



Memorandum to Interested Parties

From: OnMessage Inc. - Wes Anderson, Brad Todd, Curt Anderson

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RE: Election Eve GOP Swing Congressional District Survey

A Survey of Republican Held Swing Congressional Districts

Methodology Statement

The following survey was conducted by OnMessage Inc. Telephone interviews were conducted November 4th, 5th and 6th by professionally trained interviewers. The survey consists of a sample of 100 likely voters in 12 swing Congressional Districts held by a Republican member, for a total sample of 1200 likely voters. Within each Congressional District, interviews were stratified by county to accurately reflect historic voter turnout. All interviews were screened for likely participation in the November 7th election.

All 12 Congressional Districts were chosen by the following criteria:

- CD's rated toss-up by national political publications such as the Rothenberg Political Report and the Cook Political Report.
- No CD's were included in which President Bush received less than 48% of the vote in 2004. President Bush won these 12 CD's by an average of 53% to 47%.
- No CD's were included where the results could be easily explained by extraordinary circumstances, such as Texas 22 and Florida 16.

The following table details the 12 Congressional Districts included in this study.

State	District	Candidate	Incumbent/Open	2004 Pres Results (Bush/Kerry)
CT	4	Shays	Incumbent	49/49
PA	6	Gerlach	Incumbent	48/51
PA	8	Fitzpatrick	Incumbent	48/51
NY	24	Boehlert (Open)	Open	53/47
IN	9	Sodrel	Incumbent	59/40
IN	2	Chocola	Incumbent	56/43
OH	15	Pryce	Incumbent	50/50
OH	1	Chabot	Incumbent	51/49
MN	6	Kennedy (Open)	Open	57/42
WI	8	Green (Open)	Open	55/44
FL	13	Harris (Open)	Open	56/43
NM	1	Wilson	Incumbent	48/51
Total				53/47

In each of the 12 districts the participants were asked their preference on the Congressional ballot (ballot test) and their opinions of the Republican and Democrat candidates by name (favorable/unfavorable opinion). The results were then aggregated for all 12 districts.

Key Findings

The following are key findings of top-line results from the OMI Swing CD survey. A more detailed analysis of the cross-tabulations will follow over the next few weeks.

Bottom-line: Yes, President Bush was a central figure in this election but voter discontent in these swing CD’s reached far beyond the President. The voters of these swing districts did not simply vote for change. They voted against what they perceive as incompetence in the GOP led Congress.

- Congressional Job Approval in these CD’s stands at 27% approve and 67% disapprove. A plurality of voters (46%) said they strongly disapprove of the job Congress is doing.

Regardless of how you feel about President Bush, do you approve or disapprove of the way Congress is handling its job? (IF APPROVE/DISAPPROVE, ASK: And would you say you strongly approve/disapprove or just somewhat approve/disapprove?)

27% **TOTAL APPROVE**
 6% Strongly Approve
 21% Somewhat Approve
 67% **TOTAL DISAPPROVE**
 46% Strongly Disapprove
 21% Somewhat Disapprove
 6% DK/Refused

- Collectively, the Republican candidates in these 12 districts held a 1:1 positive to negative image (44% Favorable, 45% unfavorable), while the Democrat candidates held a +11 point image (48% favorable, 37% unfavorable) heading into Election Day. (NOTE: Actual candidate names were used in each CD.)

	Total Fav	<i>Very Fav</i>	<i>Smwht Fav</i>	Total Unfav	<i>Very Unfav</i>	<i>Smwht Unfav</i>	<i>No Opin.</i>	<i>Never Heard</i>
<i>Democratic Candidate</i>	48%	25%	23%	37%	22%	15%	10%	5%
<i>Republican Candidate</i>	44%	22%	22%	45%	29%	16%	8%	3%

- President Bush held a -15 point image (41% favorable, 56% unfavorable) in these CD's heading into the election. The President's job approval in these districts was -16 points at 41% approve and 57% disapprove. A majority (54%) of the voters in these CD's, which the President carried 53%-47% in 2004, said that the President's job performance made them more likely to vote for the Democrat candidate for Congress.

		<i>Total Fav</i>	<i>Very Fav</i>	<i>Smwht Fav</i>	<i>Total Unfav</i>	<i>Very Unfav</i>	<i>Smwht Unfav</i>	<i>No Opin.</i>	<i>Never Heard</i>
1.	<i>George Bush</i>	41%	23%	18%	56%	44%	12%	3%	0%

Thinking about the job George Bush has done as President, would you say you approve or disapprove of the job he has done as President? (IF APPROVE/DISAPPROVE, ASK: And would you say you strongly approve/disapprove or just somewhat approve/disapprove?)

