

# National Public Radio

July 14, 2005



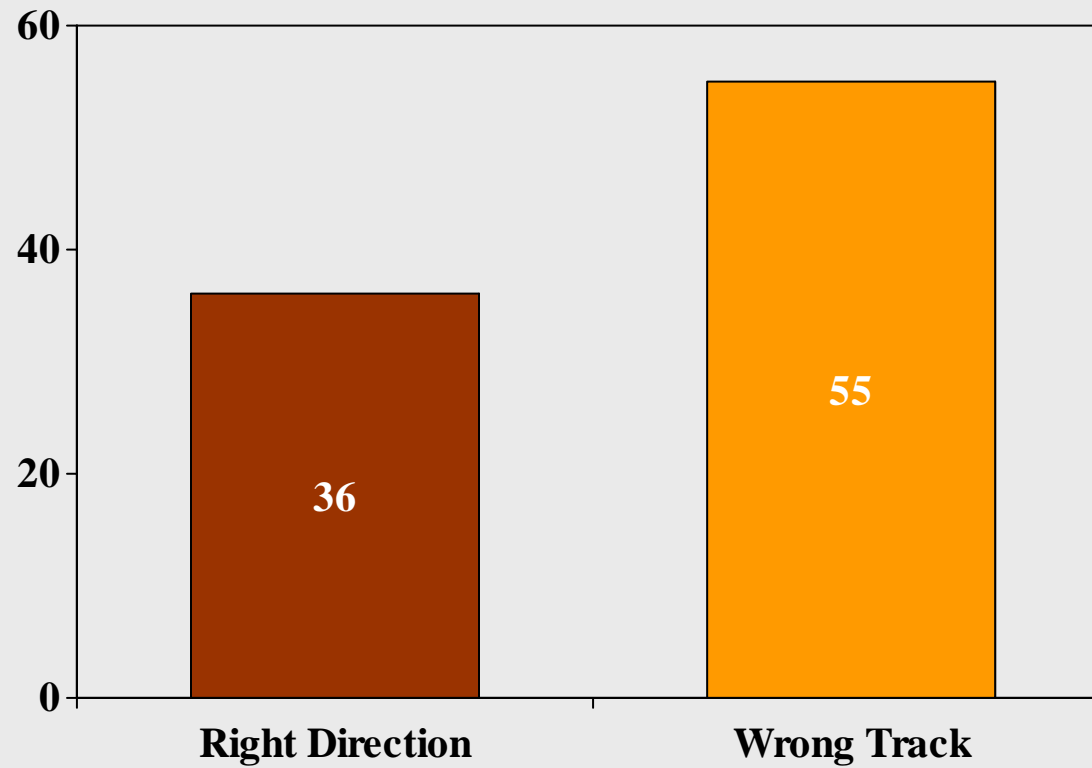


# Methodology

- **The reported results on public attitudes come from a national survey conducted by Greenberg Quinlan Rosner Research (GQR) and Public Opinion Strategies (POS) for National Public Radio (NPR). The firms, together with NPR, developed questions to inform a news segment for Morning Edition. The survey fielded July 7-11, 2005.**
- **With a view towards the 2006 mid-term elections, the surveys were conducted with likely voters. All participants were registered voters, voted in the 2004 presidential election and indicated they were almost certain or certain to vote in 2006. The sample of potential respondents was generated by random digit dial methodology. GQR interviewed 825 voters, with a margin of error of +/- 3.5.**

