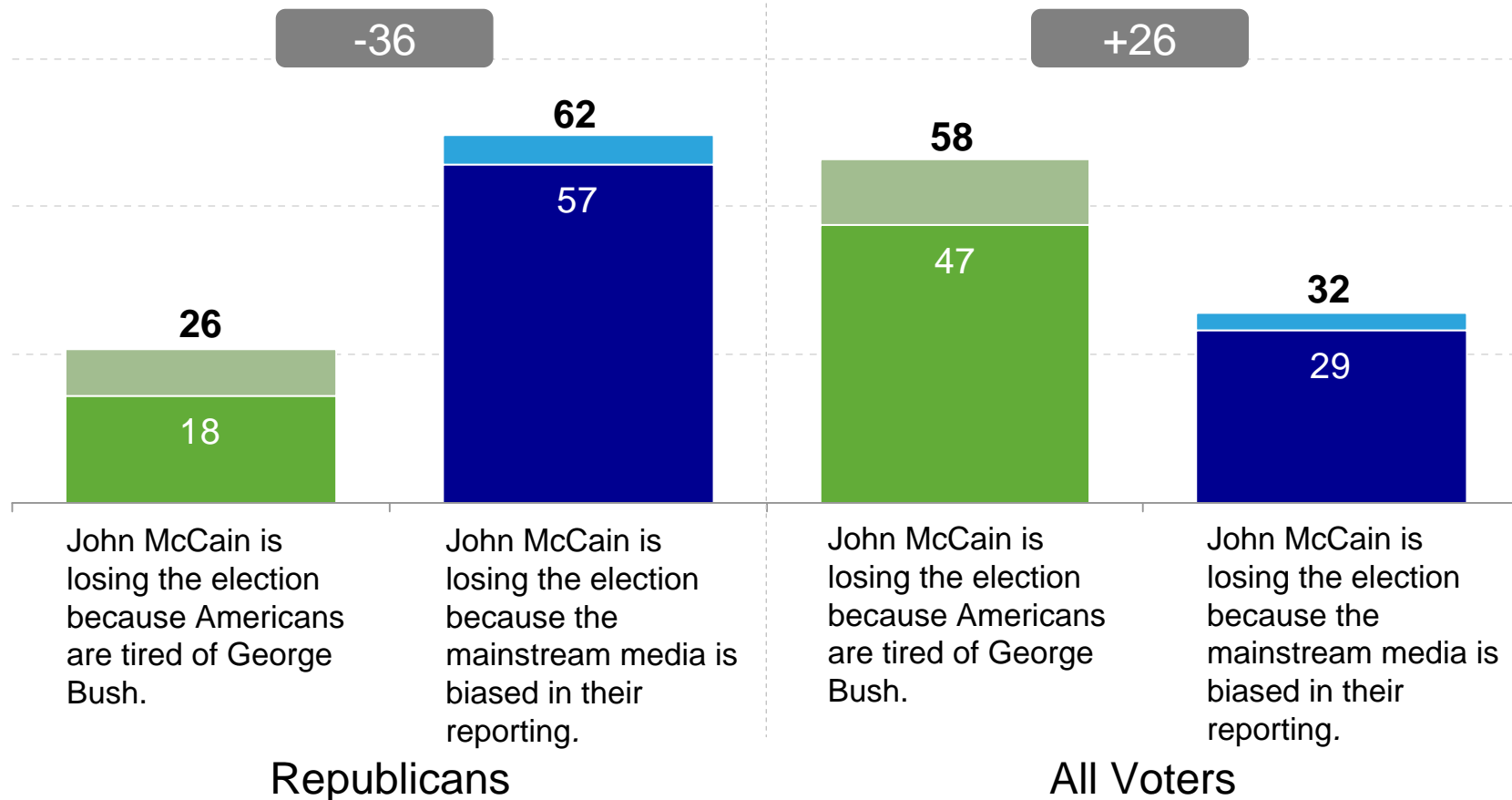


**Note: Rep. data does not include Rep-leaning Independent. Democracy Corps survey October 15-19.*

Republicans blame the media but the public, Bush

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 one strongly ■ Statement one not so strongly ■ Statement two strongly ■ Statement two not so strongly

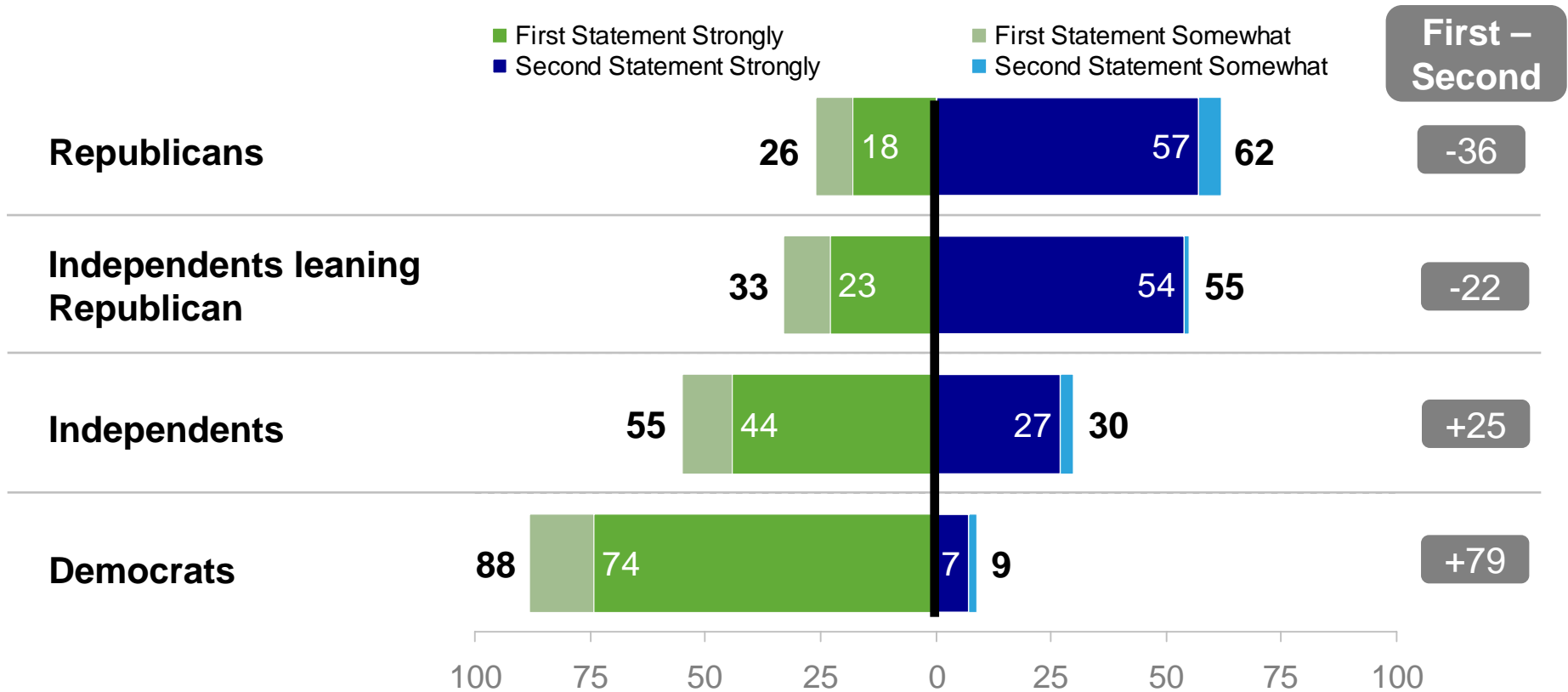


*Note: "Republicans" data includes voters who identify with the Republican party. From Democracy Corps national survey conducted October 15-19.

Republicans blame the media but the public, Bush

First Statement: John McCain is losing the election because Americans are tired of George Bush.

Second Statement: John McCain is losing the election because the mainstream media is biased in their reporting.

