

Post-Election 2006
EMILY's List
Women's Monitor

The Mid-Term Elections
& Implications for 2008



EMILY's List

GARINHARTYANG RESEARCH GROUP

Methodology

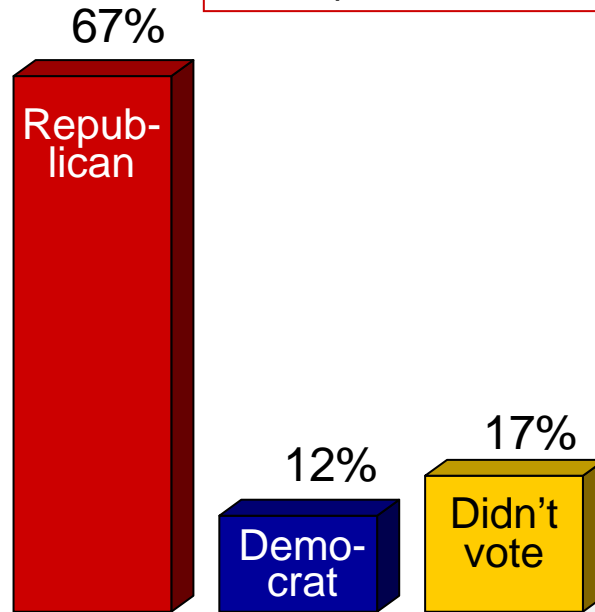
- ◆ In 1996, Emily's List Women's Monitor began tracking the role of women voters in federal elections; this is the second Monitor of the 2006 election cycle.
- ◆ Interviews were conducted November 8 – 19, 2006, among 1,002 registered, including an oversample of 201 women voters. The margin of error is ± 3.1 percentage points among the main sample.
- ◆ In addition, an oversample of interviews were conducted among "Bush defectors" (voted for Bush in 2004 but did not vote for the Republican for Congress in 2006). The oversample interviews were conducted nationally, and in eight selected CDs and four states in which Bush defection was highest. In total (main sample and oversample), 708 Bush defectors were interviewed, including 473 women and 235 men.



One-Third Of Bush Voters Defected Or Stayed Home In 2006

2006 Vote for U.S. House

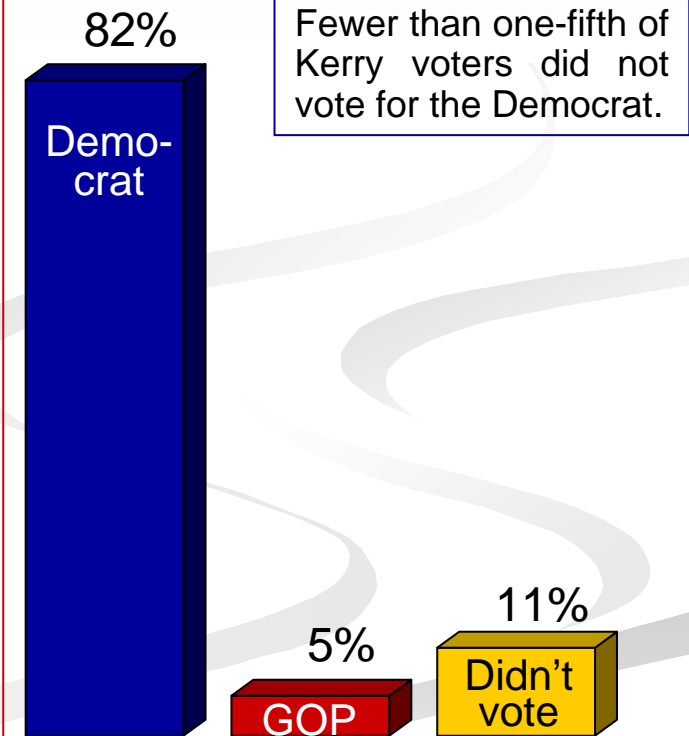
2004 Bush voters



Nearly one-third of Bush voters did not vote for the Republican.

