GREENBERG QUINLAN ROSNER RESEARCH

October 14, 2010

Democracy Corps' October tracking

New tracking from October 9-11, 2010

DEMOCRACY CORPS

CARVILLE ◆ GREENBERG

The October Surprise tracking program

This presentation is based on the second of four weekly national surveys tracking the attitudes of likely voters prior to the November 2nd, 2010 midterm elections.

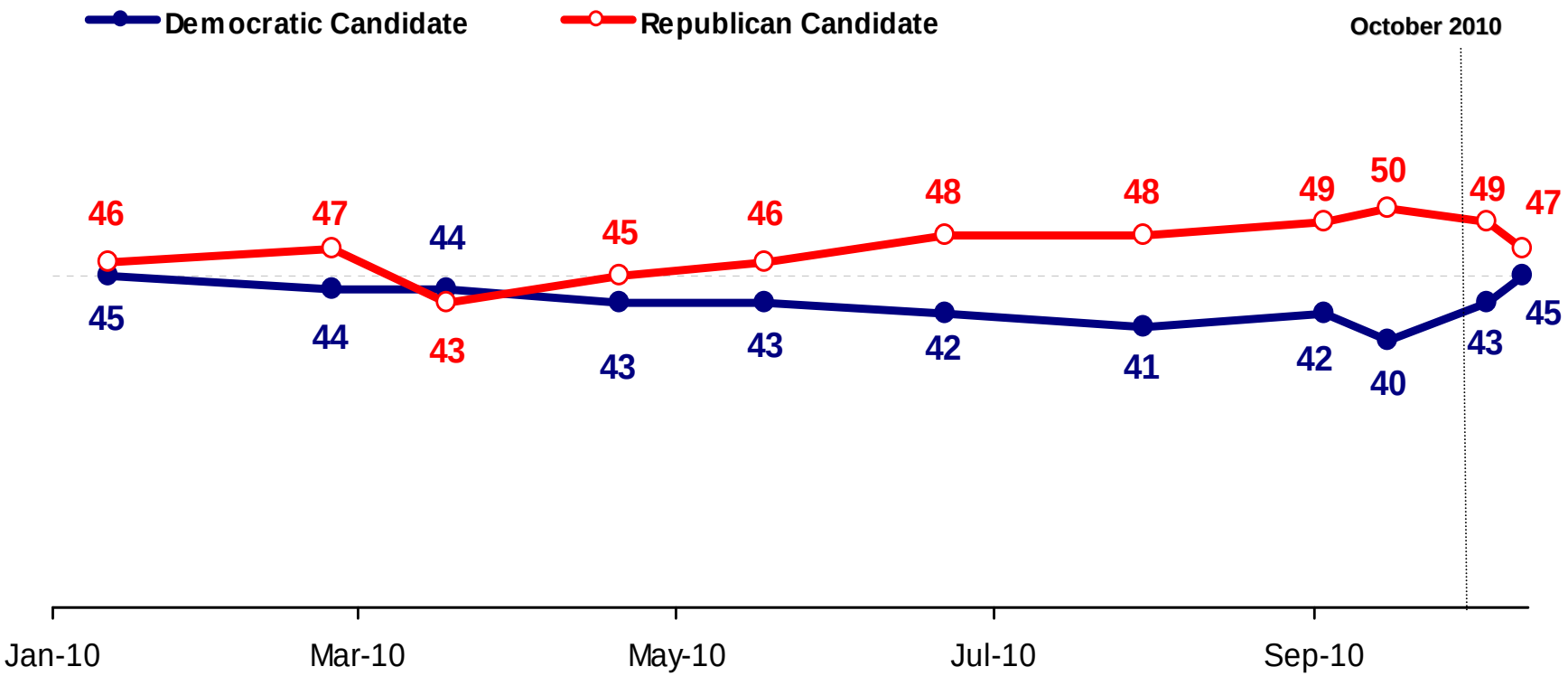
This survey was conducted by Greenberg Quinlan Rosner for Democracy Corps. The survey was of 928 likely voters (782 landline, 146 cell phone) conducted October 9-11, 2010.

The margin of error for this survey is +/- 3.2 percentage points.

Three weeks out: the vote

The congressional vote: narrows to 2-point deficit

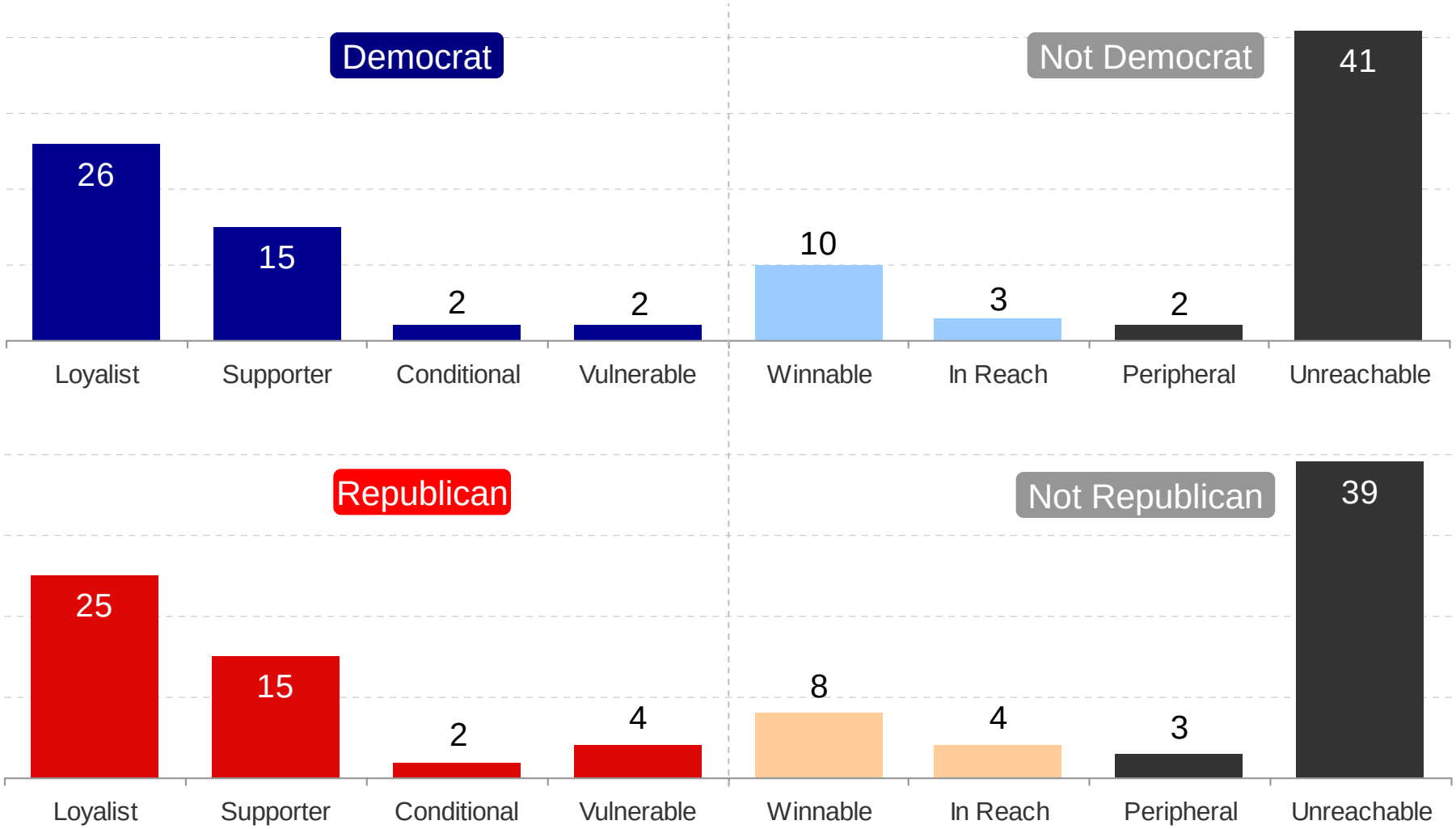
I know it is a long way off, but thinking about the elections in 2010, if the election for U.S. Congress were held today, would you be voting for (DEMOCRATIC HOUSE CANDIDATE) or (REPUBLICAN HOUSE CANDIDATE)?



