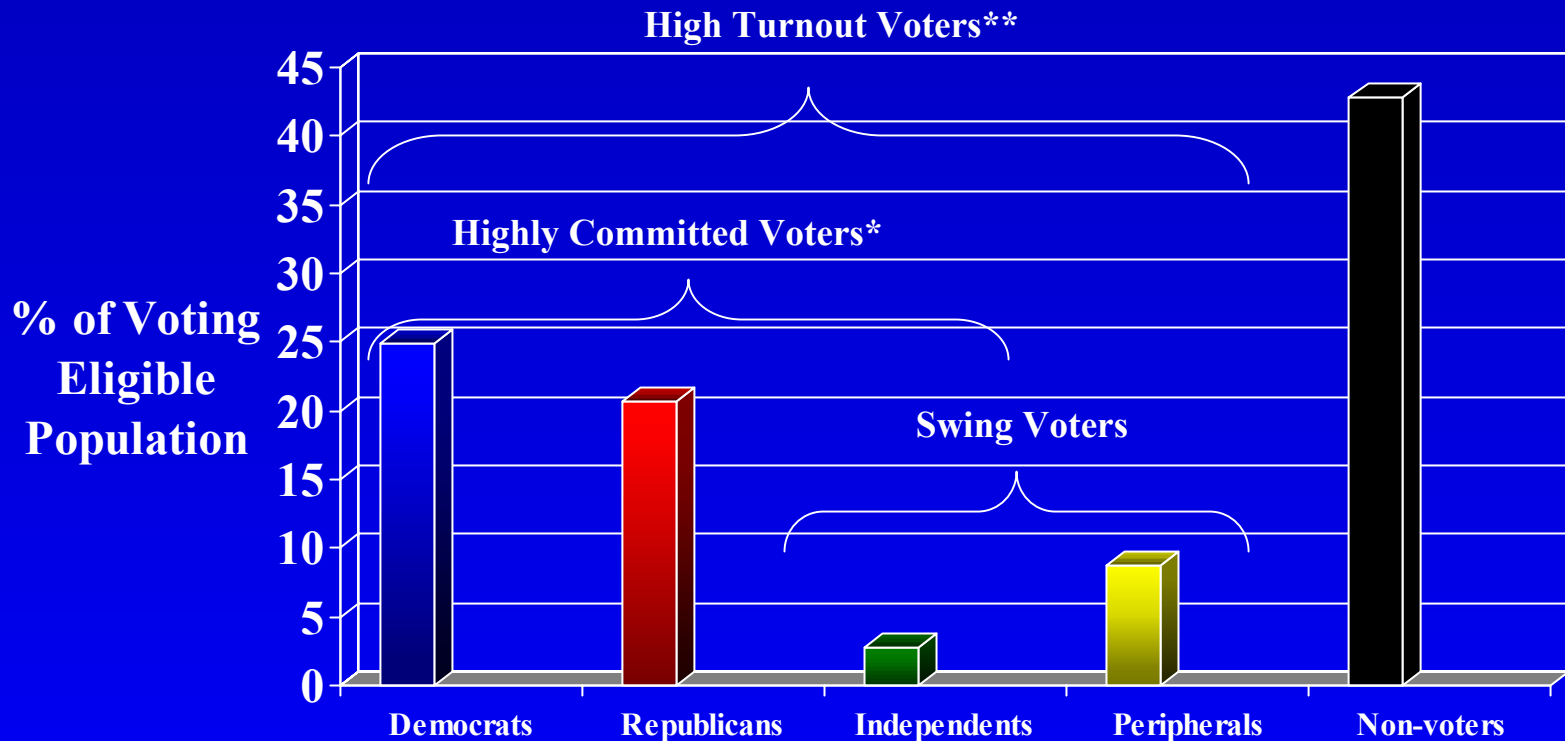


Anatomy of the Electorate

(as determined by people's voting probability in 1992, 1996, and 2000)



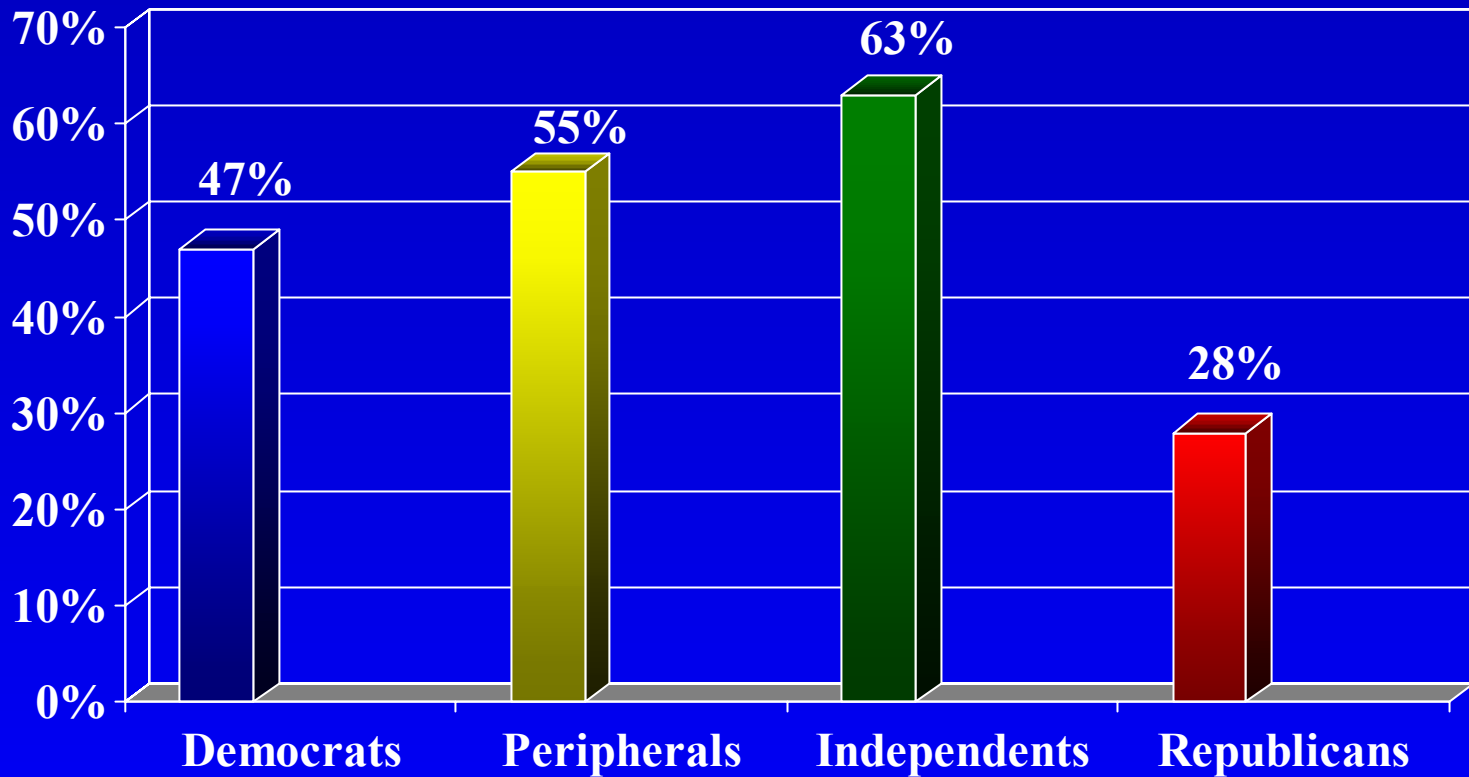
* Predicted "voters" minus those with the lowest probabilities of voting.

