

To: Interested Parties
From: McLaughlin & Associates
Date: November 8, 2006
Re: National Post-Election Survey

Our National Post-Election Survey revealed striking new information about the impact of the 2006 midterm elections. The American people voted not to create change in Washington, but to vent their frustration with a Republican leadership that has let them down. Key segments of the Republican coalition that has dominated for the past 6 years have left the party in 2006.

Among our results:

- Giuliani, McCain, Clinton, Obama lead in their parties' 2008 primaries.
- Both Giuliani & McCain beat Clinton in 2008 general match-ups.
- Independents are more likely to vote like Democrats this year.
- Congressional Republicans lost among moderates, rural voters and Evangelical men.
- Congressional Republicans barely won churchgoers, tied in the suburbs.
- Women are more likely to vote Republican than men.
- Republicans had momentum in the final weeks, as they won among voters who make decisions in the last two weeks and on Election Day.
- George W. Bush, Reid, Pelosi all have net-negative opinion ratings.

Close The Barn Door: Key Demographic Segments Bolt Republican Party

This election will re-write the conventional wisdom about who votes Democratic and who votes Republican. Key parts of the Republican coalition – especially among so-called “values voters” and Evangelical Protestants – have become lukewarm to the Republican party.

Once dominant among churchgoers (those who attend religious services more than once a month), whites, suburban voters, Southerners and Protestants, Republicans were tied among all these groups.

The security moms were a saving grace for some Republicans. Congressional Republicans lost married men, 49%-51%, but won married women, 55%-44%.

The bottom has fallen out for Republicans among Hispanics. President Bush did very well among Hispanics in 2004, but this group broke for the Democrats in 2006 by a wide 43% margin.

Women are sticking with Republicans. Republicans did better among women than men across the board. Overall, Republicans lost among women by 5 points, but lost among men by 13%. Republicans lost moderate men by 49% and Evangelical men by 9%. Even among their own ideologues, Republicans posted better margins among conservative women (61%) than conservative men (44%).

See the complete chart on the following page.

In today's election for your Representative in Congress, did you vote for the Republican candidate or the Democratic candidate?

	<u>Vote</u> <u>GOP</u>	<u>Vote</u> <u>Dem</u>	<u>Gap</u>		<u>Vote</u> <u>GOP</u>	<u>Vote</u> <u>Dem</u>	<u>Gap</u>
<u>REPUBLICAN BASE</u>				<u>DEMOCRATIC BASE</u>			
Republicans	88	12	76	Blacks	1	98	-97
Favorable G.W. Bush	87	12	75	Democrats	6	94	-88
Conservative Women	80	19	61	Unfavorable G.W. Bush	10	89	-79
Conservatives	76	24	52	Liberals	13	86	-73
Terrorism Voters	75	24	51	Moderate Men	25	74	-49
Conservative Men	72	28	44	Poor Economy	25	73	-48
Evangelical Women	64	35	29	Hispanics	28	71	-43
				Iraq Voters	30	70	-40
				Moderates	31	68	-37
<u>REPUBLICAN VICTORIES</u>				Urban Voters	34	65	-31
Good Economy	59	40	19	Seculars	35	64	-29
White Suburban Women	56	43	13	Moderate Women	36	63	-27
Evangelical Protestants	55	44	11	Corruption Voters	37	62	-25
Married Women	55	44	11	Male Independents	37	61	-24
				<u>DEMOCRATIC VICTORIES</u>			
<u>TIES</u>				Independents	41	57	-16
Churchgoers	51	48	3	Age Over 65	42	57	-15
Whites	51	48	3	Westerners	42	57	-15
Suburban Voters	50	49	1	Men	43	56	-13
Southerners	49	50	-1	Easterners	43	56	-13
Protestants	49	50	-1	Midwesterners	44	56	-12
Catholics	49	50	-1	Economy Voters	44	55	-11
Age 40 And Under	49	50	-1	Evangelical Men	45	54	-9
Income \$60-100k	49	50	-1	Rural Voters	46	53	-7
Married Men	49	51	-2	Female Independents	46	52	-6
				Women	47	52	-5
				Income Over \$100k	48	52	-4
<u>DATE OF VOTE DECISION</u>							
Before Labor Day	43	56	-13				
September	42	57	-15				
1 st Two Weeks/October	48	52	-4				
2 nd Two Weeks/October	50	49	1				
Election Day	52	47	5				

Democrats and the War vs. Republicans and Terrorism

The top issue for Democratic voters was the war in Iraq (38%), followed by the economy (28%). The top issue for Republican voters was terrorism (30%); this issue was the least popular among Democratic voters (8%).

As a result of this opposition to the war, four-in-ten Democratic voters (41%) said their vote was specifically in opposition to President Bush. In contrast, most Republican voters (52%) cast their ballots in support of their local Congressman.

Which issue from the following list was most important in deciding your vote for Congress and U.S. Senate?

