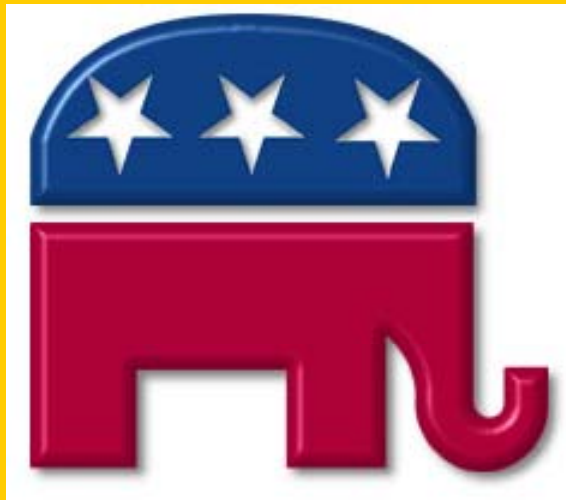


The Elephant Looks in the Mirror 10 Years Later



A Critical Look at
Today's Grand
Old Party

Methodology



- This survey of 2,000 self-described Republican voters was conducted both via telephone and online between May 28th and June 3rd, 2007.
- 1,000 surveys were conducted via telephone by professionally trained interviewers using computer-assisted interviewing technology (CATI). Interview selection was random within predetermined geographic units to correlate with GOP voter turnout based on the 2004 Presidential election
- 1,000 surveys were completed online through a web survey host portal. Respondents were randomly solicited from a national panel of tens of millions of potential respondents who indicate their willingness to participate in online research. Respondents were screened to party affiliation and geographic requirements based on 2004 GOP voter turnout.
- Overall data was weighted to reflect actual online usage.
- This survey of 2,000 respondents has a margin of error of +/- 2.2% at the 95% confidence interval.

