

Winning campaigns with experience, action-oriented analysis, and powerful message building

NALPSE

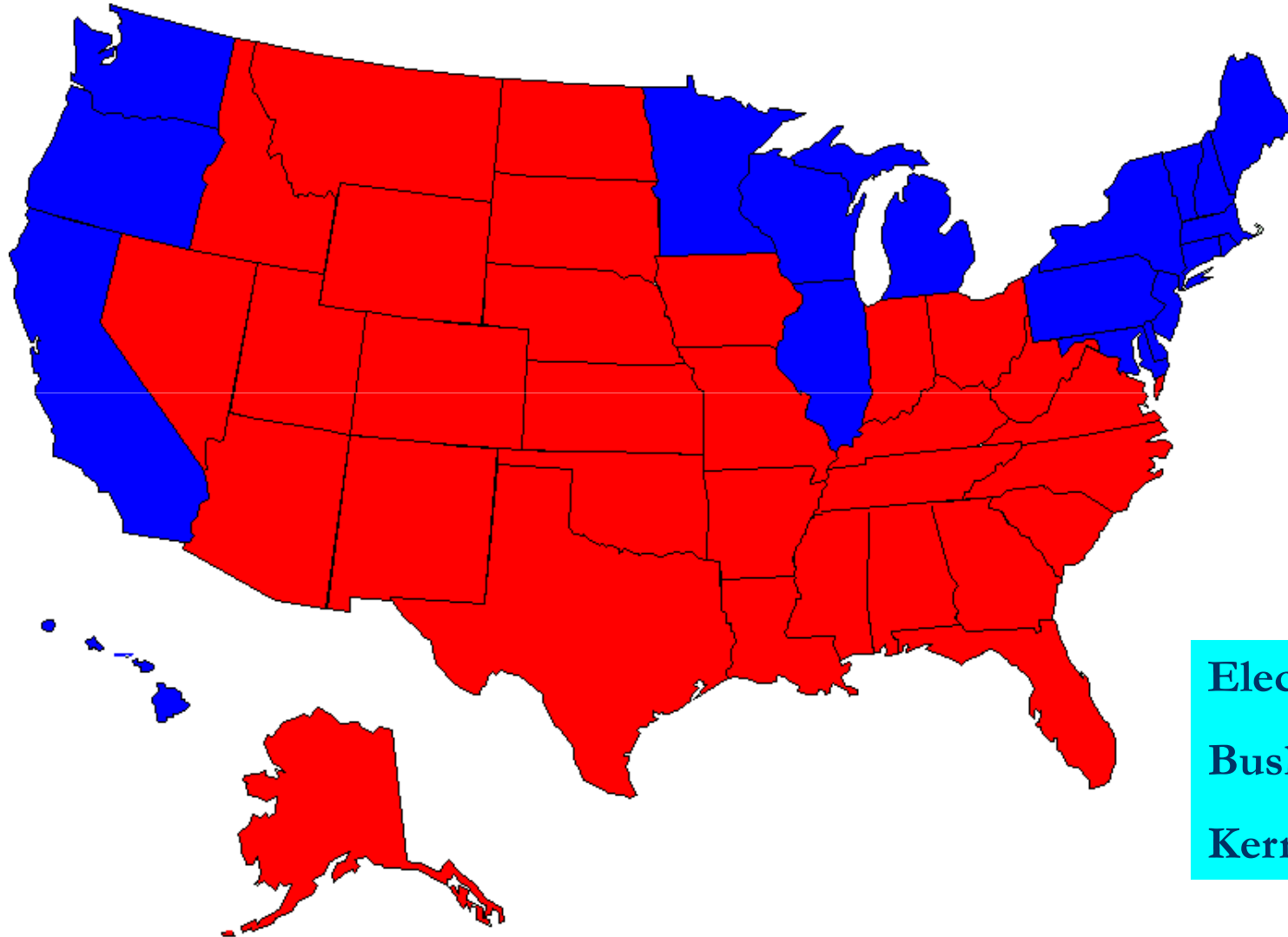
2004

Election Recap

Key Points

- **President Bush's victory on Tuesday was solid and deep.**
 - **Republicans maintained control of the Presidency, the Senate and the House for the first time in 80 years.**
 - **President Bush received more popular votes than any presidential candidate in history.**
 - **Bush received 4 million more votes than Ronald Reagan did in his 1984 landslide.**
 - **Bush becomes the first President since his father in 1988 to capture a majority of the presidential vote.**

Bush captured 286 electoral votes to 252 for John Kerry and leads on the popular vote by over 3.7 million votes.



Electoral Votes	
Bush	286
Kerry	252

Key Points

➤ United States Senate (55-R vs. 45-D)

- Every Republican seeking re-election won.
- Republicans picked up five seats in the South.
- Minority Leader Tom Daschle was the only incumbent defeated.
- Democrats picked up open Republican seats in Colorado and Illinois.
- Net gain of four seats for the Republicans.

➤ United States House of Representatives (231-R vs. 201-D)

- Phil Crane, the longest serving Republican in the Congress and freshman Max Burns were the only incumbent Republicans to lose.
- Democratic Congressmen Stenholm, Sandlin, Frost and Lampson all lost their seats.
- Net gain of four seats for the Republicans.