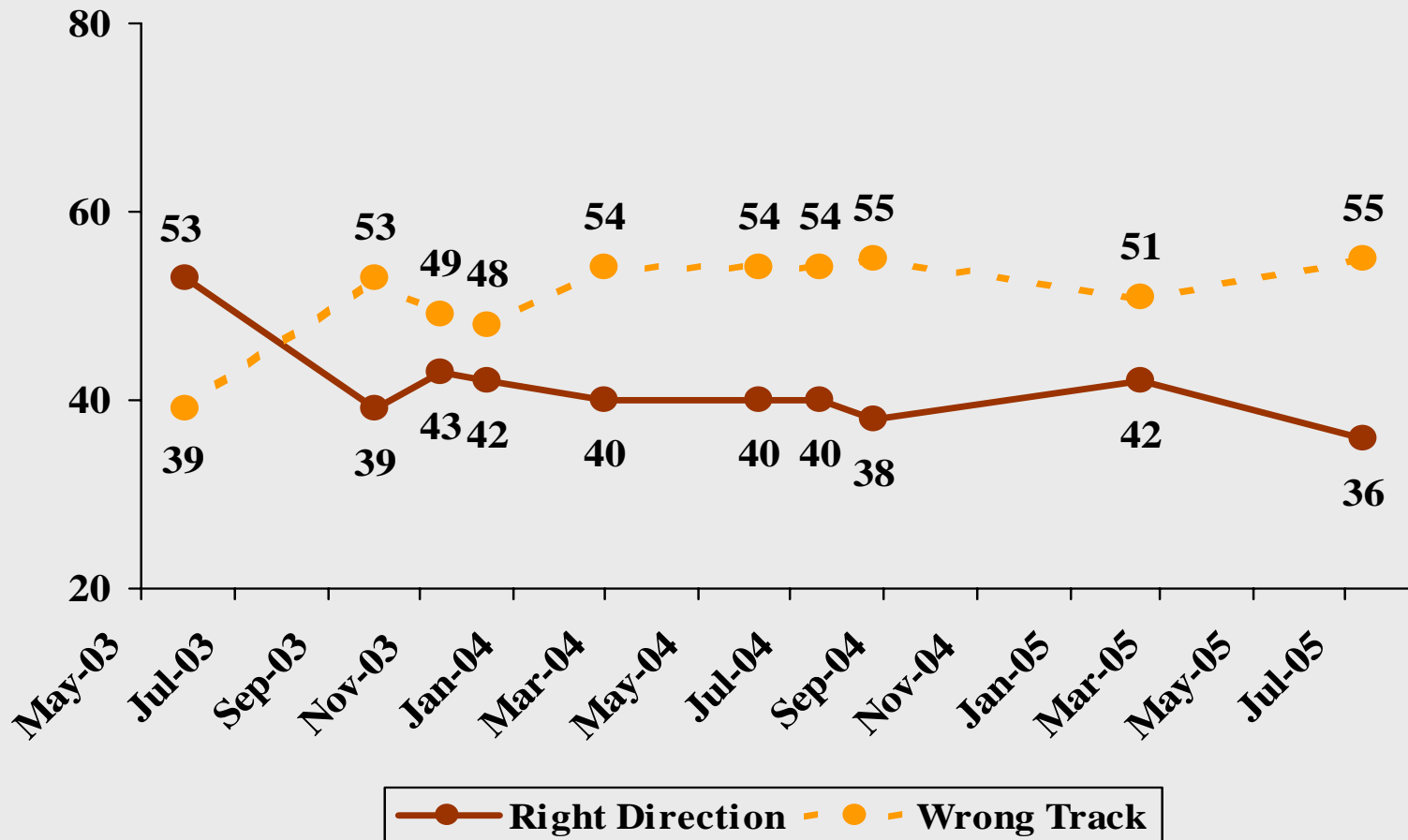


# Direction of the Country





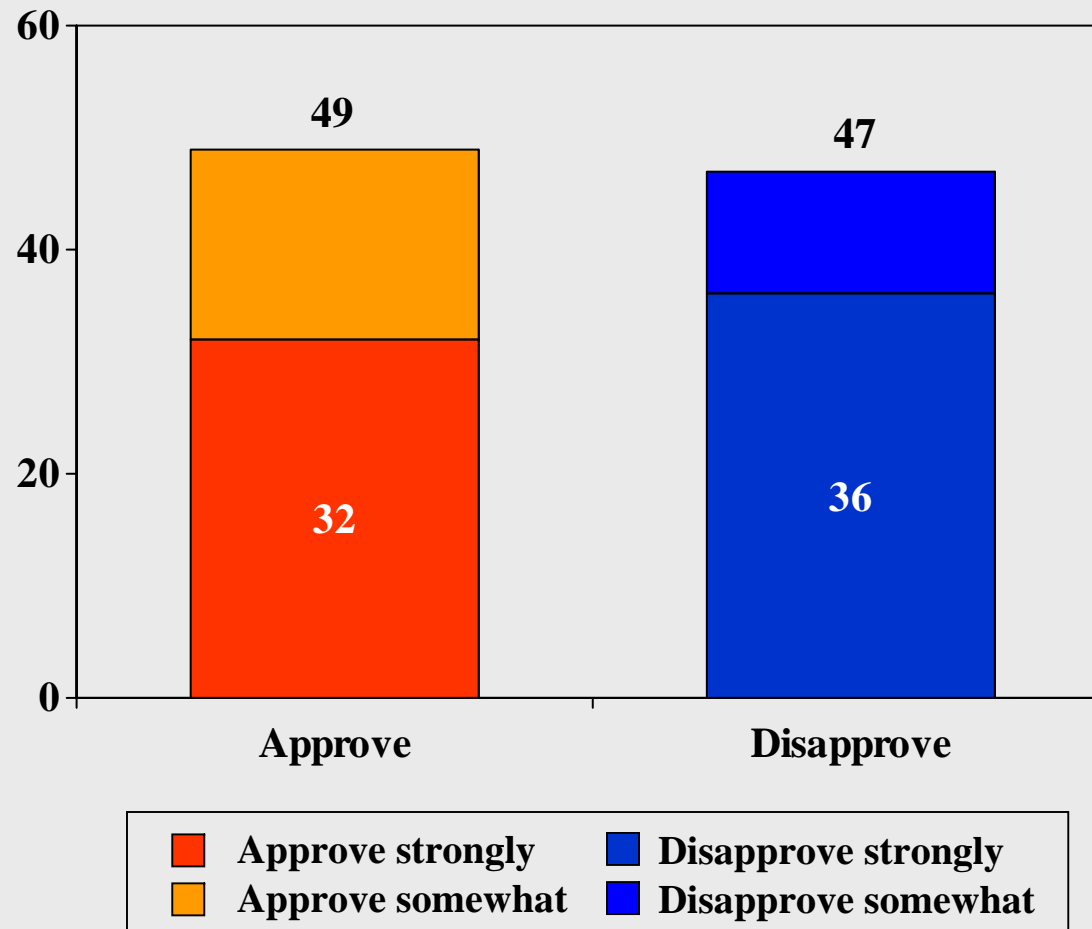
# Direction of the Country



*“Generally speaking, do you think that things in this country are going in the right direction, or do you feel things have gotten pretty seriously off on the wrong track?”*