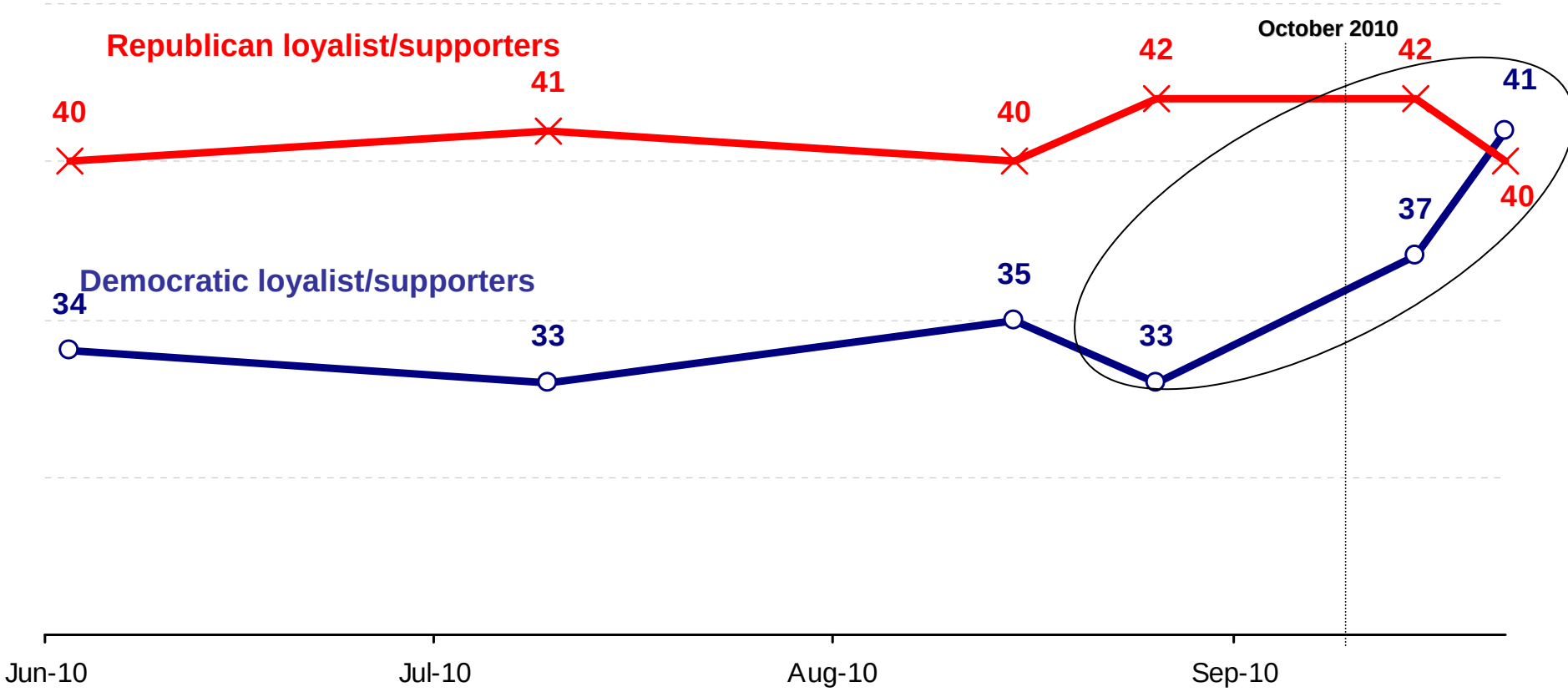
Net Difference	-1	-3	+1	-2	-3	-6	-7	-7	-10	-6	-2

**Note: In the landline sample, the candidate names were inserted preceded by party identification. In unopposed districts, the generic was used for the opposition.*

Voter choice scale: both parties in even position three weeks out

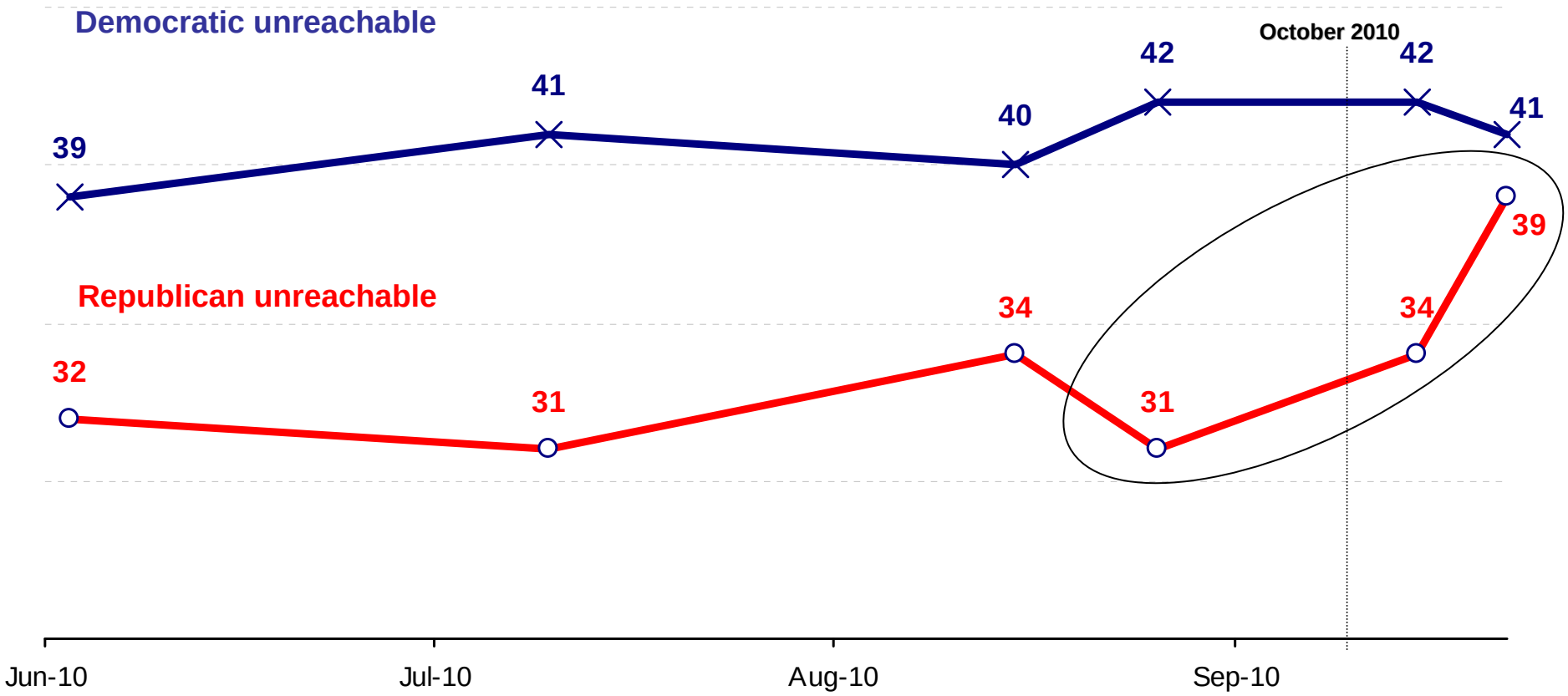


Voter choice scales: Democratic strong support rising significantly



*Note: From Democracy Corps surveys conducted in the past six months.

