



The Post-9/11 Political Landscape

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Key Findings

Mood

- **Country is unified behind all political leadership – Bush and the Democrats in Congress**
- **Confident in the direction of the country; mixed on the direction of the economy despite understanding it is in a recession.**
- **Public essentially focused on three issues:**
 - 1) Winning the war**
 - 2) Making America safe**
 - 3) Improving the economy**

Changes

- **Security, NOT the economy is the #1 issue. Voters have no sympathy for Bin Laden or Saddam Hussein.**
- **Voters now say they want a Republican President but a Democratic Congress and more Democratic Governors.**
 - **Return to Daddy/Mommy party model?**
- **Democrats have the same strengths and weaknesses: Winning on: environment, health, education, Social Security. Losing on: Military & security issues.**
- **Preparing for the New Economy is the key battleground**

Key Democratic Priorities

- **Using the new economy message – Worked in Upstate New York and Virginia.**
- **Show united strength as a party on security, defense, terrorism. Don't fall into military court trap.**
- **Keep an eye on fiscal responsibility, but it has temporary lost its saliency. This will return in a few months, but now is the time to take care of the right priorities – safety and economic recovery.**
- **Voters want a check on Bush – they do not want a blank check, and they do not think giving Republicans their way in Congress makes sense.**

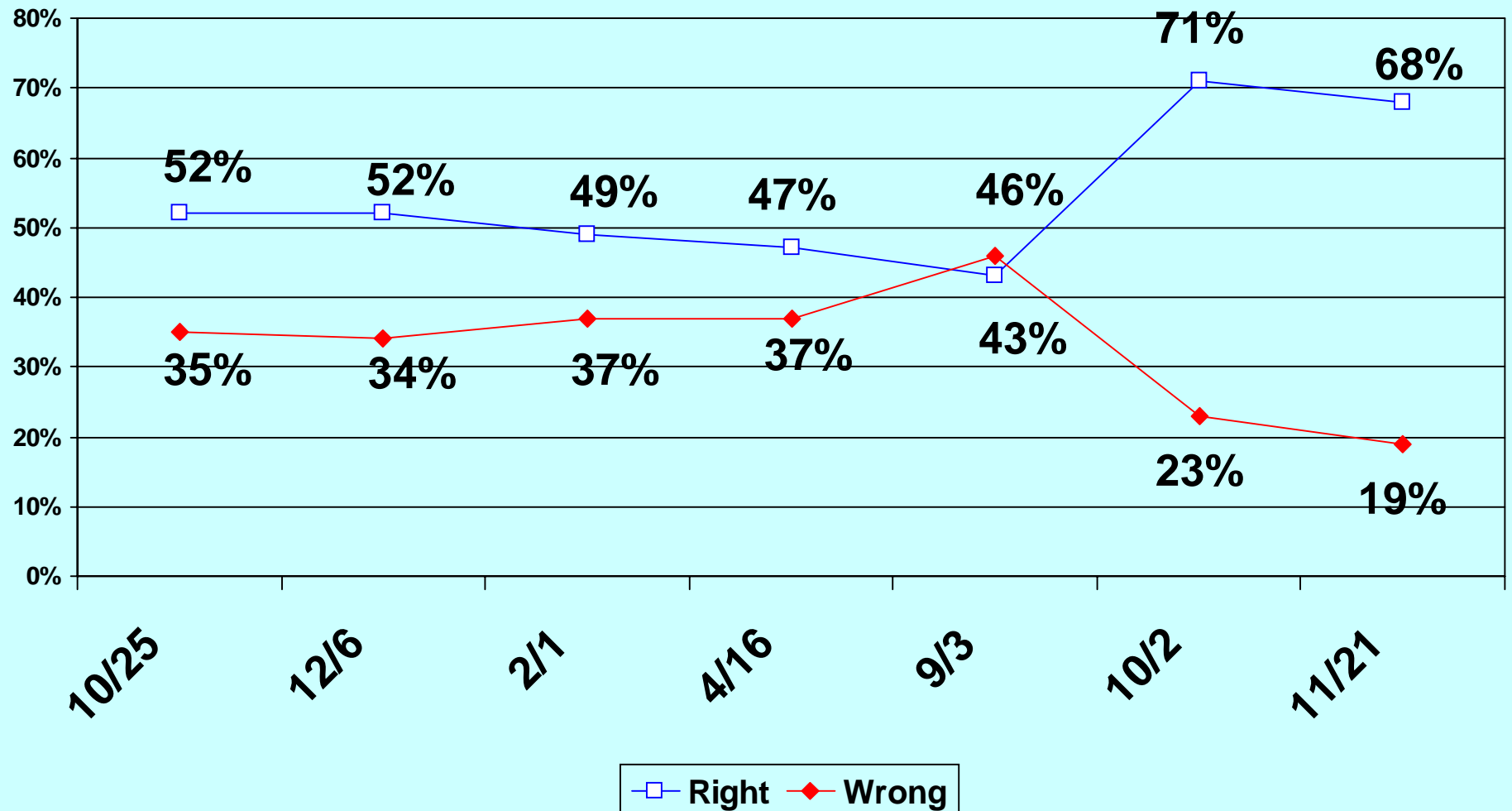
Issues

- **Economic Stimulus**
- **Public Health/Homeland Security**
- **Immigration**
- **National Service**
- **Tax Cuts**

Mood of the Country

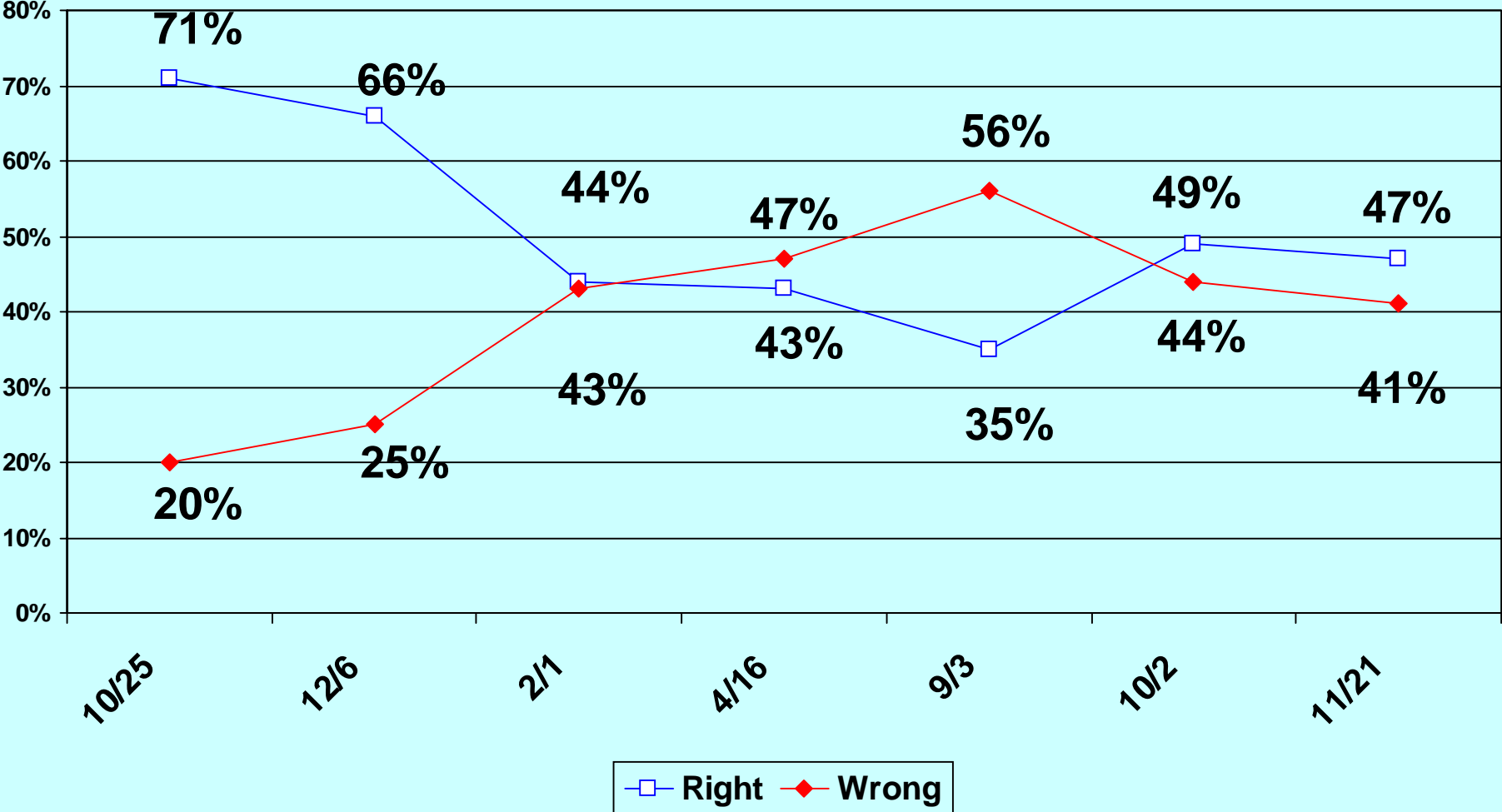
Direction of the Country

In general, do you think our country is on the right track or off on the wrong track?