Continuation of a trend first identified in the Spring 2005 Monitor, when one-third of Bush women were defecting from the Republicans; by Nov. 2006, Bush men had defected at the same rate.

2004 Kerry voters



Fewer than one-fifth of Kerry voters did not vote for the Democrat.

Democrats Gained Broad Ground In '06, But Major Shifts In Key Audiences

	Kerry 2004	Democrat 2006	SHIFT/ GAIN
Voters age 18 to 34	+13	+41	+28
Hispanics	+22	+45	+23
Mothers	-5	+18	+23
Rural voters	-35	-12	+23
Non-evangelical weekly churchgoers	-17	+4	+21
Catholics	-3	+17	+20
Independents	+10	+29	+19
White non-college-educated voters	-24	-5	+19
Women voters age 65/over	-7	+11	+18
Married women	-16	-1	+15

Democratic And Republican Voters Had Different Agendas

Very important factor in my vote decision for Congress*

2006 U.S. House vote
Democrat Republican

	Democrat	Republican
War in Iraq/current policies on war	60%	41%
Which party would control Congress	58%	46%
George Bush's overall job performance	44%	30%
Republican leadership in Congress	42%	26%
Corruption, scandals, ethics in DC	41%	33%
Terrorism/national security	40%	57%
Economy/economic direction	39%	38%
Privacy issues/gov't role in privacy	39%	28%
Stem cell research	33%	29%
Individual candidates in my district	29%	37%
Issues such as abortion/gay marriage	29%	43%

*Rating of 10 on ten-point scale

Democrats saw '06 as a "national" election



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Garin-Hart-Yang Research Group for EMILY's List

Democrats Gaining Ground On Values

	Most important political value	2004 Bush margin	2006 GOP margin	SHIFT AWAY FROM GOP
Personal responsibility	32%	+21	+10	-11
Religious faith	31%	+37	+12	-25
Caring for those in need	29%	-42	-57	-15
Equal opportunity for all	29%	-40	-41	-1
Family	25%	+19	+9	-10
Patriotism	19%	+43	+17	-26
Respect for right to life	13%	+48	+28	-20

Republicans Overreaching On Values

Preferred government role in areas of religion/morality

All voters

Questions of religion & morality should be left up to individuals; not gov't role to impose any religious or moral point of view on the country



Government should be actively protecting our traditional moral values, including right to life, marriage between man and woman, and importance of religious faith in our society



	No gov't role	Gov't take active role
Independents	73%	25%
Bush defectors/men	65%	31%
Bush defectors/women	53%	42%
Non-evangelical weekly churchgoers	54%	42%
Suburban voters	69%	28%
Rural voters	54%	41%

Bush Defectors Are A Pivotal Voting Bloc

- ◆ Bush defectors (who voted for Bush in 2004 but didn't vote for the Republican for Congress in 2006) played a critical role in the 2006 election and will be critical in 2008; 16% of eligible 2006 voters are Bush defectors.
- ◆ When we look at all Bush defectors (from the national sample and the oversample in targeted states and C.D.s), we find:
 - They are slightly more likely to defect by voting for the Democrat (50%) than by staying home (41%).
 - They are not especially distinctive demographically, although compared with Bush-GOP loyalists, they are somewhat younger (41% under age 45) and much more likely to describe themselves as strictly independent; if partisan, they lean Republican more than Democratic.
 - They are late deciders: 48% say they made up their mind in the final few days or weeks.