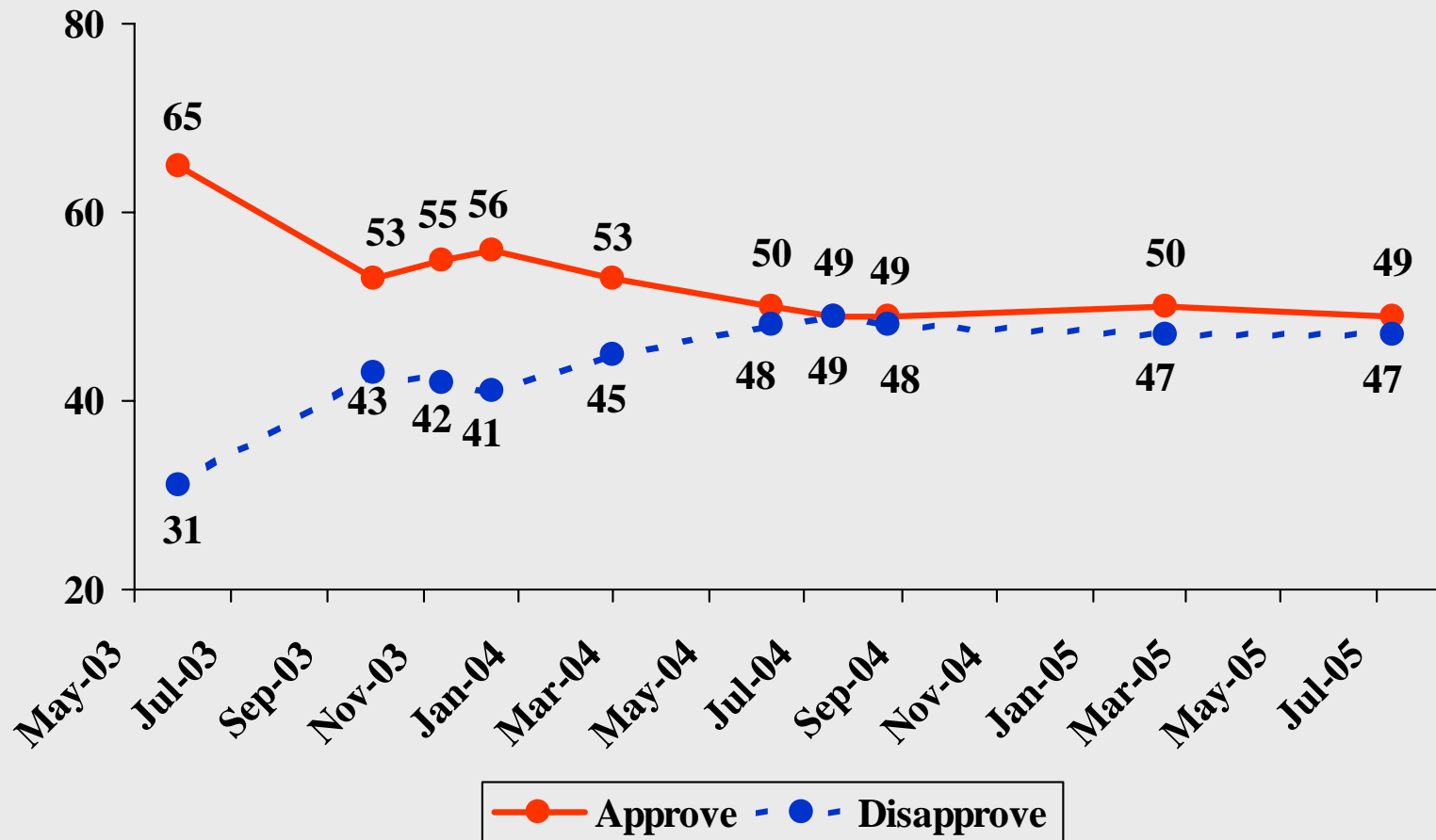


# Bush Job Approval



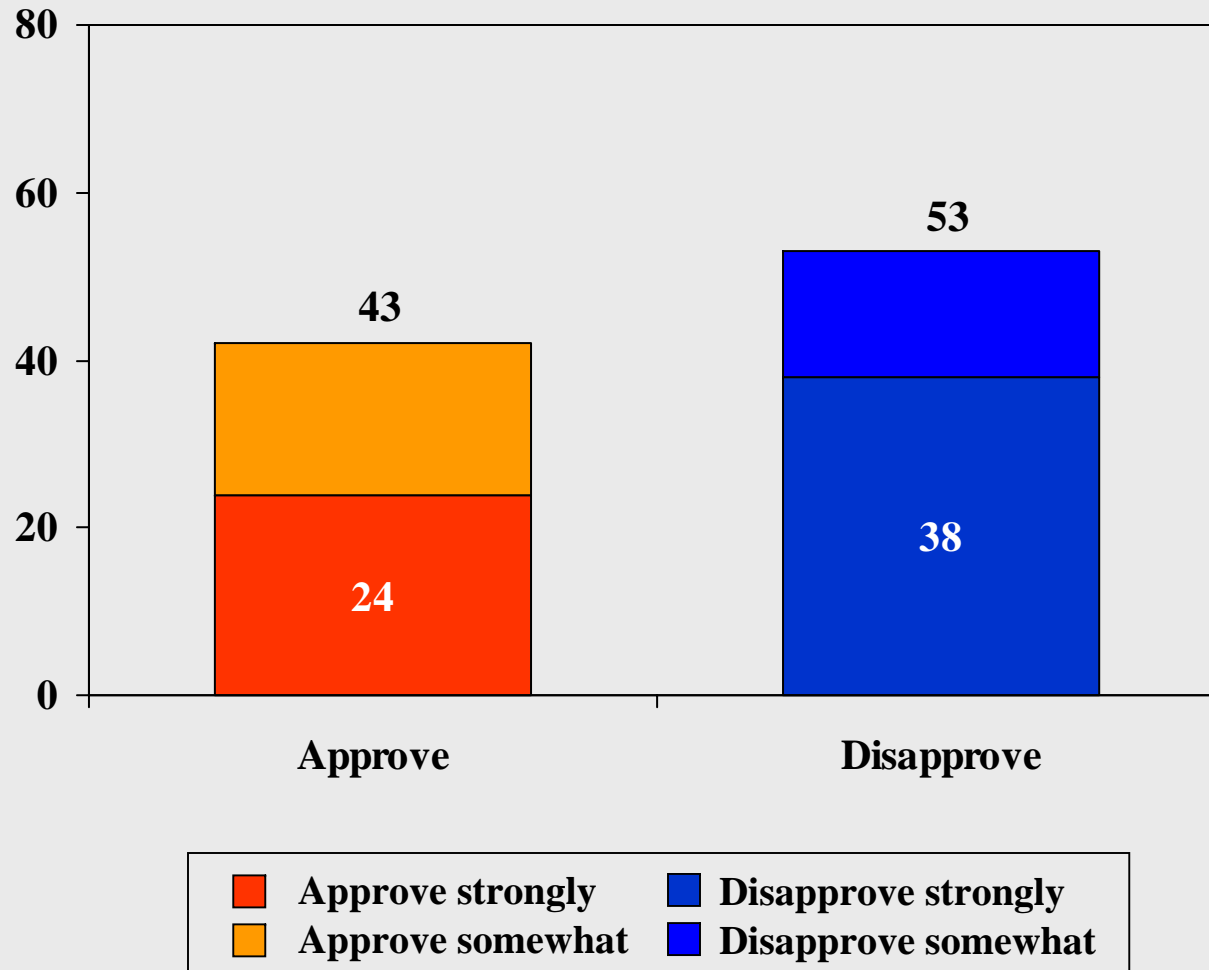