	<u>Total</u>	<u>Vote GOP</u>	<u>Vote Dem</u>	<u>GOP</u>	<u>Democrats</u>	<u>Independents</u>
The war in Iraq	30	20	38	21	35	35
Jobs & Economy	28	27	28	27	30	25
Fighting Terrorism	18	30	8	31	9	11
Corruption in Congress	18	15	20	15	20	16
Don't know/Refused	7	8	5	6	5	12

	<u>Evangelicals</u>	<u>Men</u>	<u>Women</u>	<u>Liberals</u>	<u>Moderates</u>	<u>Conservatives</u>
The war in Iraq	27	30	30	43	34	22
Jobs & Economy	26	28	27	28	31	26
Fighting Terrorism	19	19	18	7	13	28
Corruption in Congress	22	19	17	17	19	17
Don't know/Refused	7	7	5	5	4	7

Regarding your vote for Congress, was it a vote in support of your local Congressman, a vote in opposition to your local Congressman, a vote in support of President Bush, or a vote in opposition to President Bush?

	<u>Total</u>	<u>Vote GOP</u>	<u>Vote Dem</u>	<u>GOP</u>	<u>Democrats</u>	<u>Independents</u>
Support Congressman	43	52	36	49	39	40
Support Bush	16	33	3	34	2	12
Oppose Congressman	10	6	13	5	12	16
Oppose Bush	23	2	41	5	39	25
Don't know/Refused	8	7	8	7	8	7

	<u>Evangelicals</u>	<u>Men</u>	<u>Women</u>	<u>Liberals</u>	<u>Moderates</u>	<u>Conservatives</u>
Support Congressman	35	39	47	44	44	45
Support Bush	27	17	16	5	10	30
Oppose Congressman	7	11	8	11	13	6
Oppose Bush	23	25	21	35	29	12
Don't know/Refused	9	8	8	6	5	8

Voters Strongly Pessimistic: Country on Wrong Track, Oppose War, Bush

Two thirds of voters (62%) think the country is off on the wrong track. Only Republicans (60% right direction) and conservatives (56%) disagree.

Half of voters oppose the war in Iraq (52%). Republican voters support the war, 4-to-1. Democratic voters oppose it by the same margin.

Half of voters (53%) disapprove of the job President Bush is doing. Among Democrats, this number rises to 85%. Moderates and Independents disapprove of the President by a 2-to-1 margin.

Generally speaking, would you say things in the country are going in the right direction, or have they gotten off on the wrong track?

	<u>Total</u>	<u>Vote GOP</u>	<u>Vote Dem</u>	<u>GOP</u>	<u>Democrats</u>	<u>Independents</u>
Right direction	32	63	7	60	9	25
Wrong track	62	29	89	30	88	73
Don't know/Refused	6	8	4	9	4	2

	<u>Evangelicals</u>	<u>Men</u>	<u>Women</u>	<u>Liberals</u>	<u>Moderates</u>	<u>Conservatives</u>
Right direction	39	33	32	8	21	56
Wrong track	56	63	62	90	73	37
Don't know/Refused	5	5	7	2	5	7

Currently, do you support or oppose the war in Iraq?

	<u>Total</u>	<u>Vote GOP</u>	<u>Vote Dem</u>	<u>GOP</u>	<u>Democrats</u>	<u>Independents</u>
Support	45	78	17	77	17	36
Strongly support	24	46	5	45	4	21
Somewhat support	21	32	11	32	13	15
Oppose	52	18	81	19	80	61
Somewhat oppose	13	10	15	8	18	11
Strongly oppose	40	8	66	11	62	50
Don't know/Refused	3	4	3	4	3	3

	<u>Evangelicals</u>	<u>Men</u>	<u>Women</u>	<u>Liberals</u>	<u>Moderates</u>	<u>Conservatives</u>
Support	52	47	42	18	34	69
Strongly	26	25	23	9	13	42
Somewhat	26	23	19	9	20	28
Oppose	44	51	54	81	62	27
Somewhat	11	10	15	10	18	8
Strongly	33	40	39	70	45	19
Don't know/Refused	4	2	5	2	4	4

Overall, do you approve or disapprove of the job George W. Bush is doing as President?

	<u>Total</u>	<u>Vote GOP</u>	<u>Vote Dem</u>	<u>GOP</u>	<u>Democrats</u>	<u>Independents</u>
Approve	46	85	12	83	12	40
Disapprove	53	14	86	17	85	60
Don't know/Refused	1	1	2	*	3	0

	<u>Evangelicals</u>	<u>Men</u>	<u>Women</u>	<u>Liberals</u>	<u>Moderates</u>	<u>Conservatives</u>
Approve	53	46	45	15	32	75
Disapprove	46	53	54	83	67	24
Don't know/Refused	2	1	2	2	2	1

McCain, Giuliani, Clinton, Obama Lead Among Mid-term Voters

In a hypothetical 2008 Republican presidential primary, John McCain and Rudy Giuliani led the potential field, with Condoleezza Rice, Mitt Romney and Newt Gingrich filling out second and third tiers.