Voter choice scales: voters unreachable for Republicans on rise



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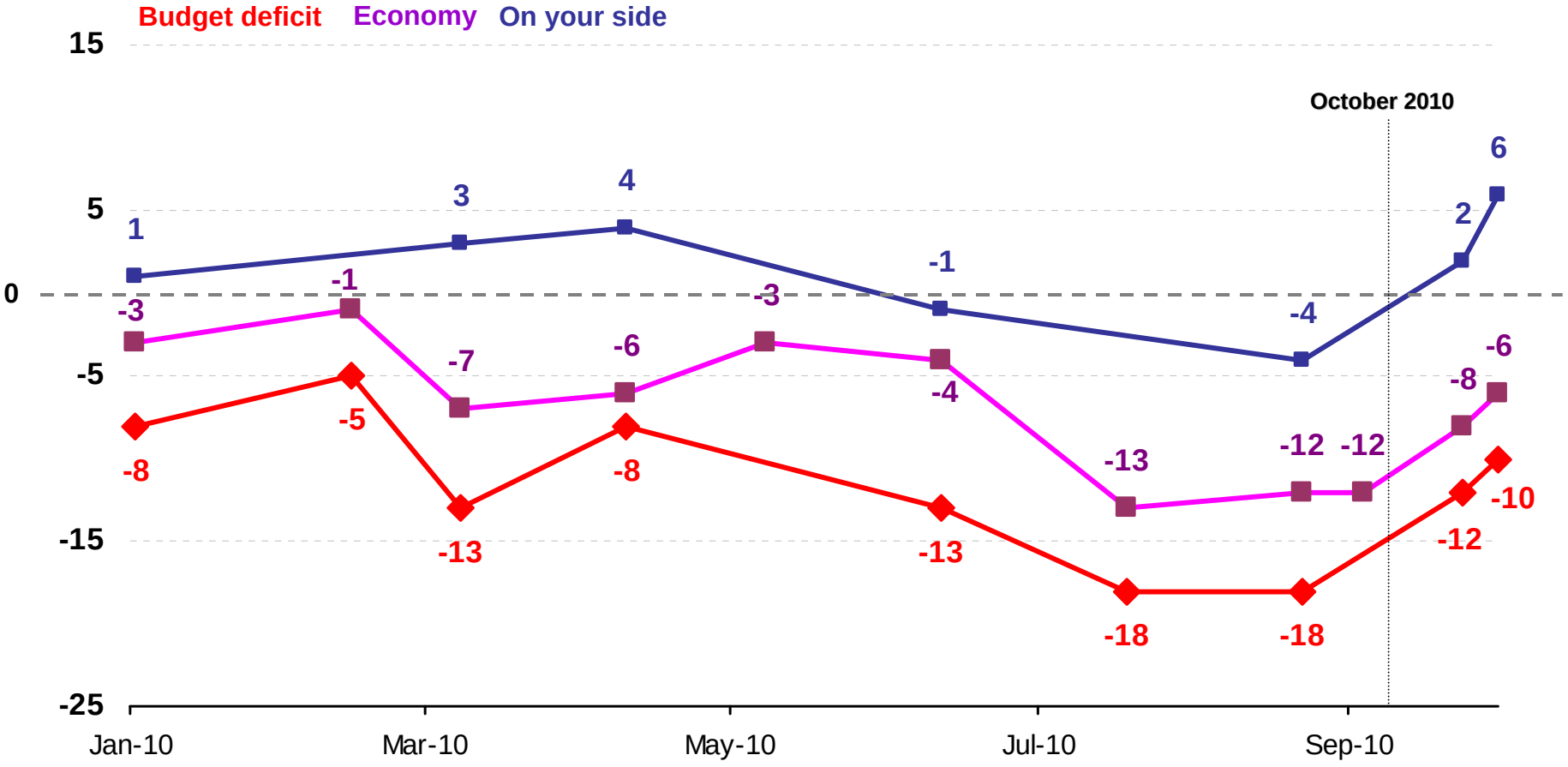
Changing dynamics

Party better on issues: 'on your side' drives leads Democratic rise

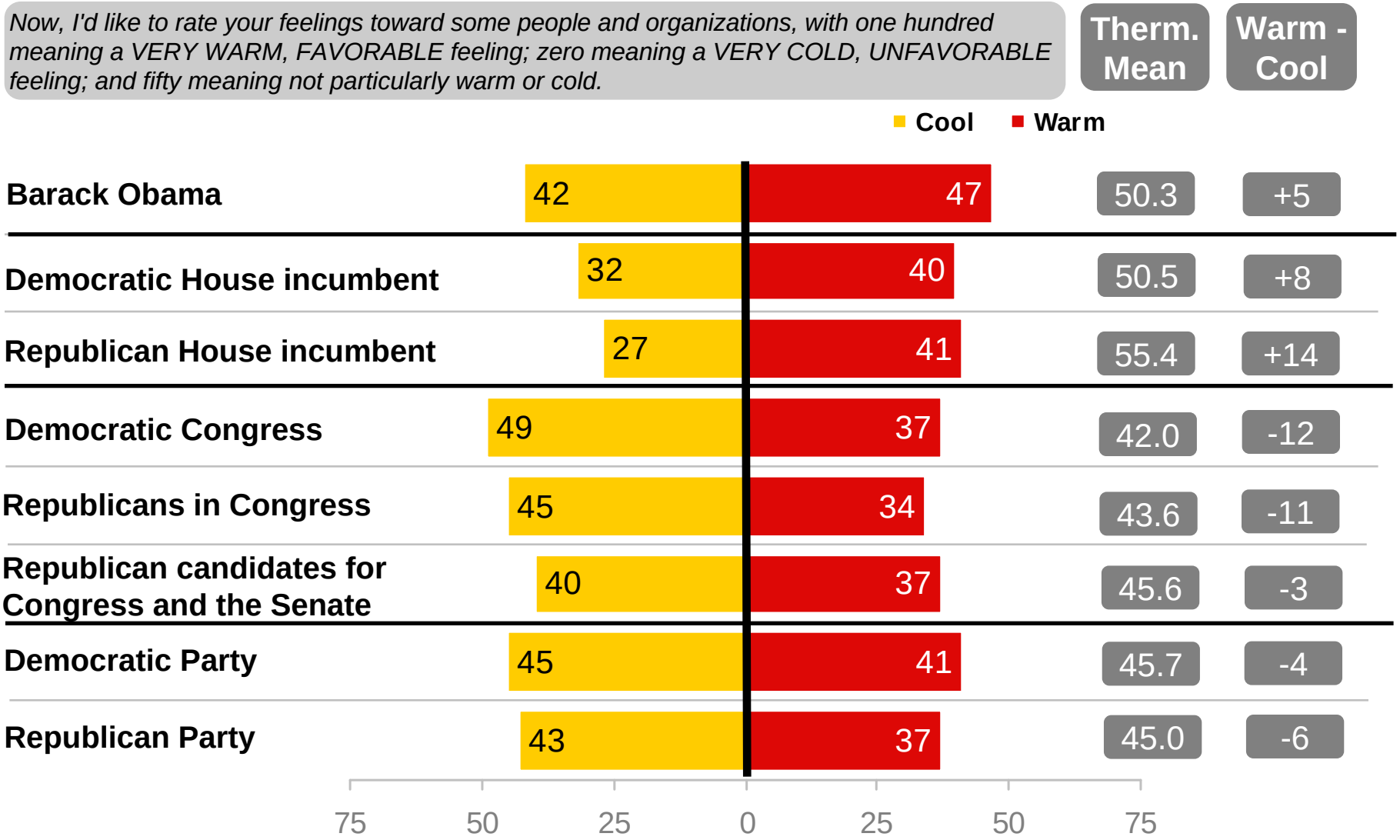
Now I am going to ask you something different. I am going to read a list of issues and I want you to tell me whether, overall, you think the Democrats or the Republicans would do a better job with this issue. If you do not know, just tell me and we will move on to the next item.



**Note: From Democracy Corps surveys conducted in the past year. Shows "Democrats – Republicans" net.*

Thermometers: Parties now at parity

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.



*Note: Incumbent names were inserted without party identification

Thermometers: Obama, parties and congressional parties since Jan.

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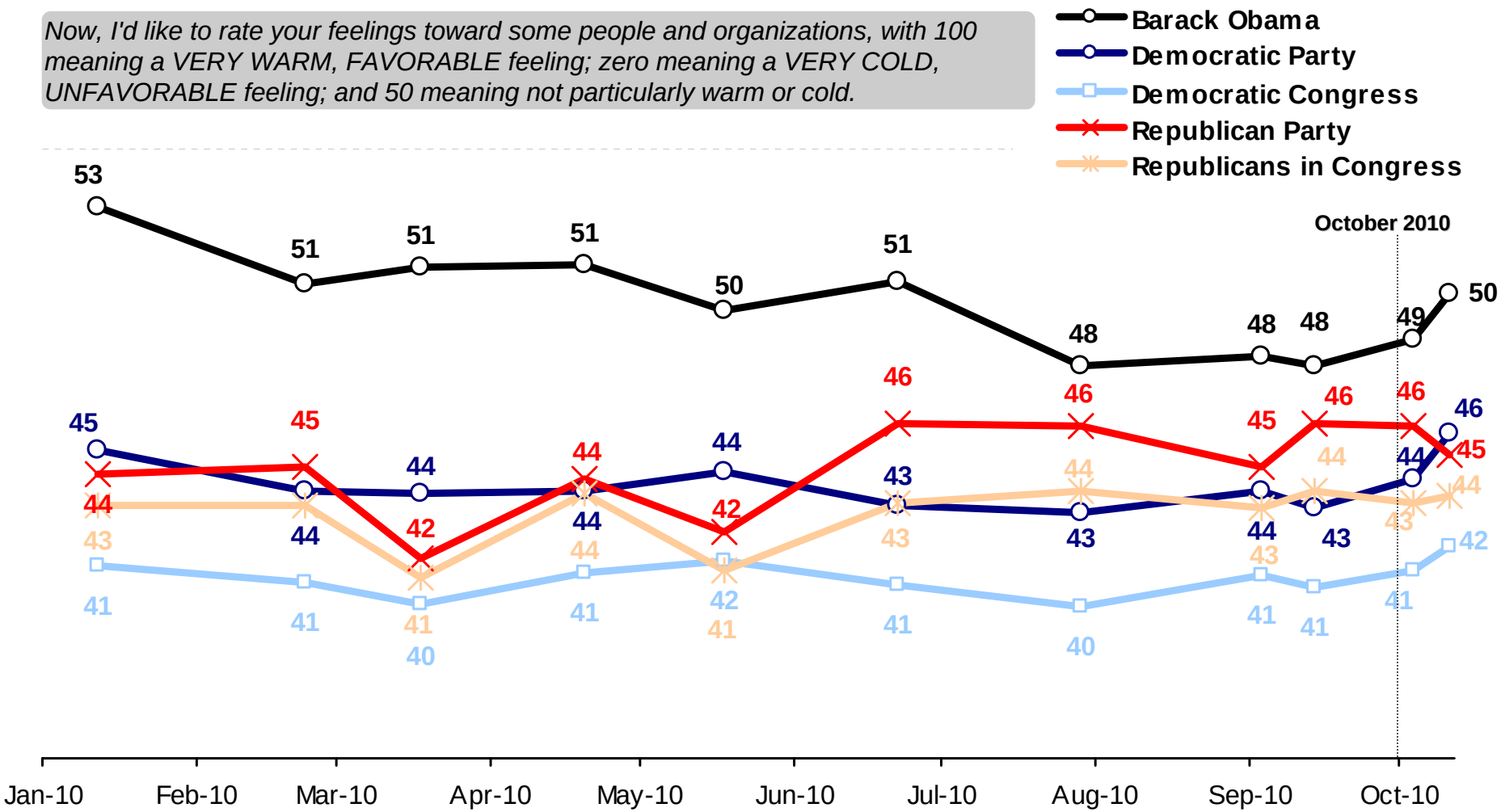