Driving The Defection: Frustration With Corruption And GOP Fiscal Discipline

Republicans are out of step with my views on:

Fiscal responsibility in dealing with budget, taxes, spending

Bush defectors **Very much – 29%** 56%

Bush-GOP loyalists 32%

Understanding challenges we face in making ends meet

Bush defectors **Very much – 27%** 52%

Bush-GOP loyalists 21%

Corruption, scandals, ethics problems in Washington were a very important factor (10 on ten-point scale) in my vote decision for Congress this year

Bush defectors 44%

Bush-GOP loyalists 33%

Only factor (of 11) that more defectors than Bush-GOP loyalists rated as very important

Driving The Defection: Government In Our Private Lives

Preferred government role in areas of religion/morality

Bush-GOP loyalists

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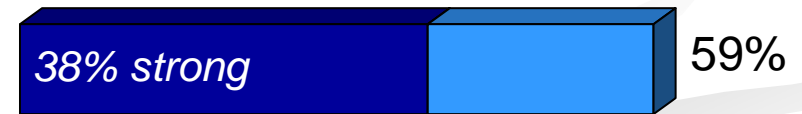


Government should be actively protecting our traditional moral values, including right to life, marriage between man and woman, and importance of religious faith in our society

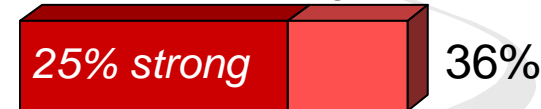


Bush defectors

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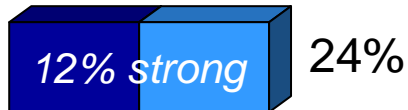


Driving The Defection: Dealing With Terrorism

Preferred U.S. approach to fighting terrorism

Bush-GOP loyalists

Build strong alliances with other countries and promote democracy through leadership and diplomacy

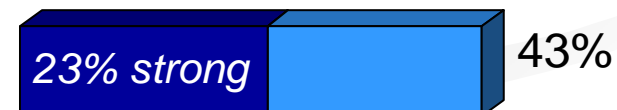


Aggressively hunt down terrorists and defeat them before they can strike us

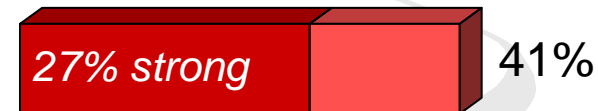


Bush defectors

Build strong alliances with other countries and promote democracy through leadership and diplomacy



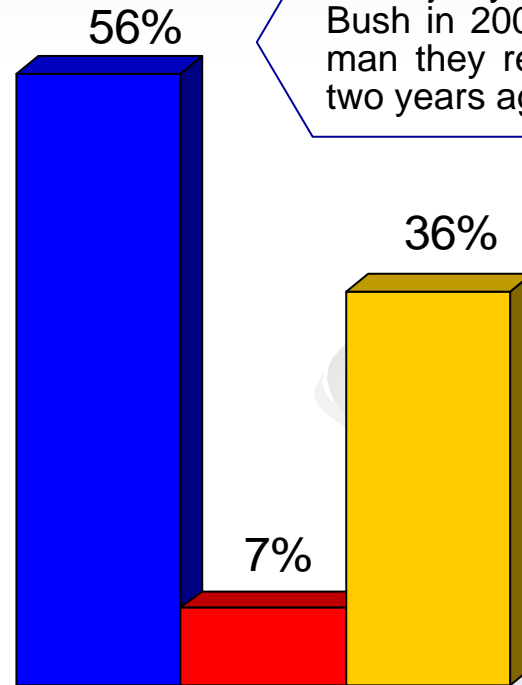
Aggressively hunt down terrorists and defeat them before they can strike us



Bush Defectors Sending A Message To Bush

Stronger Consideration in Vote for U.S. House

- Wanted candidate who would serve as check and balance to President Bush and his policies
- Wanted candidate who would support President Bush and his policies
- Candidate's support for/opposition to Bush wasn't a factor



Bush defectors who voted
for Democrat in 2006



Looking Ahead To 2008: Women Vs. Men

*% saying each is very important (10 on ten-point scale)
in their evaluation of 2008 presidential candidates*