** Predicted "voters" plus those "non-voters" most likely to vote.

Independent and Peripheral Voters

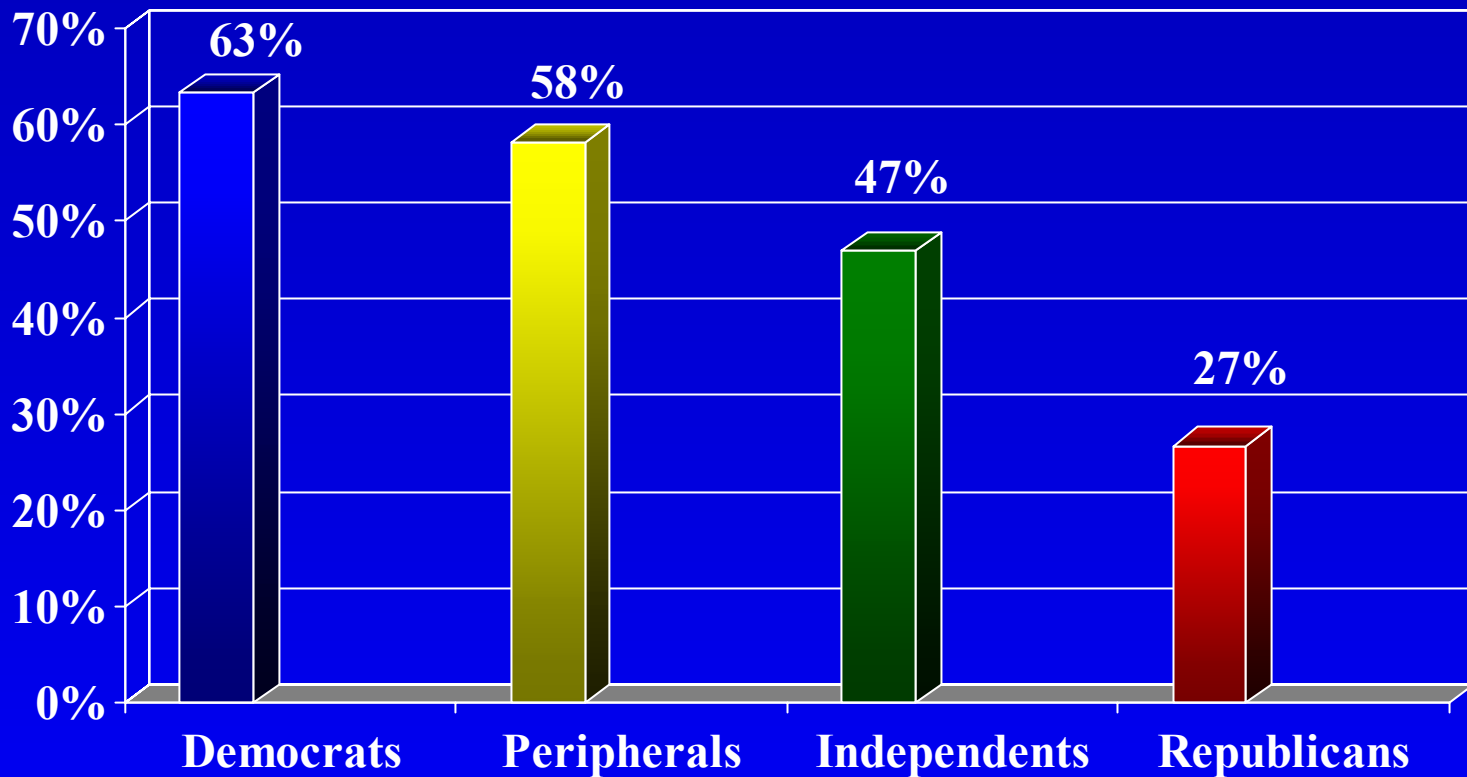
Political Views

Moderates



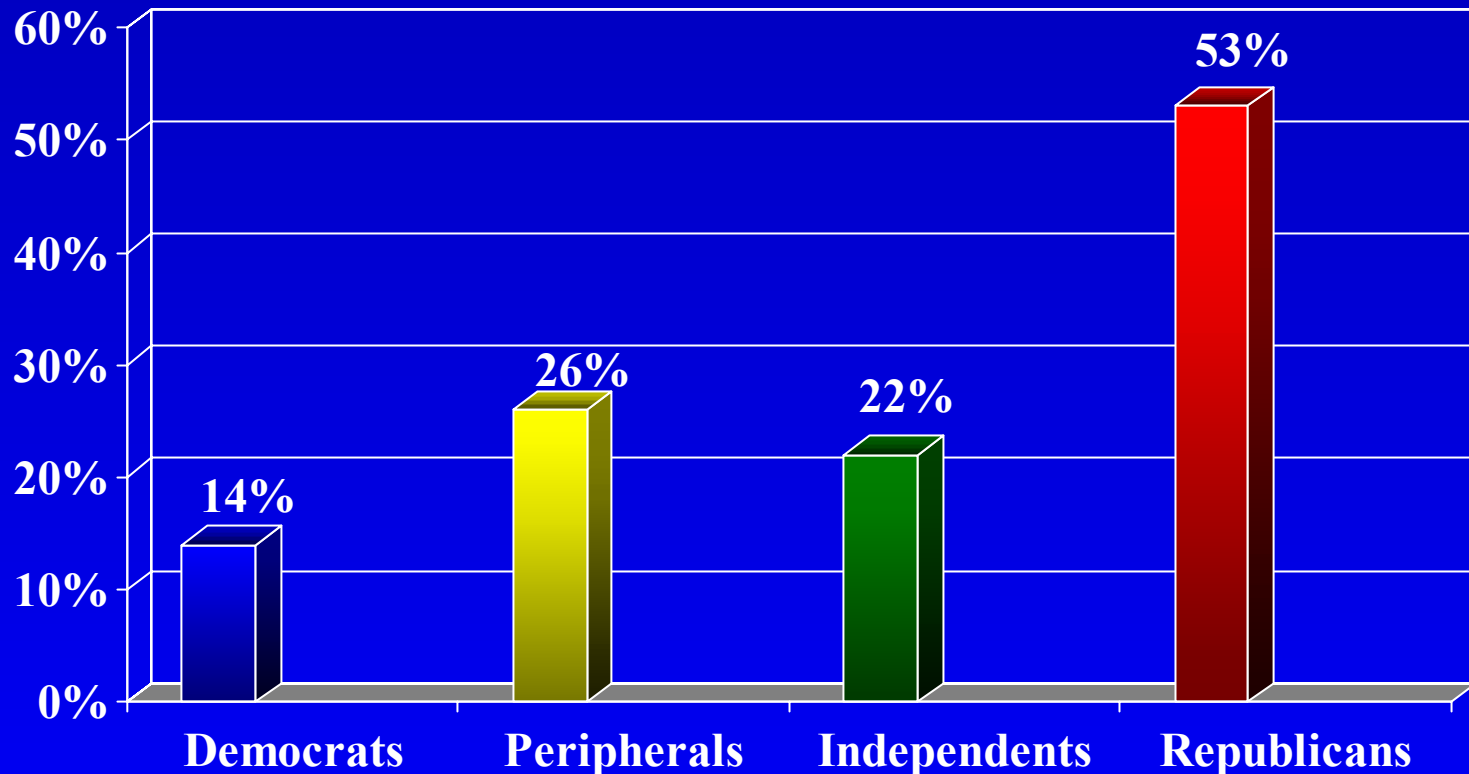
% Saying They are Moderate, Unsure, or Haven't Thought About It

Support Active Government



% who agree that the federal budget should increase spending on programs for poor people

Oppose Deep Cuts in Government



% who agree government should provide many fewer services even in areas such as health and education

Skeptical of Government Performance

Compared to Democrats, Swing Voters are consistently more critical of government performance

| Attitude about Government | Peripheral | Independent | Democratic | Points Separating Democrats and the Average of Swing Voters |
|---|-------------------|--------------------|-------------------|--|
| Feel that elections make government pay a good deal of attention | 57 | 57 | 46 | 11 |
| Feel that people in the federal government waste a lot of money we pay in taxes | 66 | 72 | 59 | 10 |
| Sometimes or never trust the federal government | 66 | 71 | 62 | 7 |
| Say the federal government doesn't pay much attention to what the people think when it decides what to do | 25 | 28 | 20 | 7 |
| Say the federal government is too complicated | 67 | 66 | 60 | 7 |
| Feel that public officials don't care much what people like me think | 57 | 55 | 50 | 6 |

Believe in Equal Opportunity

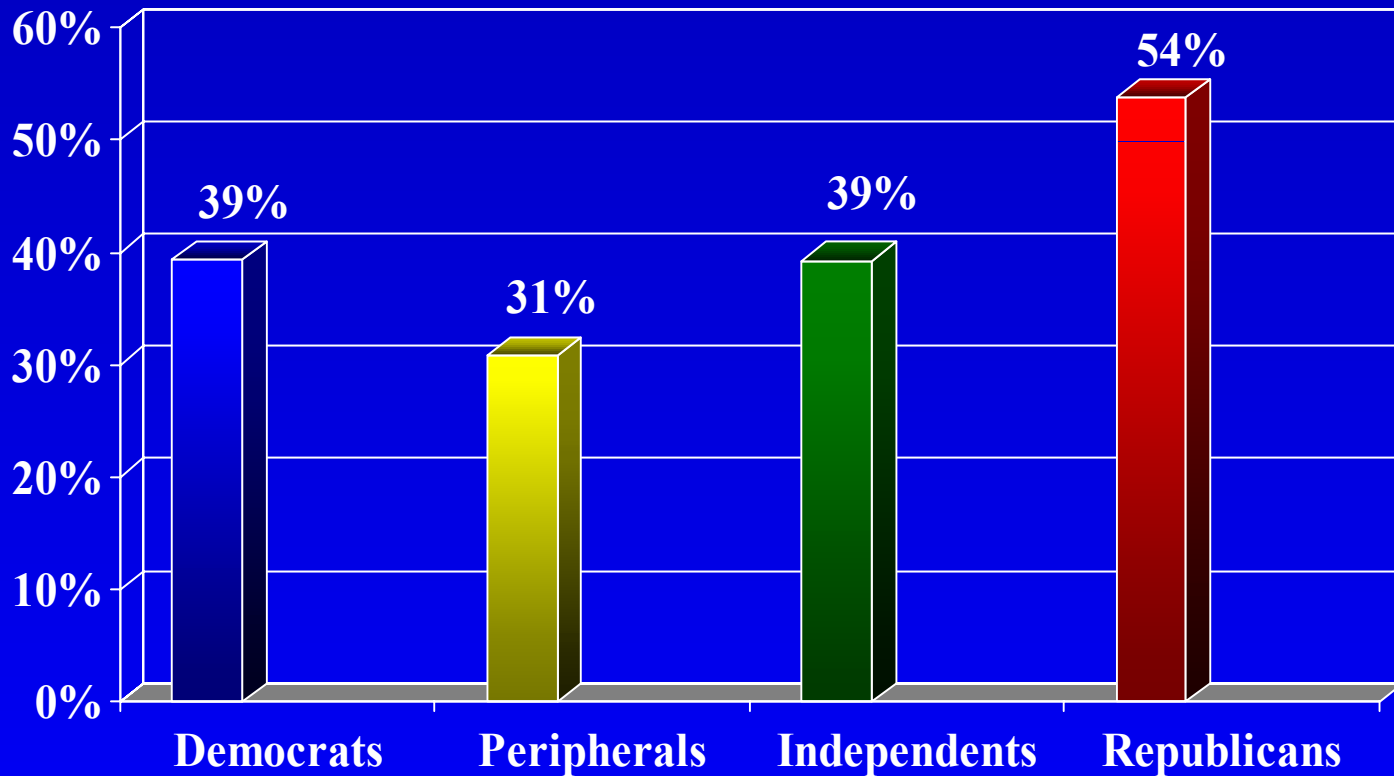
Swing voters are more like Democrats in their support of equal opportunity

| Attitudes about Equality and Opportunity | Dem | Periph | Ind | Rep | Points separating swing voters and Democrats | Points separating swing voters and Republicans | Closer to which voters |
|--|-----|--------|-----|-----|--|--|------------------------|
| Strongly feel that women should have an equal role with men in running business, industry, and government (as opposed to their place being in the home) | 60 | 53 | 60 | 41 | 4 | 16 | Dem |
| Feel moderately to strongly that government should make a special effort to help blacks improve their social & economic positions (in contrast to just helping themselves) | 73 | 64 | 64 | 52 | 9 | 12 | Dem |
| Agree that if people were treated more equally in this country we would have many fewer problems | 77 | 72 | 68 | 52 | 7 | 18 | Dem |
| Strongly agree that our society should do whatever is necessary to make sure that everyone has an equal opportunity to succeed | 67 | 57 | 62 | 44 | 8 | 16 | Dem |
| Agree that one of the big problems in this country is that we don't give everyone an equal chance | 66 | 58 | 54 | 35 | 10 | 21 | Dem |