National
GOP Study
June, 2007

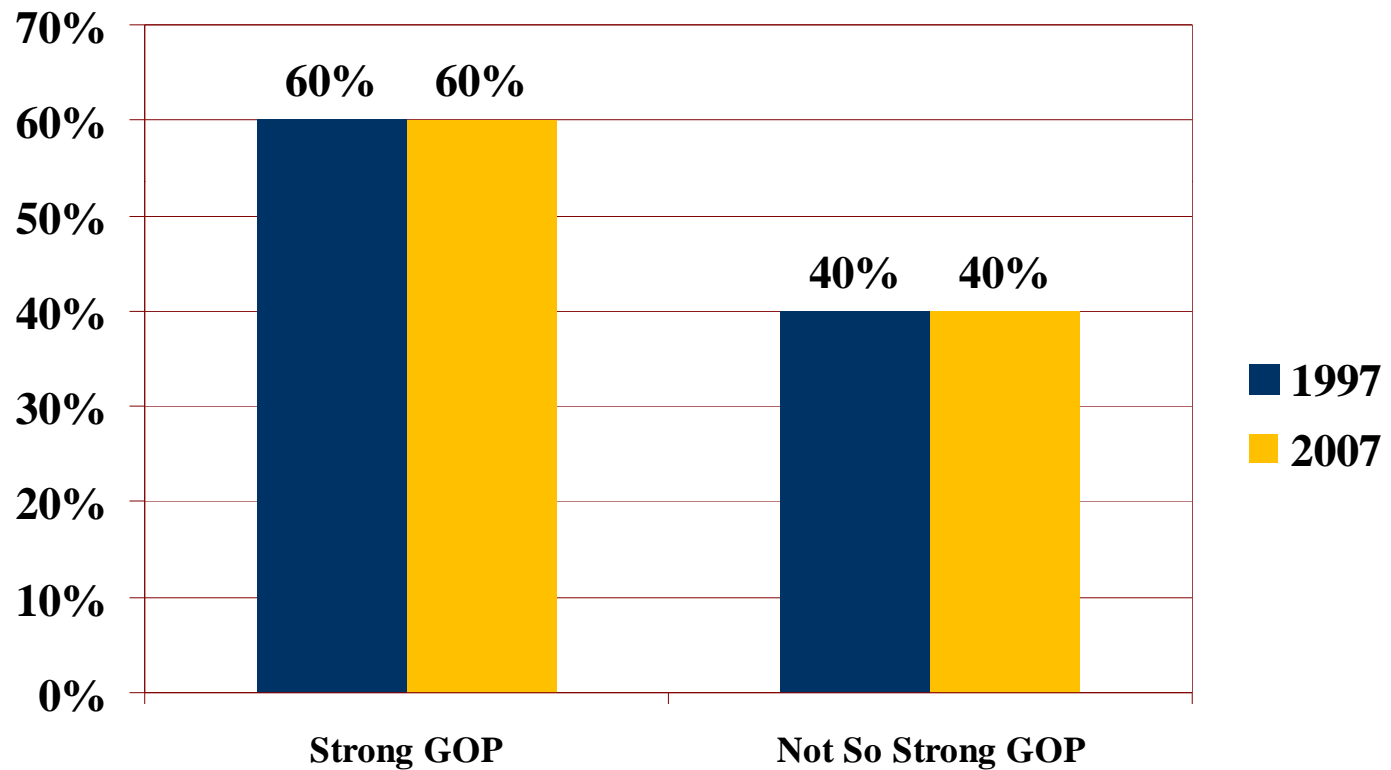
N = 2000
GOP Voters



Key Demographic Comparisons -1997 and 2007

Comparisons

Strong or Not Strong GOP



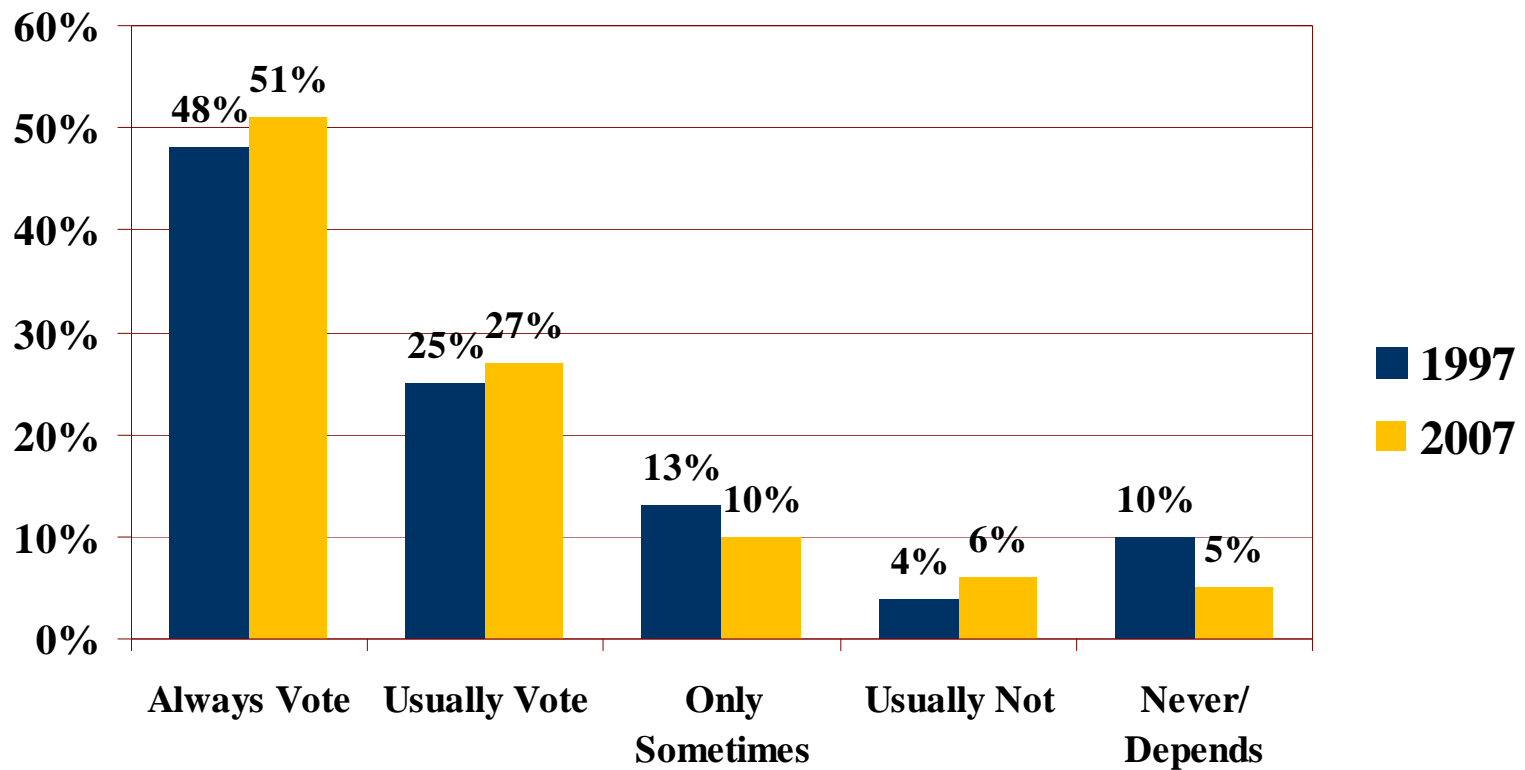
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Comparisons