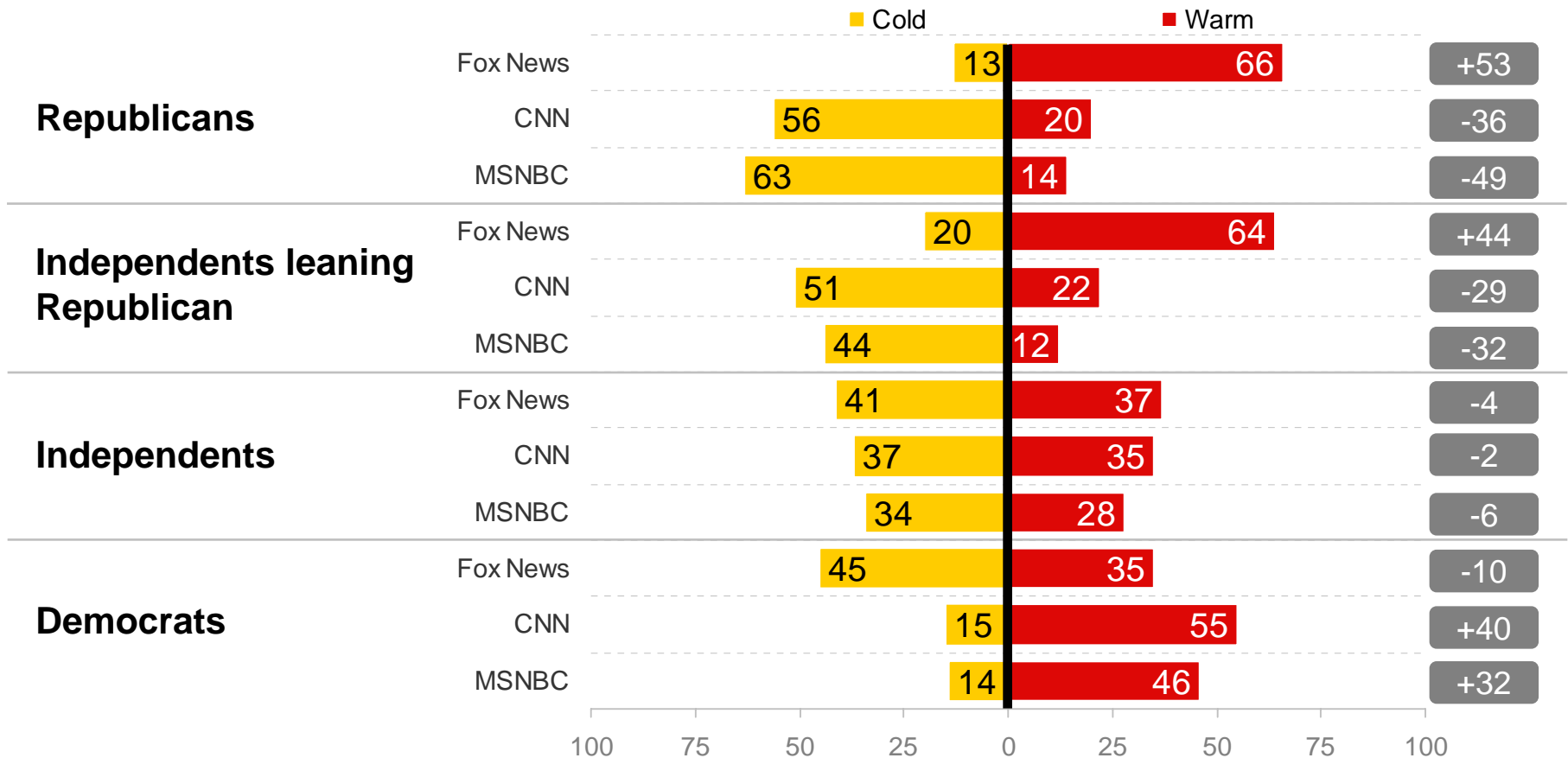


**Note: Strong and weak partisans are included with Democrats and Republicans, with independents "leaning Democrat" and "leaning Republican" counted as "independents". From Democracy Corps national survey conducted October 15-19.*

Republicans like Fox and not CNN and MSNBC

Now, I'd like to rate your feelings toward some people and organizations, with 100 meaning a VERY WARM, FAVORABLE feeling; 0 meaning a VERY COLD, UNFAVORABLE feeling; and 50 meaning not particularly warm or cold.

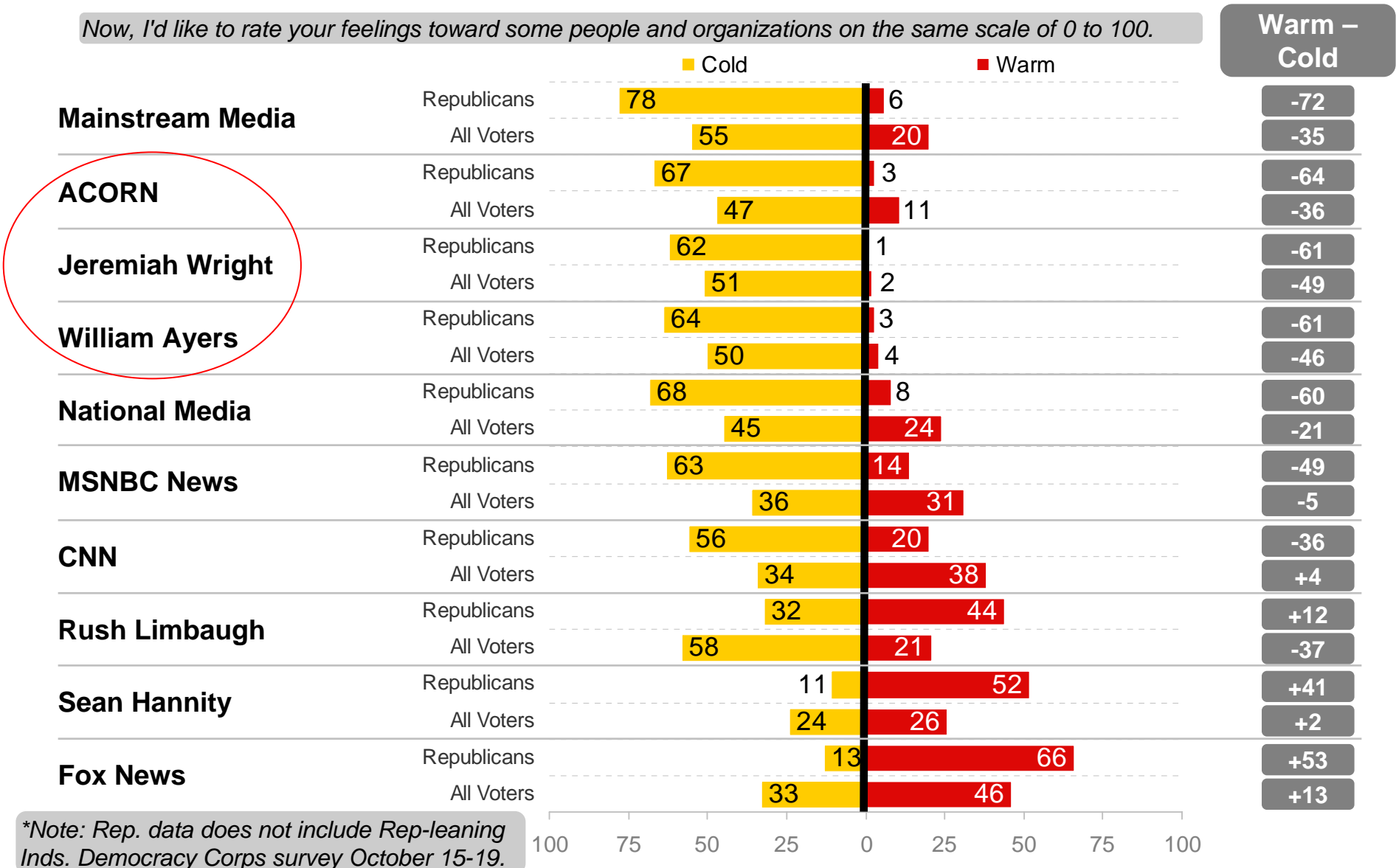
Warm – Cold



*Note: Strong and weak partisans are included with Democrats and Republicans, with independents “leaning Democrat” and “leaning Republican” counted as “independents”. From Democracy Corps national survey conducted October 15-19.

Republicans' hostile world: media, Acorn, Ayers and MSNBC

Now, I'd like to rate your feelings toward some people and organizations on the same scale of 0 to 100.