# Bush Job Approval



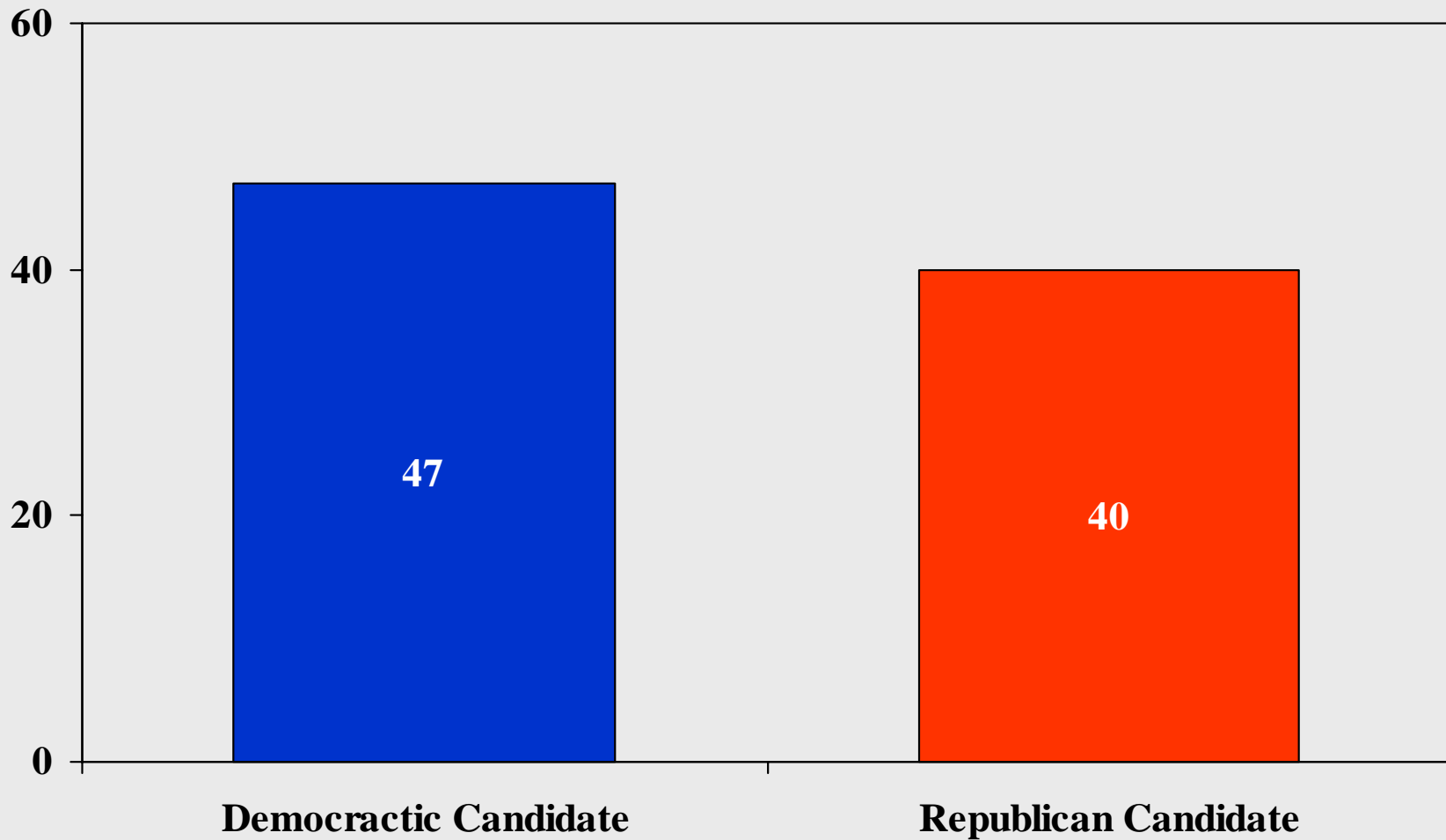


# Bush Approval on Economy