Jan-10 Feb-10 Mar-10 Apr-10 May-10 Jun-10 Jul-10 Aug-10 Sep-10 Oct-10

**Note: From Democracy Corps surveys conducted in the past year. Data represents MEAN ratings, likely 2010 voters.*

Tea party thermometer below other conservative groups

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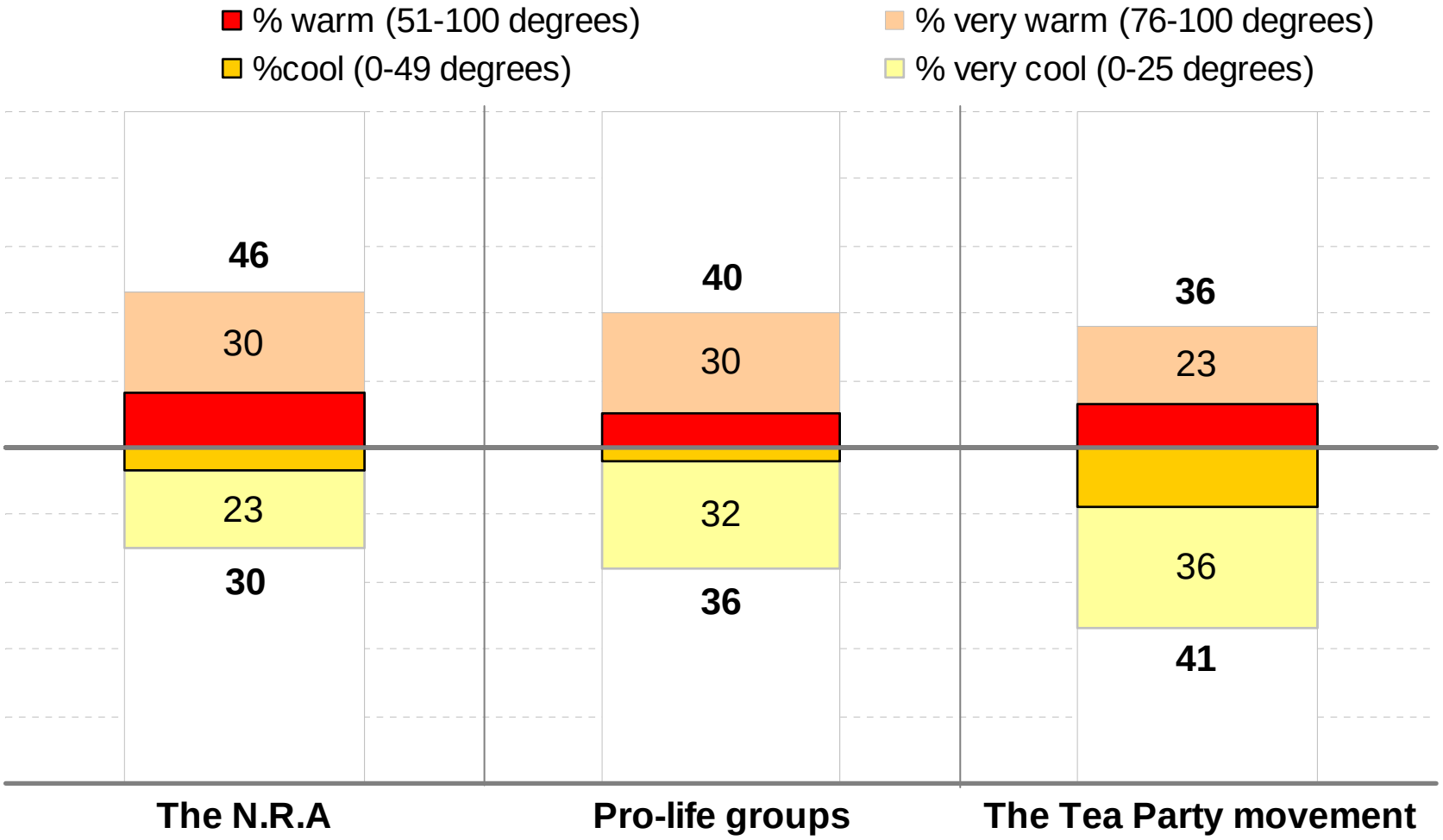
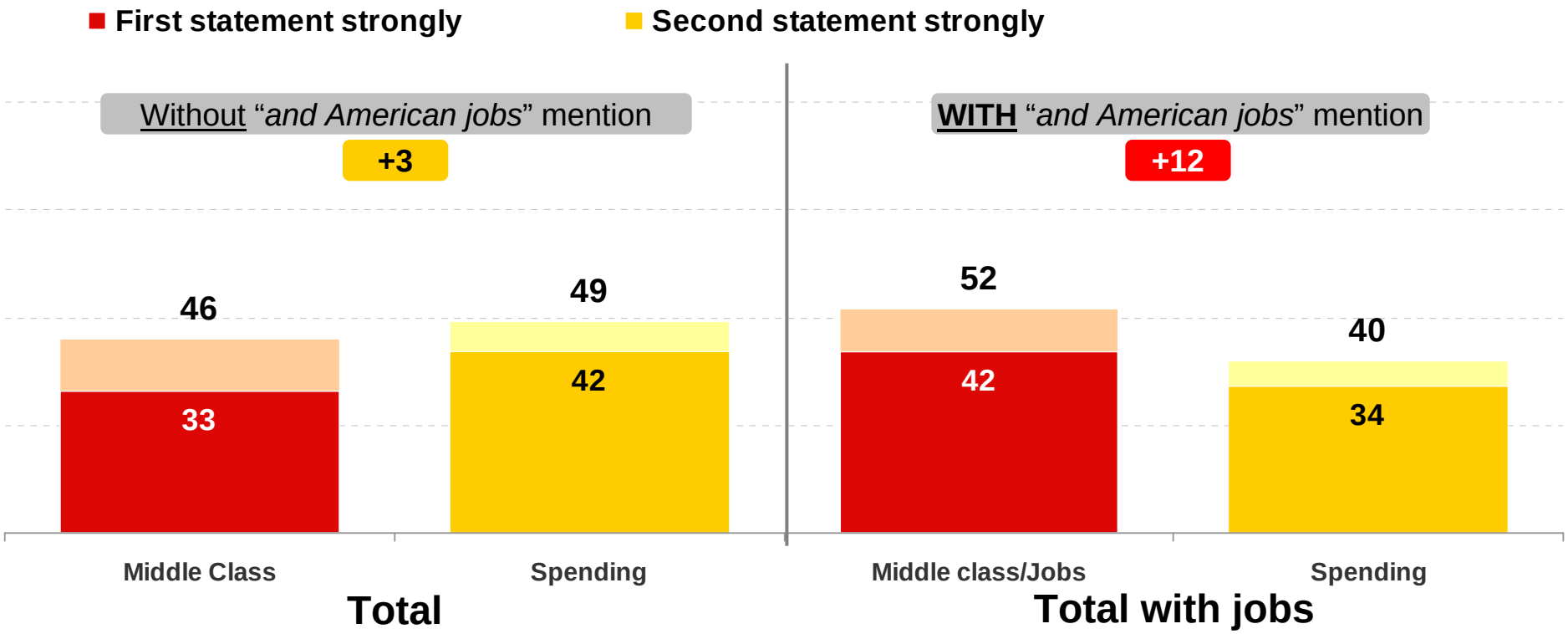