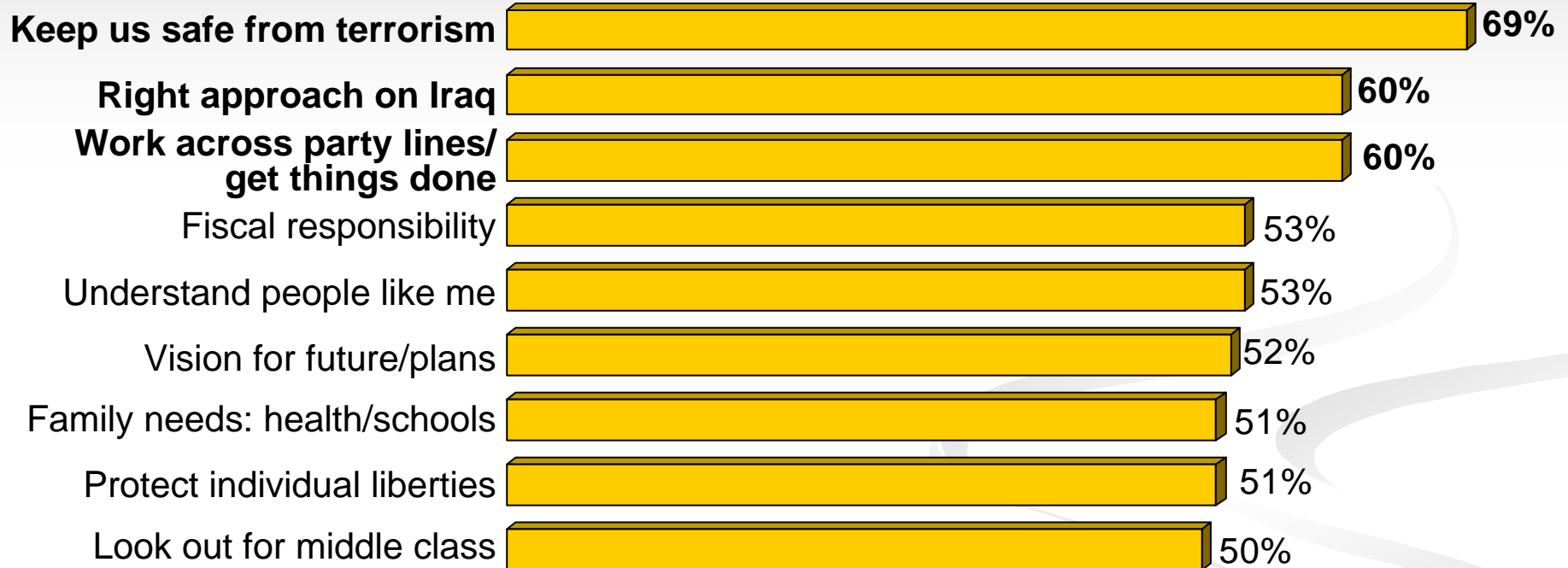
	All voters	Women	Men
Keep us safe from terrorism	67%	70%	63%
Right approach on Iraq	60%	68%	52%
Fiscal responsibility	58%	58%	57%
Protect individual liberties	58%	60%	57%
Understand people like me	56%	60%	52%
Vision for future/plans	55%	59%	50%
Work across party lines/get things done	55%	60%	48%
Family needs: health/schools	55%	62%	47%
Look out for middle class	52%	56%	46%
Social Security approach	51%	54%	48%
Promote economic opportunity	50%	54%	45%
Right approach on taxes	48%	49%	47%
Views on abortion/gay marriage	41%	43%	39%
Foreign affairs/security experience	39%	42%	36%
Energetic, fresh approach	32%	31%	33%



Bush Defectors' Agenda For 2008

■ Very important (10 on ten-point scale) in my evaluation of 2008 presidential candidates