Primary Vote Behavior



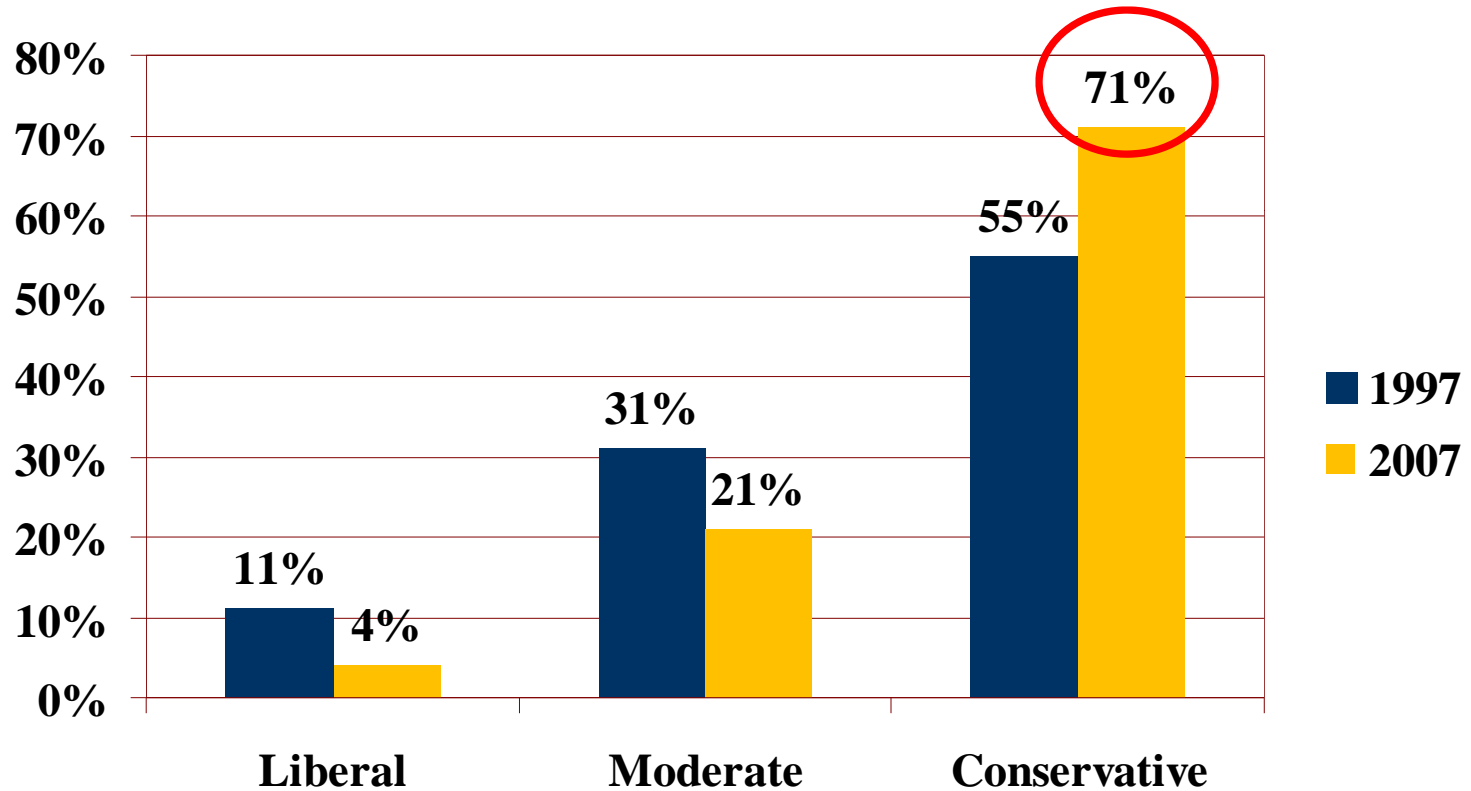
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Comparisons