Key Points

➤ **Governors**

- **Republicans continue to control 27 governorships.**
- **Republicans captured Indiana and Missouri.**
- **Democrats captured New Hampshire and Montana.**
- **Former State Senator Dino Rossi leads Attorney General Christine Gregoire in Washington's governors race. Should he prevail, Republicans will increase the number of governorships to 28.**

➤ **State Legislatures**

- **Prior to Election Day, Republicans held a 64 seat majority.**
- **Democrats captured control in six legislatures chambers.**
- **Republicans gain control in four legislative chambers.**
- **Republicans lost just a net 8 seats nationwide.**

Key Points

- **The President's success in attracting the woman's vote was not an accident or a one-time occurrence.**

- **The Bush-Cheney campaign made the women's vote a priority.**
 - **A National Steering Committee of and for was established.**
 - **State Chairs in every state were named.**
 - **County Chairs in every county were appointed.**

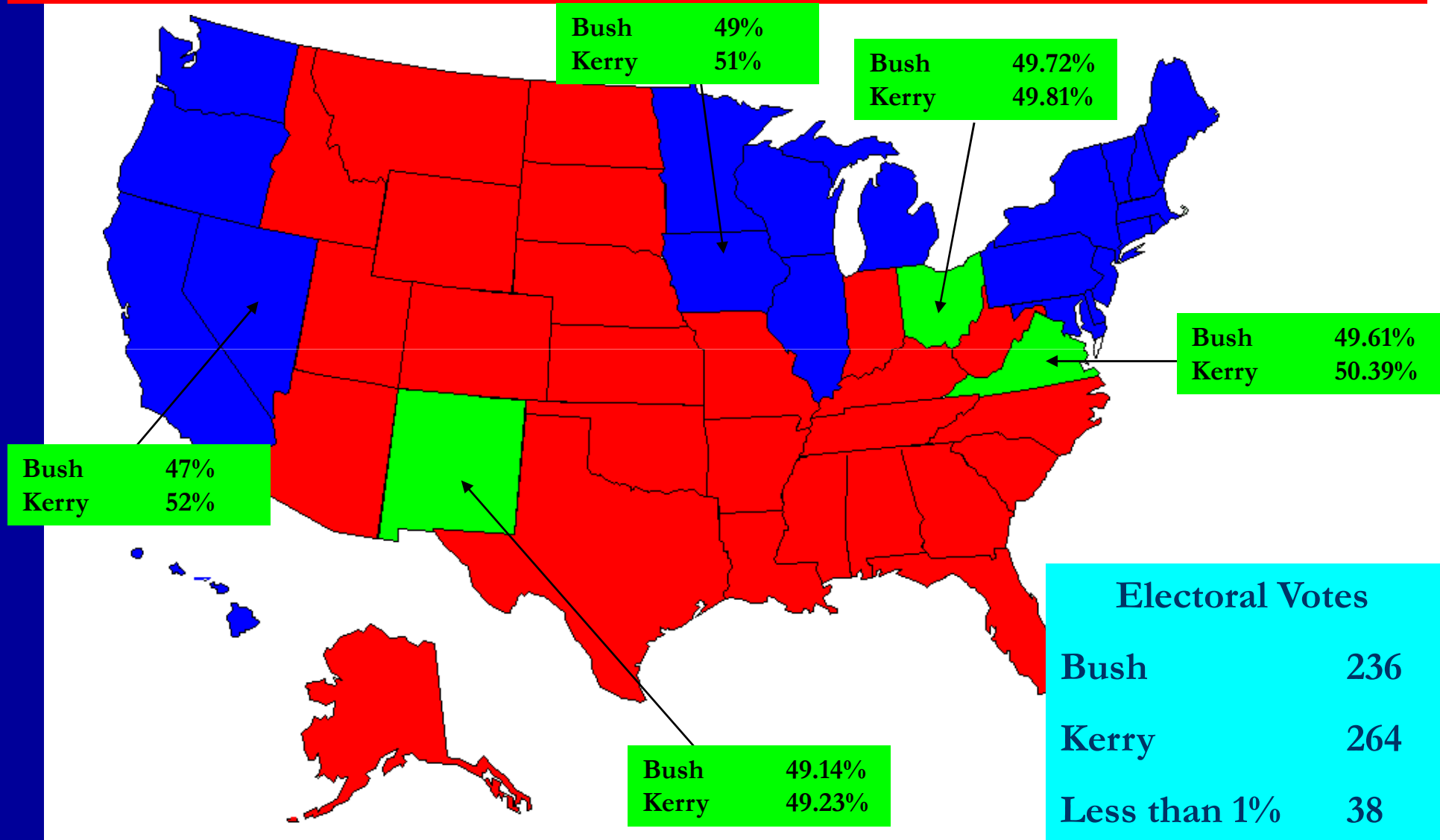
- **Over 100,000 W Stands for Women volunteers were recruited and urged to:**
 - **Send emails to their contacts.**
 - **Call into and appear on talk radio.**
 - **Work their business and social networks.**

- **Outreach was done to female Small Business Owners.**

President Bush improved his standing among every female voter group

	% of the 2004 Electorate	Bush's 2000 Performance	Bush's 2004 Performance	Bush Vote Improvement
Married Women	32%	49%	55%	6%
White Women	41%	49%	55%	6%
Women w/Some college	18%	48%	51%	3%
Women 30-44	15%	45%	50%	5%
Suburban Women	24%	45%	49%	4%
Women w/Out Any College	2%	44%	49%	5%
Women 45-59	17%	44%	49%	5%
Women 60+	13%	42%	49%	7%
Women	54%	43%	48%	5%
Independent Women	13%	42%	46%	4%
Female College Graduates	22%	40%	45%	5%
Women 18-29	9%	42%	43%	1%
Unmarried Women	22%	32%	37%	5%
African American Women	7%	6%	10%	4%