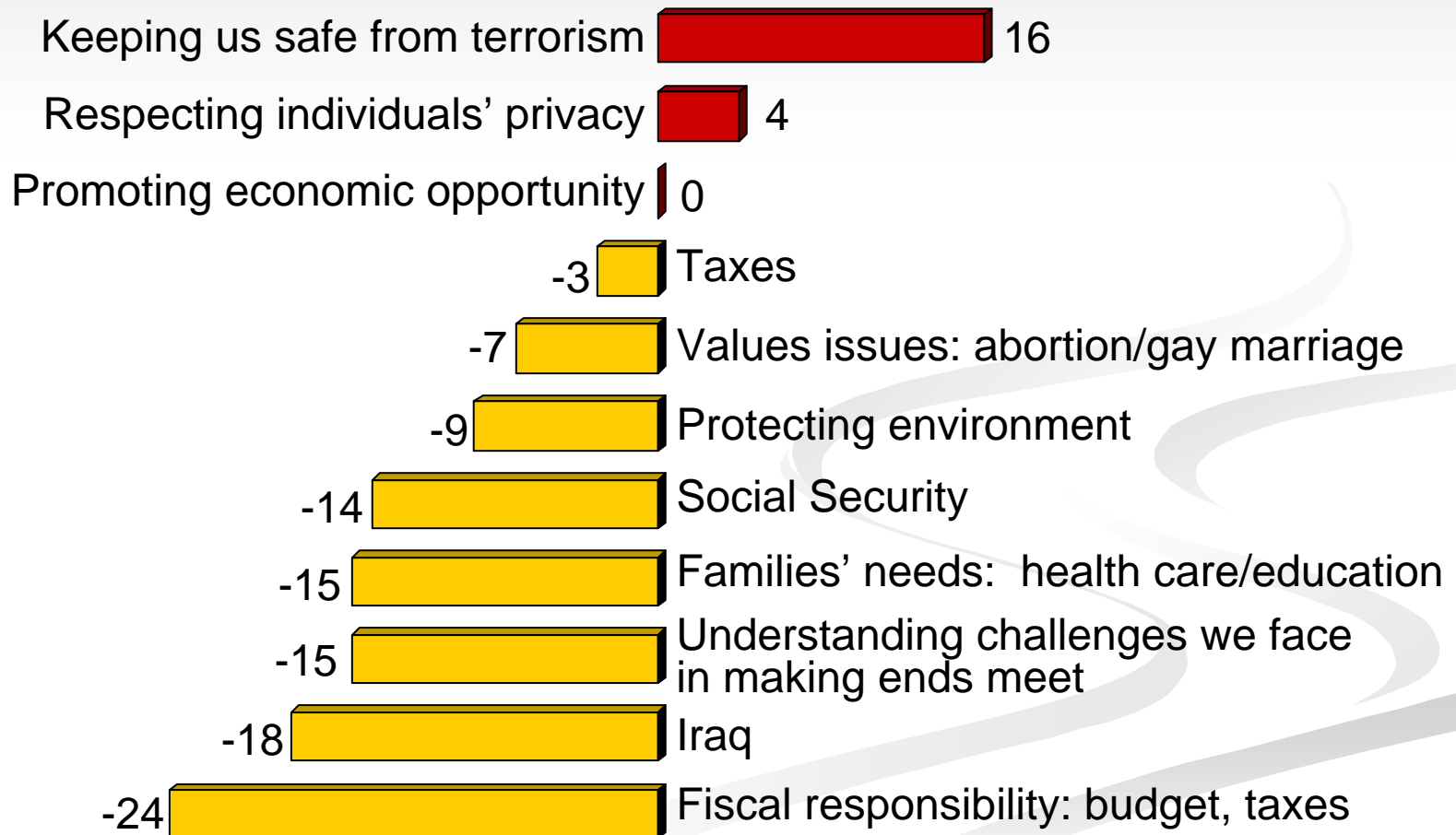
Bush defectors



*Several qualities fail to garner at least 50%: promote economic opportunity (46%), right approach on taxes (45%) and Social Security (45%), views on abortion/gay marriage (39%), foreign affairs/national security experience (38%), energetic/dynamic and fresh approach (29%).