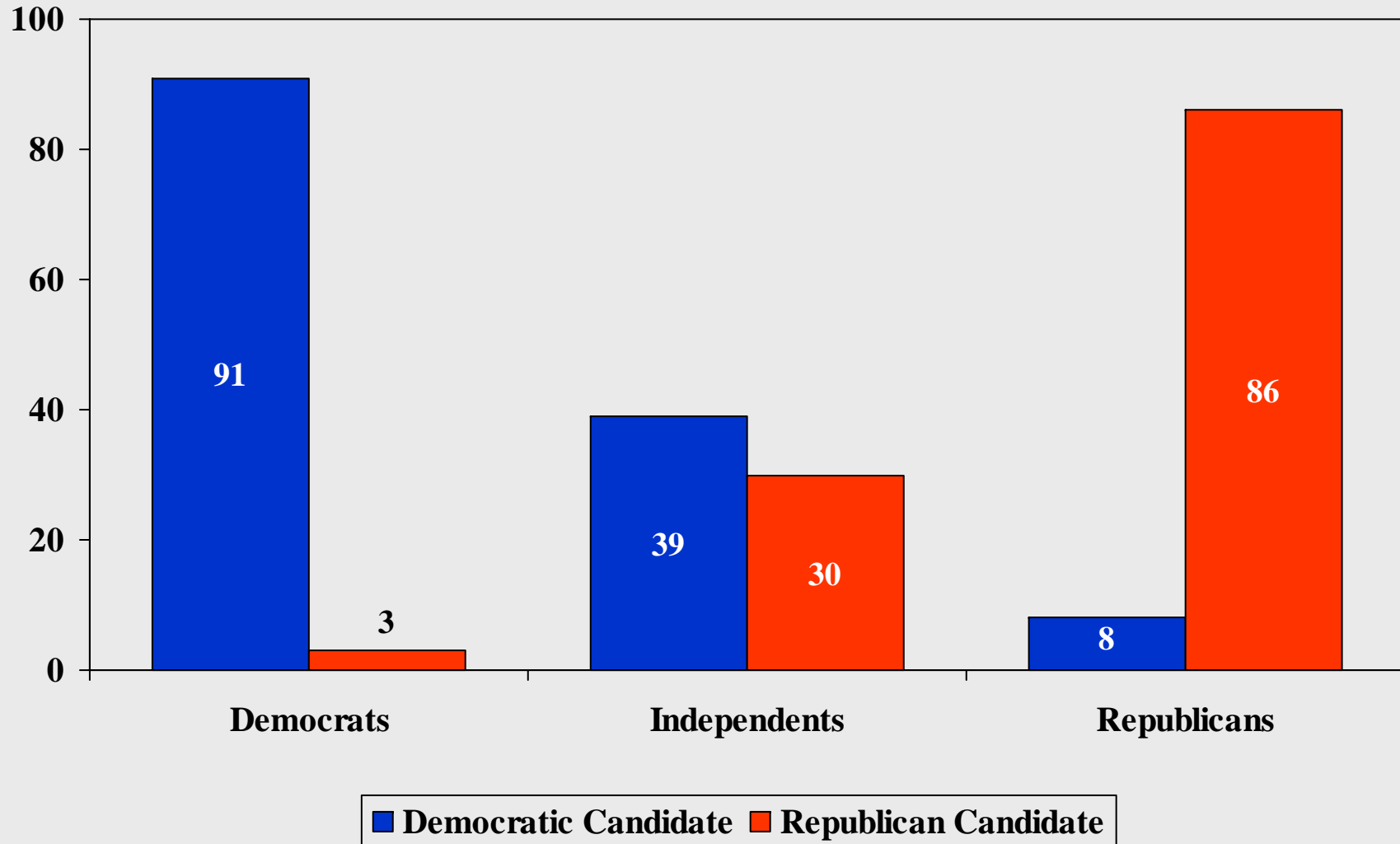


# Congressional Vote





# Congressional Vote By Party Identification