Adding American jobs to middle class gives Dems dominant frame

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

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

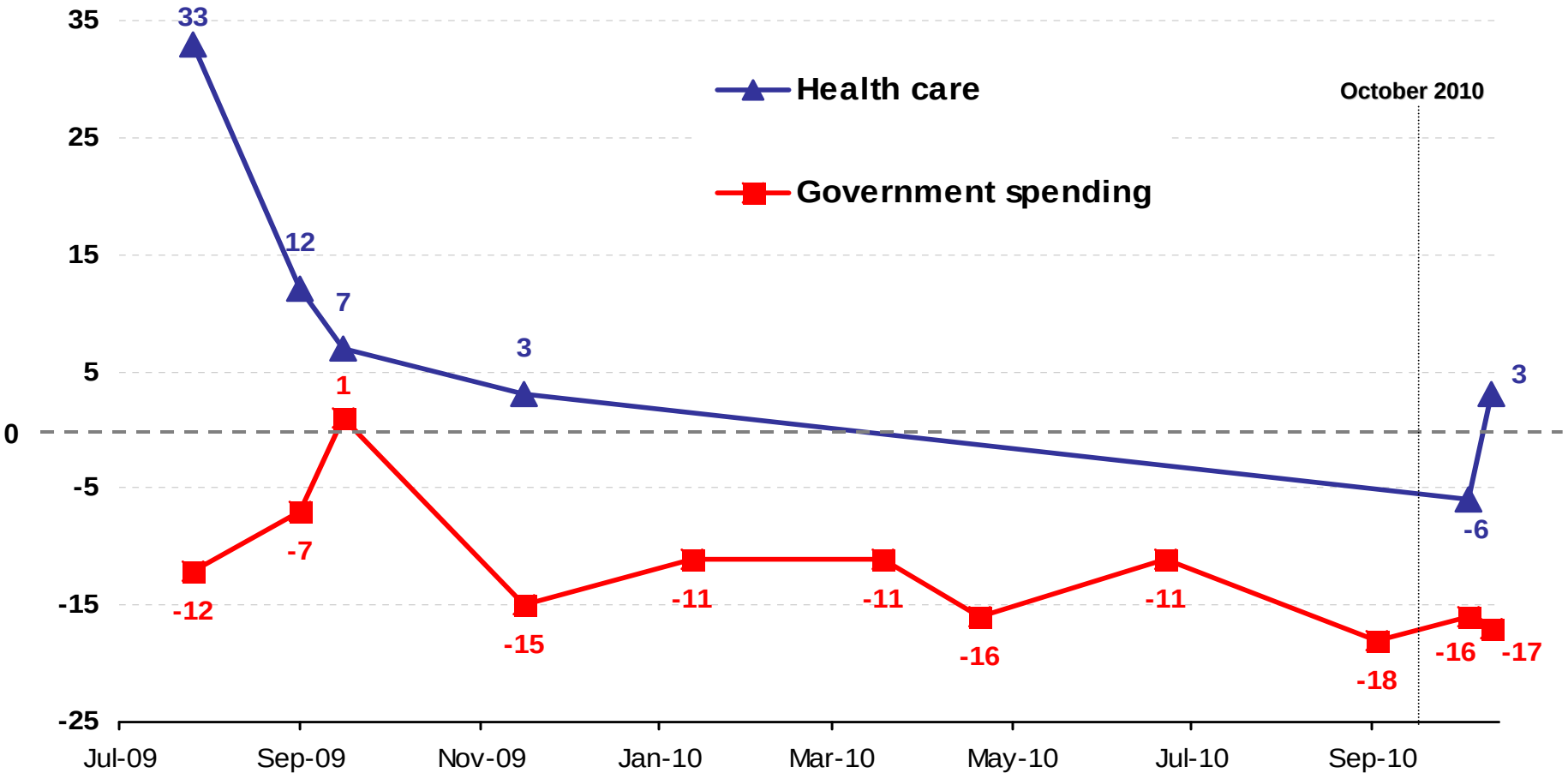
Second statement: I want somebody in Washington who will rein in government spending and deficits and stop higher taxes.



**Note: One half of the sample was asked the first statement without the underlined/in bold section 'and American jobs,' while the other half of the sample was asked the entire first statement along with the section that is underlined/in bold*

Which party better on the issues: spending not Democratic terrain

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 think the Democrats or the Republicans would do a better job with this issue. If you do not know, just tell me and we will move on to the next item.



**Note: Data from Democracy Corps surveys conducted since March 2009. Shows "Democrats – Republicans" net.*

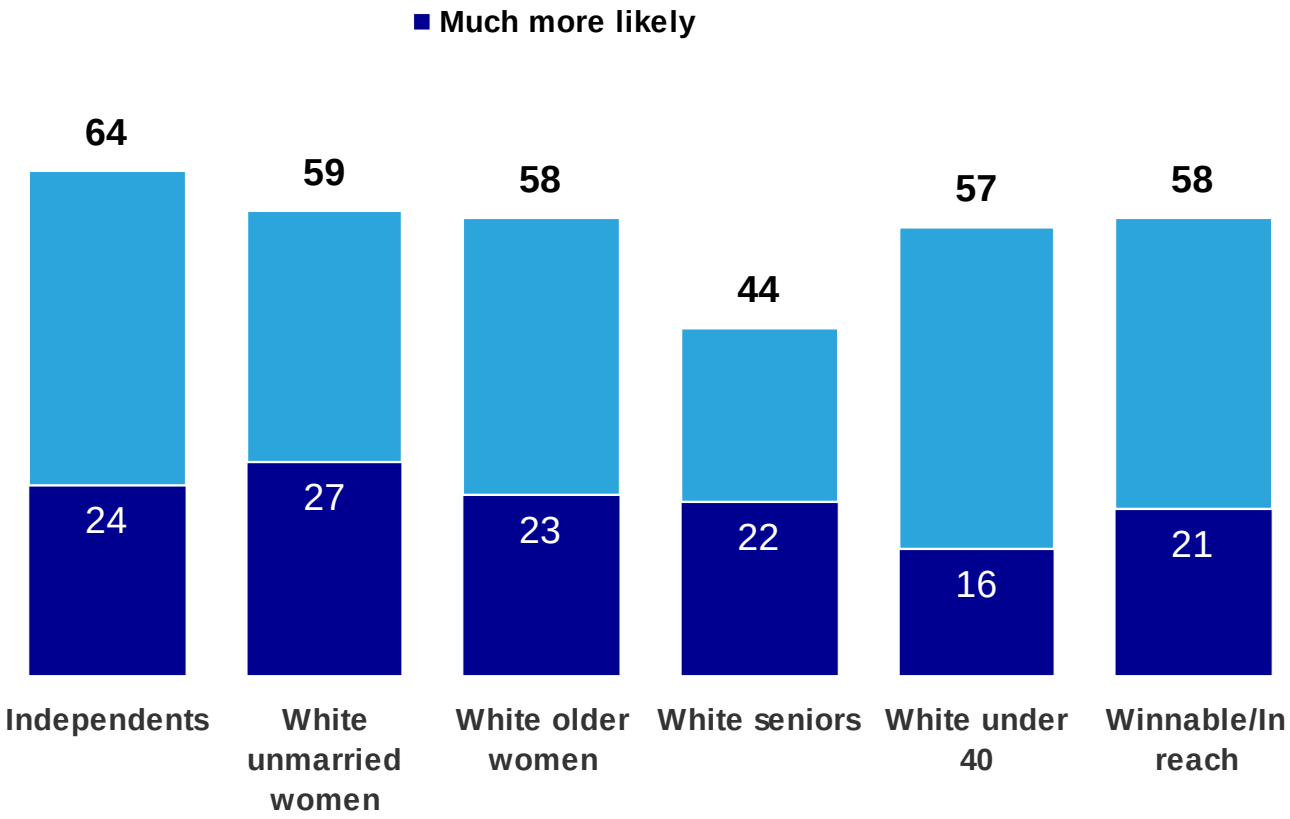
Messages and attacks that extend vote

Top messages by key groups: Reform/Middle class

Now let me read you some statements that (DEMOCRATIC HOUSE CANDIDATE) might make this fall about the election. After I read each statement, please tell me whether each statement would make you MUCH MORE LIKELY to support the Democratic candidate this November, SOMEWHAT MORE LIKELY, JUST A LITTLE MORE LIKELY, NO MORE LIKELY, or LESS LIKELY to support (DEMOCRATIC HOUSE CANDIDATE) this November.