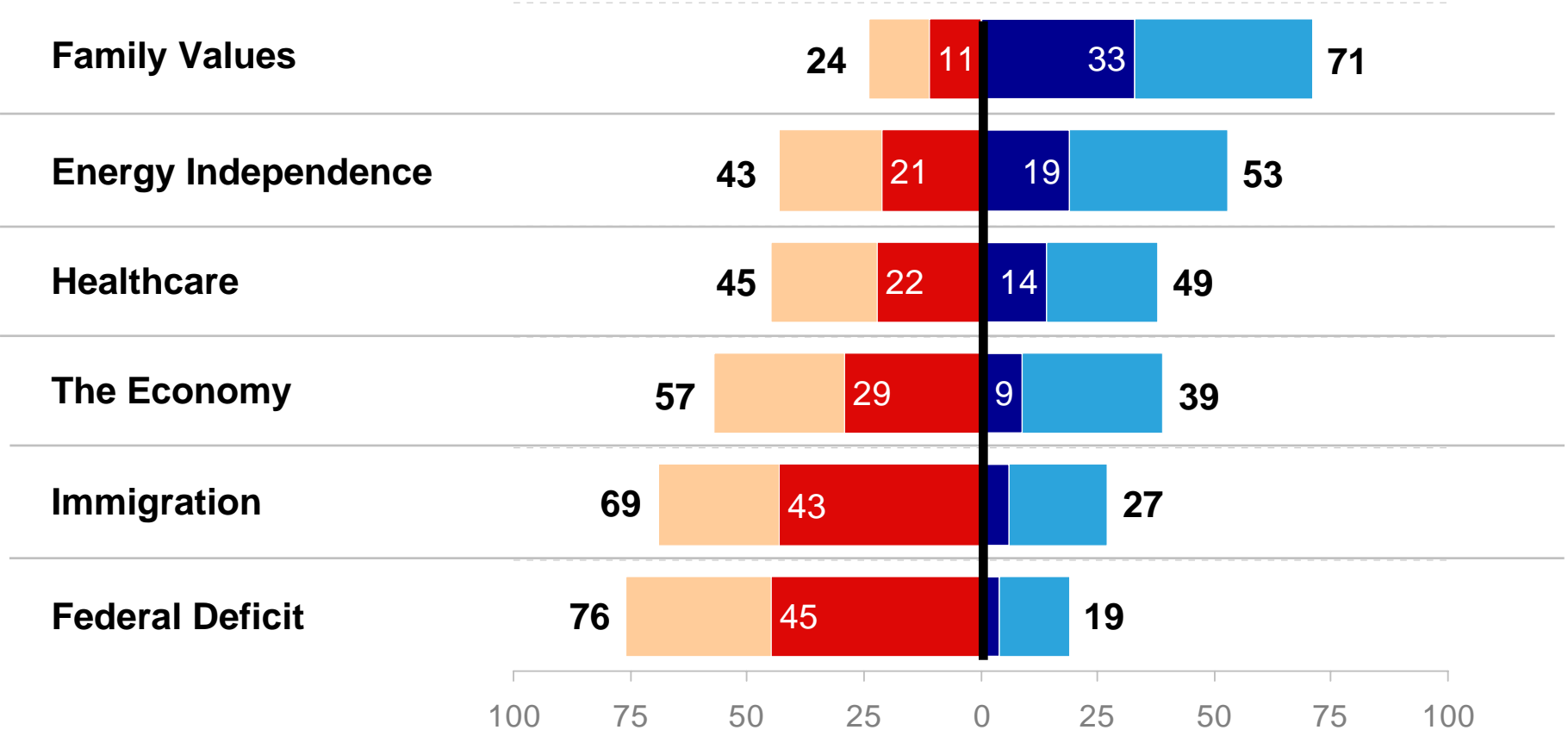
*Note: Rep. data does not include Rep-leaning Inds. Democracy Corps survey October 15-19.

Where Conservatives Fell Down

How are conservatives in Washington doing on issues among Republicans?

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 approve or disapprove of the job conservatives in Washington are doing on each of these areas.

■ Strongly Disapprove
 ■ Somewhat Disapprove
 ■ Strongly Approve
 ■ Somewhat Approve

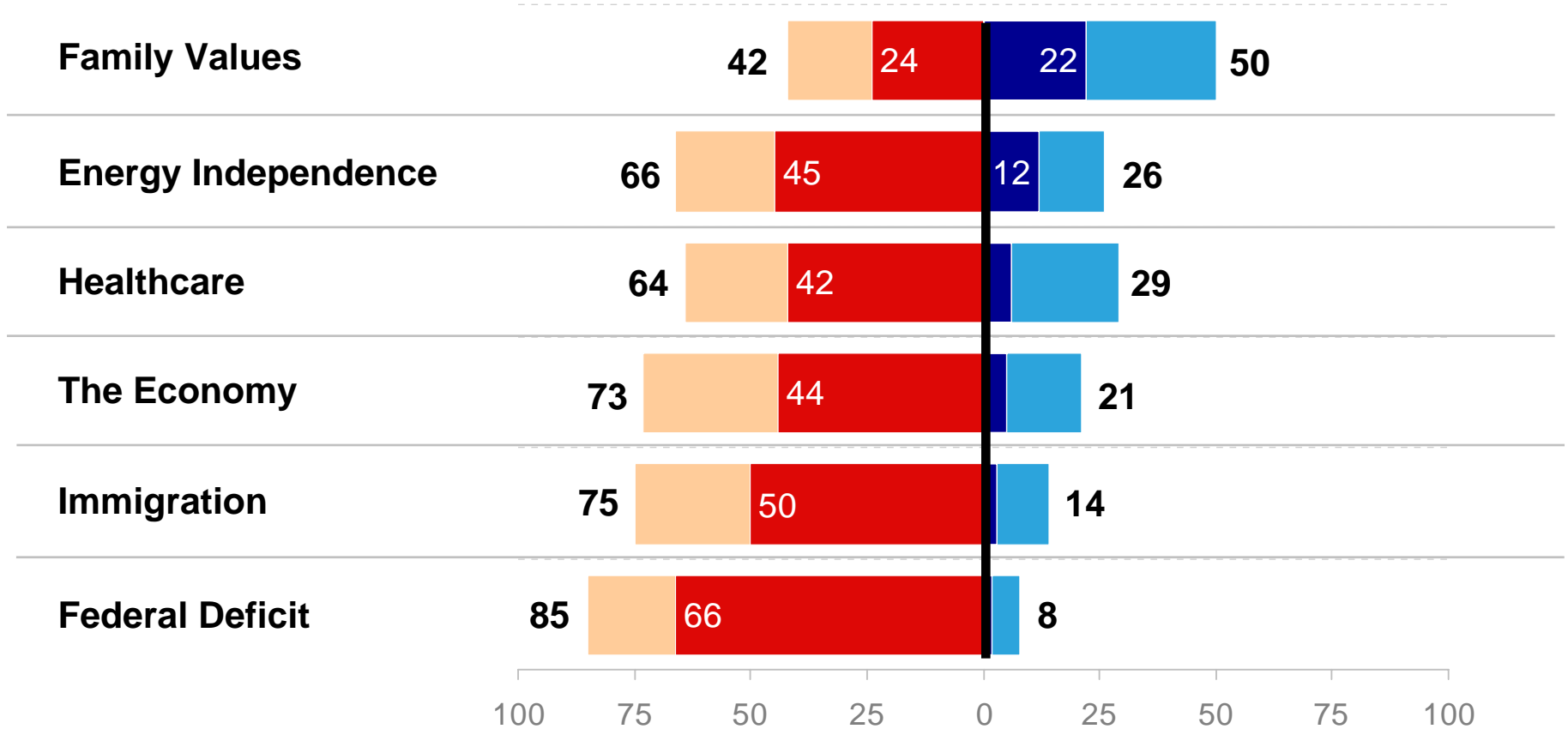


**Note: Strong and weak partisans are included with Democrats and Republicans, with independents "leaning Democrat" and "leaning Republican" counted as "independents". From Democracy Corps national survey conducted October 15-19.*

How are conservatives in Washington doing on issues among independents?

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 approve or disapprove of the job conservatives in Washington are doing on each of these areas.