41% TOTAL APPROVE
 20% Strongly Approve
 21% Somewhat Approve
57% TOTAL DISAPPROVE
 45% Strongly Disapprove
 12% Somewhat Disapprove
 2% DK/Refused

- The Democrats held a 13 point advantage on the generic Congressional ballot (50% Democrat, 37% Republican, 13% undecided).

If the election for the Congress were held today, for whom would you vote, (ROTATE) the Republican candidate or the Democrat candidate?

37% Republican
 50% Democrat
 13% Undecided

THE MOST GLARING AND STUNNING REPUBLICAN PROBLEM

No, these results are not typographical errors:

- When asked which Party they believe would cut taxes for the middle-class 42% said the Democrats while only 29% chose the Republicans.
- When asked which Party will work toward reducing the deficit 47% chose the Democrats while only 22% chose the Republicans.
- Again, when asked who will keep government spending under control the Democrats held a 17 point edge (38% Democrats, 21% Republicans).

Between (ROTATE NAMES) the Democrat and the Republican parties, which is best described by each of the following phrases? (RANDOMIZE SERIES)

	<i>The Democrats</i>	<i>The Republicans</i>	<i>Both</i>	<i>Neither</i>	<i>DK/Refused</i>
<i>Will cut taxes for the middle class</i>	42%	29%	4%	18%	7%
<i>Will work towards reducing the deficit</i>	47%	22%	7%	18%	6%
<i>Will keep Government spending under control</i>	38%	21%	5%	31%	5%

- This survey provides no evidence of an ideological shift among the electorate but rather a clear repudiation of perceived Republican incompetence. 44% of the voters in these districts said the Republican Party has been incompetent and is not getting the job done for Americans. Only 17% said they think the Republican Party is too conservative, while 35% agree with the GOP and support the Party’s efforts.

Which of the following statements about the Republican Party do you most agree with? (ROTATE TOP TO BOTTOM, BOTTOM TO TOP)

- 35% *I generally agree with the issues and positions of the Republican Party and support their efforts.*
- 17% *I think the Republican Party is too conservative.*
- 44% *I think the Republican Party has been incompetent and is not getting the job done for America.*
- 2% *None of the above*
- 2% *DK/Refused*

- As expected, the war in Iraq was the dominant issue in these CD’s with a quarter of the voters saying ending the war was the most important issue. However, the voters still give Republicans a slight edge on which Party is best able to deal with the war. The problem is that most of these voters don’t want to “deal” with Iraq. They want to end the war.

From the following list, which issue is personally most important to you in deciding your vote in the Congressional elections this Tuesday? (RANDOMIZE)

- 5% *Providing tax relief*
- 4% *Protecting the environment*
- 8% *Protecting and strengthening Social Security*
- 6% *Creating jobs and reducing unemployment*
- 7% *Improving education*
- 13% *Getting Government spending under control*
- 9% *Defending traditional family values*
- 16% *Strengthening National Security and winning the war on terror*
- 3% *Providing a national energy policy for the future*
- 25% *Ending the war in Iraq*
- 4% *DK/Refused*

Between (ROTATE NAMES) the Democrat and the Republican parties, which is best described by each of the following phrases? (RANDOMIZE SERIES)

	<i>The Democrats</i>	<i>The Republicans</i>	<i>Both</i>	<i>Neither</i>	<i>DK/Refused</i>
<i>Is best able to deal with the war in Iraq</i>	32%	36%	4%	21%	7%

- Perhaps the most troubling news for Republicans on the war is that a majority of voters in these CD's no longer believe we can win in Iraq.

Do you believe we can still win the war in Iraq?

38% *Yes*

52% *No*

10% *DK/Refused*

Summary

The voters of these 12 swing districts have made a firm decision – they have decided the Republican Party has discarded its core principle of fiscal conservatism along the roadside on the way to power. It is also clear that the Republican Party currently has very little credibility with swing voters and is seen as incompetent and not getting the job done.

There is no evidence that these voters are embracing the Democrats' vision for the country. In fact, they are not at all sure what the Democrats' vision is. But they feel certain that the Republicans have not gotten the job done and they are willing to take a chance on the Democrats.

OnMessage Inc. is a national Republican political firm providing opinion research, media and strategic consulting services for candidates, associations and Republican state and national Committees. For more information visit us at www.onmessageinc.com or you can call us at (410) 721-2180.