Direction of the Economy

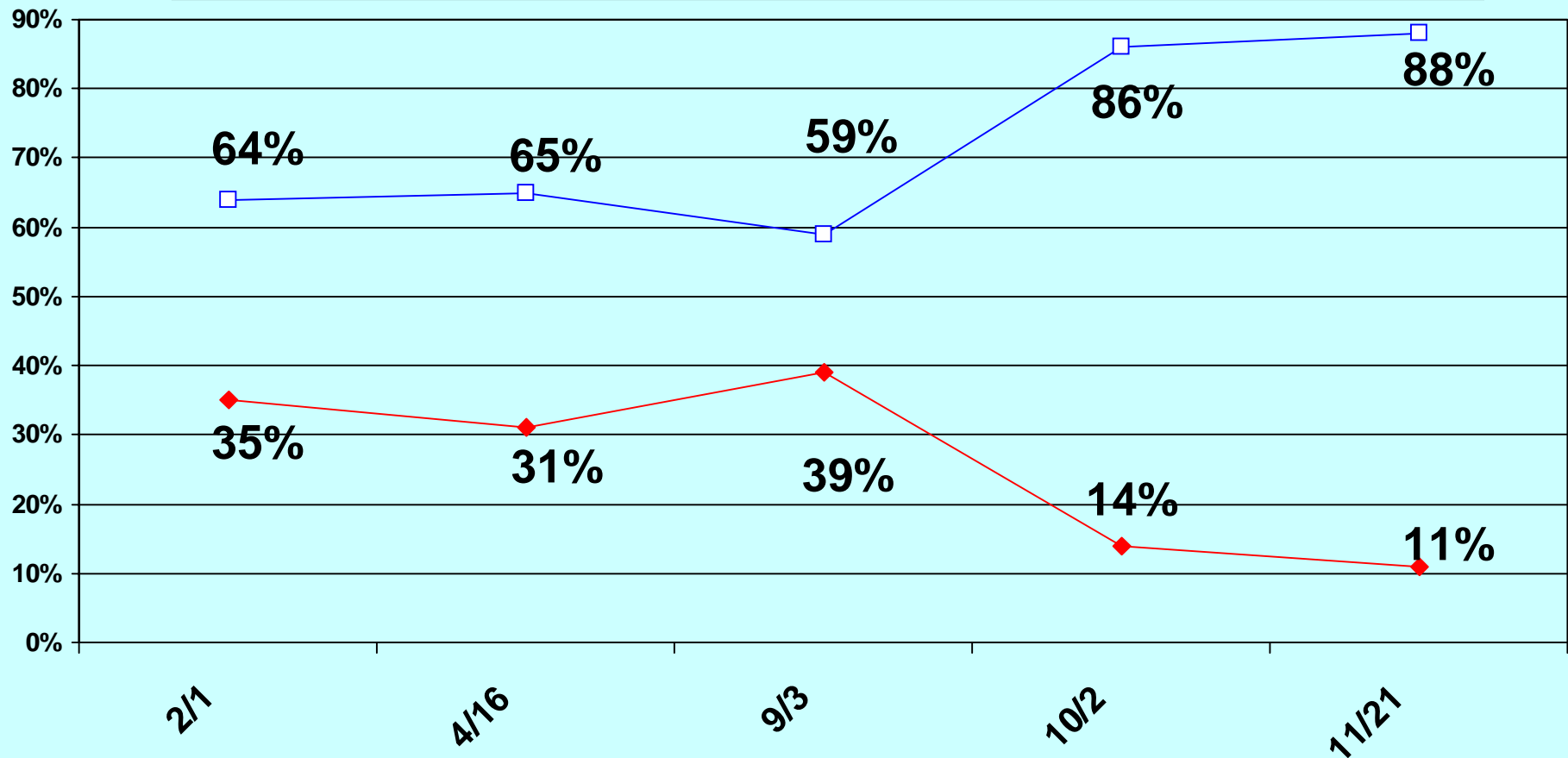
In general, do you think our economy is on the right track or off on the wrong track?



Bush Job Approval

Thinking in general, would you say that you approve of the job George W. Bush has been doing as president or disapprove of it?

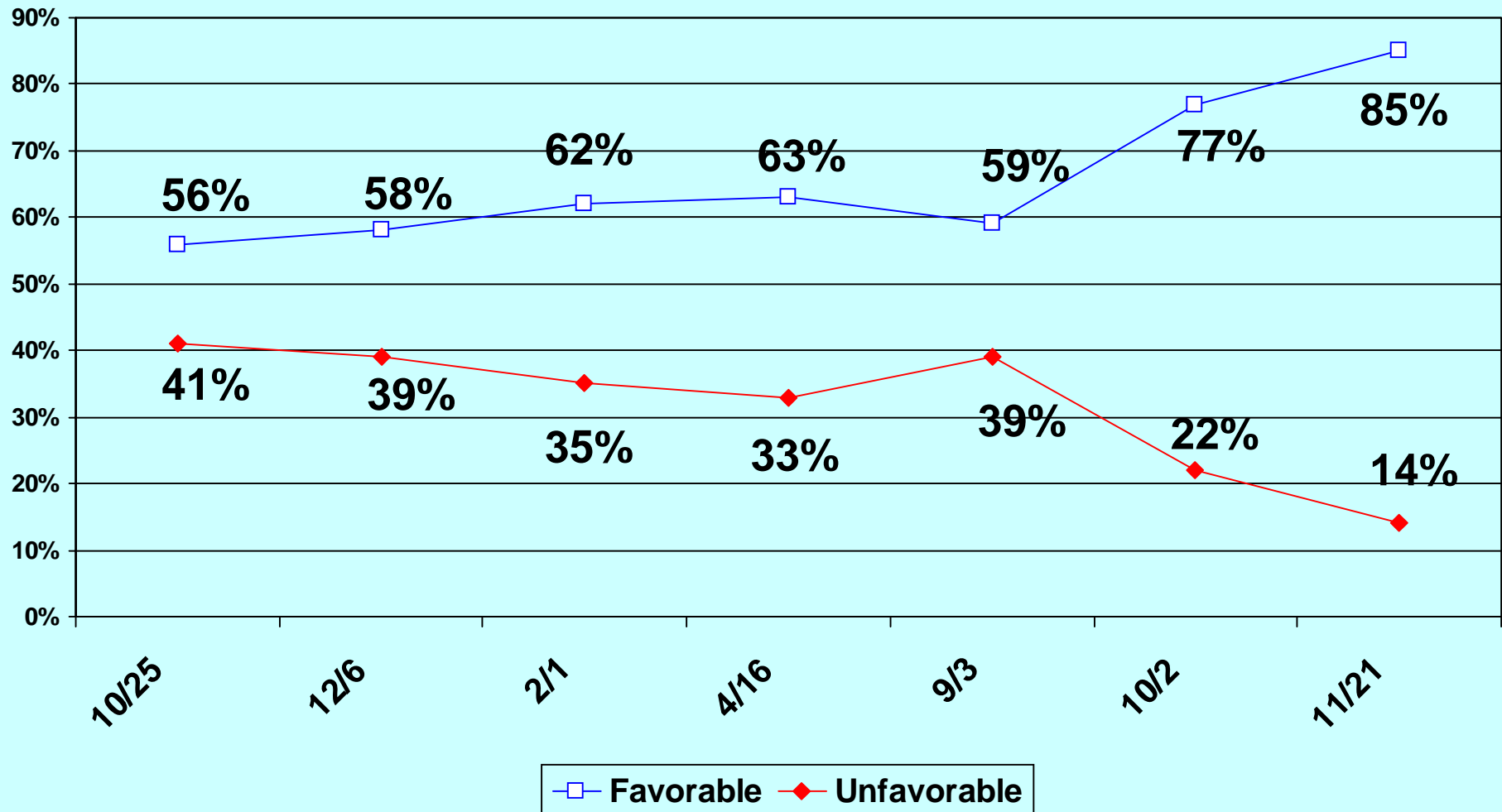
Among Democrats: 82/16%



Bush Favorability

Are you favorable or unfavorable to George W. Bush?

Among Democrats: 71/29%



Congressional Approval

Thinking in general, would you say that you approve or disapprove of the job the Democrats/Republicans in Congress have been doing?

	Democrats	Republicans
February 1	54/38	51/40
April 16	52/39	47/44
September 3	51/39	48/44
October 2	68/27	62/31
November 21	71/22	69/25

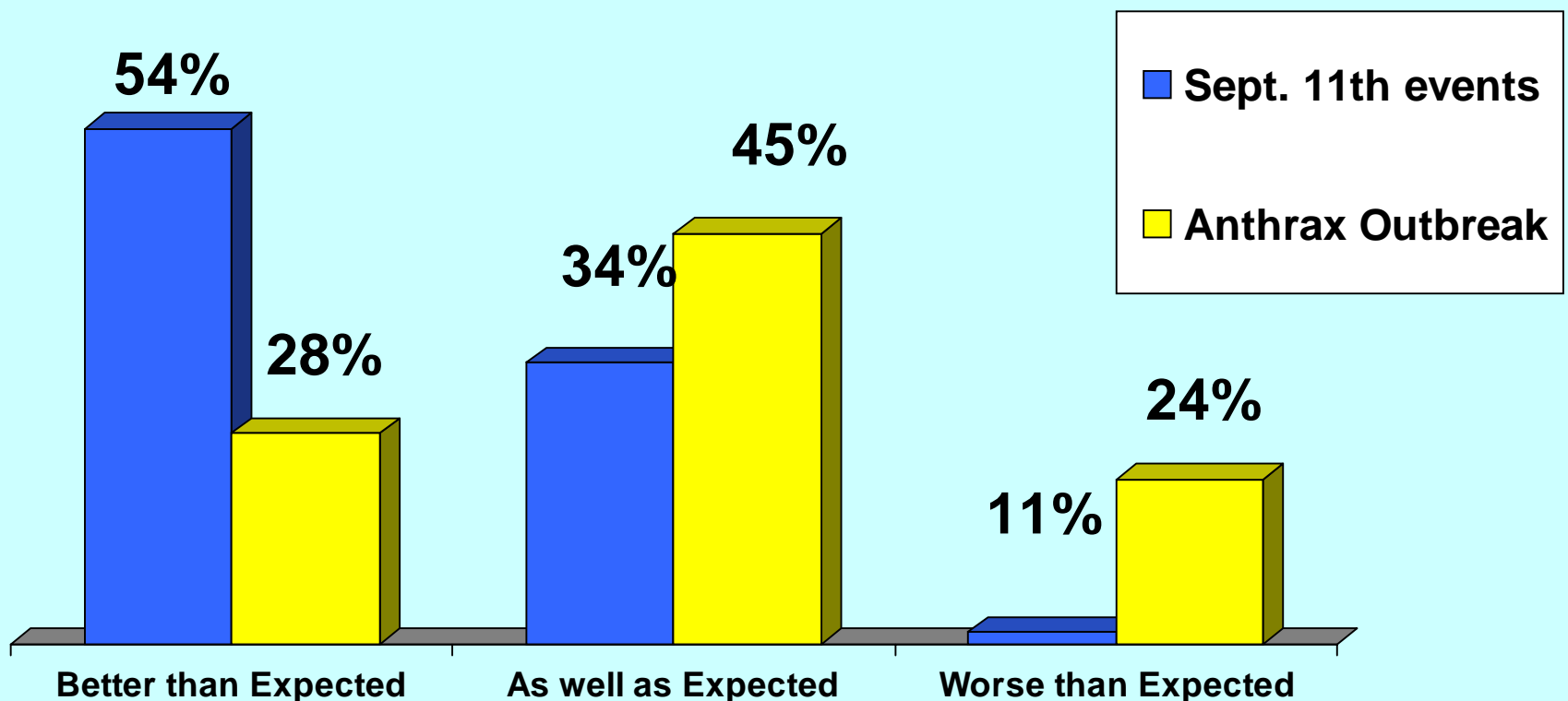
Most Important Problem

What do you think is the most important problem facing the country? Second most? Open Ended

Most Important Problem (1st+2nd)	All Voters
Fighting terrorism/ War in Afghanistan	51%
Jobs: More & Better Paying/ Economy – Recession	31%
Education	12%
Morality/Family Values	10%

Response to Sept. 11/Anthrax

Do you think the federal government has responded better than expected/as well as expected/worse than expected to the events of September 11th/outbreak of anthrax in the postal system, as well as you expected or worse than you expected?