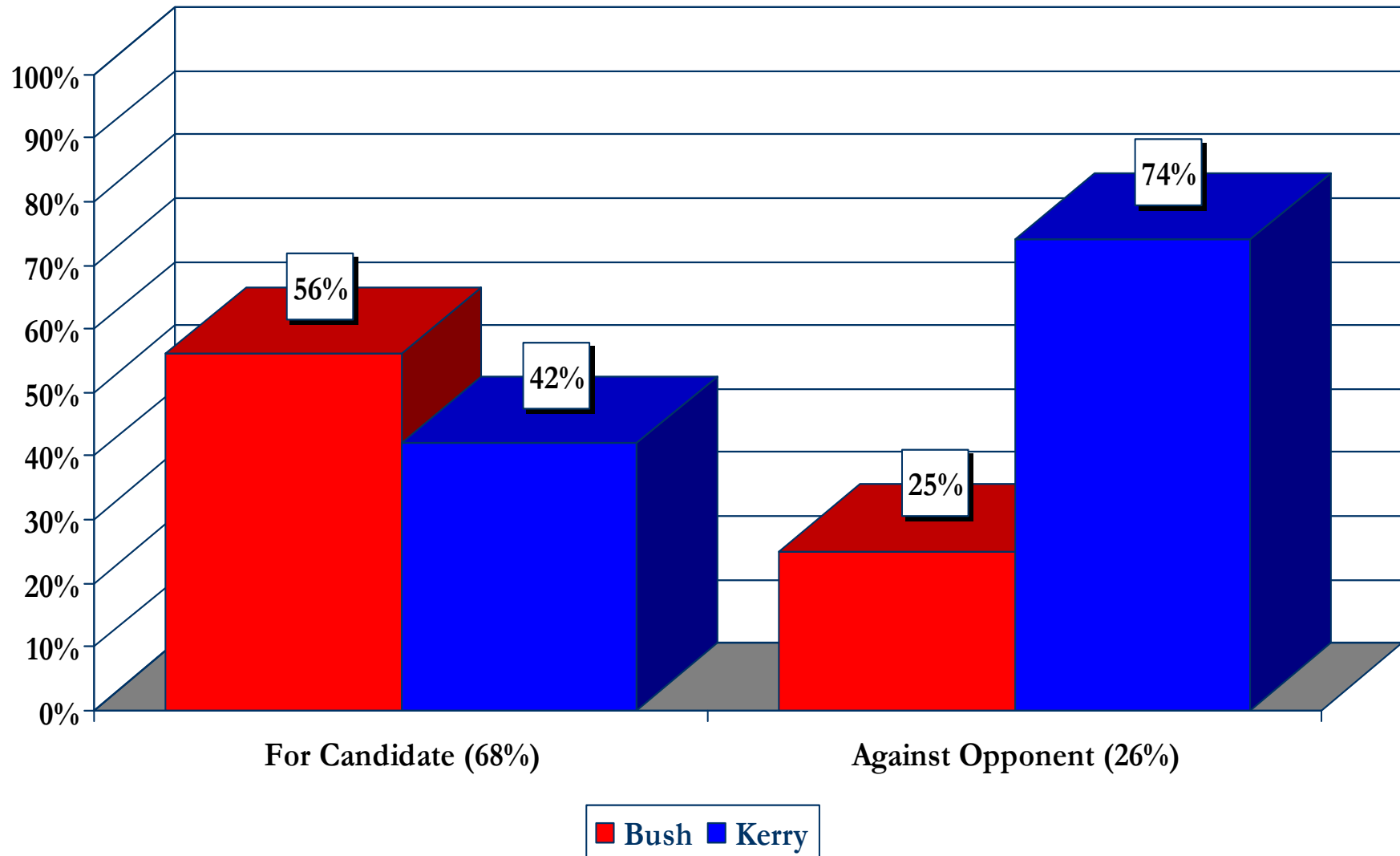
Presidential Vote – Women Only



Key Points

- **John Kerry never connected with voters.**
 - 55% indicated that Kerry says what people want to hear versus 41% who indicated that Kerry says what he believes.
 - Voters held an unfavorable opinion of Kerry on Election Day (48%-favorable vs. 50%-unfavorable).
 - John Kerry's voters were an angry bunch.
 - Of those who said their vote for President was a vote against their candidate's opponent, 74% voted for John Kerry.
 - Voters thought Kerry's attacks were unfair more so than Bush's attacks.

Was your vote for your candidate or against his opponent?



Key Points

- The issues of most importance to voters (moral values and terrorism) favored the President.
- And, of those issues in which voters gave the advantage to Kerry (economy/jobs and Iraq) the public split on whether to blame Bush.
 - 45% think the condition of the economy is excellent or good vs. 51% who believe it is not good or poor.
 - There was no difference in who the public trusted to handle the economy.
 - A plurality felt the Bush tax cuts were good for the nation's economy.
 - 56% trusted Bush to handle terrorism and he received a majority of the vote from the 54% who are somewhat worried about terrorism.