Self-Described Ideology



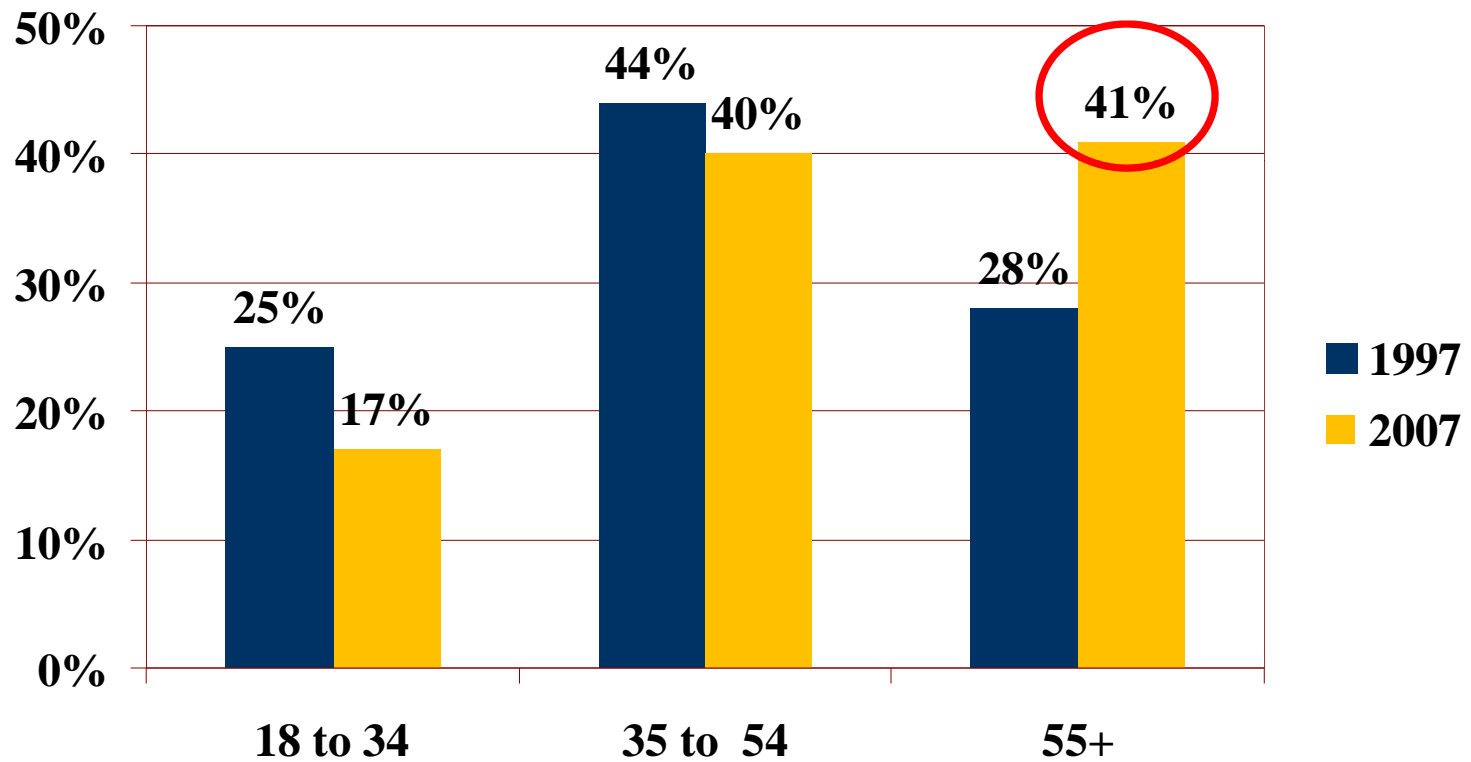
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Comparisons