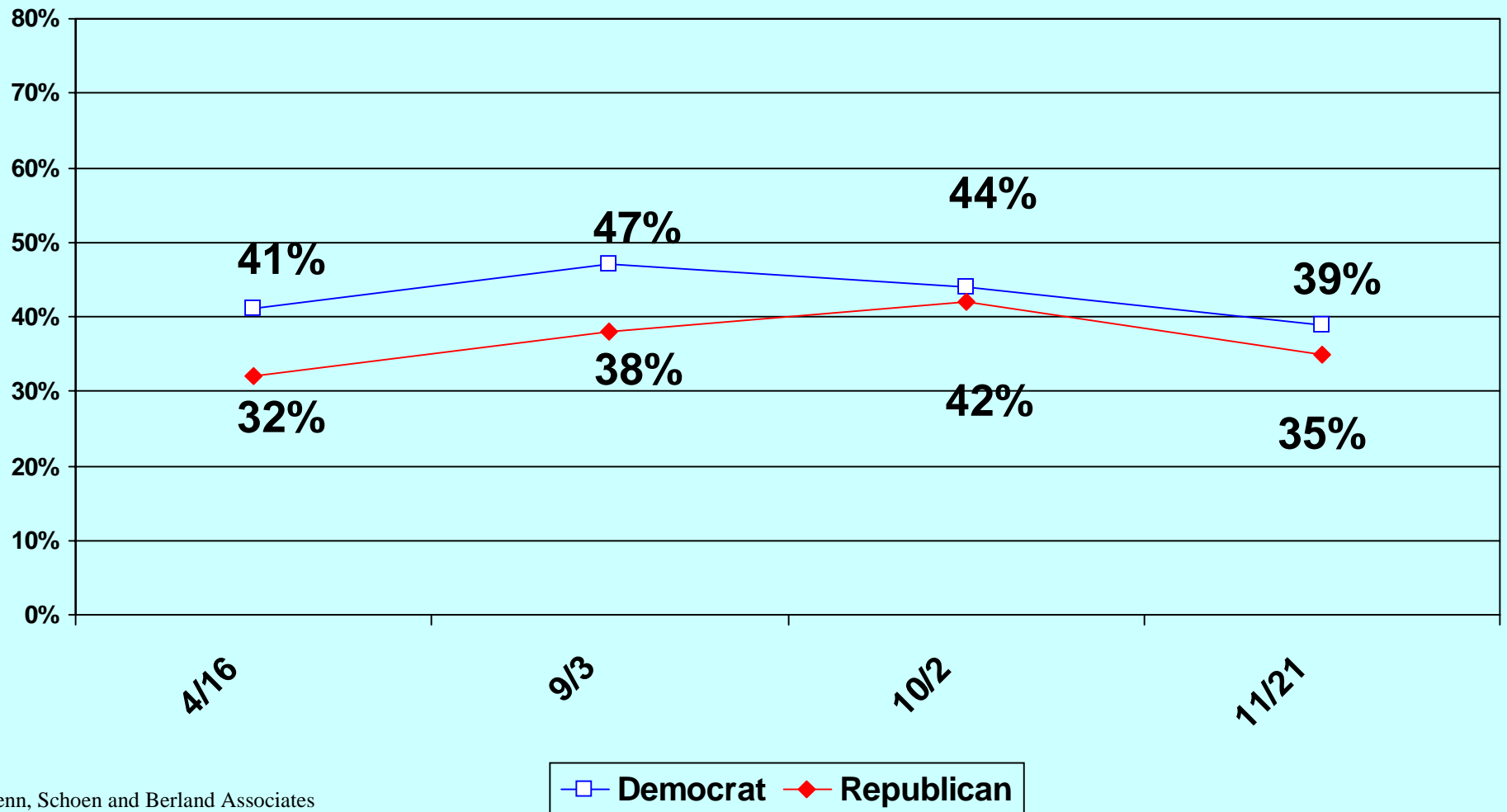
Priorities for Government

What is the highest priority for government today? (1st and 2nd answer choices combined)

	1 st Choice	1 st +2 nd Choice
Making America Safe	35	53
Fighting Terrorism	28	49
Getting the Economy Growing Again	19	46
Improving Education	8	25
Improving Healthcare	4	15
Giving People A Chance to Serve Their Country	3	6

Generic Congressional Horserace

If the election for Congress were held tomorrow, do you think you would vote for a Democrat or Republican to represent you in Congress?



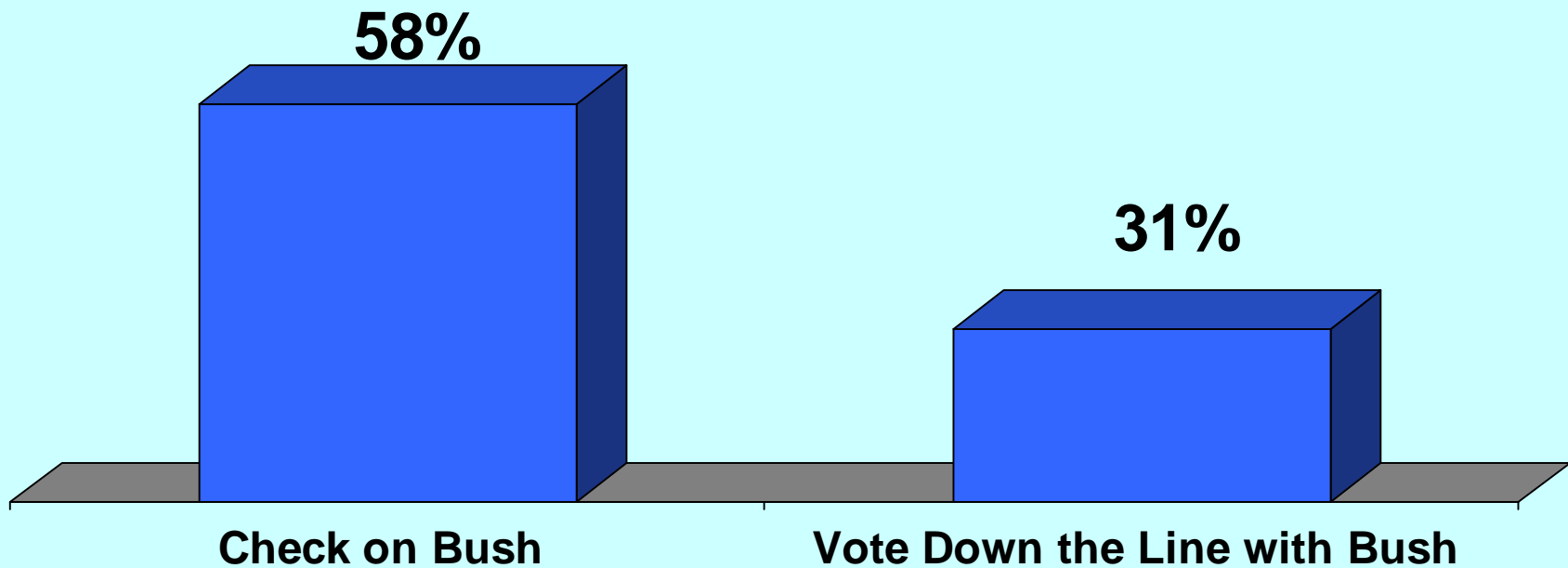
Horserace Battleground Demographics

If the election for Congress were held tomorrow, do you think you would vote for a Democrat or Republican to represent you in Congress?