Independent and Peripheral Voters

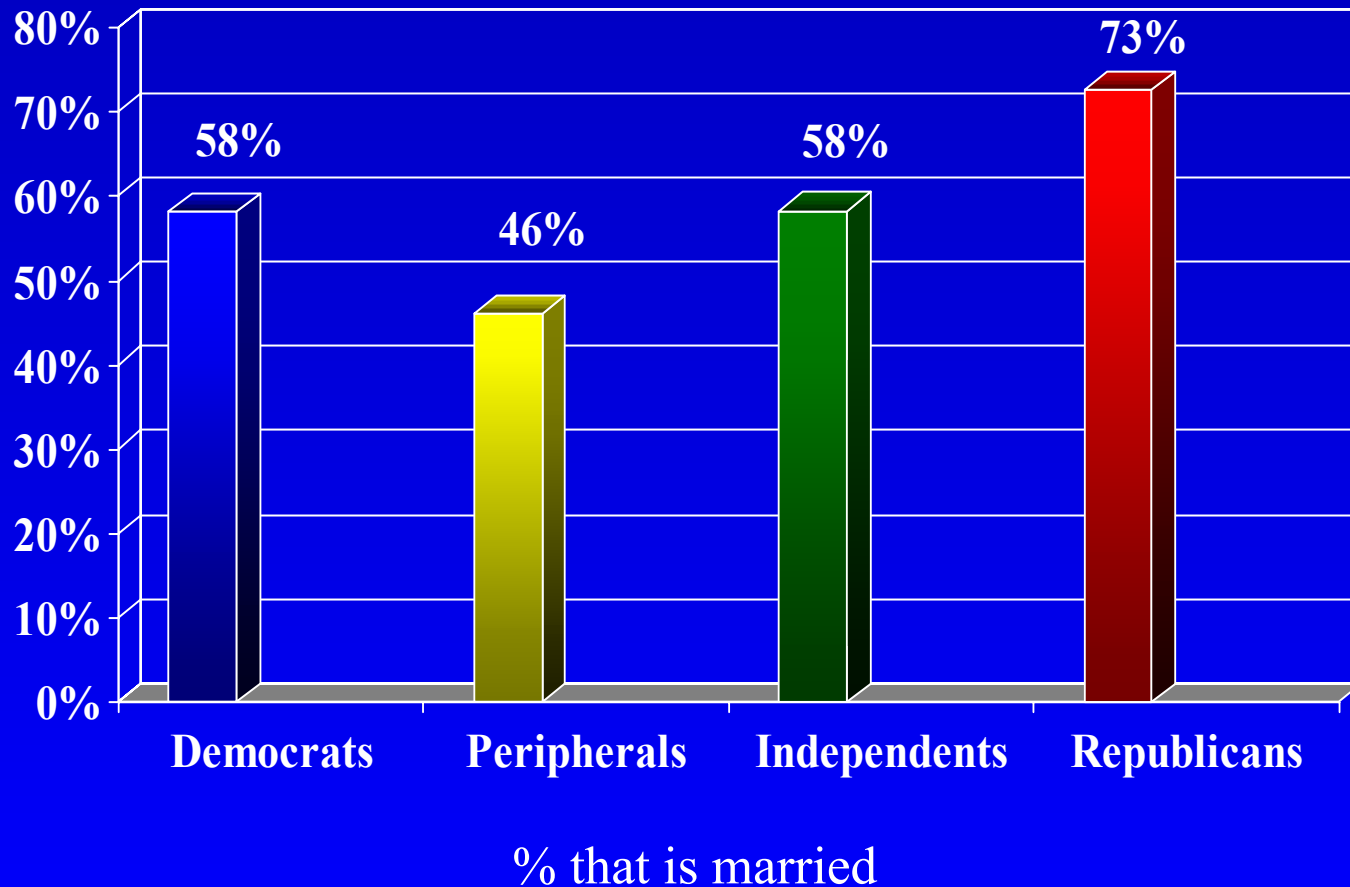
Demographically More Like
Democrats Than Republicans