Reform/Middle class

We have to change Washington. That means eliminating the special deals and tax breaks won by corporate lobbyists for the oil companies and Wall Street. (REPUBLICAN HOUSE CANDIDATE) has pledged to protect the tax cuts for the top two percent and the tax breaks for companies who export American jobs. I'll take a different approach with new middle class tax cuts to help small businesses and new American industries create jobs. Let's make our country work again for the middle class



Top messages by key groups: Made in America/Middle class

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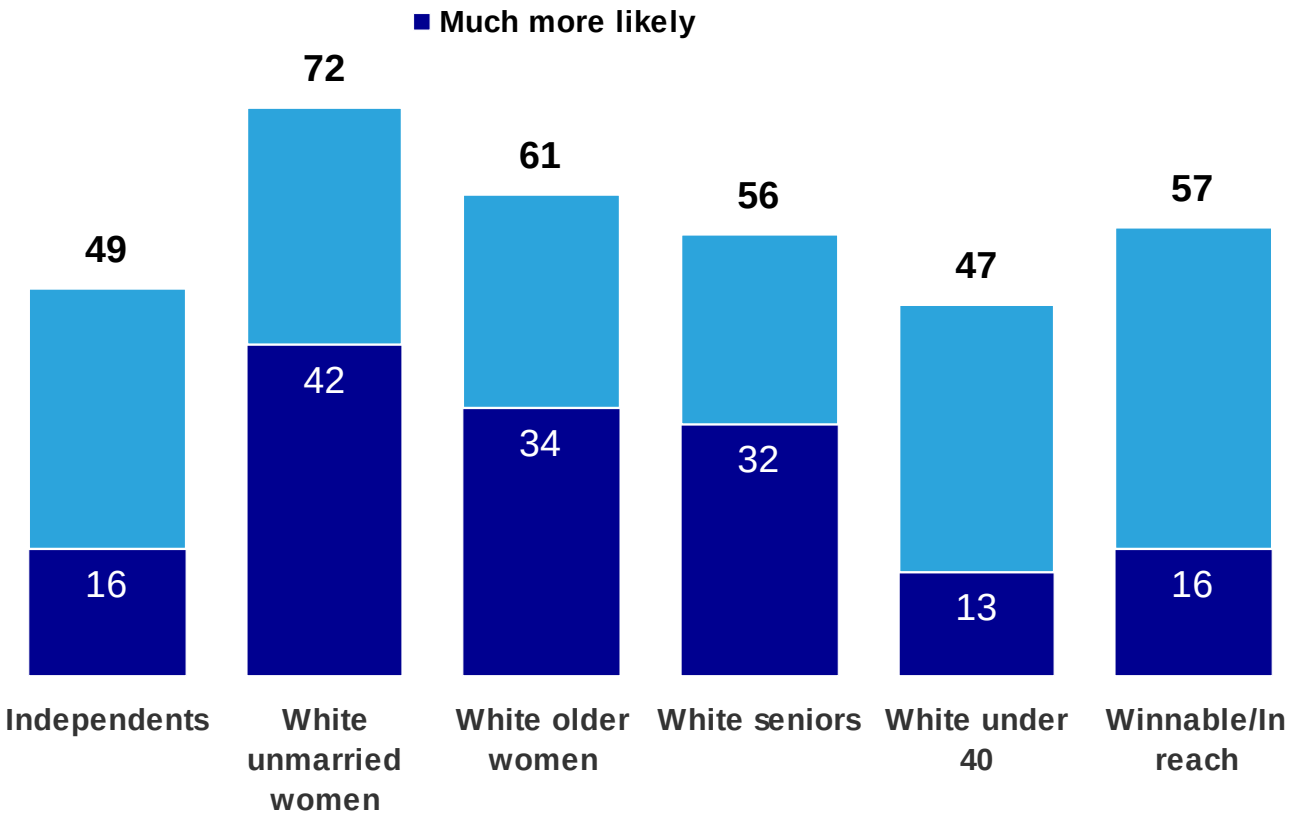
Made in America/ Middle Class

My passion is "made in America," working to support small businesses, American companies and new American industries. (REPUBLICAN HOUSE CANDIDATE) has pledged to support the free trade agreements with Colombia, Panama, and South Korea and protect the loophole for companies outsourcing American jobs. I have a different approach to give tax breaks for small businesses that hire workers and give tax subsidies for companies that create jobs right here in America. Let's make our country work again for the middle class again.

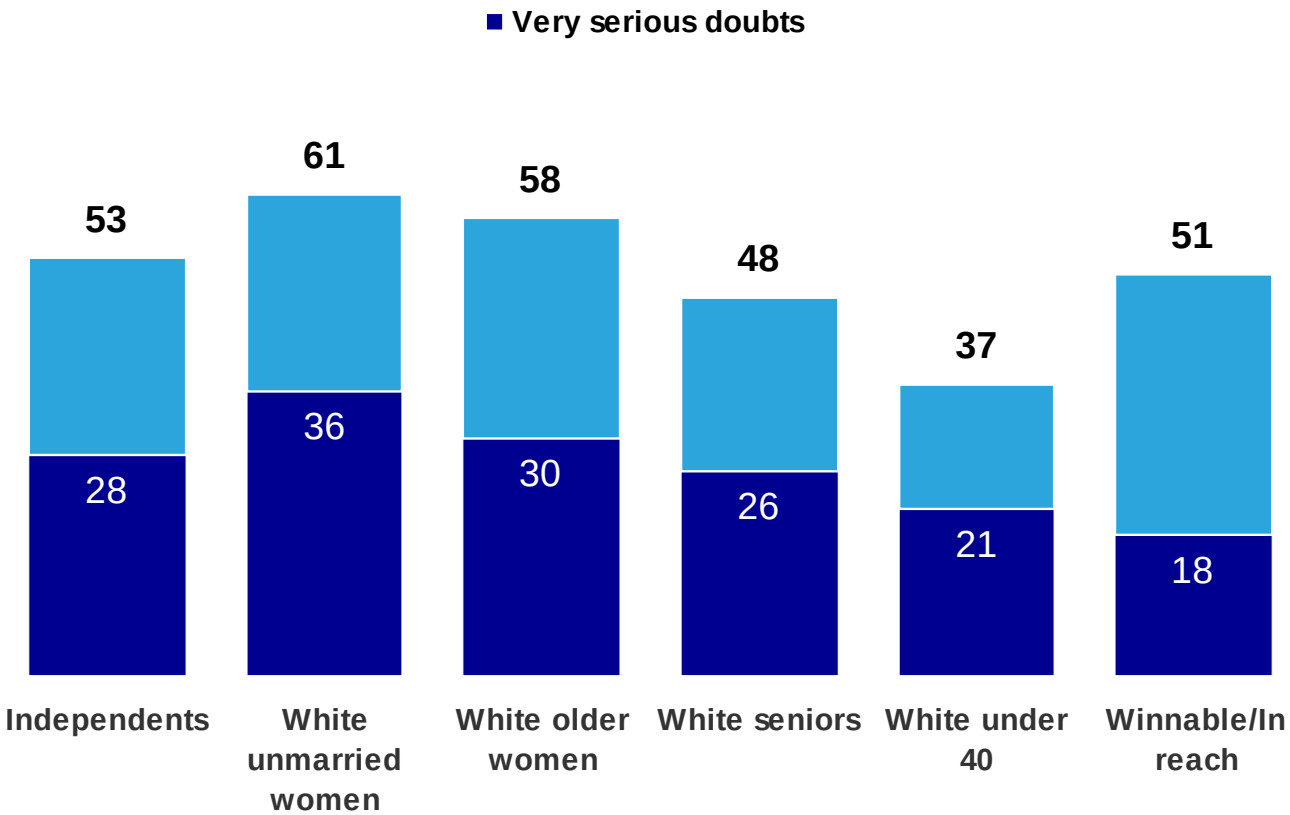


Strongest attacks on Republicans: Social Security/Medicare

Now let me read you some statements that (DEMOCRATIC HOUSE CANDIDATE) may make about (REPUBLICAN HOUSE CANDIDATE). For each statement, please tell me whether this raises very serious doubts, serious doubts, minor doubts, or no real doubts in your own mind about (REPUBLICAN HOUSE CANDIDATE).

Social Security/Medicare

(REPUBLICAN HOUSE CANDIDATE) has pledged to make sweeping cuts, including cuts to programs for the middle class, like Social Security and Medicare. The Republican plan to privatize Social Security shifts savings to the stock market and ends guaranteed benefit levels. Medicare as we know it will end, as seniors will have to purchase private insurance using a voucher.