Demographic Ranked by Dem margin	% of Electorate	Democrat	Republican	Dem Margin
White Females	39%	38	34	+4
35-60K	26%	38	37	+1
Union – No	81%	37	37	0
Independent	38%	28	29	-1
Child at Home	37%	37	38	-1
White Catholics	18%	37	38	-1
Wired Worker	25%	33	35	-2
Suburban	28%	35	38	-3
35-50 years	29%	34	38	-4
White	79%	33	38	-5

Check on Bush

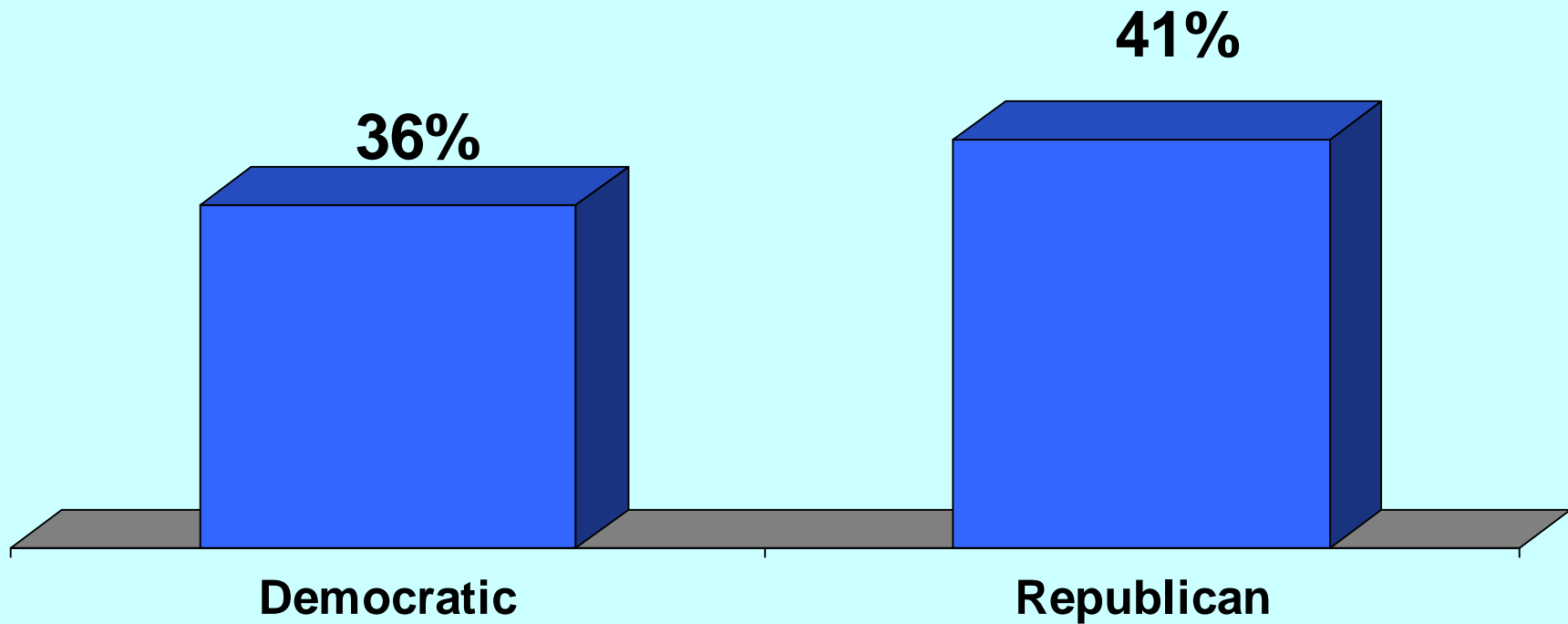
Do you want your representative in Congress to be someone who will be a check on George W. Bush or someone who will vote down the line with George W. Bush?



Swing Voters: 59/25%; Independents: 63/26%

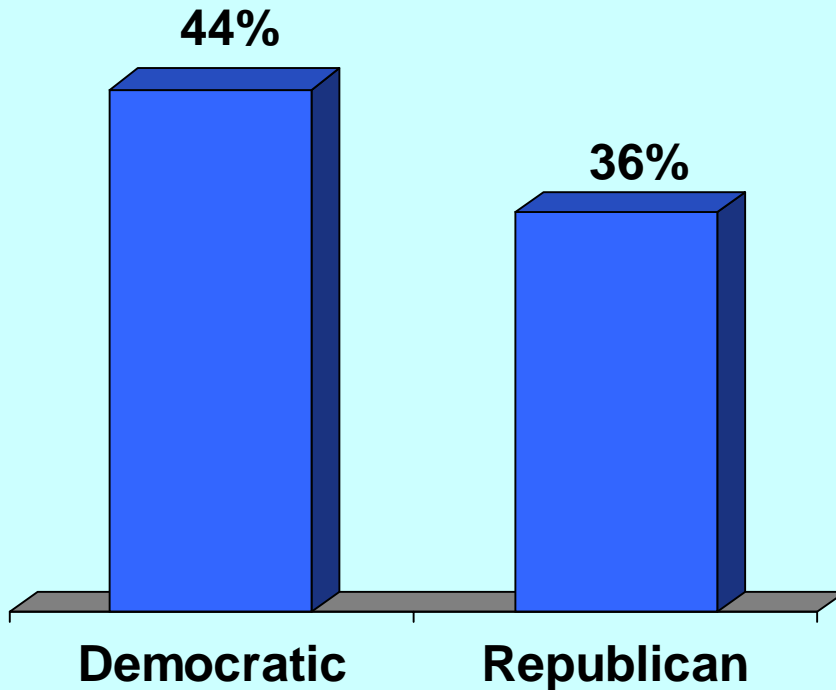
Party Control – The Presidency

Given the times, would you rather have a Democratic or Republican President?

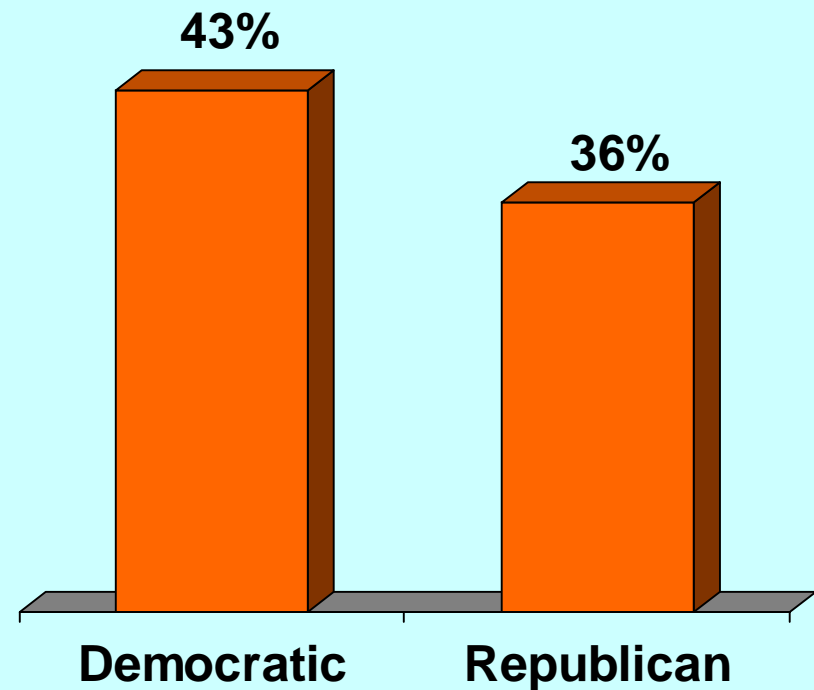


Party Control – Congress and Governor

Given the times, would you rather have a Democratic or Republican majority in CONGRESS?



Given the times, would you rather have a Democratic or Republican GOVERNOR?



What Voters Are Looking For Post 9/11

Here are some statements about the upcoming elections and candidates running in them. For each one tell me if you agree or disagree with that statement.

Agree/Disagree	All	Swing Voter
In the next election I will be looking more at qualifications and views of individual candidates and less at which party they are from.	87/11	92/8
Politics has become more important because the decisions our leaders make have become more important.	79/20	78/21
In the next election, I will be more inclined to support centrist candidates today because they are more likely to work in a bipartisan fashion to get things done.	63/28	68/22

Party Perceptions

Trust on Issues – Cong. Dems v. Reps

Who do you trust to handle the following issues? Dems or Reps in Congress	All	All Dem Margin	Swing	Swing Dem Margin
Protecting the environment	60/24	+36	57/17	+60
Strengthening Medicare	56/28	+28	58/16	+42
Expanding health care coverage	53/28	+25	52/20	+32
Strengthening Social Security	51/33	+18	47/30	+17
Working for gun safety	45/37	+8	40/32	+8
Energy policy	41/36	+5	32/35	-3
Improving education	43/42	+1	40/33	+7
Preparing all Americans for the new economy	40/39	+1	35/34	+1
Moving people from welfare to work	41/44	-3	37/41	-4
Asking people to give something back	36/41	-5	31/33	-2
Getting the economy growing again	37/45	-8	31/44	-13
Maintaining fiscal discipline	35/44	-9	24/38	-14
Fighting crime	33/46	-13	29/39	-10
National security	31/55	-24	25/49	-14
Protecting America from terrorist attack	25/53	-28	18/52	-34
Fighting terrorism	25/55	-30	18/54	-36
Strengthening the military	25/62	-37	19/62	-43

Trust on Issues – Cong. Dems v. Bush

Who do you trust to handle the following issues? Democrats in Congress or President Bush	All	All Dem Margin	Swing	Swing Dem Margin
Protecting the environment	59/30	+29	63/22	+41
Strengthening Medicare	53/34	+19	55/27	+28
Expanding health care coverage	51/34	+17	54/25	+29
Strengthening Social Security	53/38	+15	53/33	+20
Energy policy	49/36	+13	53/26	+27
Working for gun safety	48/38	+10	41/36	+5
Improving education	44/45	-1	36/46	-10
Moving people from welfare to work	41/47	-6	37/43	-6
Preparing all Americans for the new economy	35/48	-13	23/50	-27
Getting the economy growing again	36/50	-14	27/47	-20
Maintaining fiscal discipline	35/50	-15	29/52	-23
Asking people to give something back	32/54	-22	27/52	-25
Fighting crime	31/57	-26	27/57	-30
National security	23/66	-43	19/65	-46
Protecting America from terrorist attack	16/72	-56	13/71	-58
Fighting terrorism	20/68	-48	13/70	-57
Strengthening the military	16/76	-60	14/76	-62