Age



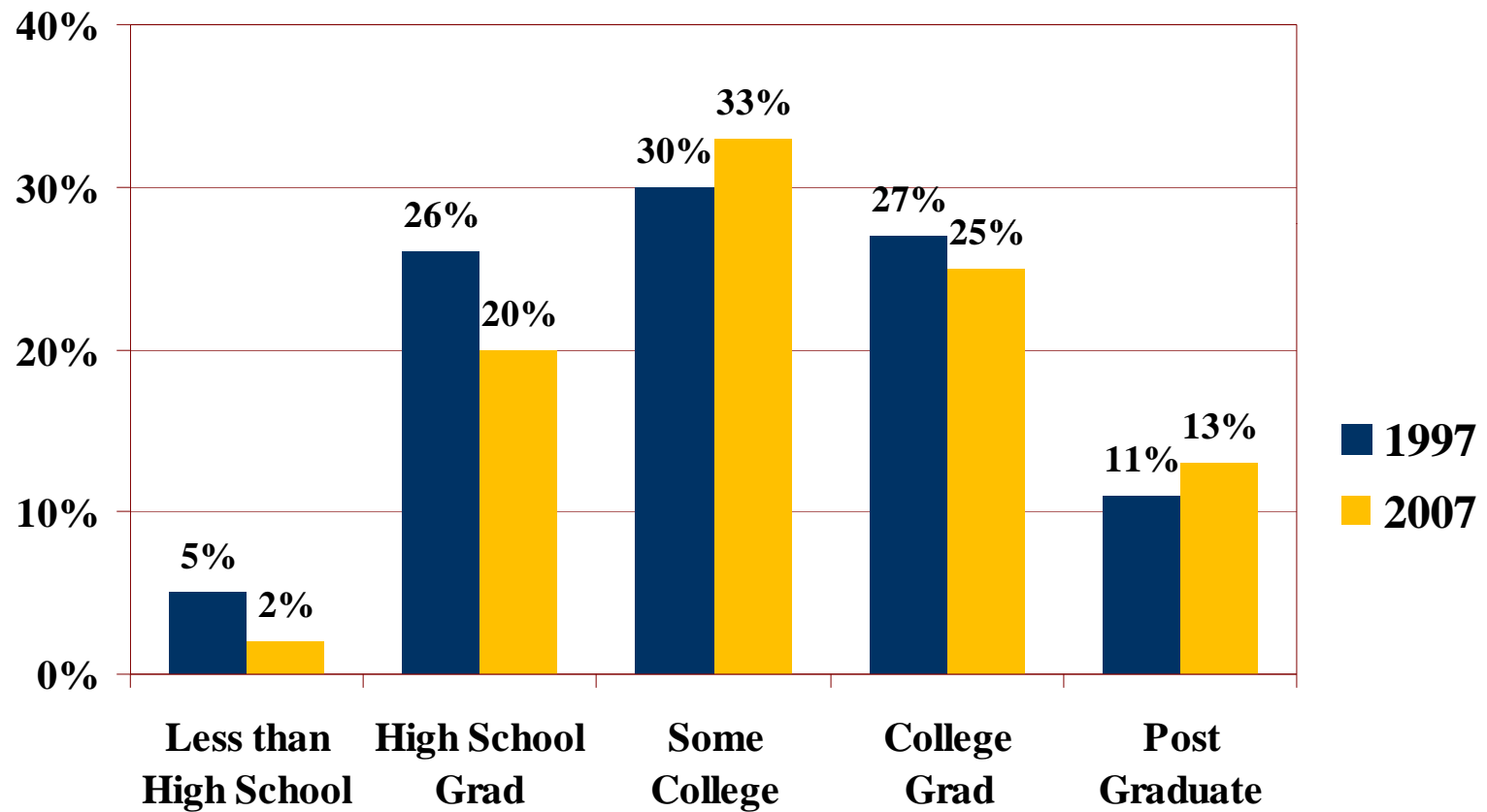
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Comparisons