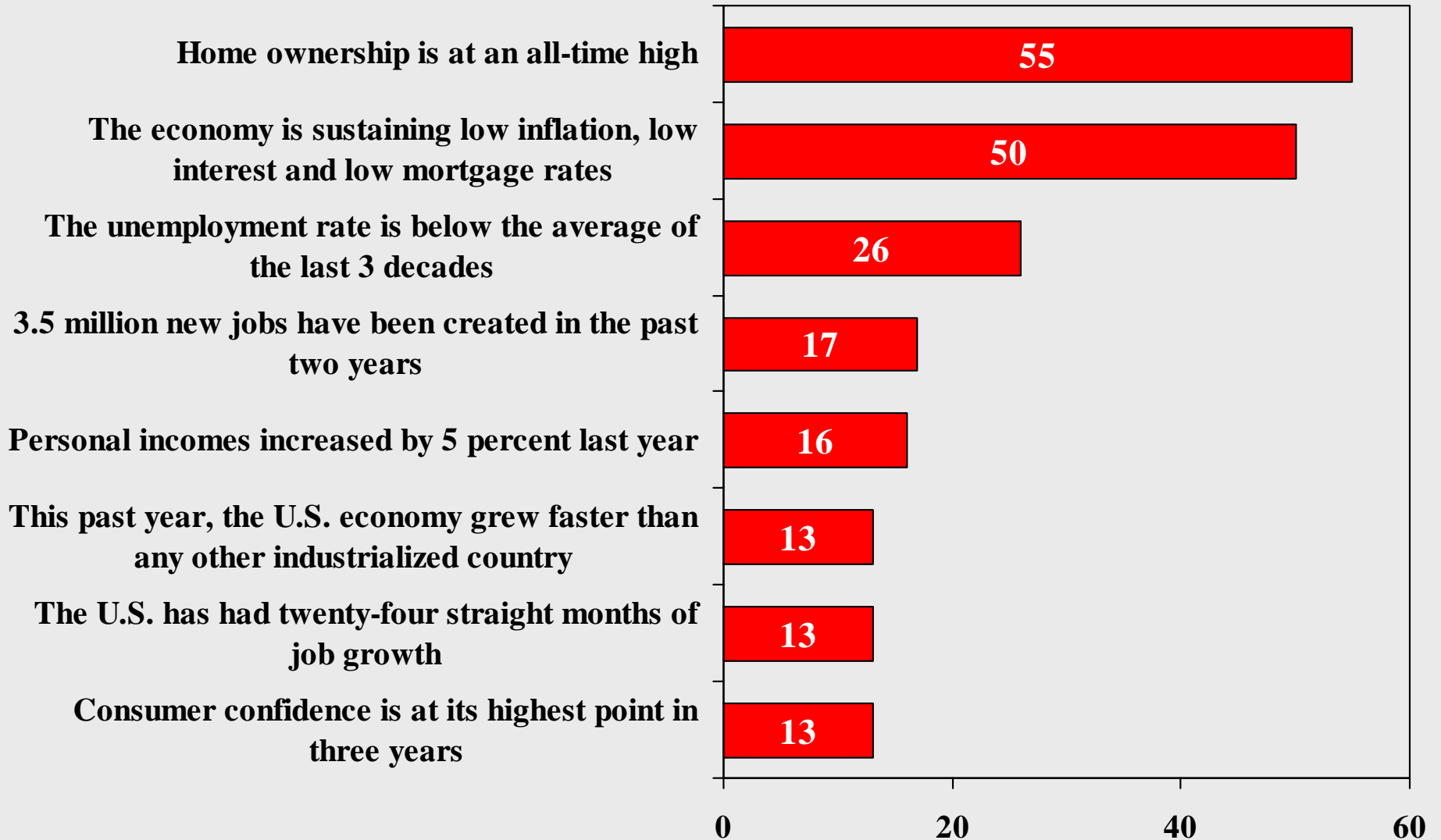
# State of the National Economy





# Positive Economic