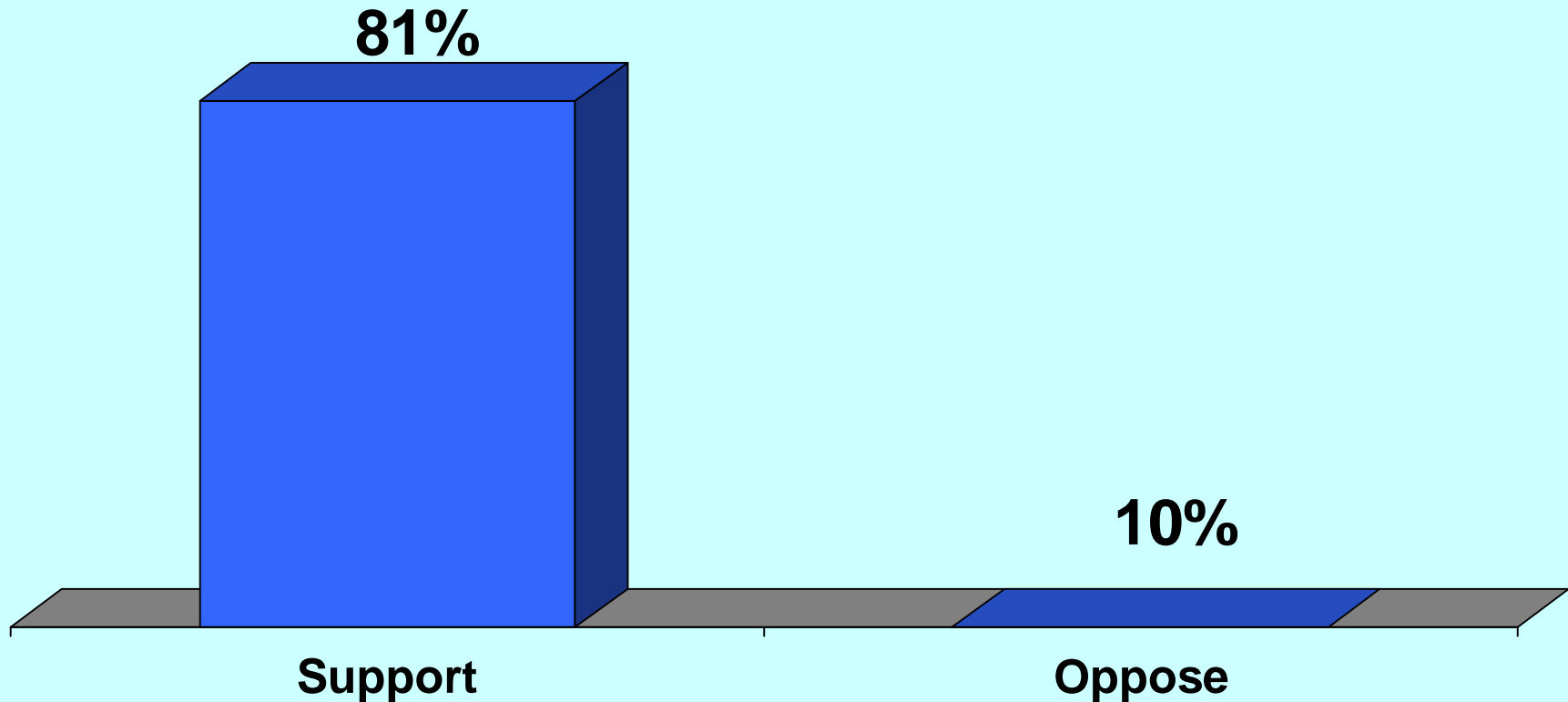
Trust on Values

Which party do these phrases apply to? Democrats or Republicans	All	All Dem Margin	Swing	Swing Dem Margin
Works to increase opportunity for all	52/33	+19	52/26	+26
Works to increase the choices available to all Americans	49/33	+16	38/30	+8
Works to strengthen our communities	47/34	+13	42/32	+10
Willing to work with the other party	40/30	+10	30/26	+4
Works to make it easier to raise my children	45/37	+8	39/33	+6
Represents the special interests	39/44	+5	36/42	+6
Stands up for people like me	44/40	+4	41/32	+9
Shares your values	41/43	-2	36/38	-2
Stands up for what they believe	38/40	-2	31/39	-8
Honest	22/36	-14	15/32	-17

National Service

National Service Positively Received

Do you support or oppose efforts by the federal government to encourage increased community and national service among Americans?



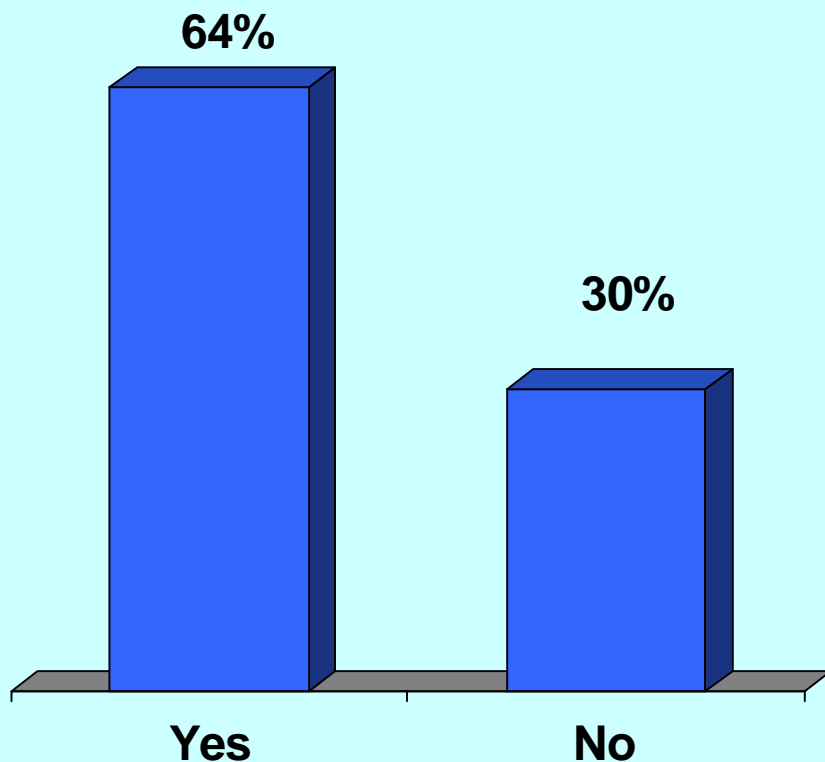
National Service Proposals

Do you support or oppose the following national service proposals?	Strongly Support	Support/ Oppose
Giving college scholarships to people who agree to serve as police officers, firefighters or in civil defense.	40	75/24
Make it possible for people who do not itemize on their tax returns to receive a tax deduction for charitable donations	40	72/23
Requiring all graduating high school students to complete a certain amount of hours of community service to receive their diploma	38	62/37
Dramatically enlarging America's national service program	32	70/21
Requiring all 18 year olds to attend a three month session of basic training for civilian or military service	31	49/48
Instituting a new kind of draft that gives people a choice between civilian or military service.	30	60/29

Economy & Budget

Voters Agree With Economists

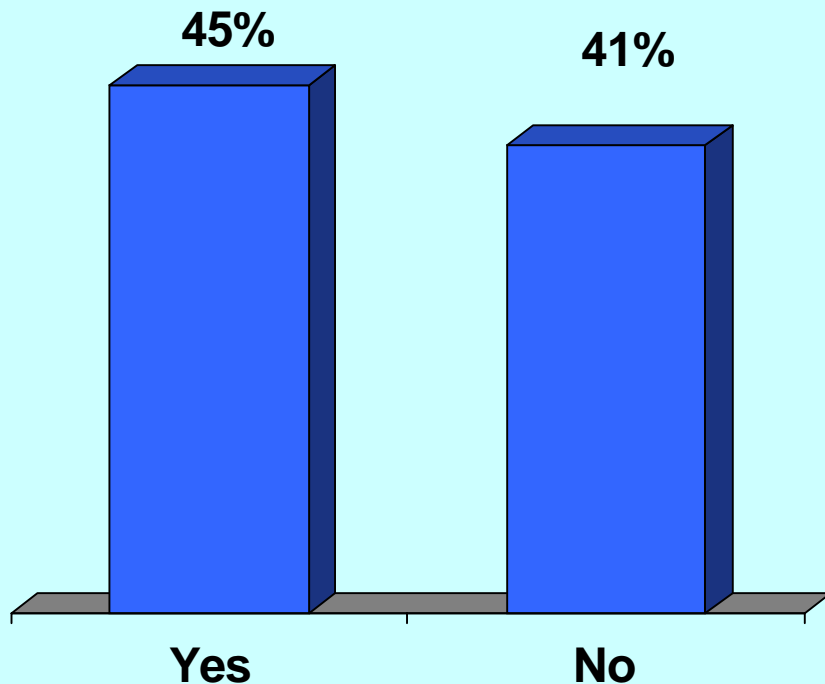
Do you think we are in an economic recession?



How long will the slowdown last?	All Voters
6 months or less	19
6 months to a year	36
1 to 2 years	18
2 to 3 years	8
3 years and up	11

Budget Deficits and Deficit Spending

Do you think the federal government is or is not about to return to the days of deficit spending?



In the wake of September 11th, the federal government is likely to run a budget deficit this year. Does this concern you....

A lot	A Little	Not At All
34	41	23

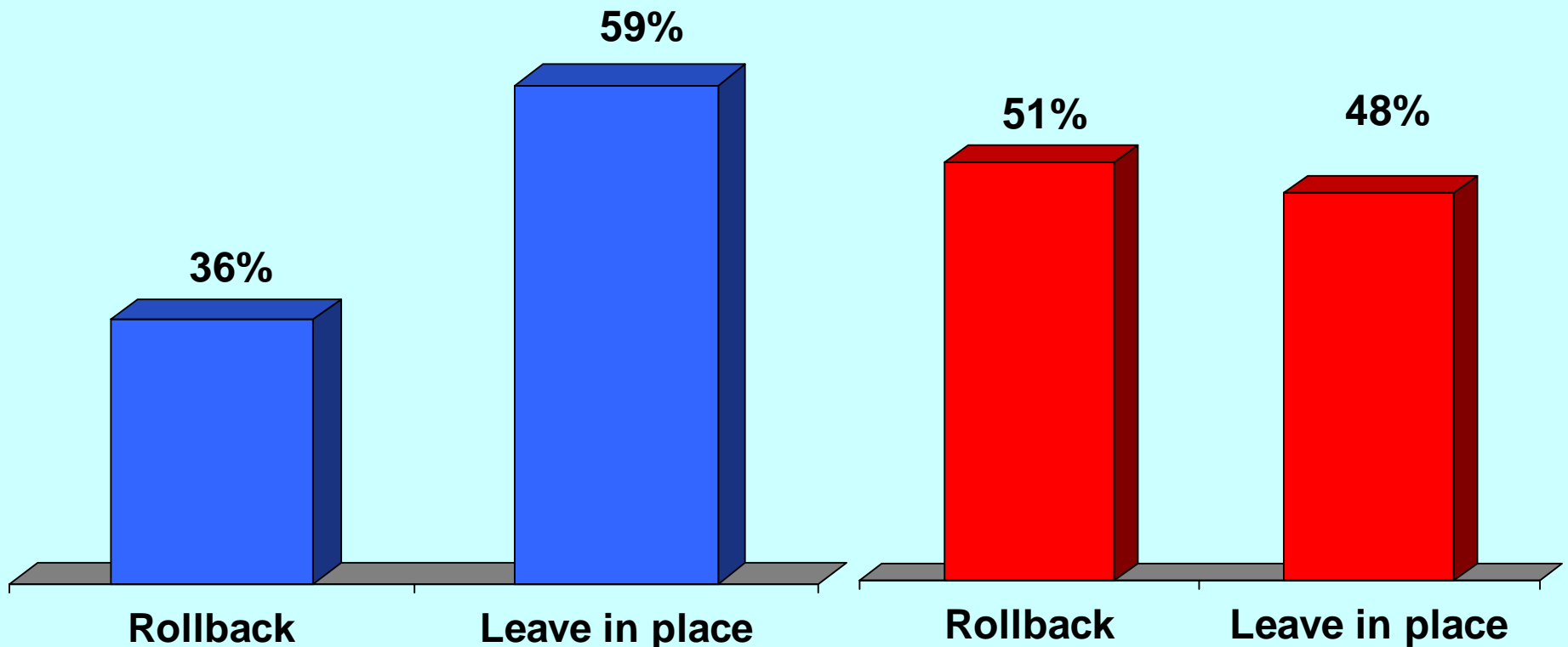
How concerned are you about the possibility the federal government is about to return to the days of regular deficit spending? Does this concern you....