■ Strongly Disapprove
 ■ Somewhat Disapprove
 ■ Strongly Approve
 ■ Somewhat Approve

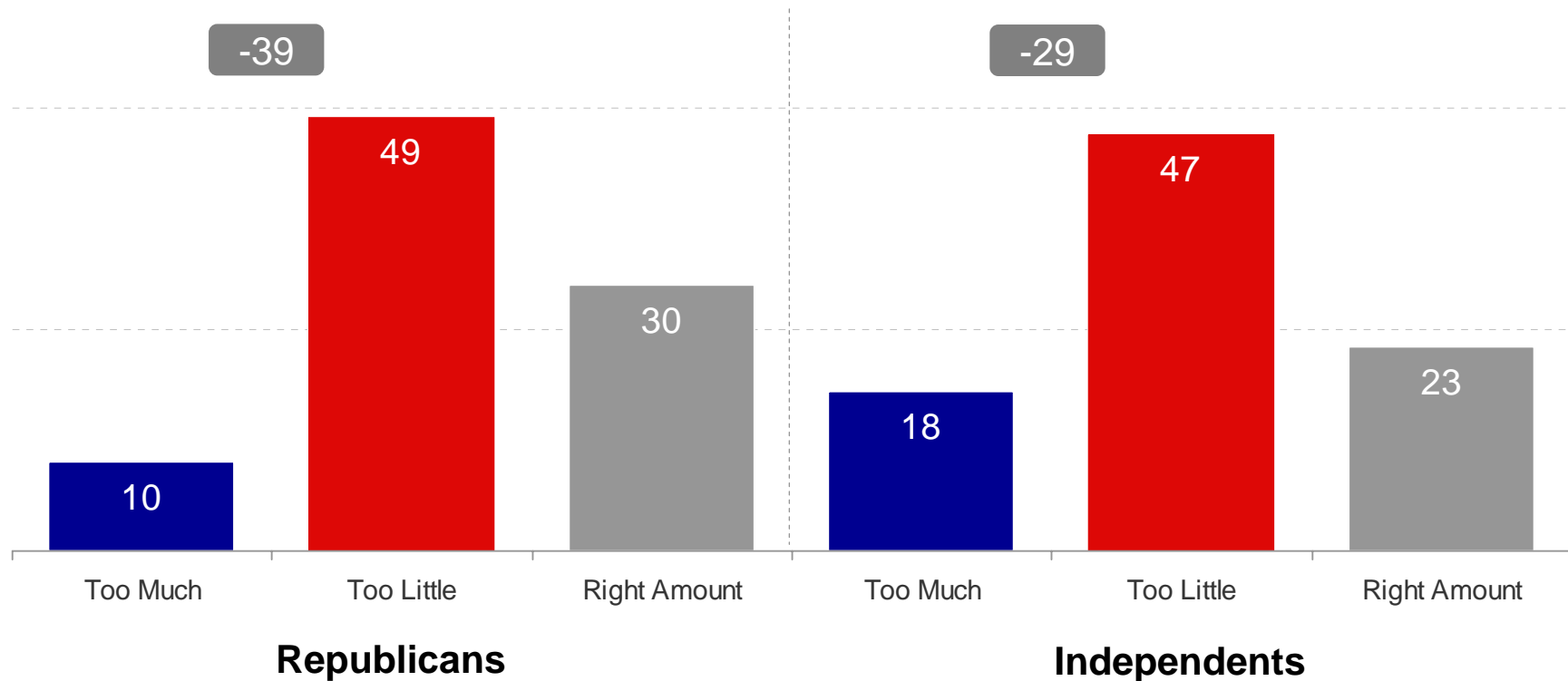


**Note: Strong and weak partisans are included with Democrats and Republicans, with independents "leaning Democrat" and "leaning Republican" counted as "independents". From Democracy Corps national survey conducted October 15-19.*

Do “economic conservatives” have too much influence in GOP?

Now I am going to read you a list of groups and for each, I'd like you to tell me if that group has the right amount of influence in the Republican Party, too much influence or too little influence in the Republican Party. **Economic conservatives - those who want to lower taxes, cut spending, and decrease government regulation**

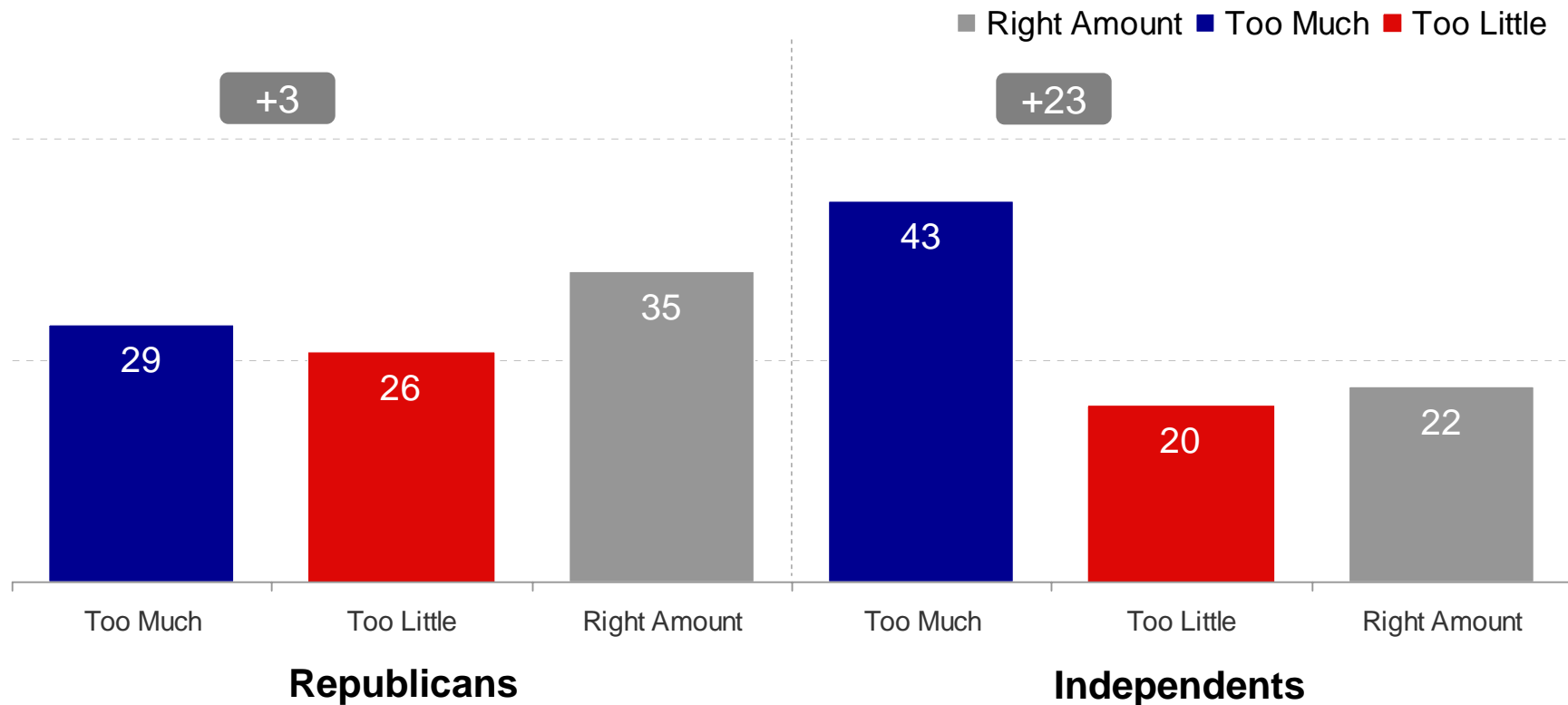
■ Right Amount ■ Too Much ■ Too Little



*Note: Asked only of Republicans and Independents. Data represents results from the 2-3-2 party ID breakdown: strong and weak partisans, with “lean Republican” counted as “independents.” **Difference box measures “too much – too little.”** From Democracy Corps national survey conducted October 15-19.

Do “social conservatives” have too much influence in GOP?