Indicators

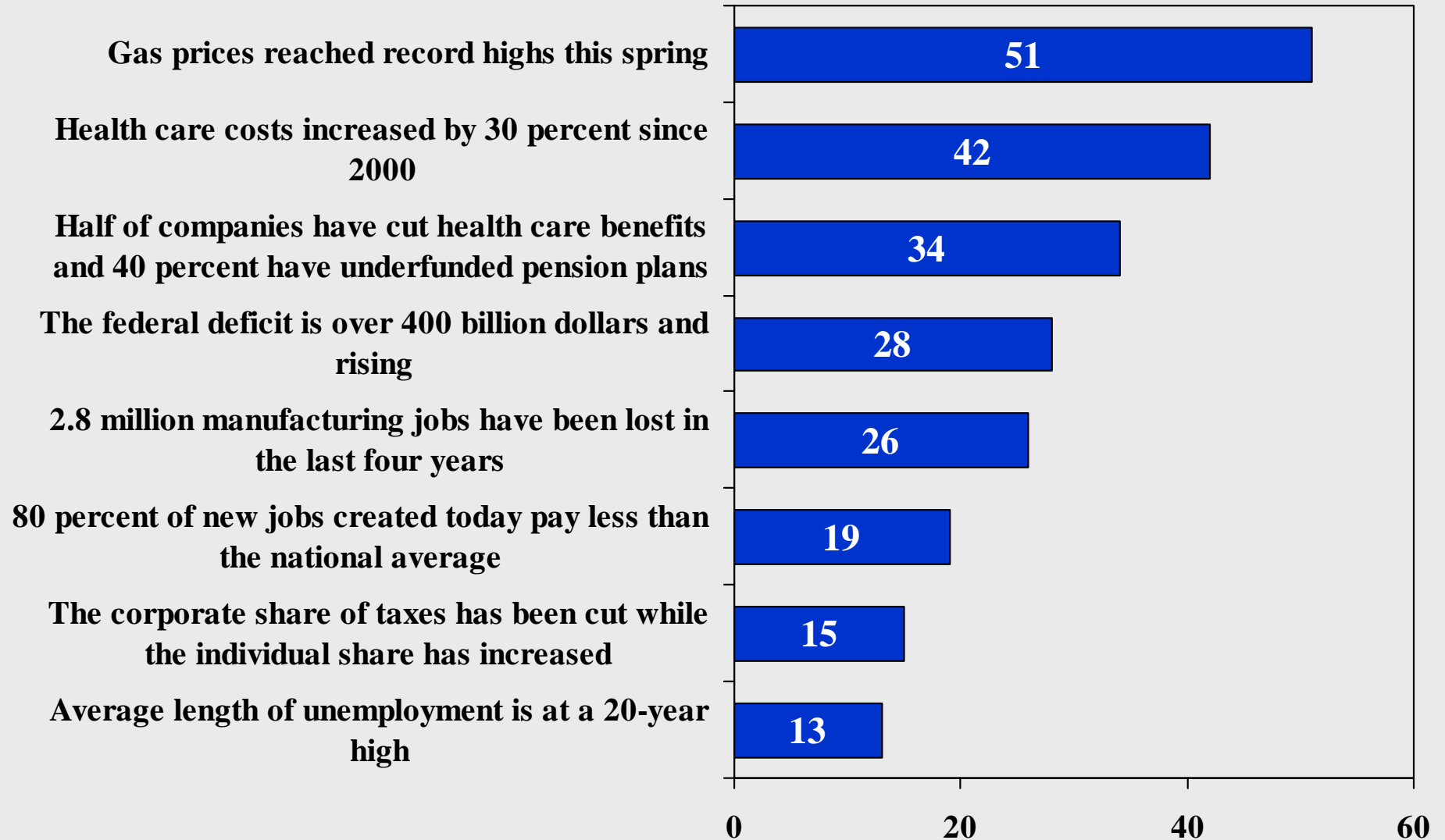
Which three do you most believe to be true?