A lot	A Little	Not At All
30	44	22

Bush Tax Cuts

Earlier this year, Congress passed President Bush's tax cuts. Given recent events and the need for new government spending, do you think those tax cuts should be rolled back or left in place?

If new spending pushes the federal government into deficit spending, would you favor rolling back the tax cuts to balance the budget or do you prefer to leave them in place?

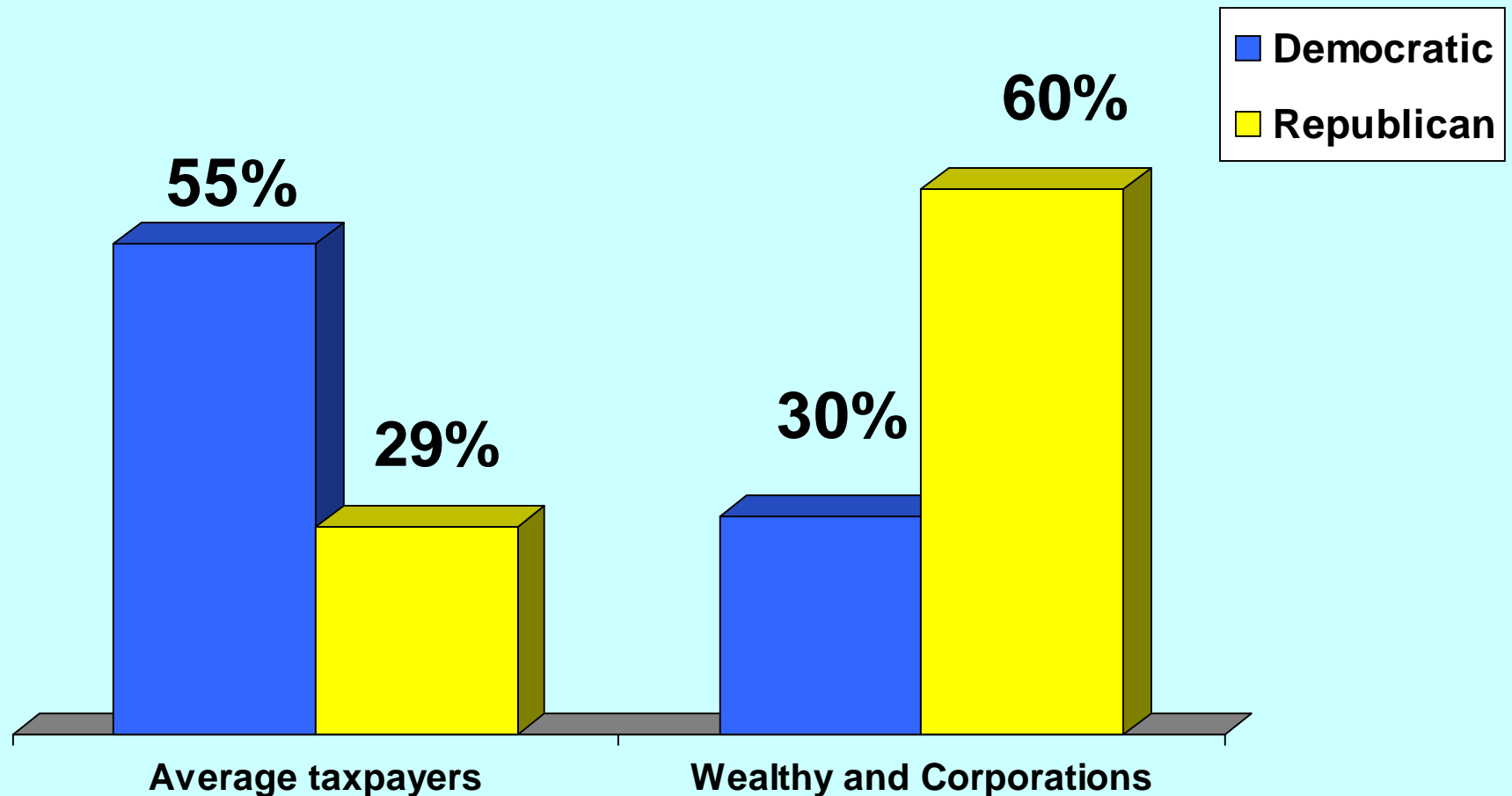


Bush Tax Cut Scenarios

Do the following actions make you more likely to vote for this person, less likely or no effect on your vote?	More	Less	No Effect
Democrat wanted to rollback the Bush tax cut to increase programs for education and healthcare.	44	20	32
Republican wanted to keep Bush tax cuts in place because we need them now more than ever for the economy.	30	17	48
Democrat wanted to put a freeze on further Bush tax cuts during the war.	30	21	42
Democrat wanted to rollback the Bush tax cut because we are returning to deficits because of war spending.	26	20	49
Republican wanted to expand the Bush tax cut to bolster the economy now.	26	25	44

Stimulus Bill Effects

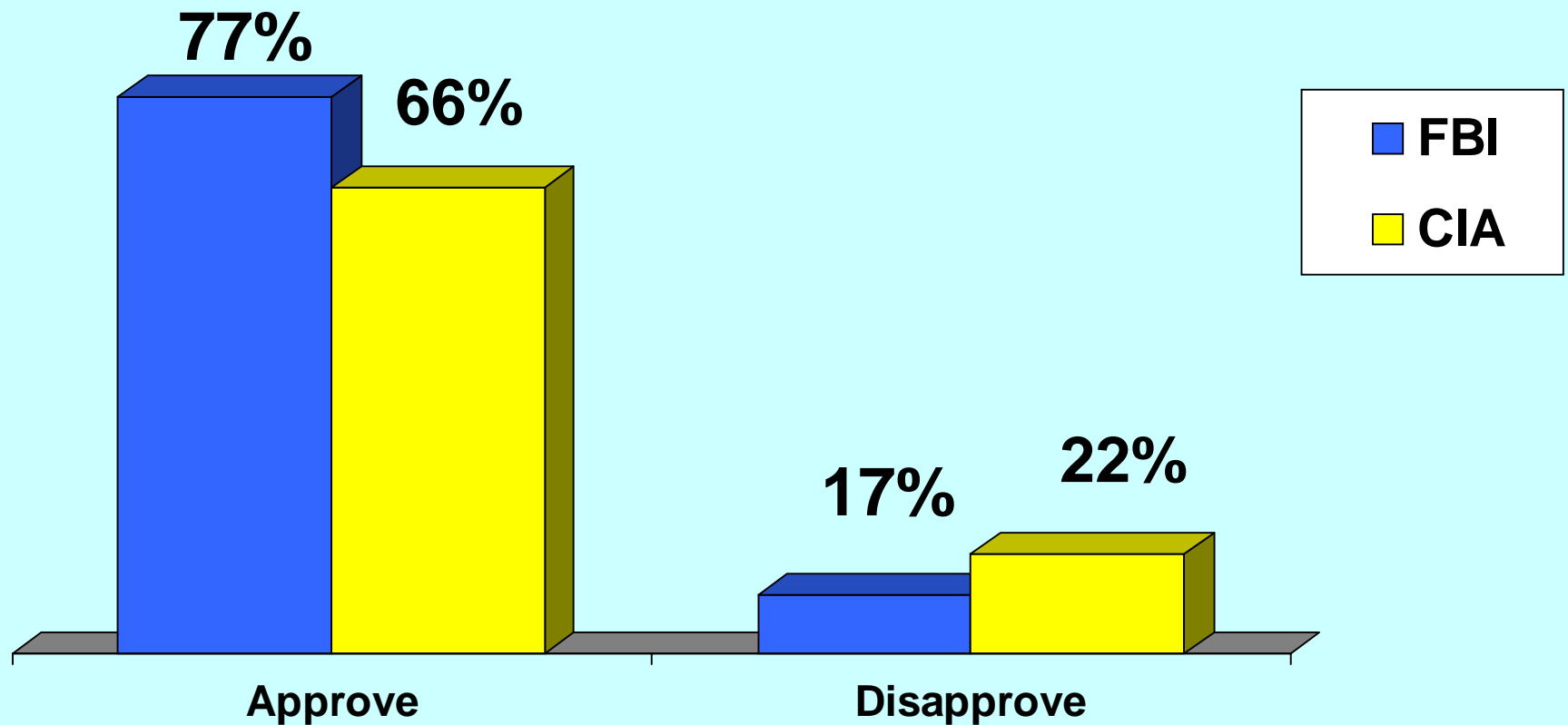
Do you think the Democratic/Republican economic stimulus bill will help mainly average taxpayers or wealthy taxpayers and large corporations?