Strongest attacks on Republicans: Chamber – foreign funding

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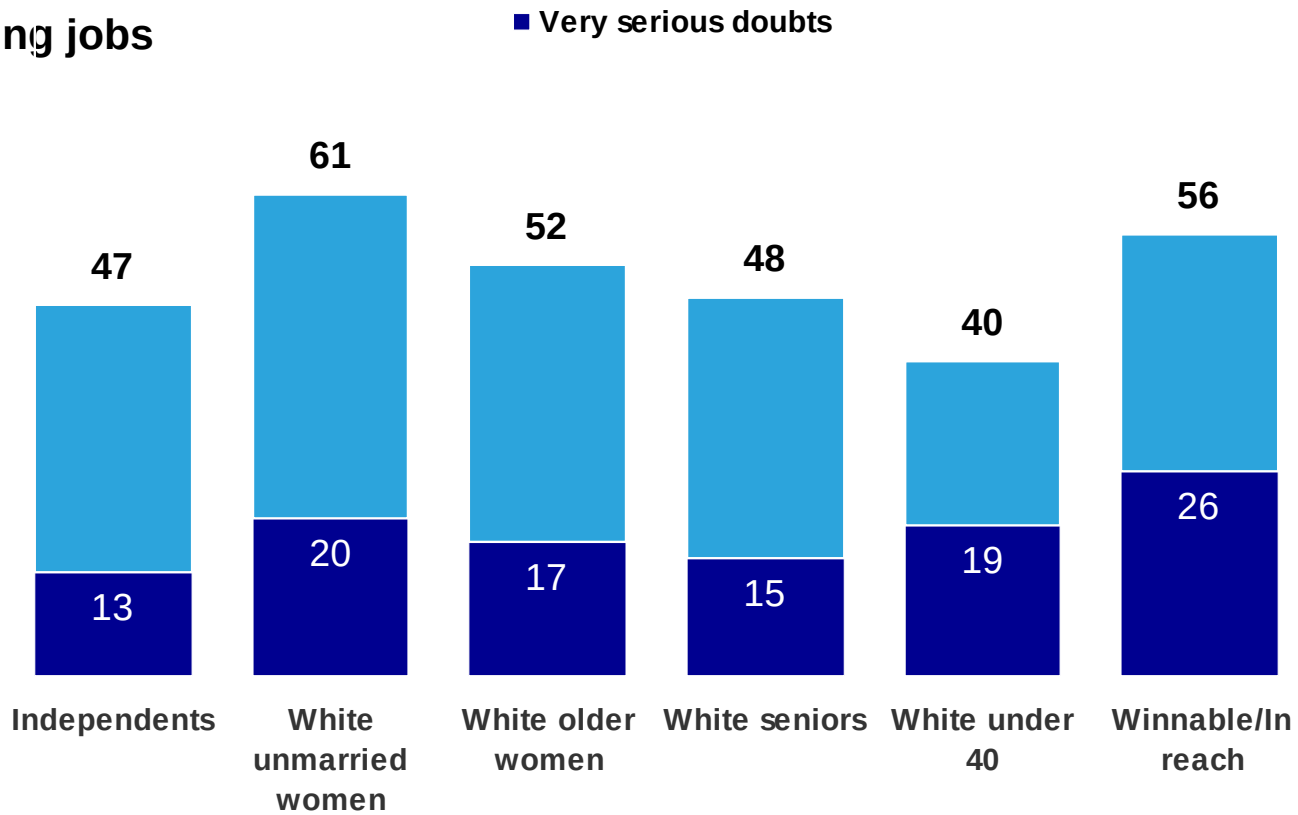
Foreign funding and exporting jobs

(REPUBLICAN HOUSE CANDIDATE) has pledged to support free trade agreements with Colombia, Panama and South Korea that will bleed American jobs and tax breaks for companies that export American jobs. As a result, that campaign has received massive financial and advertising support from big business groups that get support from foreign corporations and that champion outsourcing as good for consumers and oppose any buy American rules. That's a bad deal for America.



Messages and attacks energize core voters

Strongest Democratic messages among key groups: Made in America

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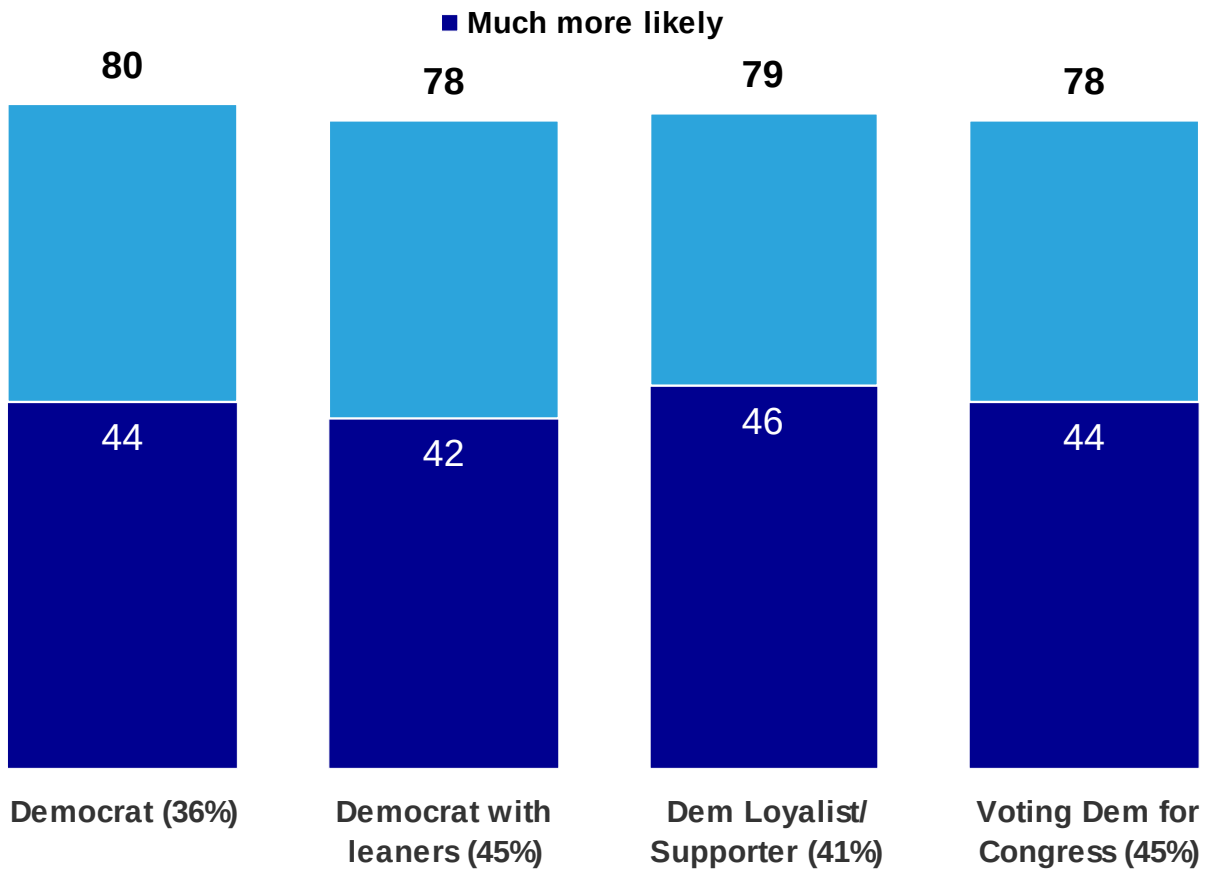