Like Democrats ... More Secular

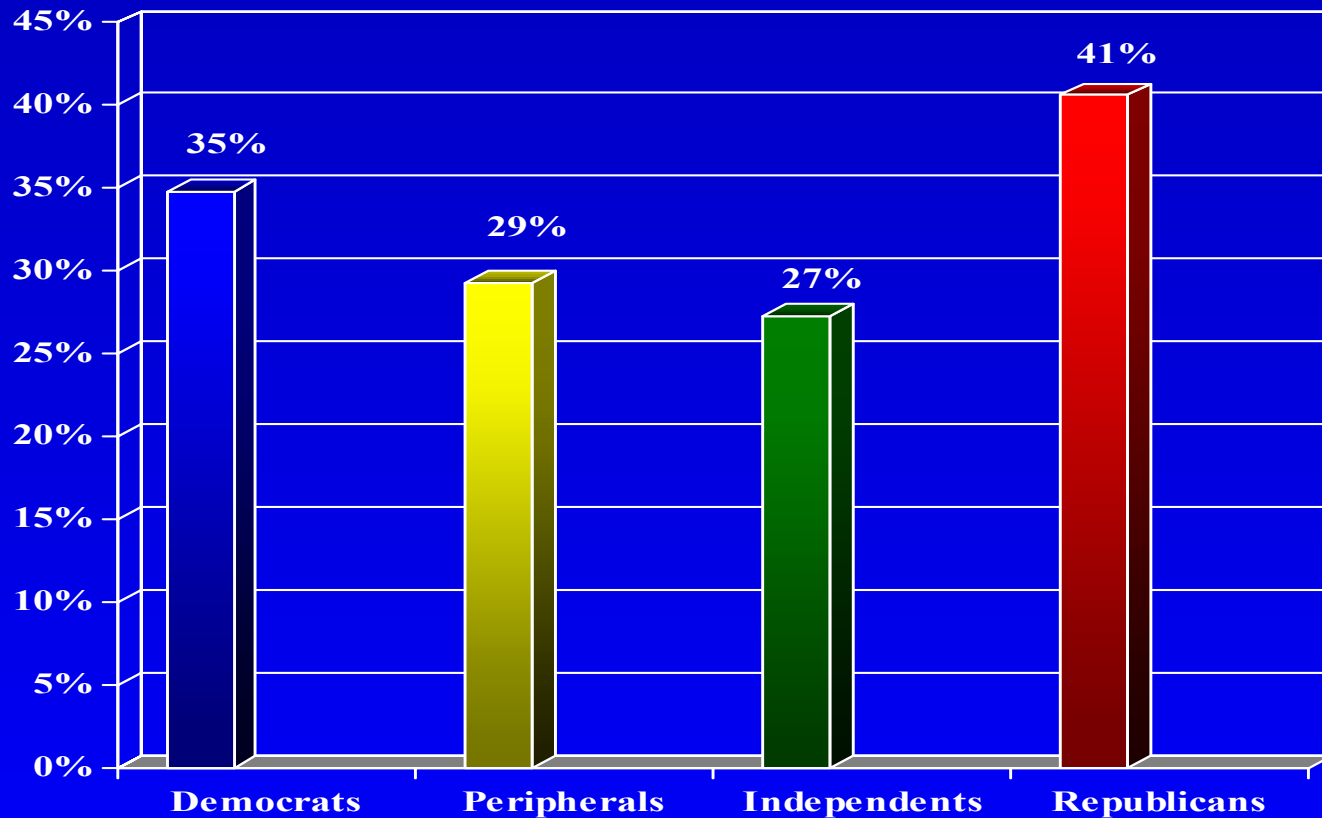


% attending religious services either every week or almost every week

Like Democrats ... Less Likely To Be Married

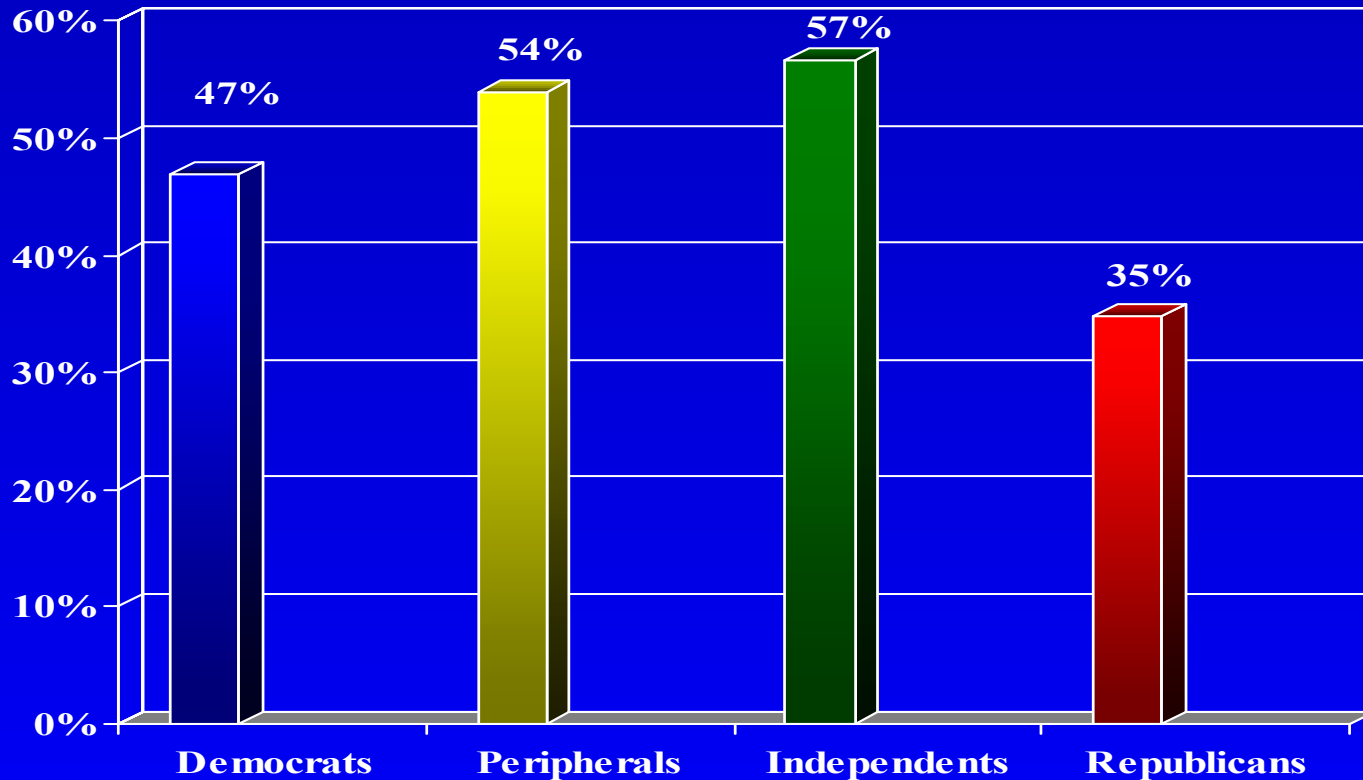


Like Democrats ... Less Likely To Have Children At Home



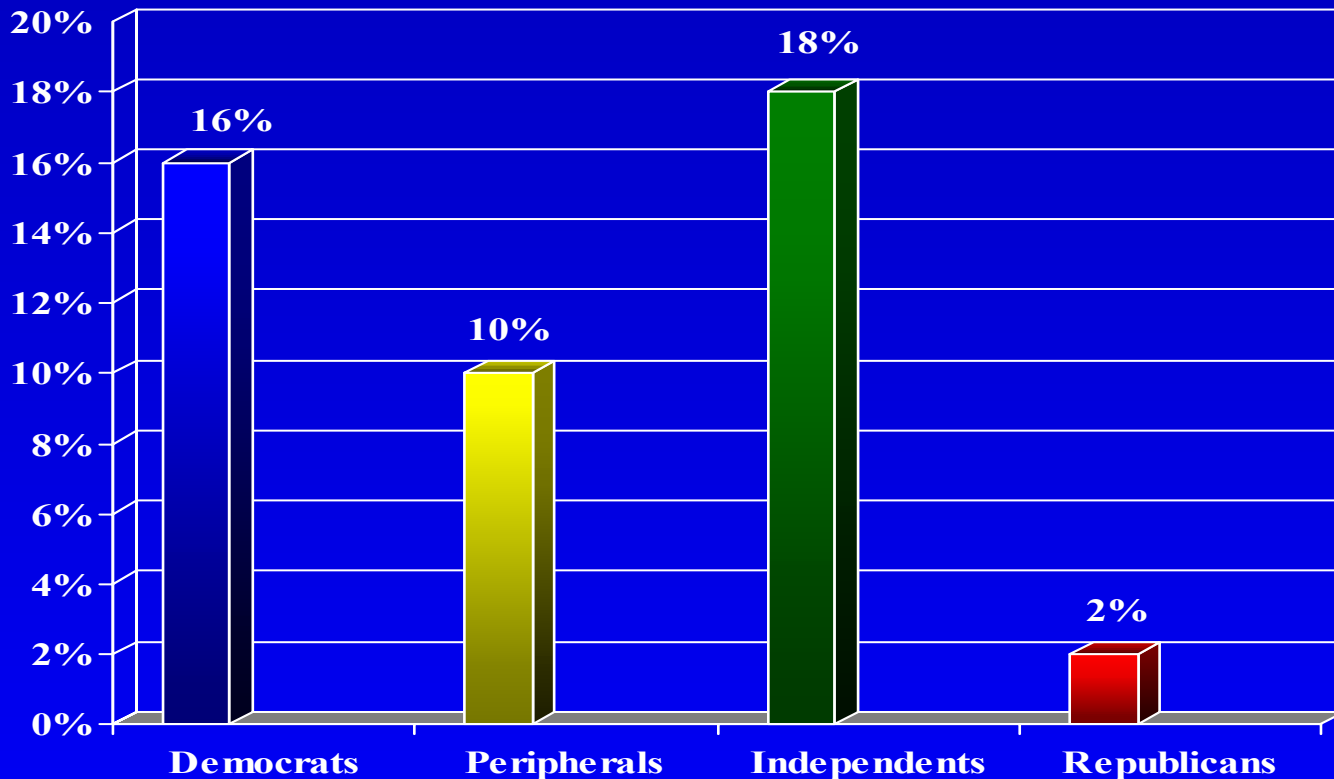
% that have growing children

Like Democrats ... More Likely Working Class



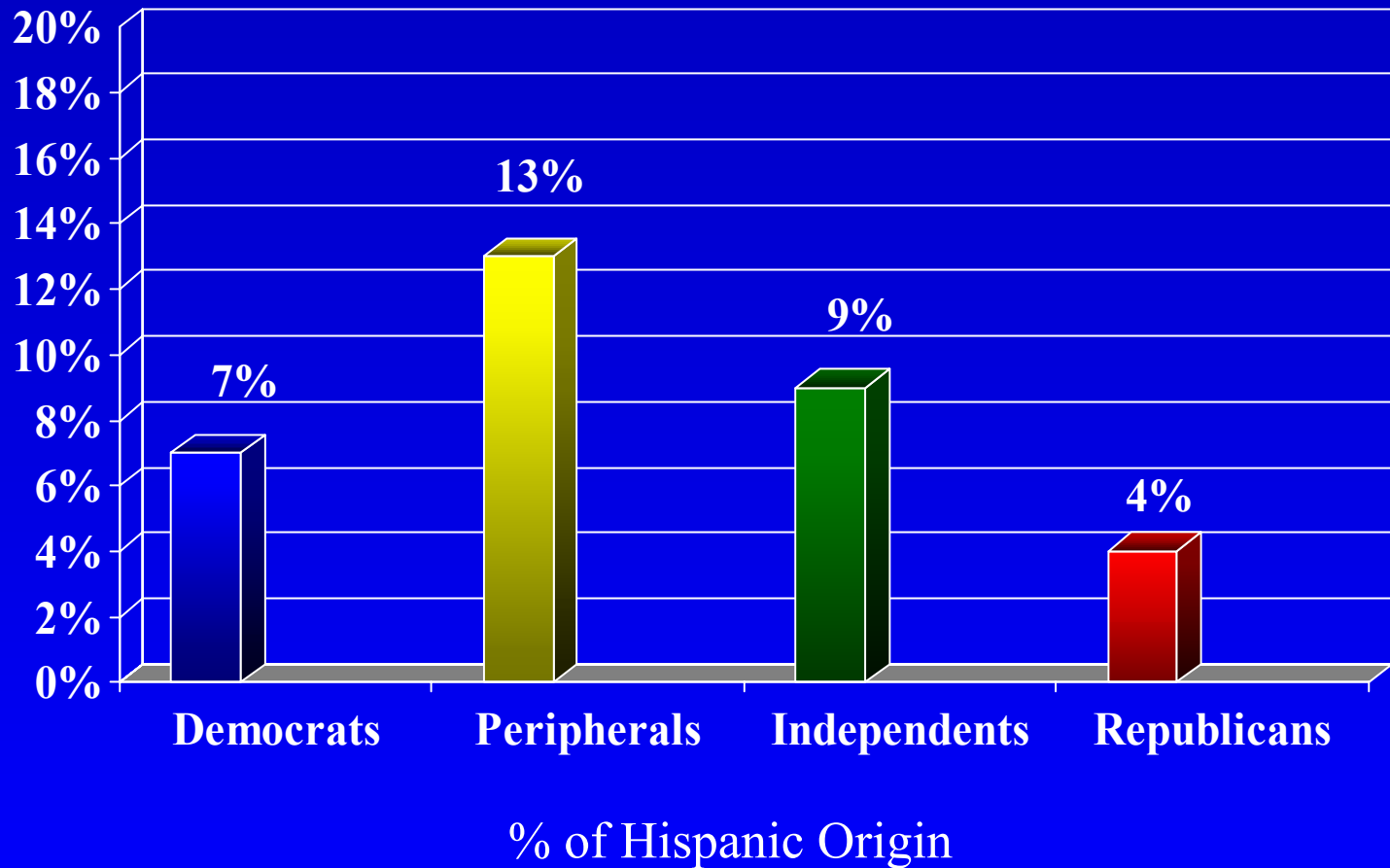