The Intelligence Community

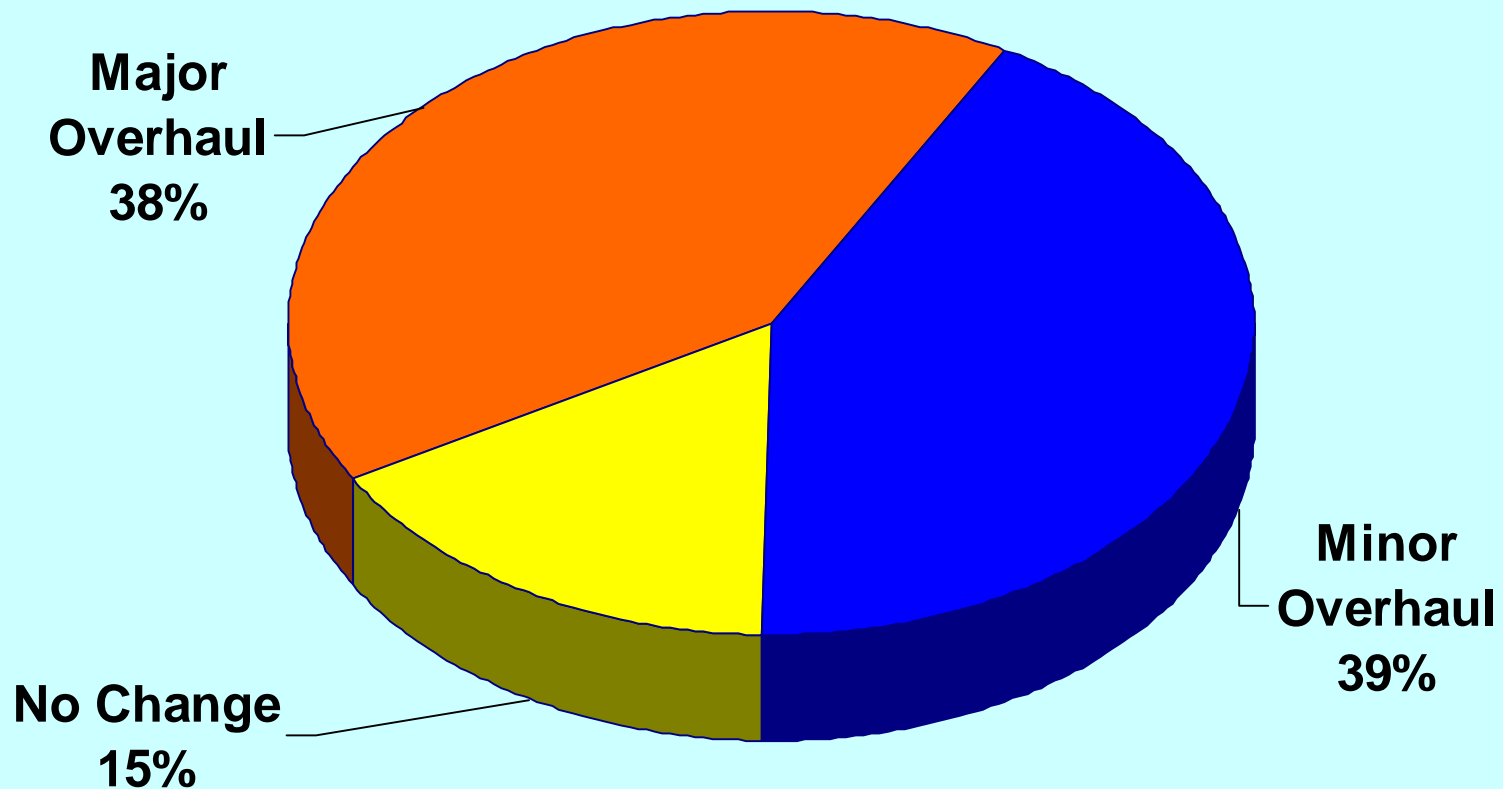
CIA and FBI Job Approval

Do you approve or disapprove of the job the FBI and CIA are doing?



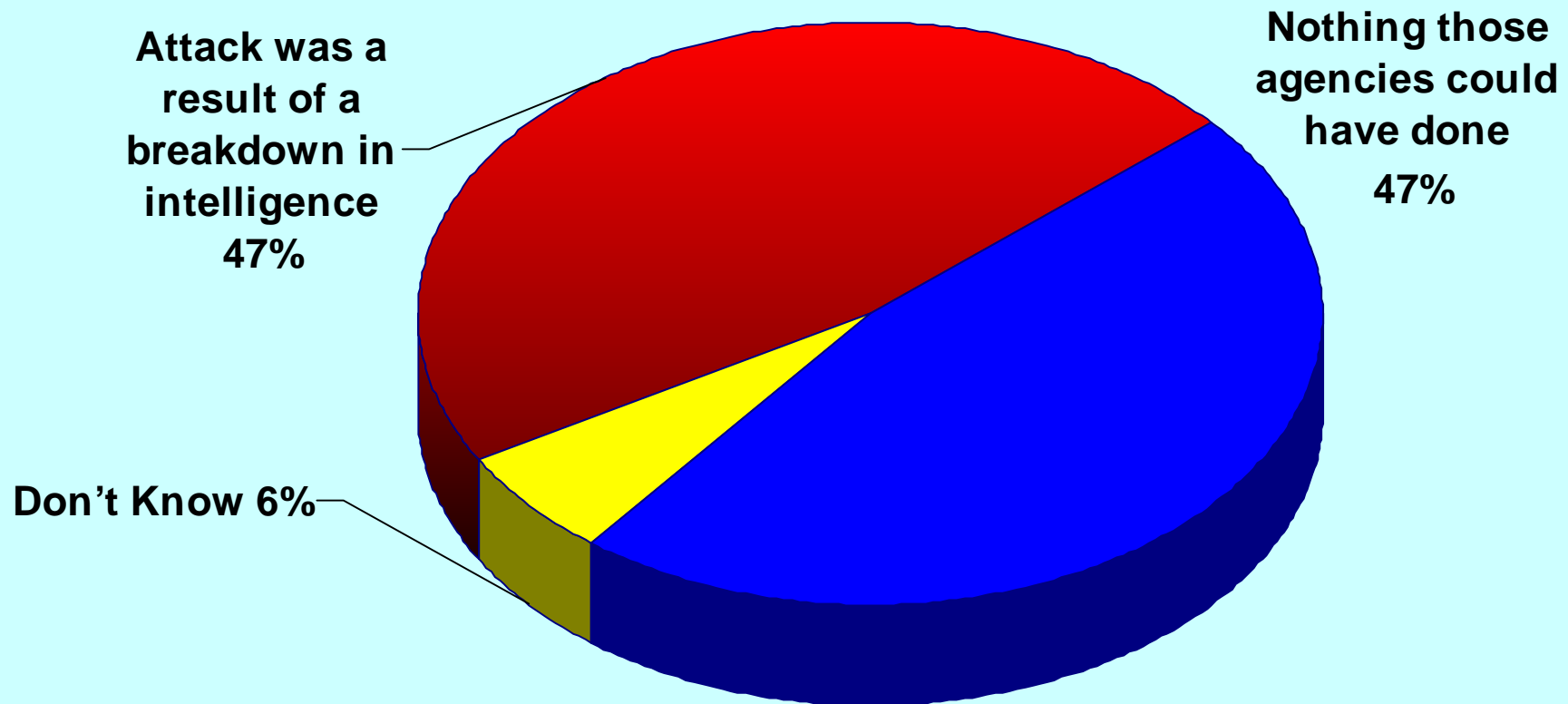
Intelligence Overhaul

Do you think the United States intelligence community needs a major overhaul, minor overhaul, or is no change necessary?



Intelligence and September 11th

Which is closer to your view on September 11th?