Bush Advantage

Terrorism

70%

Moral Values

59%

Taxes

6%

Education

-

51%

Iraq

-

53%

Health Care

-

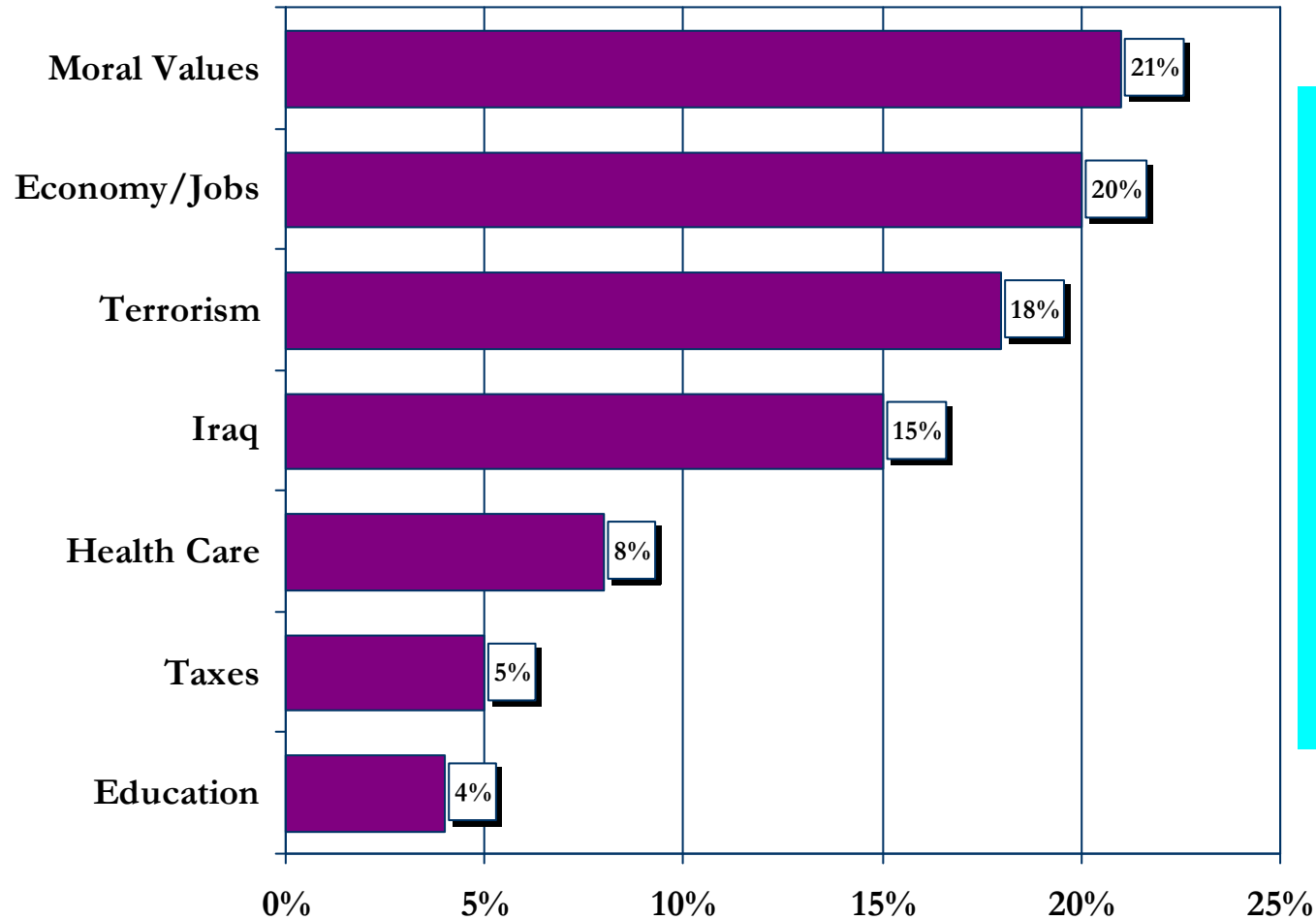
59%

Economy/Jobs

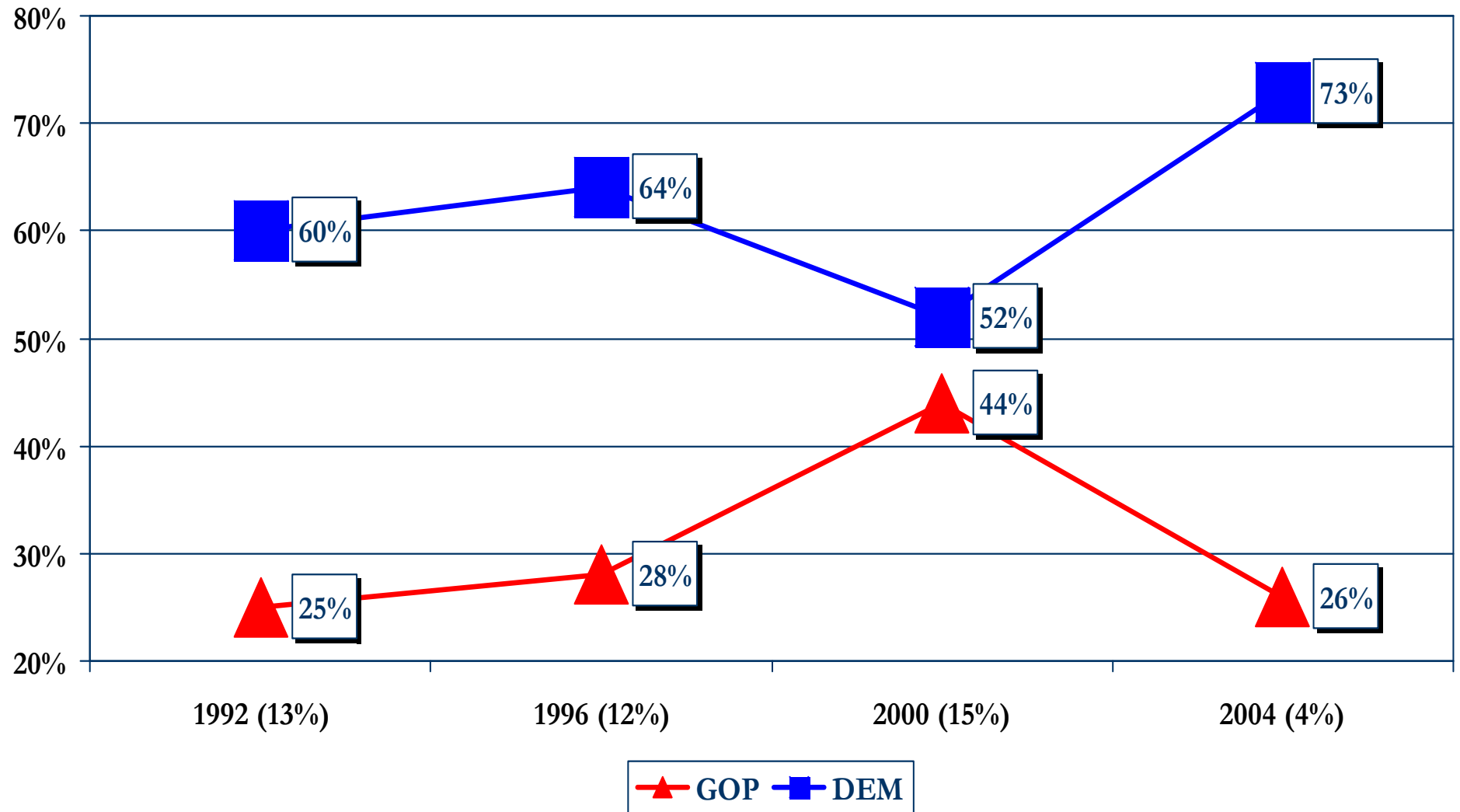
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66%