% who self-identify as working class

Like Democrats ... More African-American

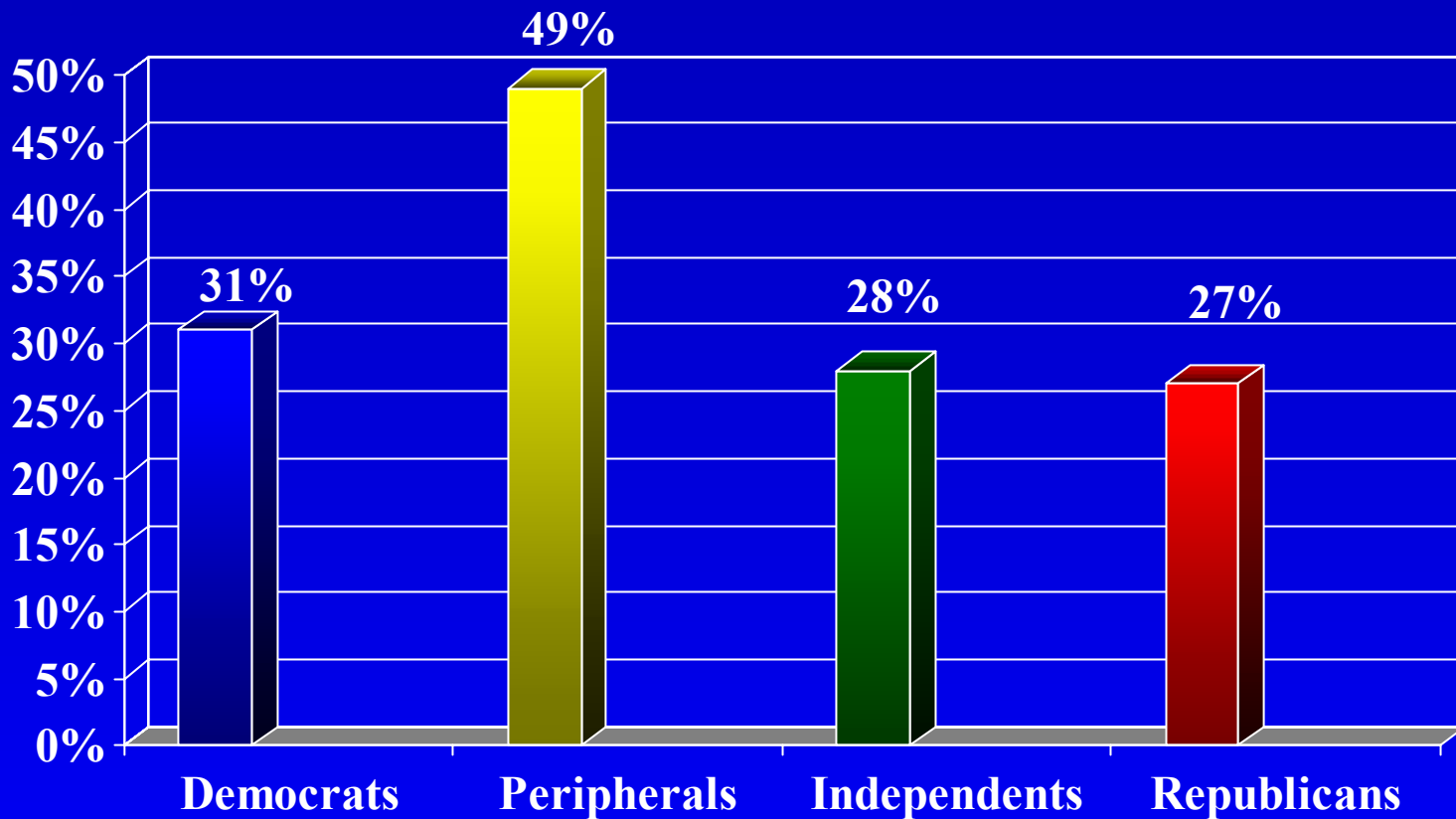


% of each voter type that are African-American

Even More than Democrats ... Hispanic

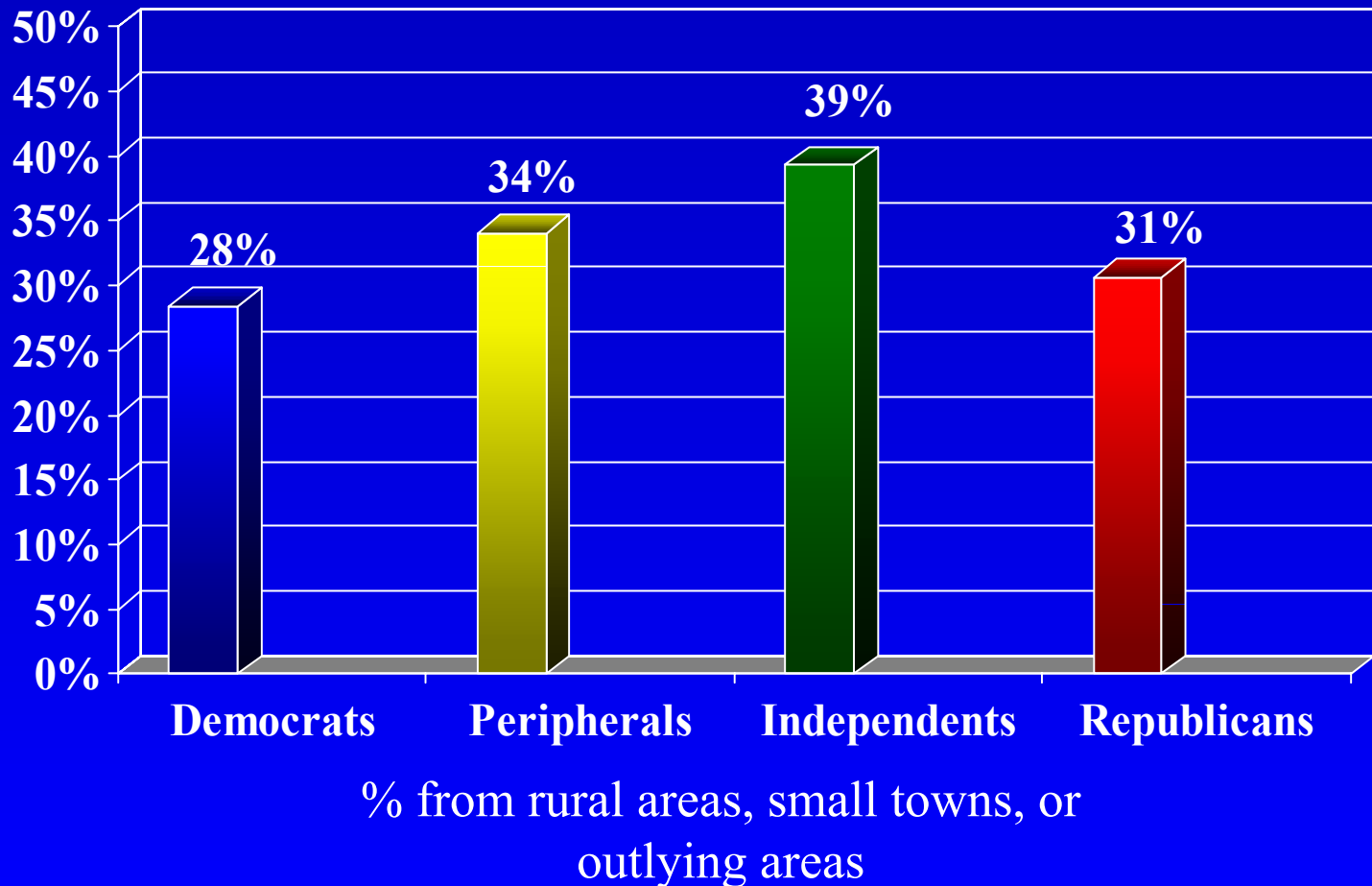


Unlike Other Voters ... Less Educated



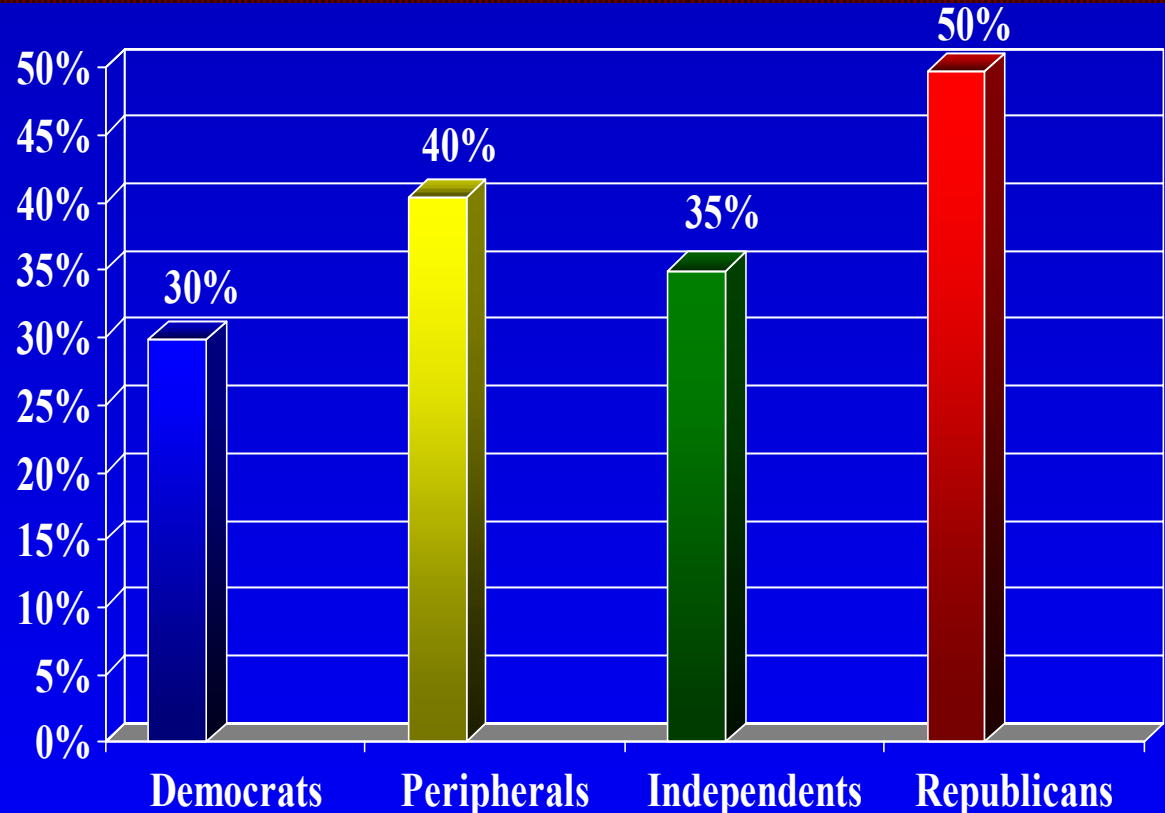
% of working age population that has never been to college or technical school