Education



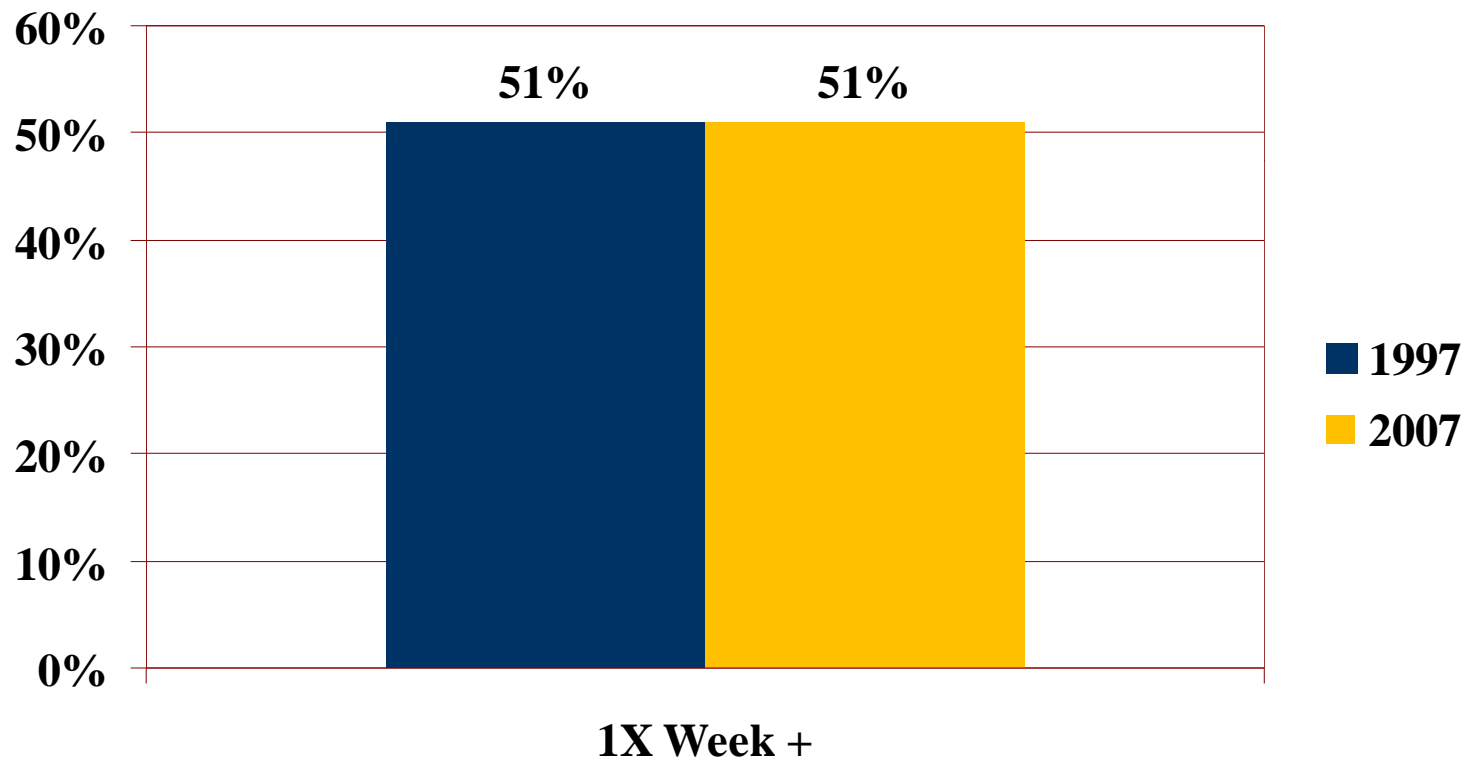
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Comparisons