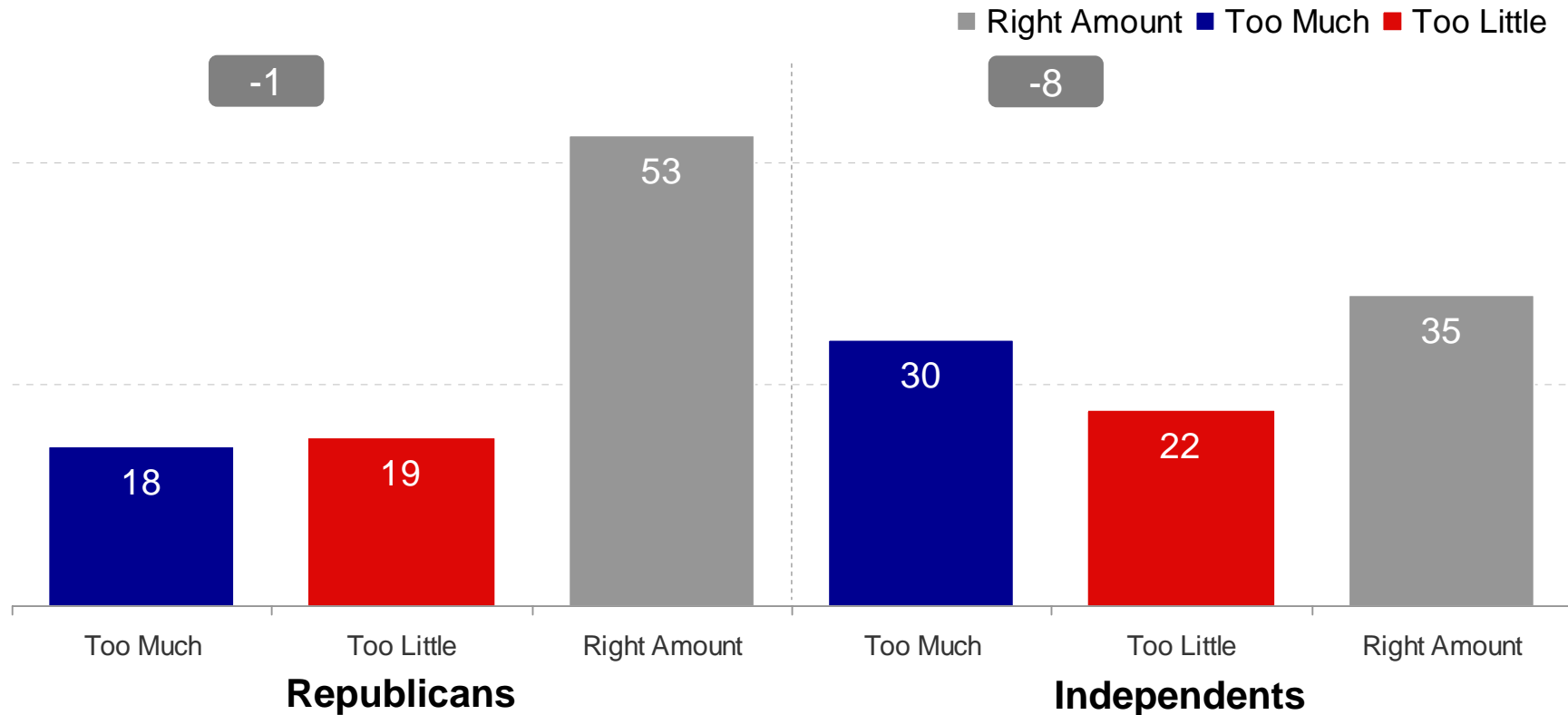
Now I am going to read you a list of groups and for each, I'd like you to tell me if that group has the right amount of influence in the Republican Party, too much influence or too little influence in the Republican Party. **Social conservatives - those who oppose gay marriage, are pro-life, and thought the government was right to intervene in the Terri Schiavo case.**



*Note: Asked only of Republicans and Independents. Data represents results from the 2-3-2 party ID breakdown: strong and weak partisans, with “lean Republican” counted as “independents.” **Difference box measures “too much – too little.”** From Democracy Corps national survey conducted October 15-19.

Do “neoconservatives” have too much influence GOP?

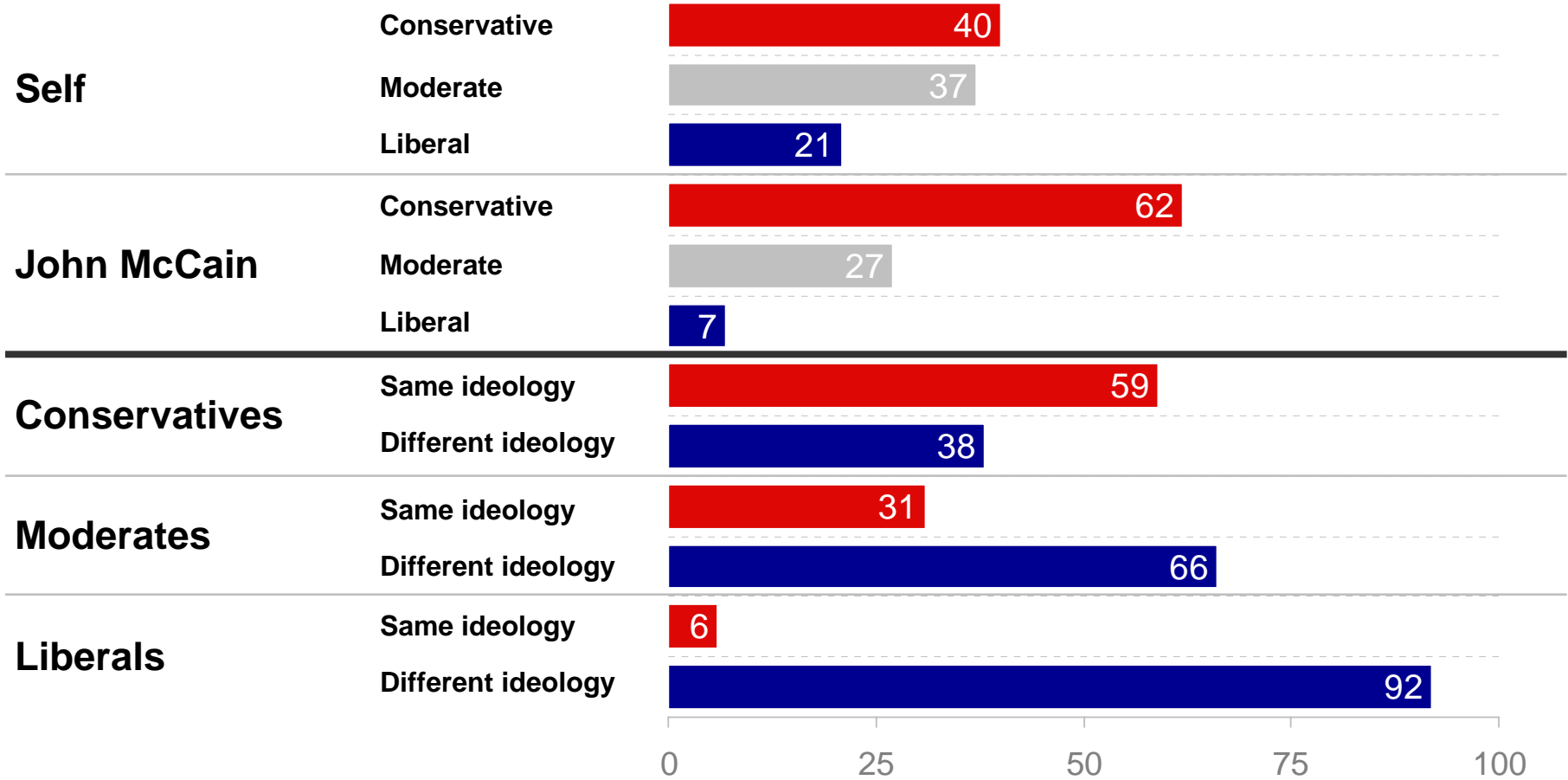
Now I am going to read you a list of groups and for each, I'd like you to tell me if that group has the right amount of influence in the Republican Party, too much influence or too little influence. **Neoconservatives - those who advocated for war in Iraq to fight the war on terror and support military action against Iran to prevent them from getting nuclear weapons**



*Note: Asked only of Republicans and Independents. Data represents results from the 2-3-2 party ID breakdown: strong and weak partisans, with “lean Republican” counted as “independents.” **Difference box measures “too much – too little.”** From Democracy Corps national survey conducted October 15-19.

McCain: ideological misfit – 40% of Conservative say not one of them; Two-thirds of moderates say not either

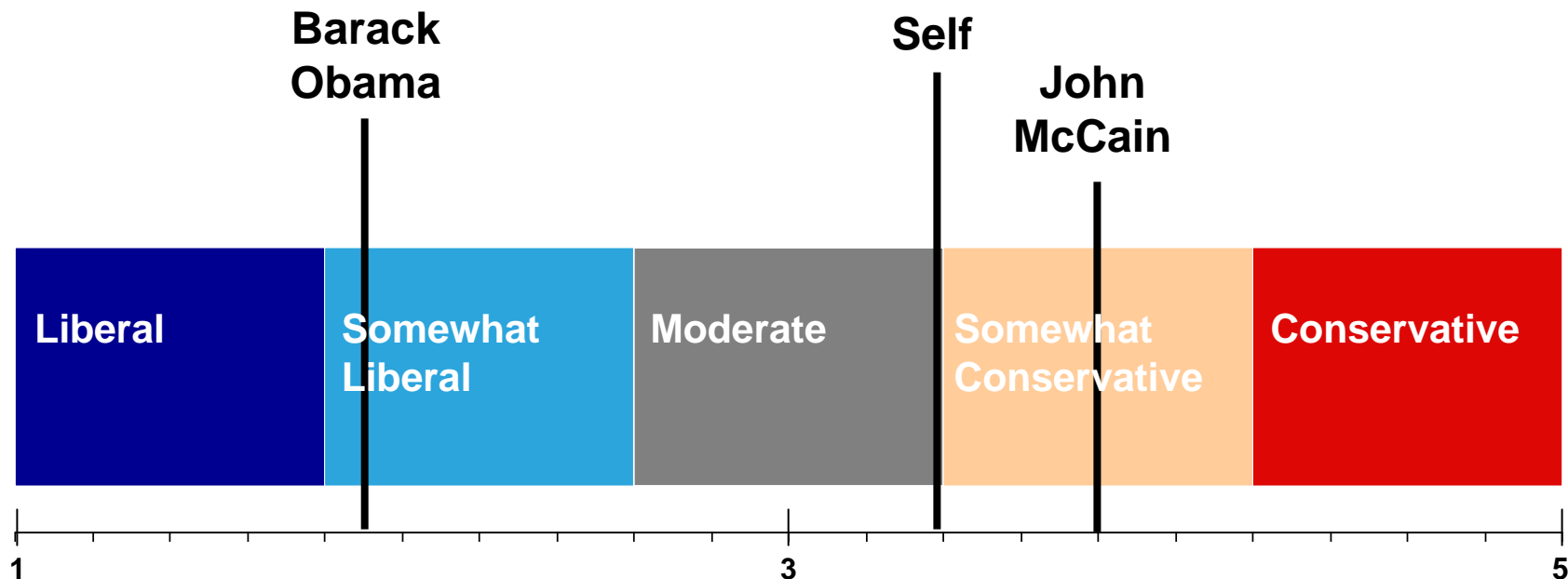
Now I'm going to read you the names of some political figures and I want you to tell me if, thinking in political terms, you think that person is conservative, moderate or liberal.