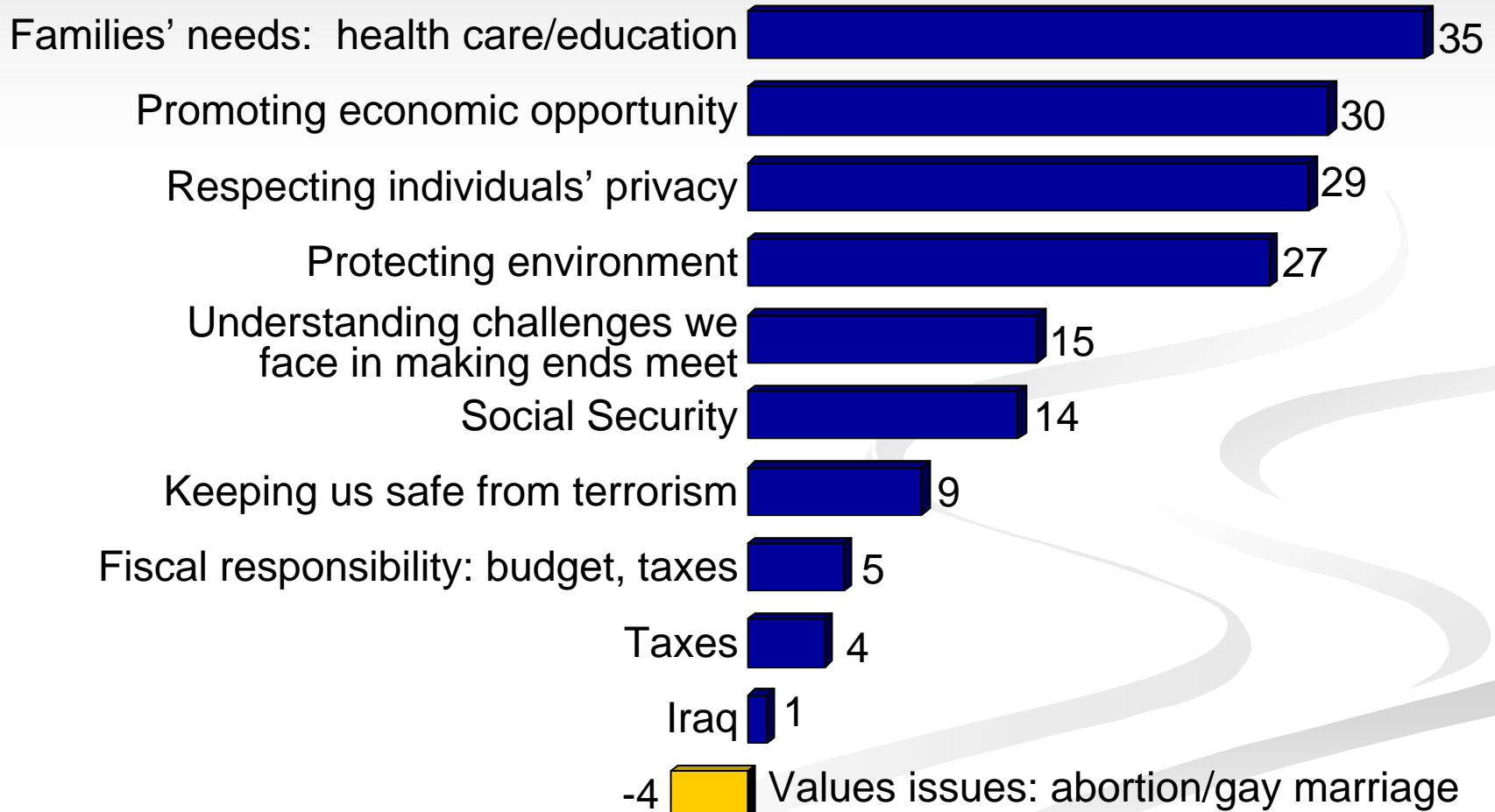
Heading Into 2008, GOP Has Lost Credibility On Key Attributes

*Differential: Republicans represent my view on this
minus Republicans out of step with my view*



Heading Into 2008, Democrats Have Momentum

*Differential: Democrats represent my view on this
minus Democrats out of step with my view*



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