Unlike Partisans ... More Rural



Unlikely to be Conservative on Key Issues

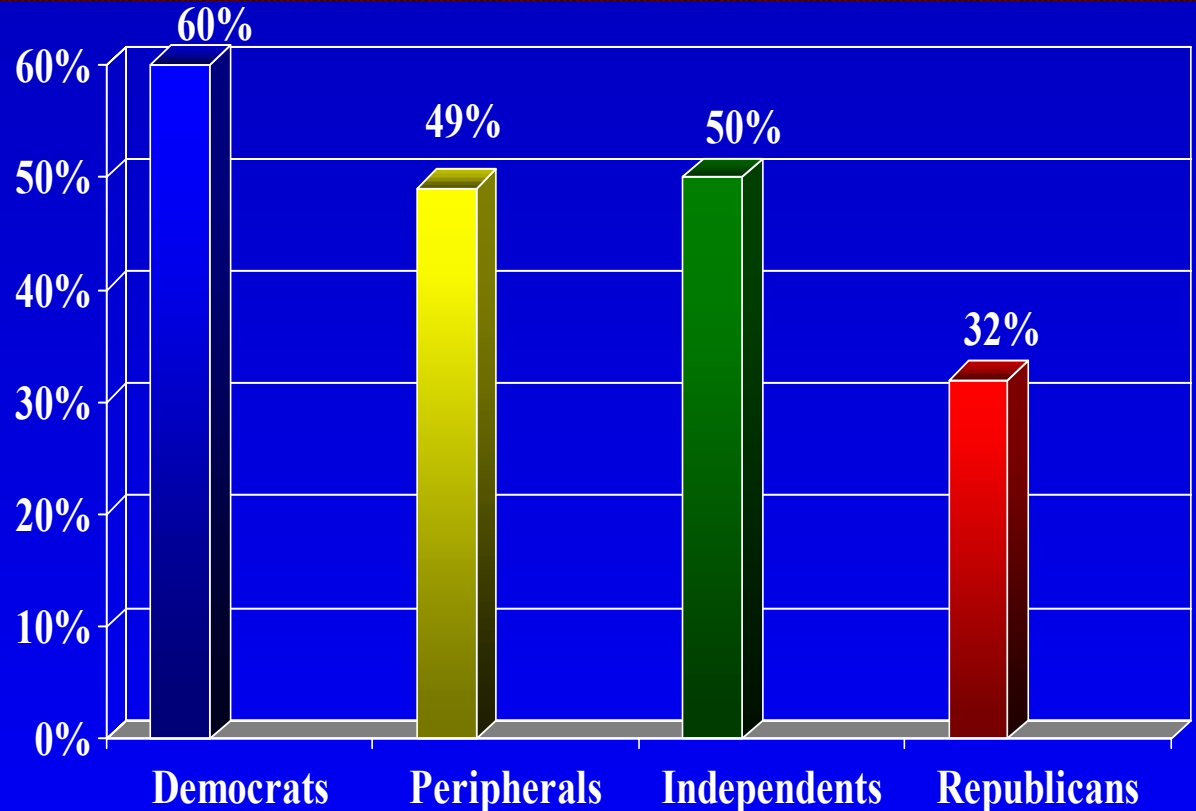
Abortion



% agreeing that by law abortion should never be permitted or that it should only be legal in case of rape, incest, or when the woman's life is in danger

Unlikely to be Conservative on Key Issues

Gun Safety



% saying that the federal government should make it a lot more difficult for people to buy a gun than it is now

Unlikely to be Conservative on Key Issues

Gay and Lesbian Rights

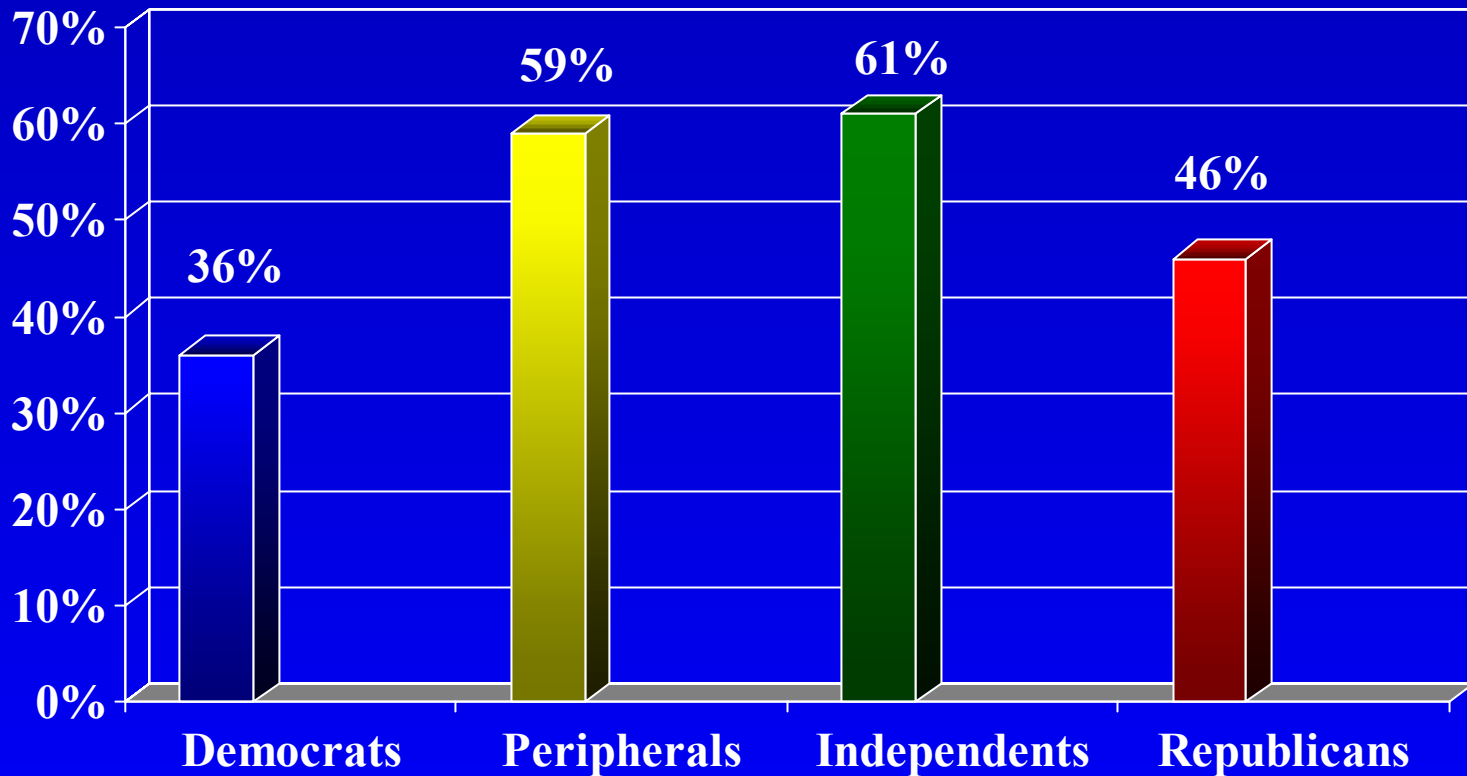
They are less supportive than Democrats for gay and lesbian rights, but more tolerant than Republicans

| Attitudes about Gay and Lesbian People | Dem | Periph | Ind | Rep |
|--|-----|--------|-----|-----|
| Favor laws to protect homosexuals from discrimination | 74 | 62 | 61 | 47 |
| Agree that homosexuals should be allowed to serve in the United States armed forces | 76 | 66 | 61 | 49 |
| Agree homosexual couples should be legally allowed to adopt children (only 1992 and 2000--margins of error 4-5 percentage points) | 42 | 35 | 24 | 19 |
| Attitudes about Tolerance | | | | |
| Agree that we should be more tolerant of people who choose to live according to their own moral standards even if they're different from our own | 69 | 64 | 57 | 43 |
| <u>Do not feel strongly</u> that newer lifestyles break down society | 74 | 68 | 68 | 56 |