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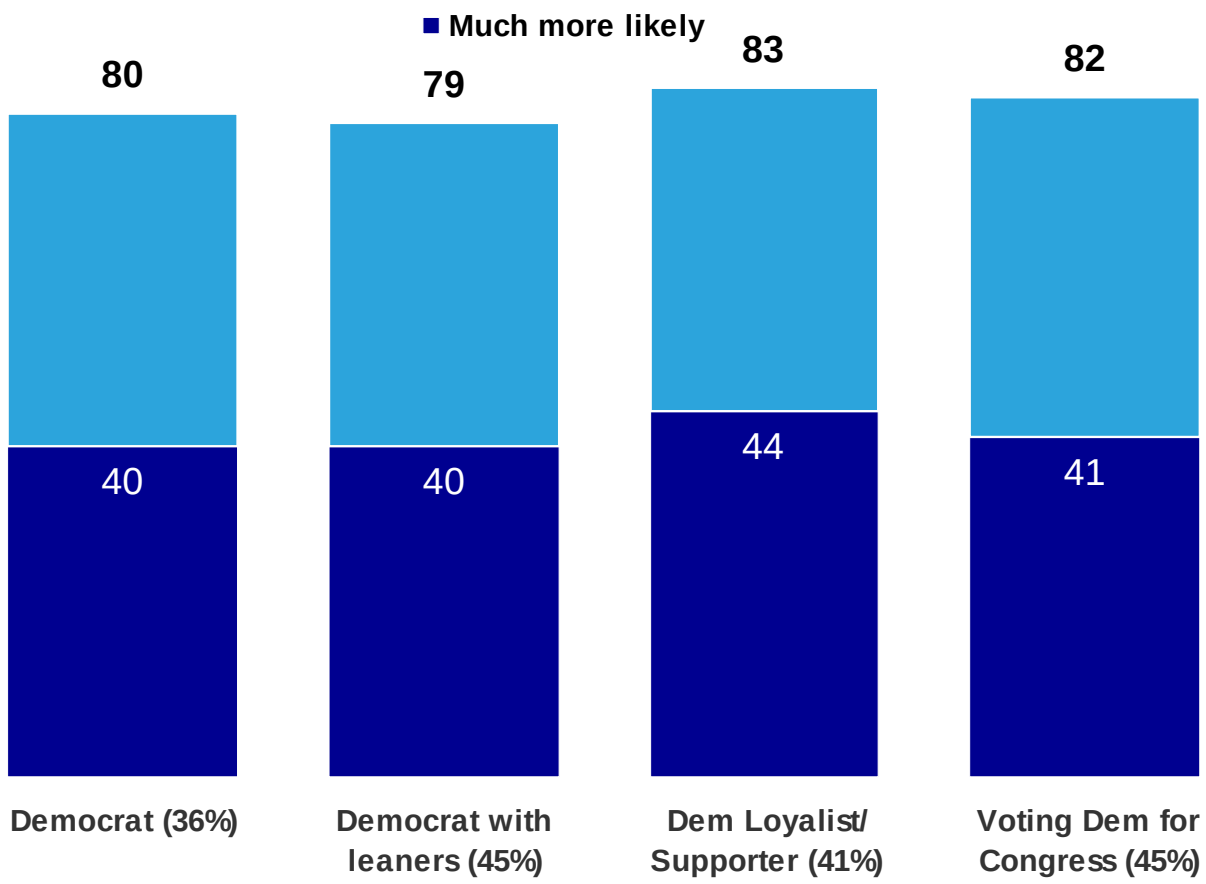

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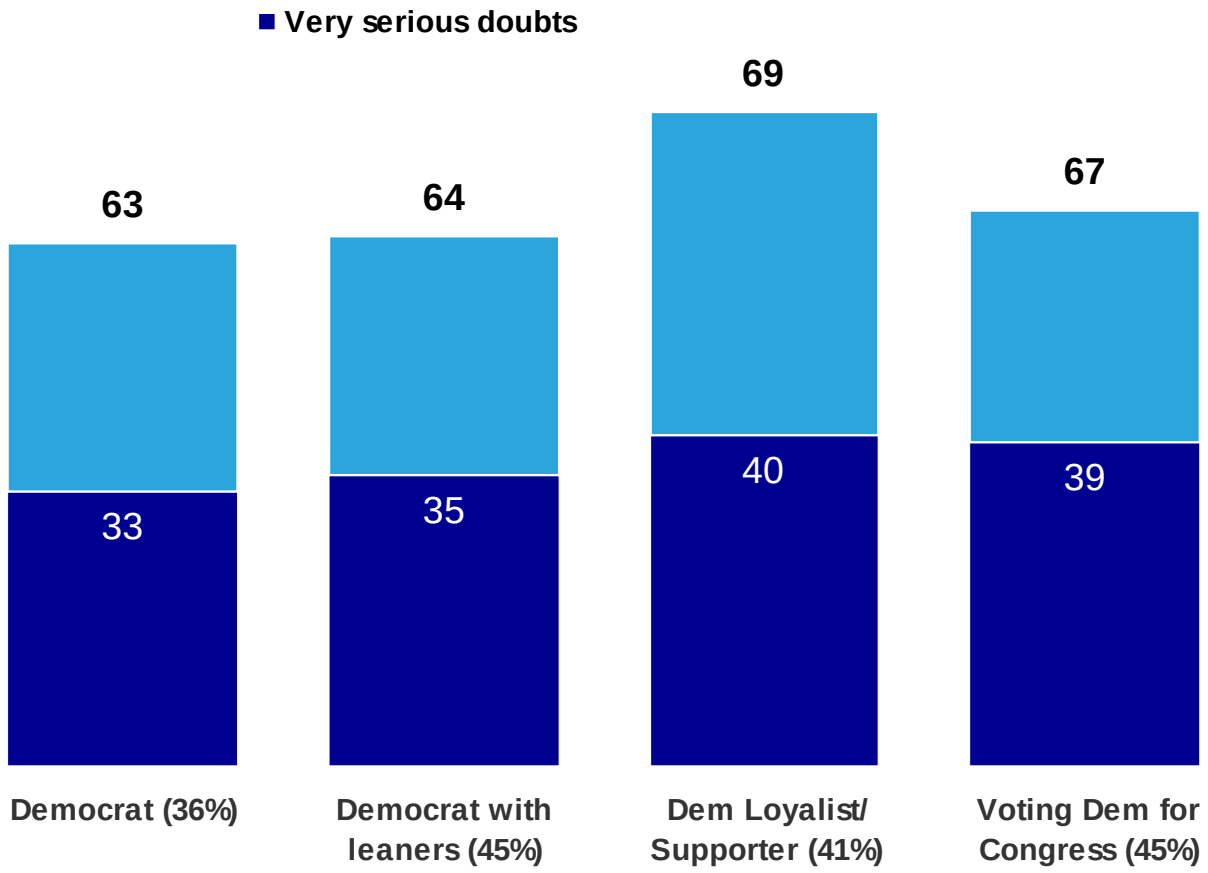

Strongest attacks on Republicans: foreign funding exporting jobs

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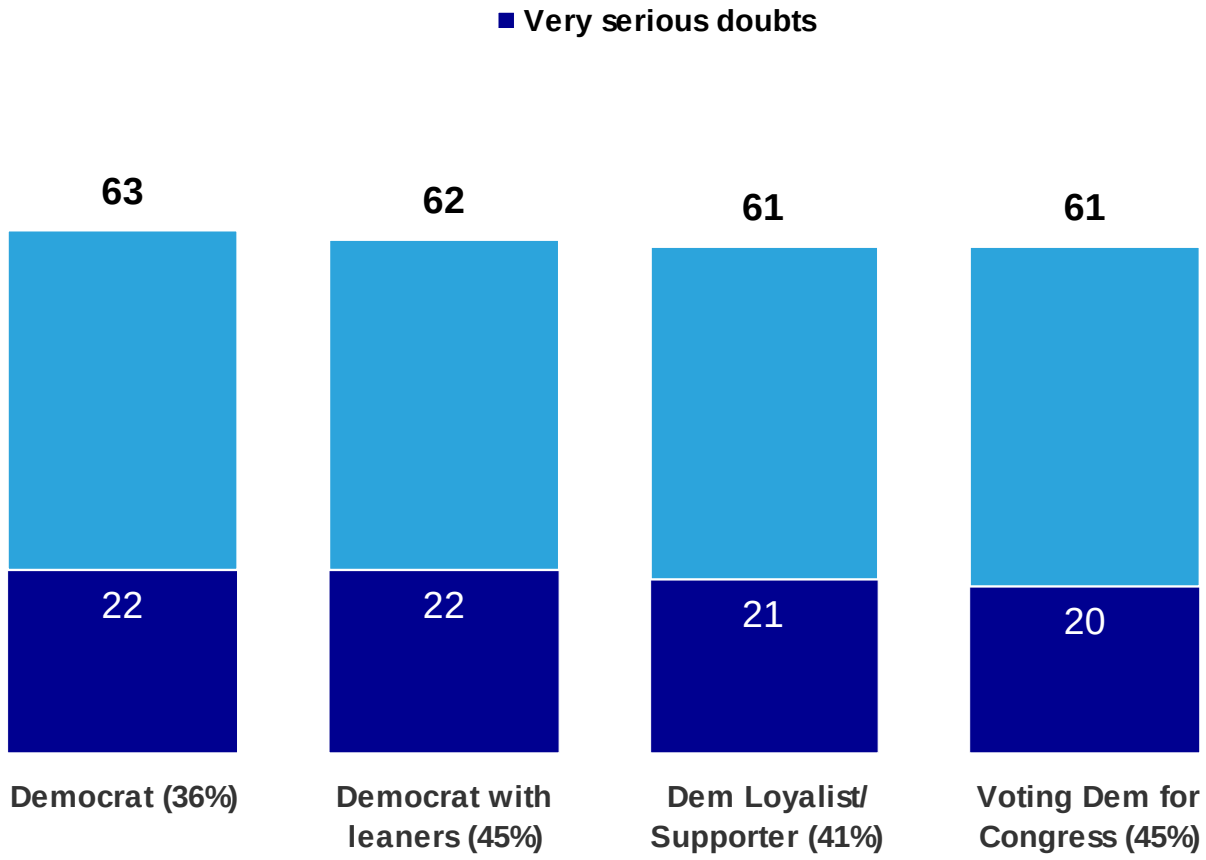

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