**Note: Strong and weak partisans are included with Democrats and Republicans, with independents "leaning Democrat" and "leaning Republican" counted as "independents". From Democracy Corps national survey conducted October 15-19.*

Obama further from average but not running as ideological candidate

Now I'm going to read you the names of some political figures and I want you to tell me if, thinking in political terms, you think that person is conservative, moderate or liberal.



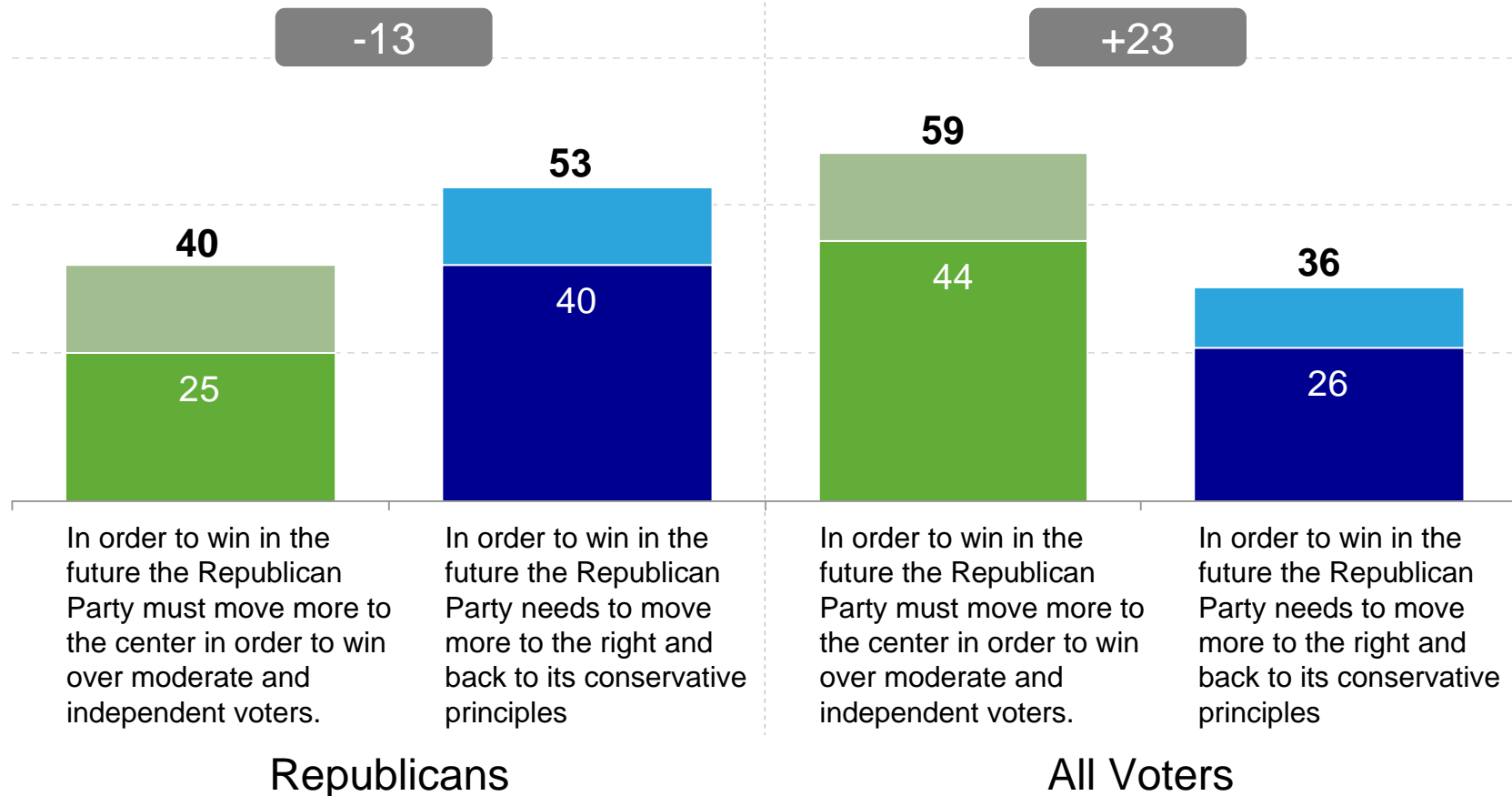
*Note: Data represents a calculated ideological "MEAN" where "liberal" was 5 and "conservative" was 1. It was calculated by multiplying the assigned value by the percent of respondents for each answer, summing the product, and dividing by total percentage of those who answered each question. Intensity not asked of "self," only straight liberal, moderate and conservative. From Democracy Corps national survey conducted October 15-19.

Republicans' Future

Republicans think GOP should move right; voters think should center

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 one strongly ■ Statement one not so strongly ■ Statement two strongly ■ Statement two not so strongly



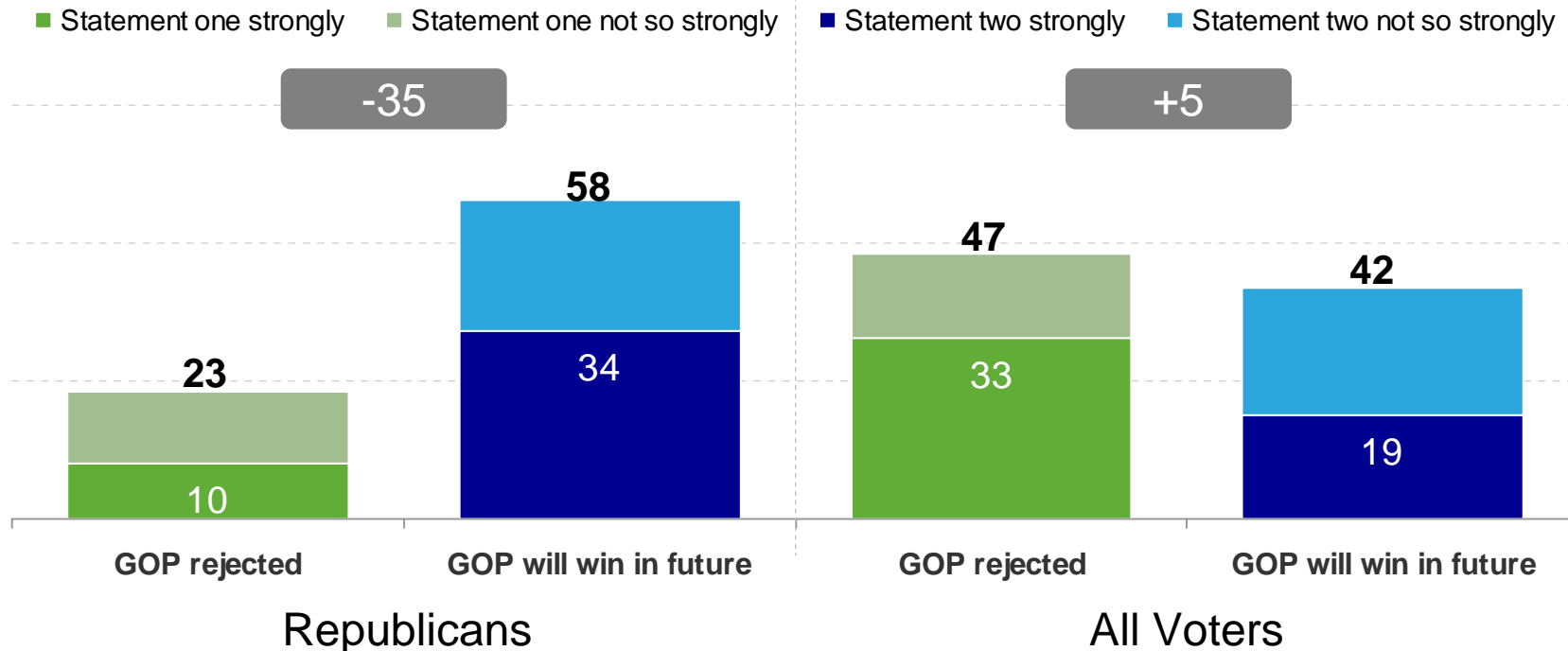
*Note: "Republicans" data includes voters who identify with the Republican party. From Democracy Corps national survey conducted October 15-19.