Independent and Peripheral Voters

View of Political Parties

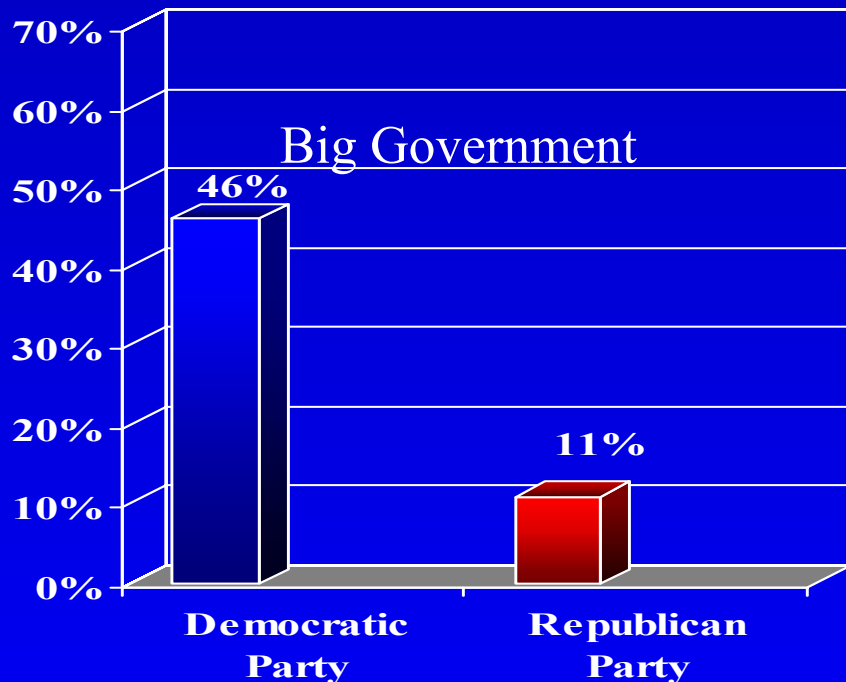
At First Glance, Most Say They See No Practical Differences



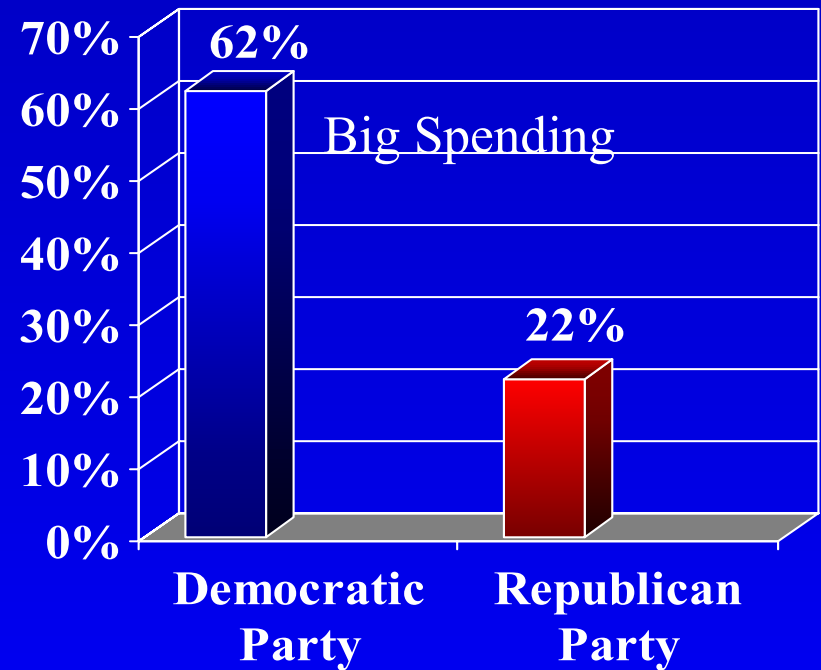
% that think there's not much difference between how the different political parties handle the nation's most important problems

But Swing Voters Do See Differences

Views of the Democratic Party and the Republican Party Among Swing Voters Who Say They See No Difference Between the Parties

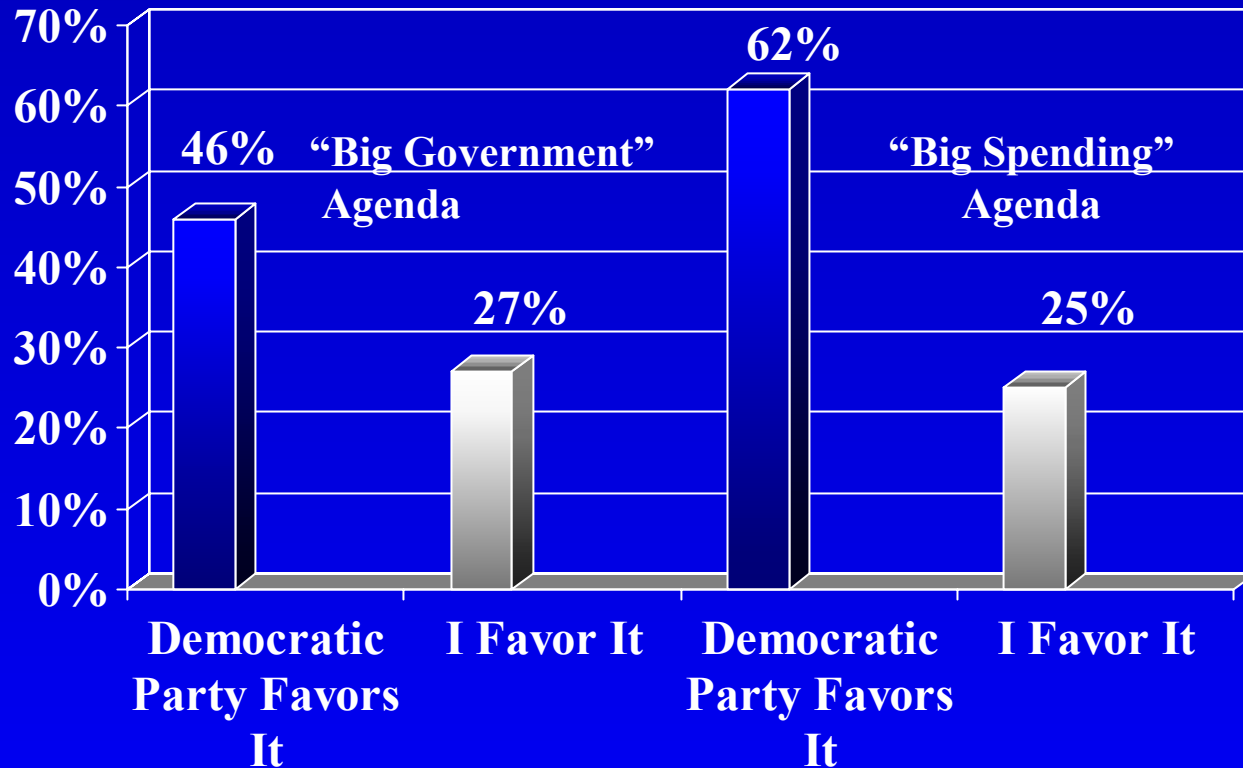


% who say D/R party wants govt. to see to it that everyone has a job and a good living standard (vs. let each person get ahead on their own or somewhere in between)



% who say D/R Party wants govt. providing many more services even if it means increasing spending (vs. reducing services or keeping them the same)

Many Swing Voters View the Democratic Party as Advocating Excessive Spending and Intrusive Government



% of swing voters who view the Democratic Party as wanting to pursue “Big Government” and “Big Spending” agendas and the percent who themselves want to pursue those agendas

Independent and Peripheral Voters

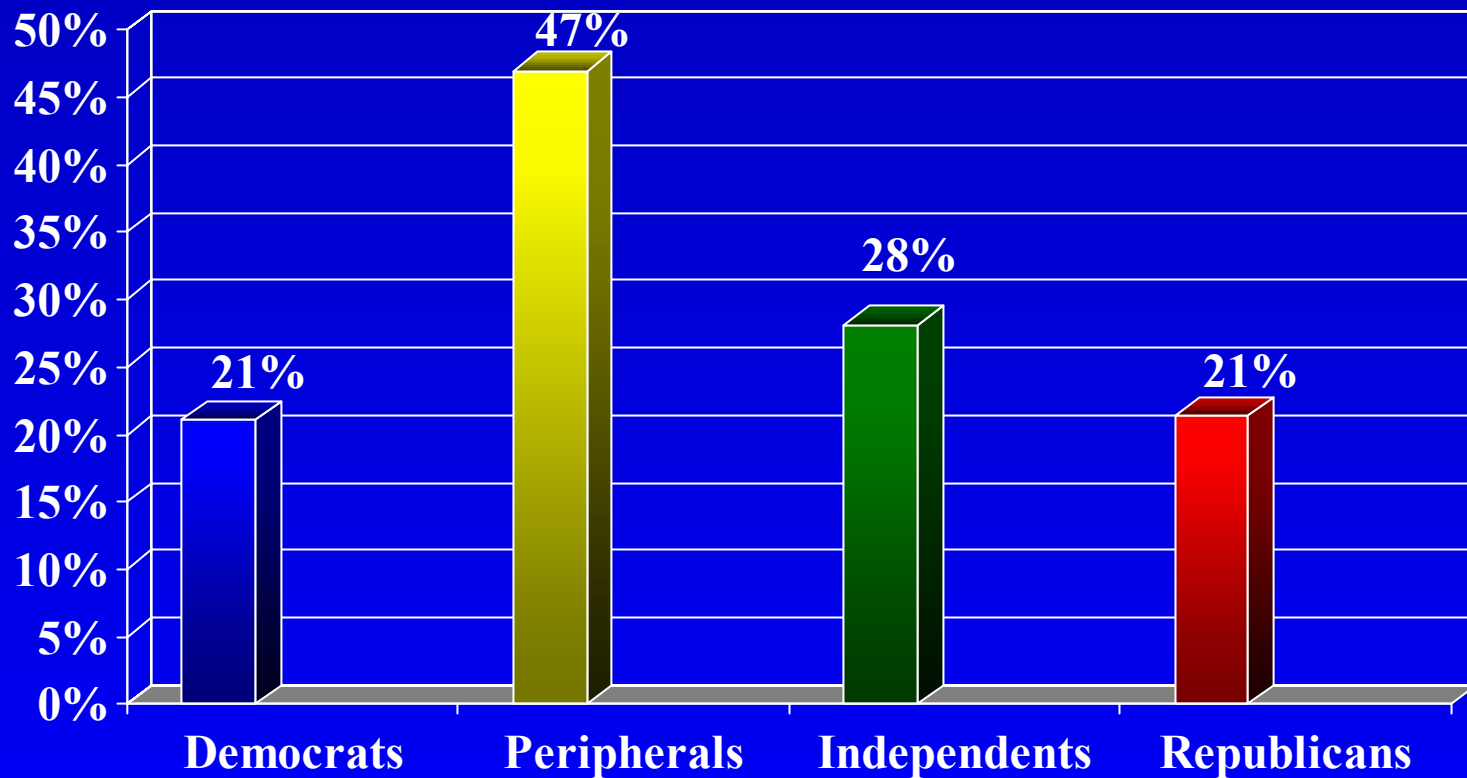
The Democratic Party's Challenges

Peripheral Voters Are More Disengaged

Peripherals are less likely to express interest in the campaign, follow the campaign through the mainstream news media and talk radio, or know key basic political facts