Republicans: 44/49%; Independents: 50/45% Democrats: 47/48%

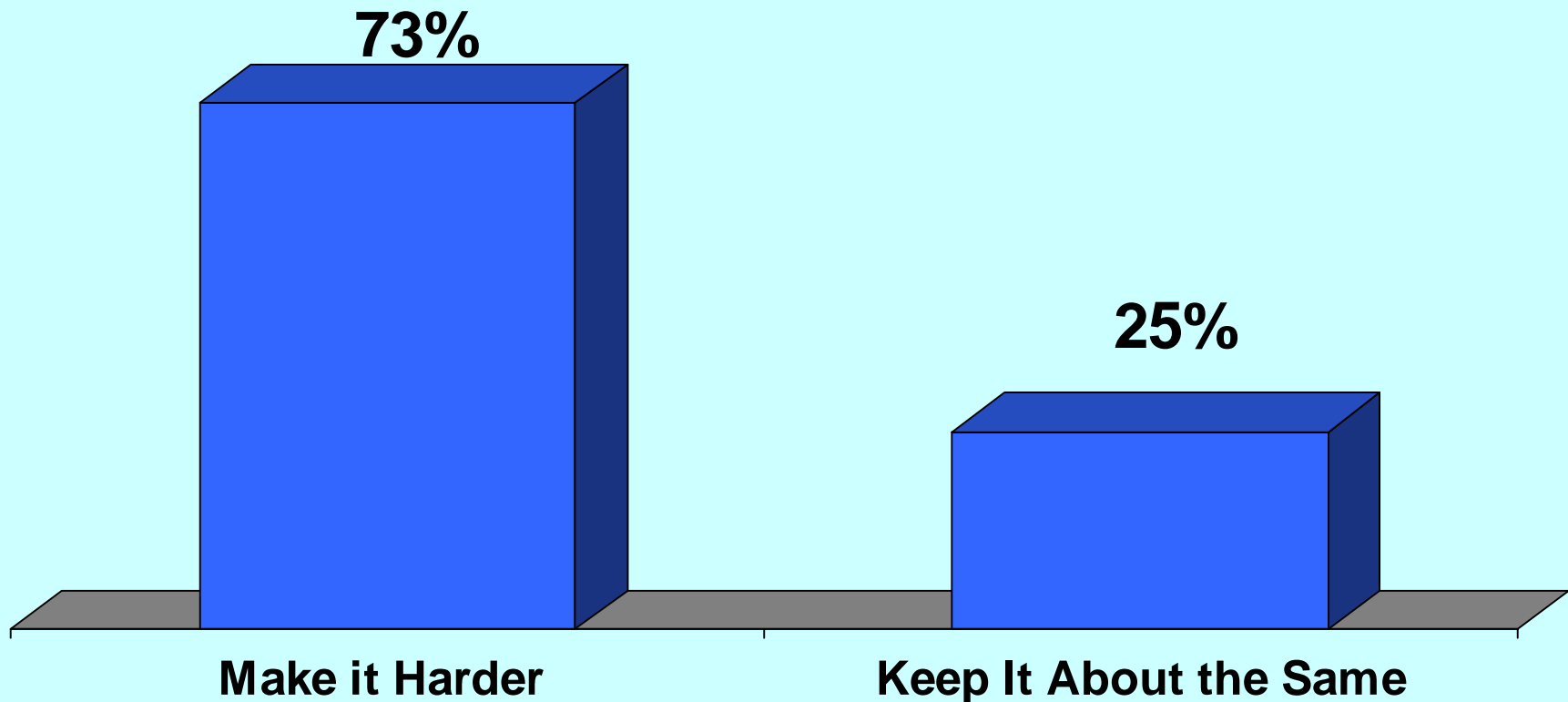
Homeland Security Proposals

Do you think these are important/not important proposals to improve homeland security?	Very Imp	Imp/Not Imp
Create technology that enables law enforcement and intelligence agencies to share information	76	92/5
Strengthen the public health system's ability to respond to bio-terrorism	70	94/3
Reform border control agencies	69	88/7
Vaccinate every American against smallpox	44	70/22
Reform the CIA	42	77/12
Reform the FBI	41	75/17
Put the Homeland Security Agency in charge of the Coast Guard, border control and immigration services	41	74/18
Use federal funds to pay for the costs local governments now face due to police overtime	40	76/21
Integrate all intelligence under one agency w/ one head	34	64/25
Vaccinate every American against anthrax	26	46/46

Immigration

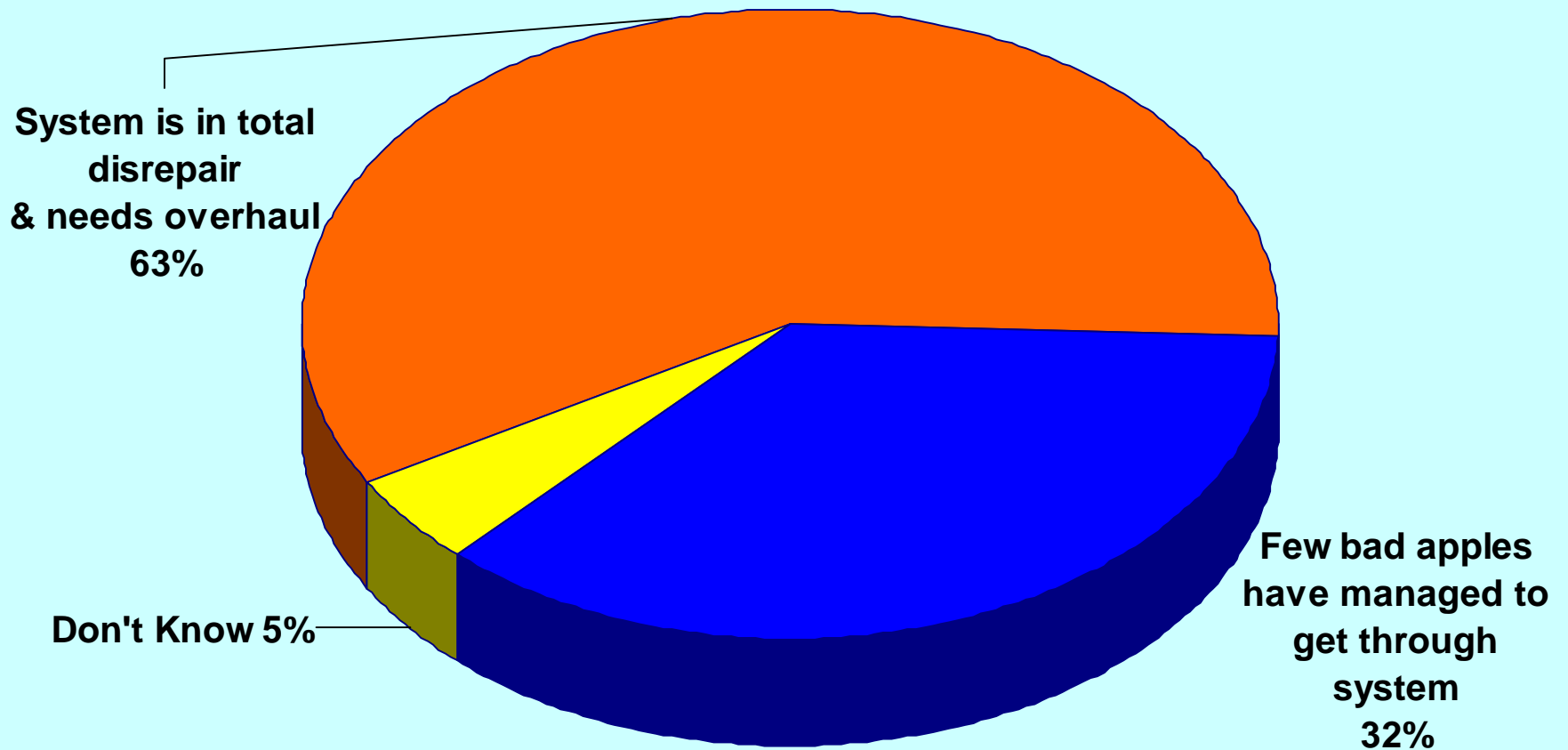
Public Wants To Restrict Immigration

Do you think we should make it harder for immigrants to come to the United States or should we keep immigration at about the same level?



Public Sees System As Broken

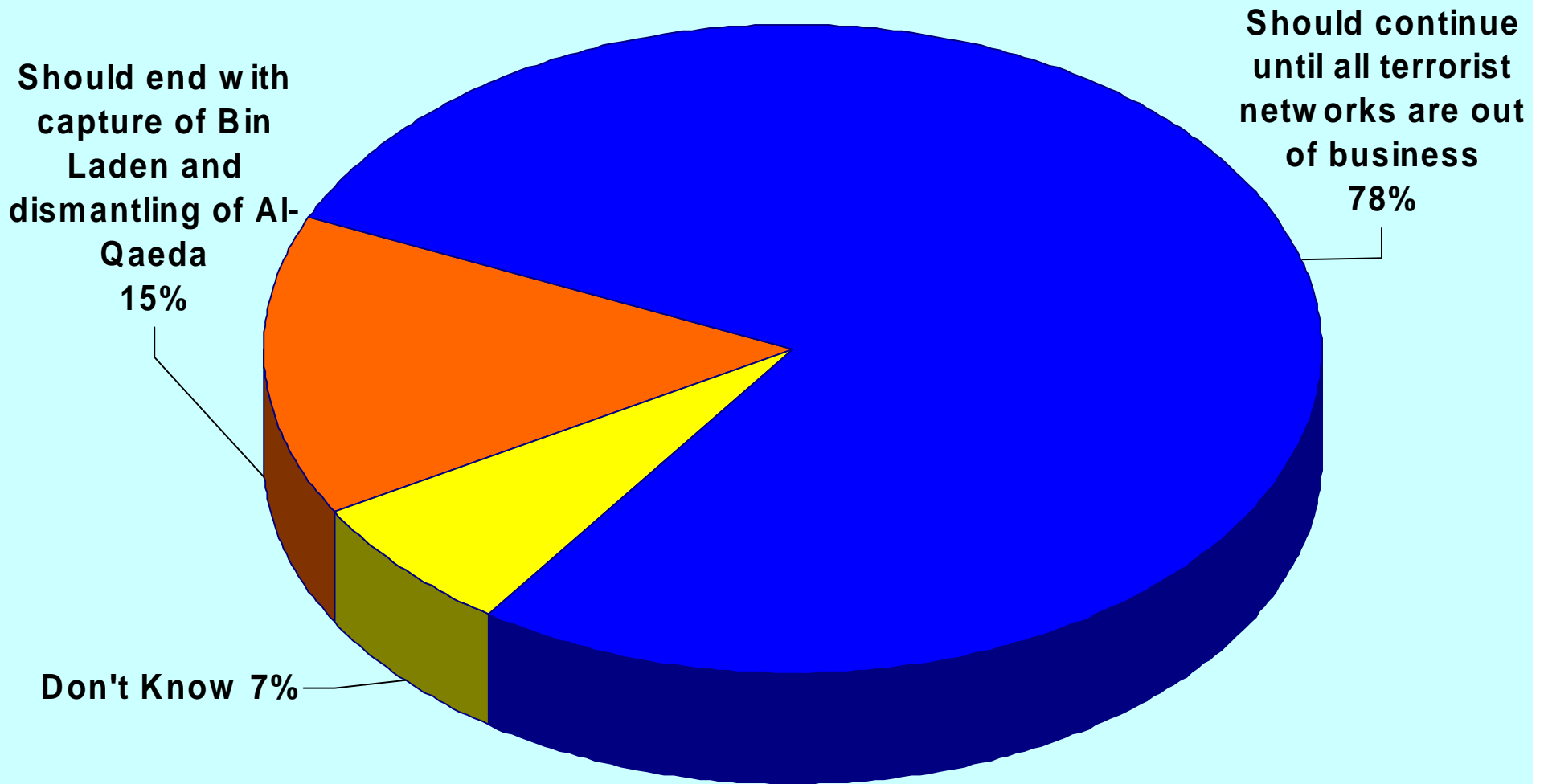
Which is closer to your view on the immigration system in the United States?



Iraq/Expansion of Terrorism Campaign

Don't Stop At Bin Laden

Which is closer to your view of the war on terrorism?



Wide Support for Removing Saddam

Do you think a goal of American foreign policy should be to remove Saddam Hussein as leader of Iraq?

Do you believe the U.S. should or should not use military force to remove Hussein?