In the Democratic primary, Hillary Clinton dominated all others by 12 points, followed by Barack Obama, Al Gore, John Kerry and John Edwards. When Independents are added to the primary electorate, however, Clinton's lead over Obama is cut to only 6 points.

	<u>Republican Primary</u>		<u>Democratic Primary</u>		
	<u>GOP Only</u>	<u>GOP & Inds</u>	<u>Dems Only</u>	<u>Dems & Inds</u>	
John McCain	28	26	Hillary Clinton	31	27
Rudy Giuliani	22	22	Barack Obama	19	21
Condoleezza Rice	13	12	Al Gore	10	9
Mitt Romney	4	4	John Kerry	10	8
Newt Gingrich	5	4	John Edwards	6	7
George Allen	2	2	Joseph Biden	2	2
Bill Frist	2	1	Bill Richardson	2	2
George Pataki	1	1	Evan Bayh	1	1
Mike Huckabee	1	1	Russ Feingold	1	1
Sam Brownback	1	*	Christopher Dodd	*	*
Tom Tancredo	1	*	Tom Vilsack	*	*
Duncan Hunter	0	*	Undecided	18	24
Undecided	22	27			

Giuliani, McCain Both Beat Clinton In General

The two leading Republican presidential contenders have decisive leads over Hillary Clinton. In these match-ups, John McCain does better among moderates than Rudy Giuliani.

Looking ahead to the 2008 election for President, if the candidates were John McCain, the Republican candidate, and Hillary Clinton, the Democrat candidate, for whom would you vote?

	<u>Total</u>	<u>Vote GOP</u>	<u>Vote Dem</u>	<u>GOP</u>	<u>Democrats</u>	<u>Independents</u>
John McCain	51	87	22	86	19	47
Hillary Clinton	35	36	62	4	66	34
Undecided	13	10	16	10	15	19

	<u>Evangelicals</u>	<u>Men</u>	<u>Women</u>	<u>Liberals</u>	<u>Moderates</u>	<u>Conservatives</u>
John McCain	63	51	51	21	44	77
Hillary Clinton	28	6	35	64	41	14
Undecided	9	12	14	15	15	10

Looking ahead to the 2008 election for President, if the candidates were Rudy Giuliani, the Republican candidate, and Hillary Clinton, the Democrat candidate, for whom would you vote?

	<u>Total</u>	<u>Vote GOP</u>	<u>Vote Dem</u>	<u>GOP</u>	<u>Democrats</u>	<u>Independents</u>
Rudy Giuliani	51	90	18	90	17	43
Hillary Clinton	37	2	67	4	70	38
Undecided	12	8	15	7	14	19

	<u>Evangelicals</u>	<u>Men</u>	<u>Women</u>	<u>Liberals</u>	<u>Moderates</u>	<u>Conservatives</u>
Rudy Giuliani	61	52	50	20	39	79
Hillary Clinton	28	38	37	67	46	13
Undecided	10	10	14	13	15	8

Giuliani Most Popular, Party Leaders Sport Net-Negatives

Among the national political leaders we tested, Rudy Giuliani had the best opinion rating of the group: 63% favorable-17% unfavorable. John McCain is nearly as popular, with a 61% favorable-12% unfavorable rating. Bill Clinton is the most popular Democrat.

Respondents gave national leaders of both parties net-negative ratings, including George W. Bush, Nancy Pelosi and Harry Reid. Al Gore is unpopular among voters. However, both Clintons – the President and the Senator – have strong favorable ratings. Mitt Romney is also a net-positive.

Will you please tell me if you have a favorable or unfavorable opinion of each person? If you have no opinion or have never heard of the person, just say so.

	<u>Fav.</u>	<u>Unfav.</u>	<u>No Opinion</u>	<u>Never Heard Of</u>	<u>Gap</u>
Rudy Giuliani	63	17	18	2	46
John McCain	61	21	15	2	40
Bill Clinton	55	38	7	0	17
Hillary Clinton	47	44	9	*	3
Al Gore	42	46	12	3	-4
Harry Reid	12	17	35	36	-5
George W. Bush	44	51	6	0	-7
Nancy Pelosi	23	31	26	20	-8

Chart Note

An asterisk (“*”) denotes a proportion less than 1%.

Methodology

McLaughlin & Associates conducted this national poll of 1000 respondents who voted in the 2006 midterm election. This universe includes both voters who cast their ballots yesterday, and those who took advantage of early voting periods where applicable. The poll took place on the evening of November 7, 2006. All interviews were conducted via telephone by professional interviewers. Interview selection was random within predetermined election units – in this case, the fifty states. These units were structured to correlate with actual voter turnout in this general election. This poll of 1000 likely general election voters has an accuracy of +/- 3.1% at a 95% confidence interval.

Sample Demographics

Party -- Republican 39%, Democrat 42%, Independent 16%.

Race – 82% White, 9% Black, 7% Hispanic.

Gender -- Male 49%, Female 51%.

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