Republicans confident in party's future; 1/2 of voters say long rejection

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: The Republicans lost in 2006 and probably will in 2008 because they've been rejected by the country and it will be a long while before they win a lot of national elections again.

Second Statement: The Republicans lost in 2006 and probably will in 2008 but they will win a lot of national elections soon



*Note: "Republicans" data includes voters who identify with the Republican party. From Democracy Corps national survey conducted October 15-19.

Republicans want traditional issues; voters, divided new and old

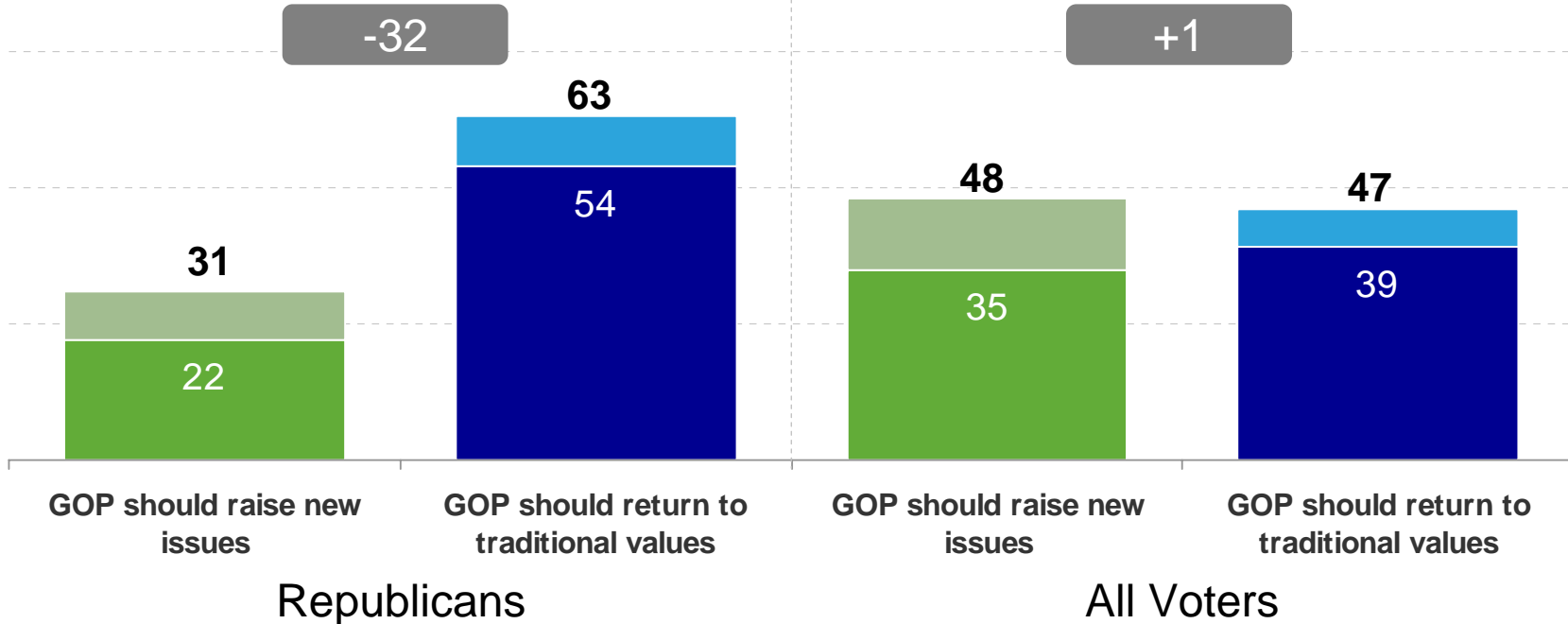
Now I'm going to read you some pairs of statements. After I read each pair, please tell me whether the FIRST statement or the SECOND statement comes closer to your own view, even if neither is exactly right.

First Statement: In the future, the Republican nominee needs to raise new issues and better ways to make government work for people, make America secure and address new problems.

Second Statement: In the future, the Republican nominee needs to get back to Republican issues, like low taxes, less government, respect for families and patriotism.

■ Statement one strongly ■ Statement one not so strongly

■ Statement two strongly ■ Statement two not so strongly



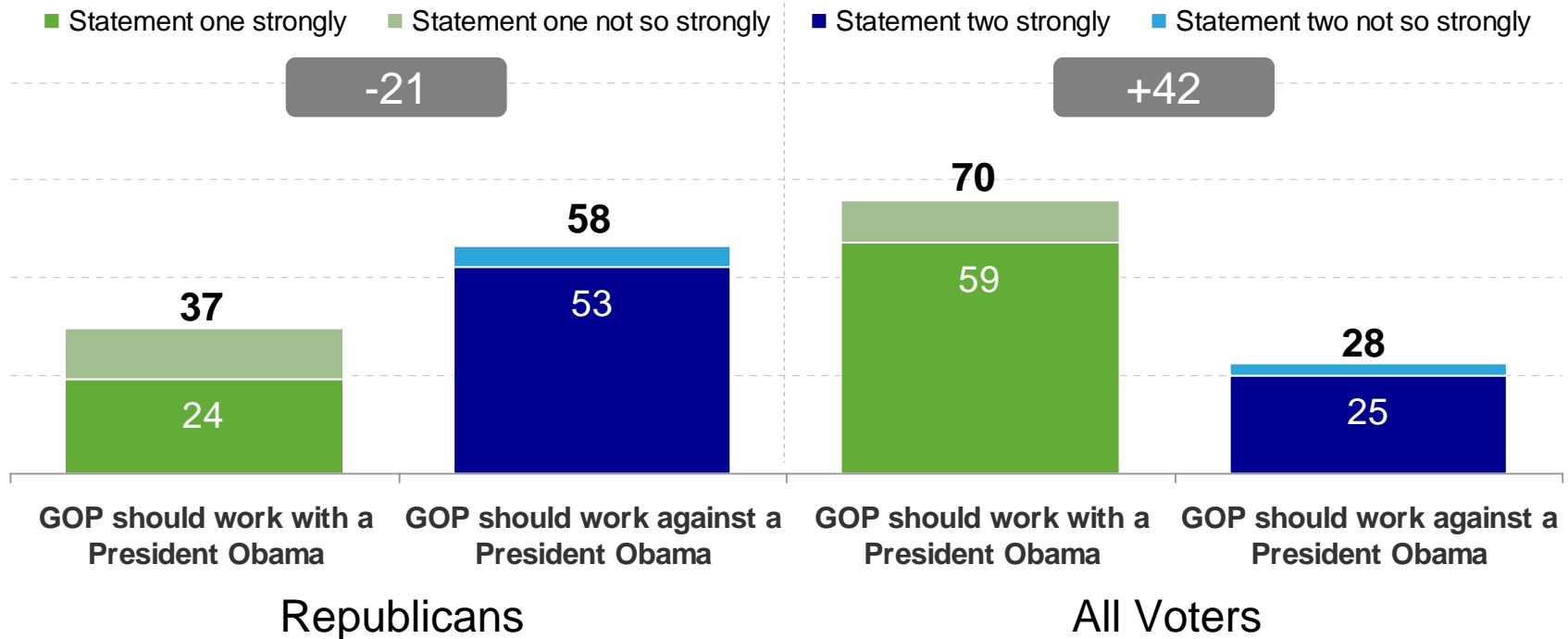
*Note: "Republicans" data includes voters who identify with the Republican party. From Democracy Corps national survey conducted October 15-19.