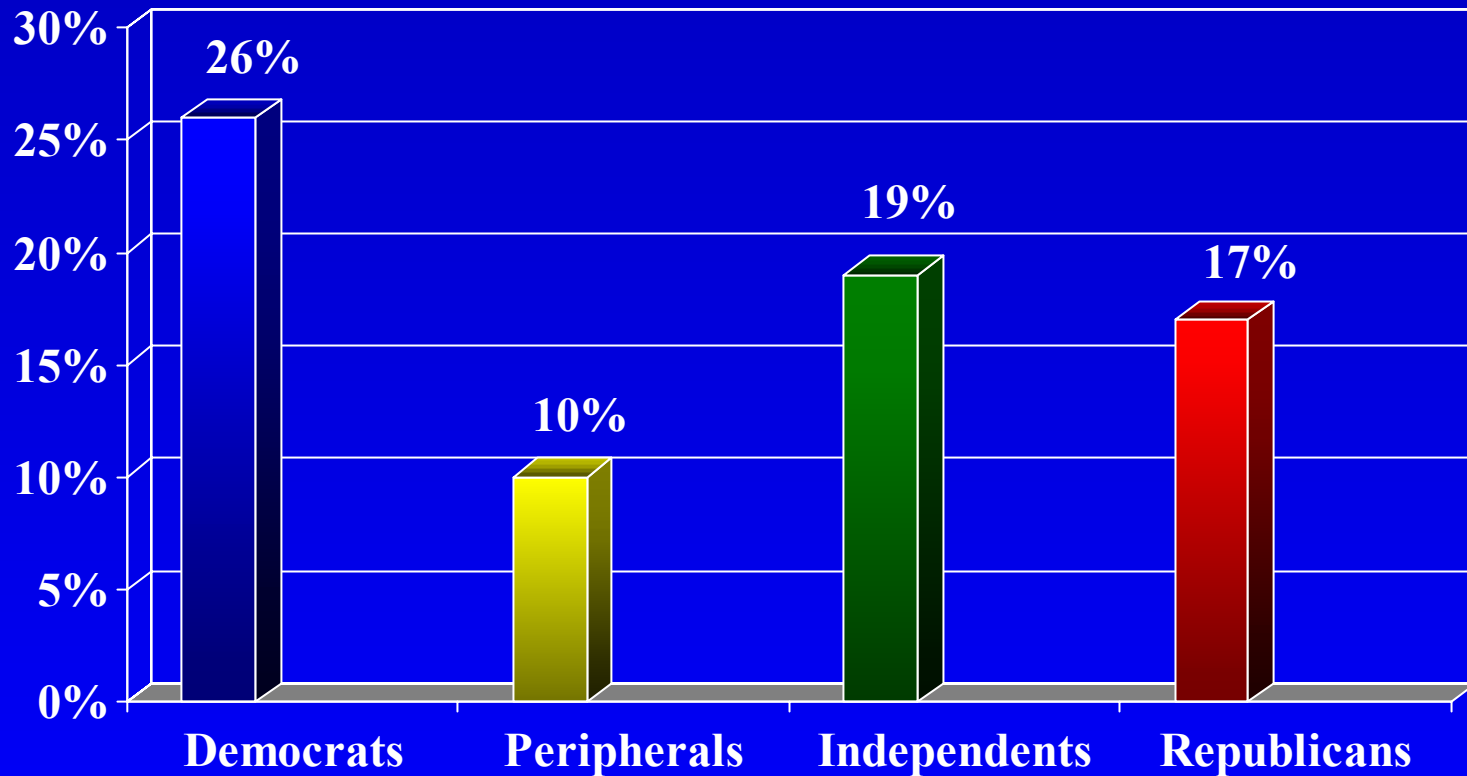
| Campaign Interest | Dem | Periph | Ind | Rep |
|--|------------|---------------|------------|------------|
| Very much interested in the campaign | 46 | 25 | 45 | 49 |
| Media Political Exposure | | | | |
| Did not watch a TV program about the campaign | 8 | 24 | 13 | 8 |
| Has read a newspaper in the last week but did not read about the campaign during the campaign | 29 | 47 | 29 | 27 |
| Did not hear about campaign on the radio | 58 | 72 | 60 | 50 |
| Does not listen to political talk radio (2000 only--margins of error +/- 5 to 8 points) | 66 | 65 | N/A | 45 |
| Did not read any magazine articles about the campaign (1992 and 1996 only--margins of error +/- 3 to 8 points) | 67 | 77 | 65 | 64 |
| Political Knowledge | | | | |
| Ignorant about which party had the most members in the U.S. House of Representatives before the elections | 29 | 48 | 29 | 19 |

Peripheral Voters Are Young



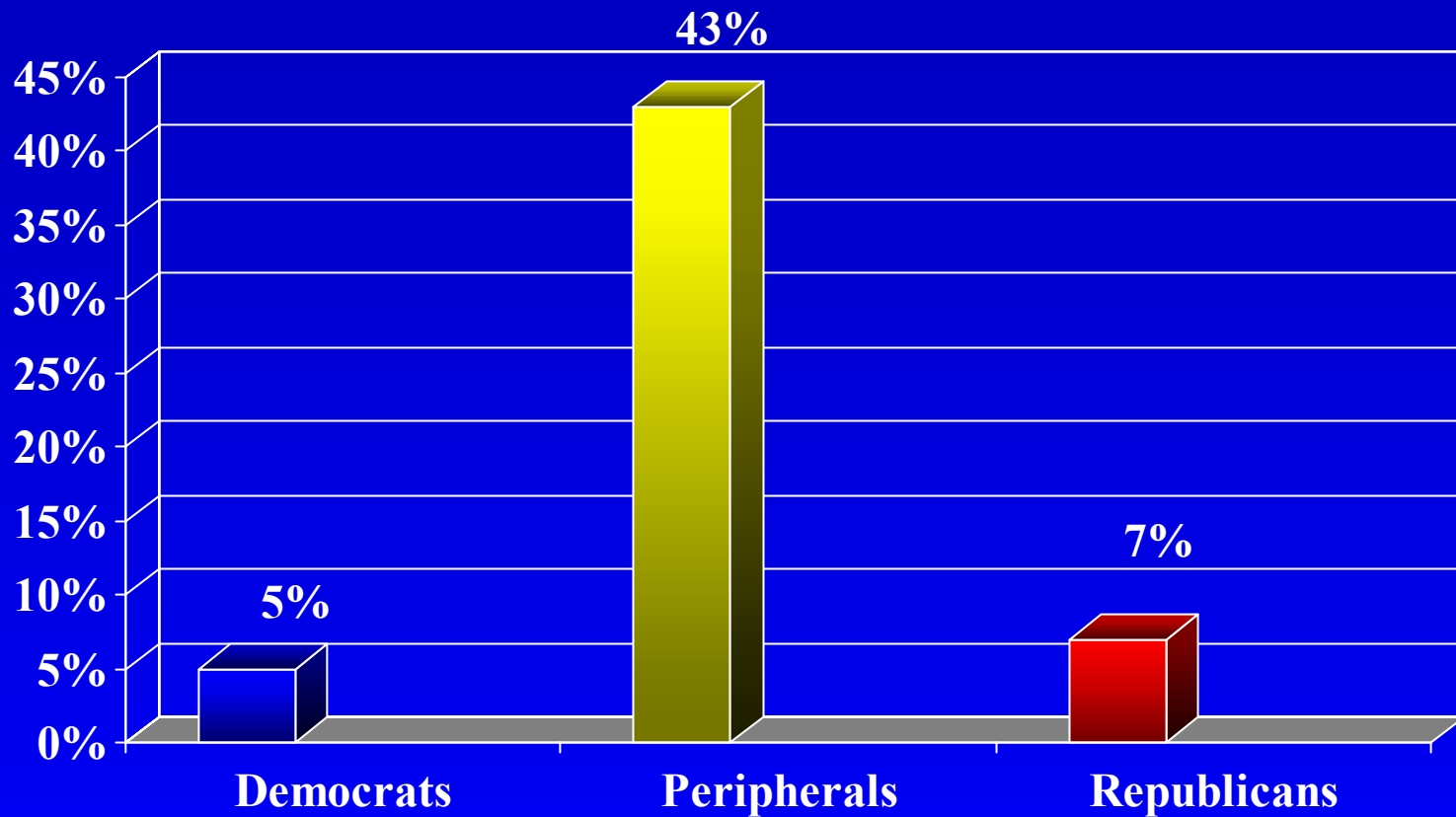
% younger than 35 years old

Democrats Do Not Reach Out to Peripherals



% saying that someone from the Democratic Party called or stopped by to talk about the campaign

Peripheral Voters Are More Likely Than Partisans to Vote for Third-Party Candidates



% that voted for a third-party candidate

The Keys to Independent Voters

- Independent voters are politically interested and informed.
- Democrats must persuade them that the Party can make government work better.

The Keys to Peripheral Voters

- Although Peripheral voters are quite interested in voting, they are disengaged from politics and not simply “base voters” who happen to be less motivated.
- Democrats must:
 - 1) Reach out to them, and
 - 2) Persuade them that the Party can make government work better