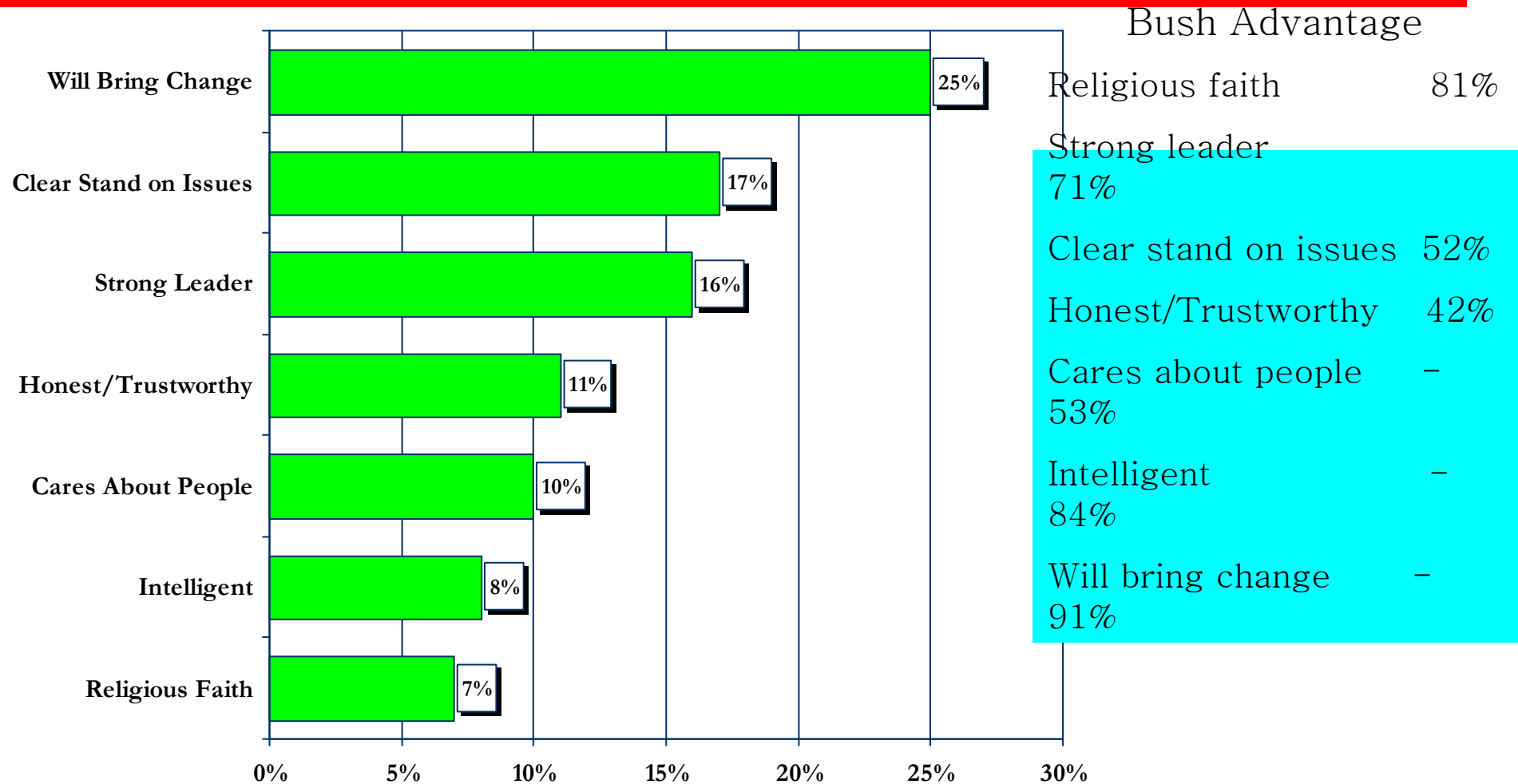
Issue that mattered most



Presidential Vote – Education



Quality that mattered most



Key Points

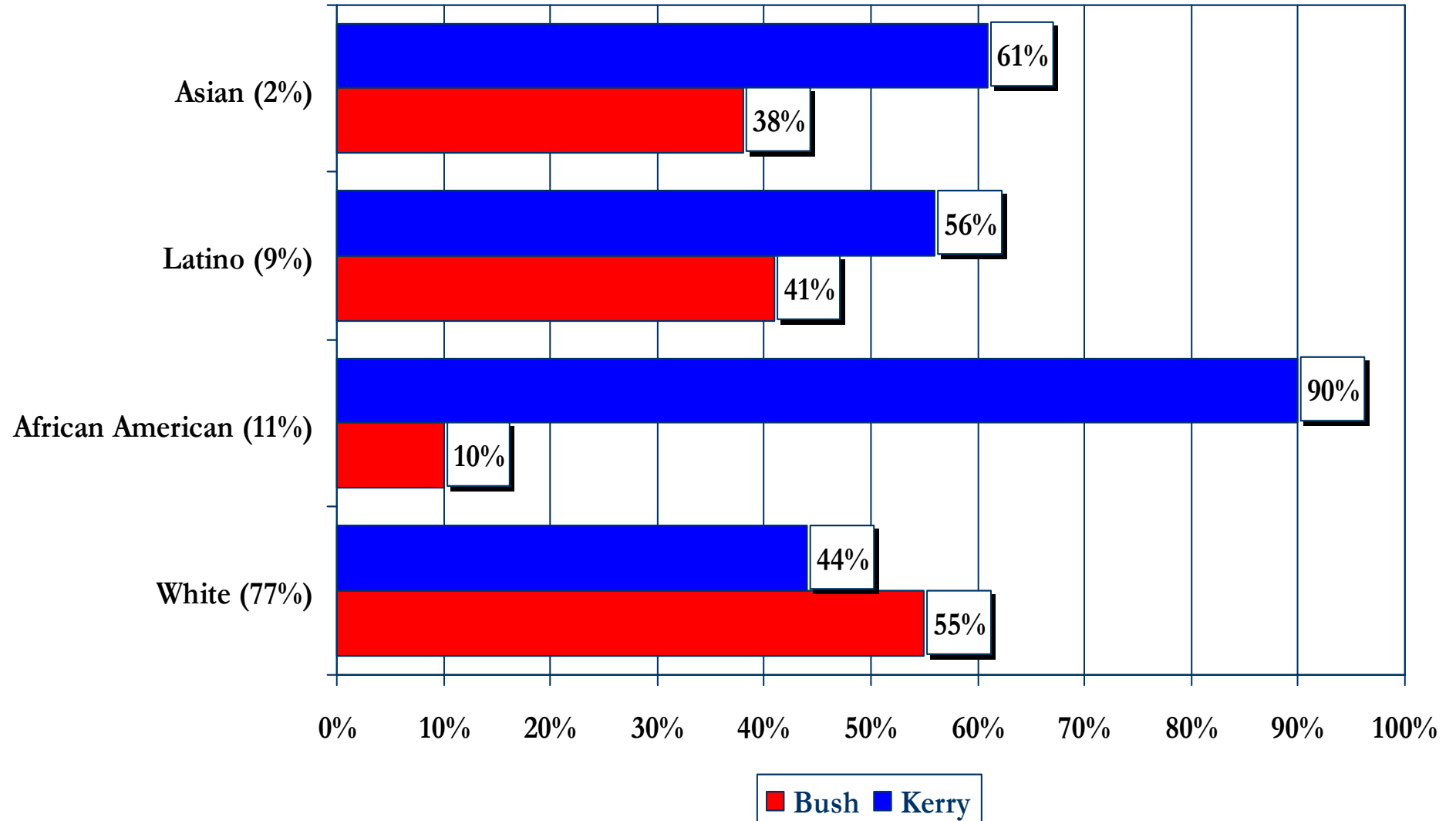
- Unlike the 2000 election in which Bush ran toward the middle, this year he solidified and turned out his base increasing turnout by approximately 10% or 10 million voters.
- Pro-Life voters increased their turnout from 40% in 2000 to 41% this year (Pro-Choice voters dropped from 56% to 55%).
- Self IDed conservatives increased their turnout from 29% in 2000 to 33% this year.
- Republicans and Democrats made up equal shares of the electorate (37%), but Republicans were more loyal to Bush (93% to 7%) than Democrats were to Kerry (89% to 10%).
- Union turnout dropped from 26% in 2000 to 24% in 2004.