GOP wants opposition to Obama plans, voters want cooperation

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: If Barack Obama is elected, Republicans should give him the benefit of the doubt and help him achieve his plans.

Second Statement: If Barack Obama is elected, he will lead the country down the wrong path and Republicans should oppose his plans

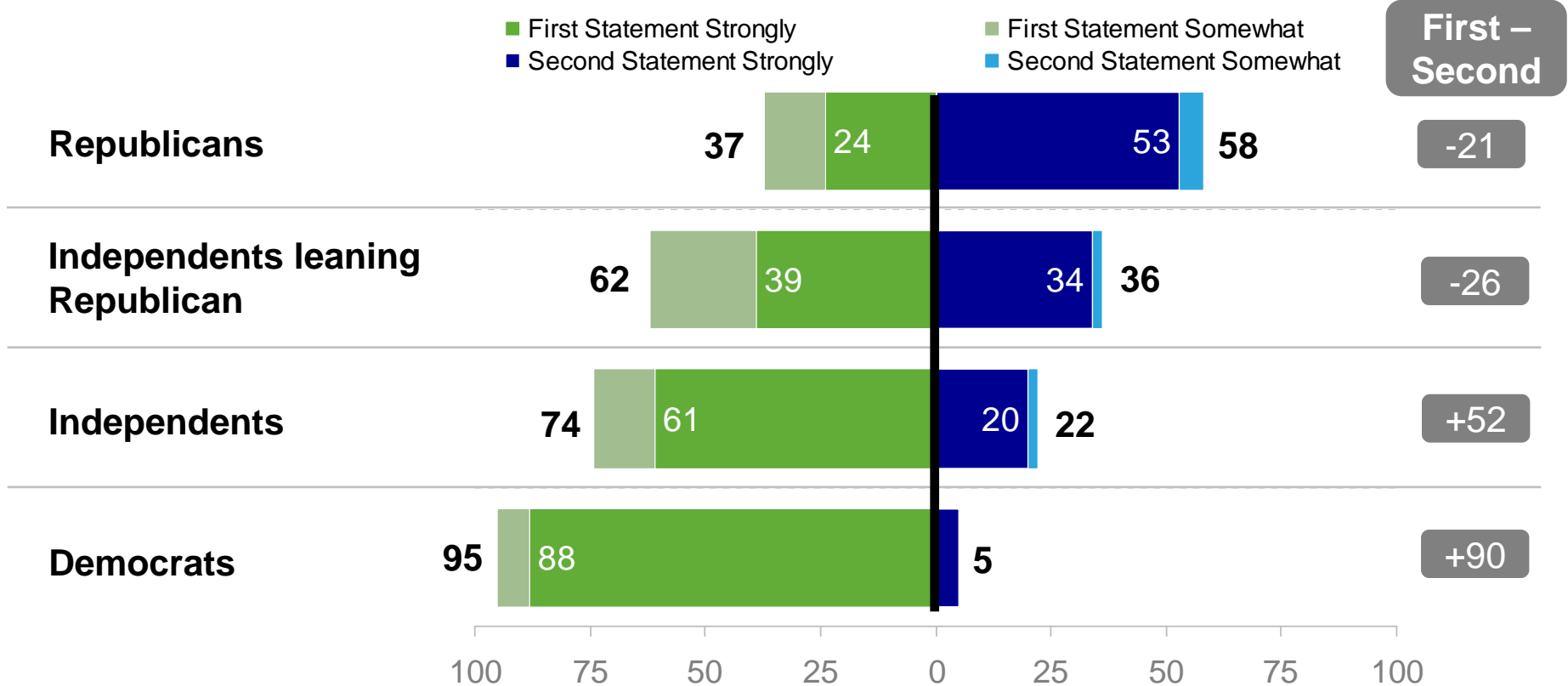


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GOP wants opposition to Obama plans, voters want cooperation

First Statement: If Barack Obama is elected, Republicans should give him the benefit of the doubt and help him achieve his plans.

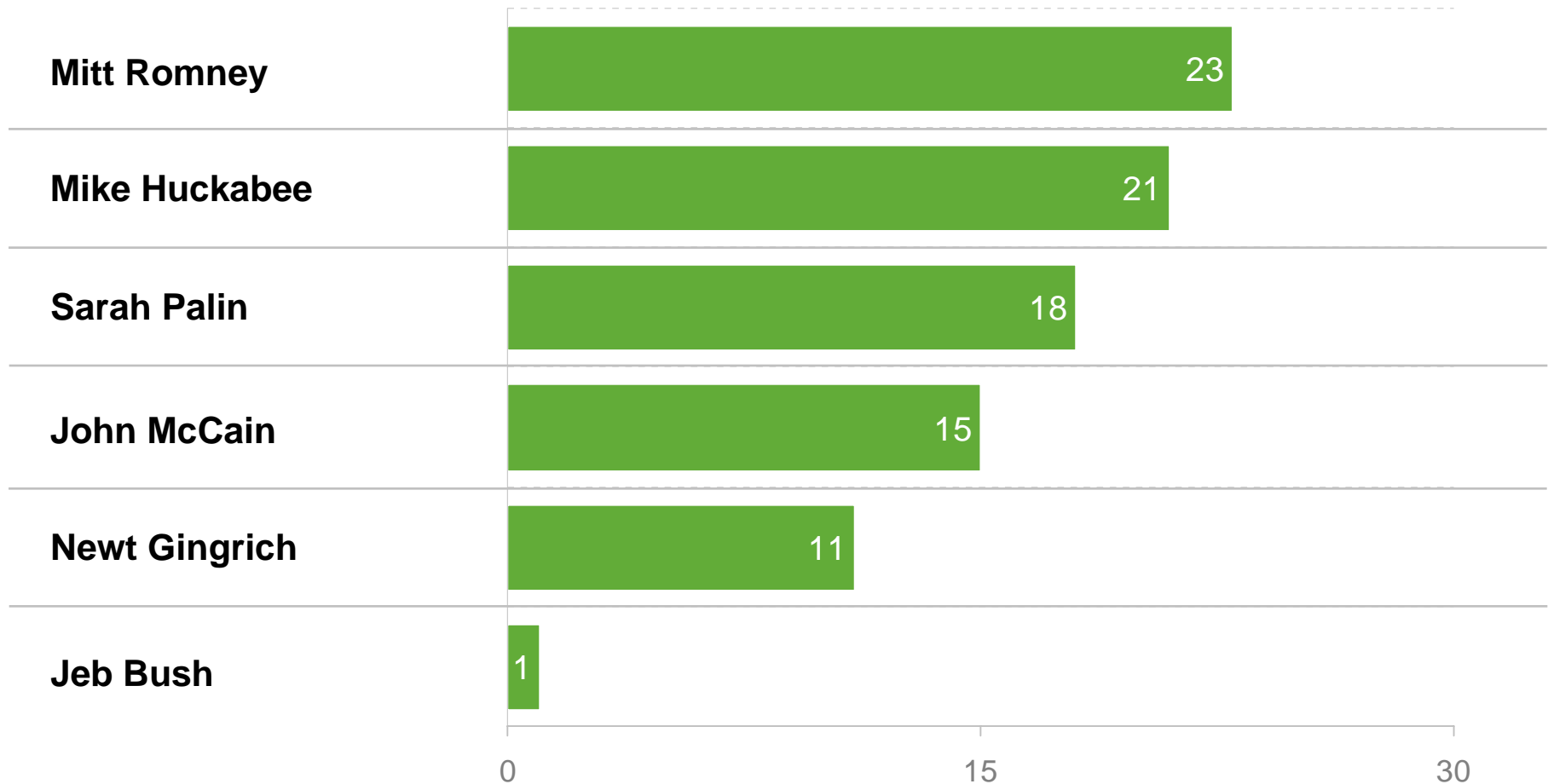
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Romney or Huckabee favored as GOP's 2012 candidates

Thinking four years ahead to the next presidential election, which of the following candidates would you want to be the Republicans' nominee for President?



**Note: Data represents results from Republican voters and Republican-leaning independents. From Democracy Corps national survey conducted October 15-19.*

GREENBERG QUINLAN ROSNER RESEARCH

www.greenbergresearch.com

Washington, DC
10 G Street NE,
Suite 500
Washington, DC 20002

Ph: +1 202 478 8300
Fax: +1 202 478 8301

California
50 California Street,
Suite 1500
San Francisco, CA 94111

Ph: +1 415 277 5403
Fax: +1 415 358 9599

London, UK
405 Carrington House,
6 Hertford Street
London, UK W1J 7SU

Ph: +44 (0) 207 499 5204
Fax: +44 (0) 207 499 5284