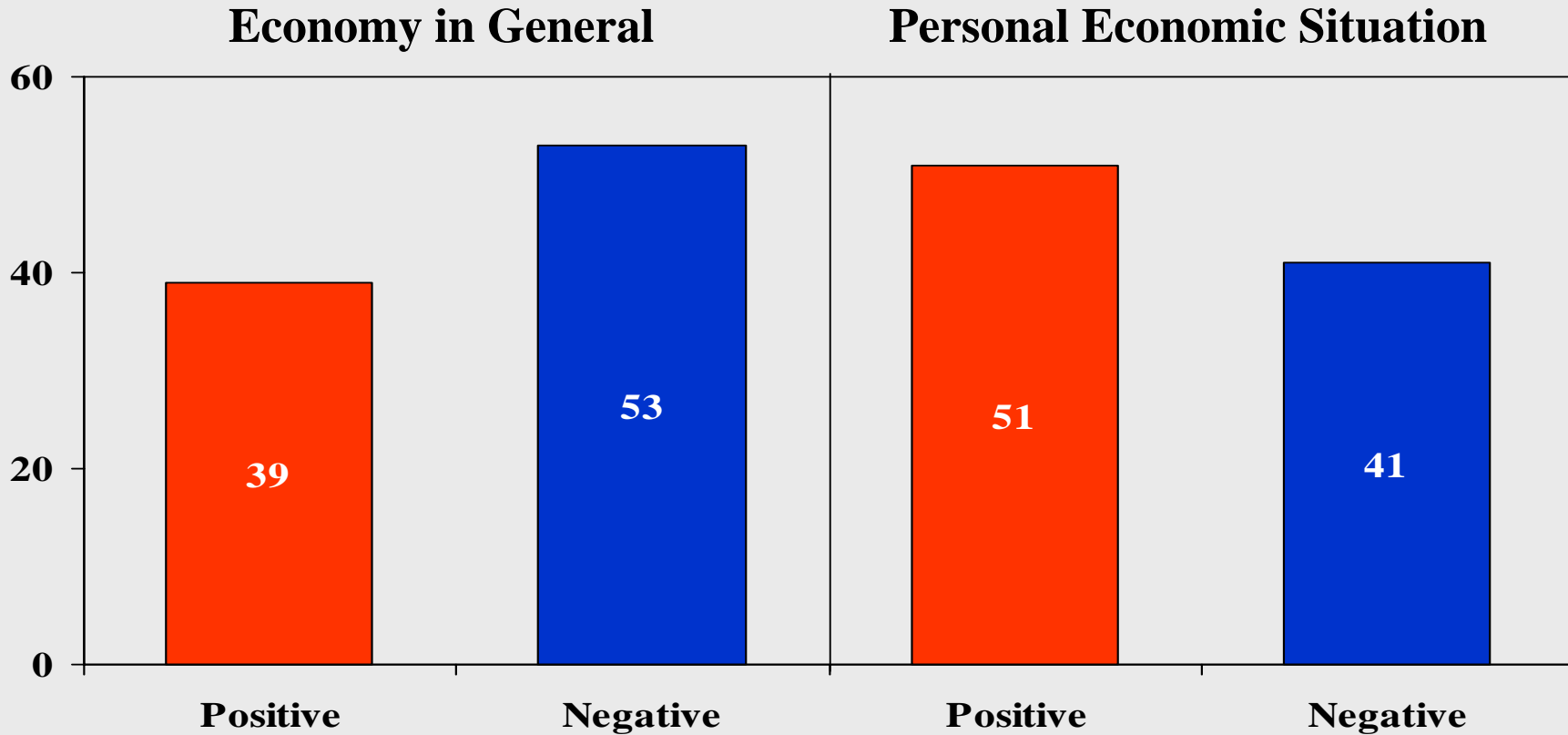
# Negative Economic Indicators

Which three do you most believe to be true?





# General vs. Personal Economic Stories



*“Now after hearing all those indicators about the state of the current economy, which group of indicators tells a better story about **the economy in general**?”*

*“Now after hearing all those indicators about the state of the current economy, which group of indicators tells a better story about **your economic situation**?”*



# Republican Economic Messages

**Much  
More  
Likely**      **Total  
More  
Likely**

**Overall, the American economy is in strong shape. The country has had two years of job growth, incomes are rising, consumer confidence is up, home ownership is at an all time high, and the economy has been growing for the last two and a half years. Republican policies of tax cuts for everyone has helped the economy recover from the stock market bubble and the impact of September 11th. Companies now have incentive to grow, and that growth has created over three million new jobs. The American economy is creating jobs, incomes are increasing, and homeownership is growing. We have an economy that is working well.**

**24      46**

**If the Democrats take control of Congress, they will work to raise taxes, which will cause more jobs to be outsourced to India and China. The Democrats have no ideas on the economy, and the Democrats oppose any plans that would help decrease America's reliance on foreign oil. The Democratic party has opposed tax cuts on the middle class and would keep the marriage penalty tax, the death tax, and higher income tax rates. The Democrats are the party of no, they have no new ideas, and have opposed all of the policies that have led to America's current economic growth.**

**21      36**



## Democratic Economic Messages

**Much  
More  
Likely**      **Total  
More  
Likely**

**President Bush focuses on short-term economic fixes, when we need big long term solutions. He cuts taxes for the wealthiest and big corporations, but explodes the federal deficit and trade deficit. While there are new jobs in stores, we are failing to create good jobs in America, with pensions and health care coverage, even as more jobs are outsourced to China and India. Health care costs are rising over 10 percent a year, yet Bush opposes all efforts to limit costs. Gas prices have hit over two seventy a gallon, yet we need bold new energy policies to create clean energy and make us independent of Middle East oil.**

**36      54**

**President Bush says the economy is great, but he doesn't understand what is happening in middle class America. The wealthiest and big corporations received the lion's share of tax cuts, but most people are struggling with stagnant incomes, scarce jobs, and reduced benefits, even as costs for health care and gas prices are skyrocketing. President Bush's policies have shifted the tax burden from corporations to individuals; they have helped the prescription drug companies, while leaving everyone else to cope with high prices. We need an economy that works, not just for the privileged, but for everyone.**

**33      52**