In 2004, George Bush needed to turn out his base...and DID

	Conservatives			Weekly Church Attendees			Rural Voters			White Women		
	TOTAL	Bush	Kerry	TOTAL	Bush	Kerry	TOTAL	Bush	Kerry	TOTAL	Bush	Kerry
USA	33%	83%	16%	40%	60%	39%	24%	56%	43%	41%	54%	45%
FL	34%	86%	13%	35%	64%	36%	14%	58%	41%	38%	56%	43%
IA	36%	81%	18%	42%	58%	41%	58%	53%	46%	52%	49%	51%
MN	31%	87%	12%	38%	62%	38%	25%	53%	45%	49%	49%	51%
NV	34%	81%	18%				14%	71%	28%	40%	53%	47%
NH	30%	86%	13%	23%	64%	35%	38%	46%	53%	47%	45%	53%
NM	36%	85%	14%	41%	60%	38%	44%	56%	44%	31%	54%	44%
OH	34%	87%	13%	38%	65%	35%	25%	60%	40%	46%	55%	45%
PA	30%	86%	13%	37%	57%	43%	17%	60%	39%	43%	51%	48%
WI	32%	82%	17%	35%	60%	39%	35%	54%	45%	47%	49%	50%

Presidential Vote by Race

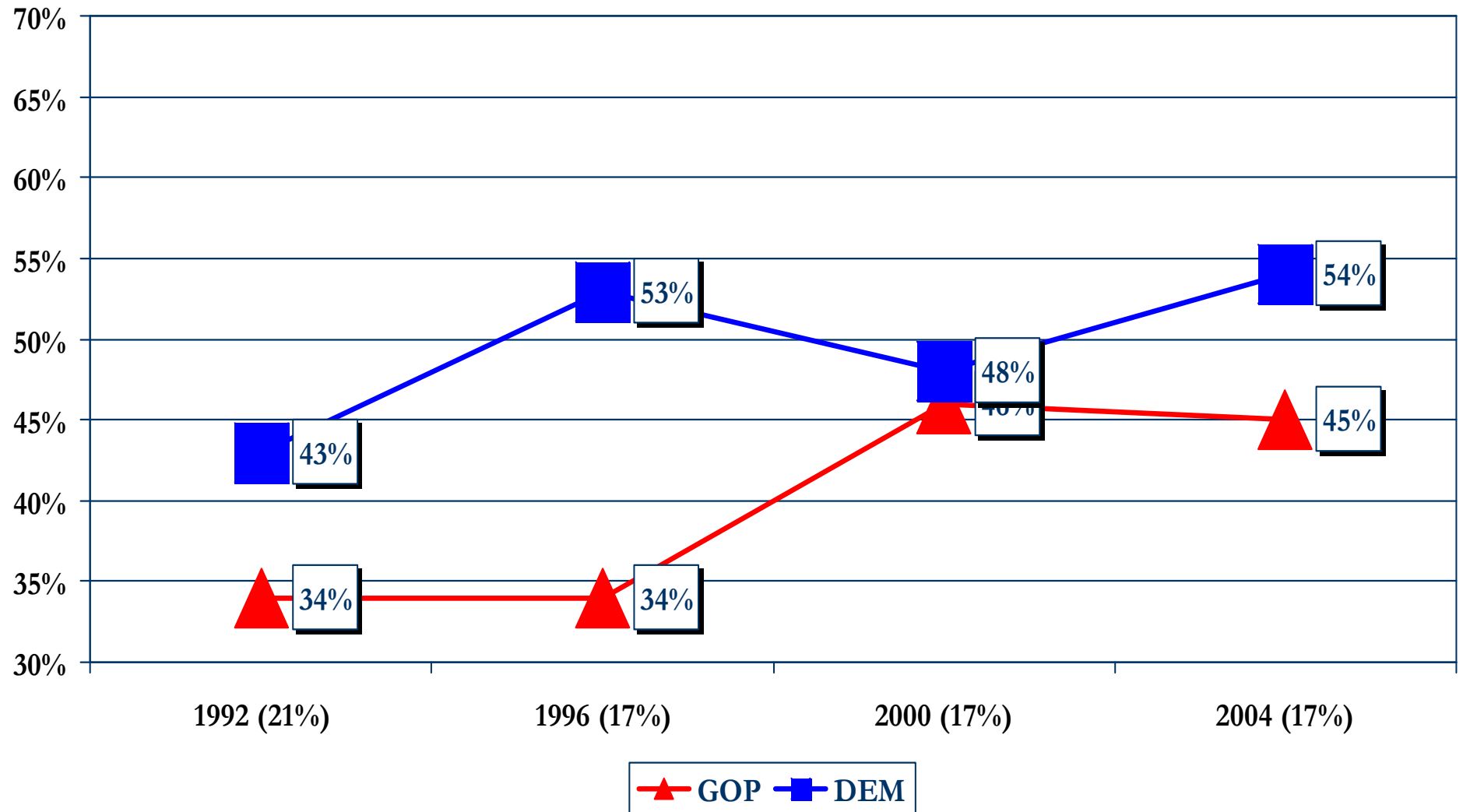
- Bush lead among FL Hispanics and TX Hispanics, but lost among Hispanics in New York, California and New Mexico.
- The GOP share of the Asian vote continued its' decline from 55% in 1992 to 48% in 1996 to 41% in 2000 to 38% in 2004.



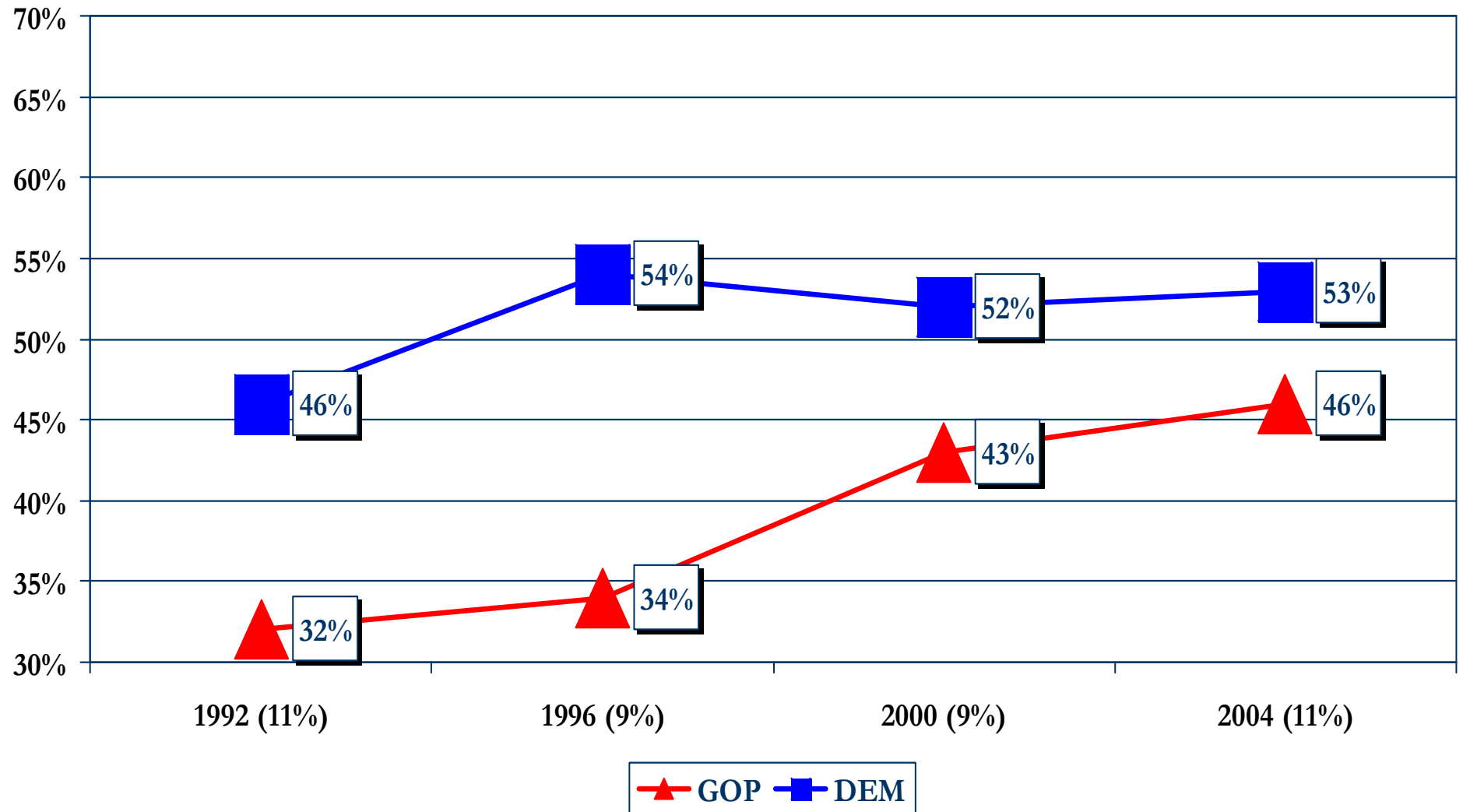
Key Points

- The massive registration and turnout effort among young voters was not as significant as the Democrats had hoped it would be.
- 18 to 29 year olds accounted for 17% of the total vote this year...the same exact percentage as 2000 and 1996 and a decline from 1992's 21%.
- First time voters made up just 11% of the electorate, the same percentage as voted for the first time in 2000 (9%).
- Kerry carried first time voters by just a 9% margin (54% to 45%).

Presidential Vote – 18 to 29 year olds



Presidential Vote – First Time Voter



2005 & 2006 Gubernatorial Races

GOP Held

GOP Held

Alabama
Alaska
California
Connecticut
Georgia
Hawaii
Maryland
Massachusetts
Minnesota
New York
Rhode Island
South Carolina
South Dakota
Texas
Vermont

2005

Open

New Jersey (D)
Virginia (D)

2006

Open

Arkansas (R)
Colorado (R)
Florida (R)
Idaho (R)
Nebraska (R)
Nevada (R)
Ohio (R)

DEM Held

DEM Held

Arizona
Illinois
Iowa
Kansas
Maine
Michigan
New Hampshire
New Mexico
Oklahoma
Oregon
Pennsylvania
Tennessee
Wisconsin
Wyoming