Church Attendance



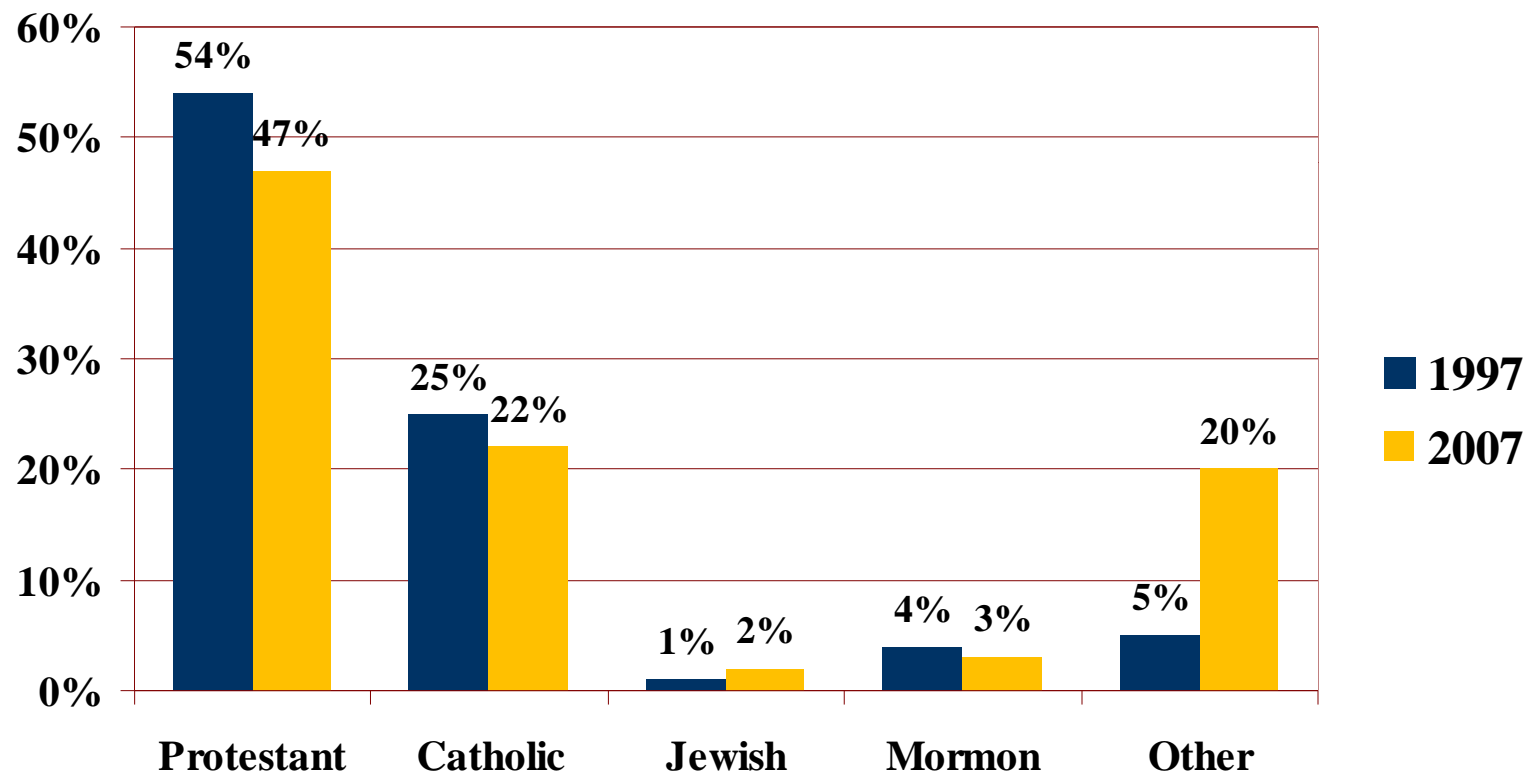
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Comparisons

Religious Affiliation



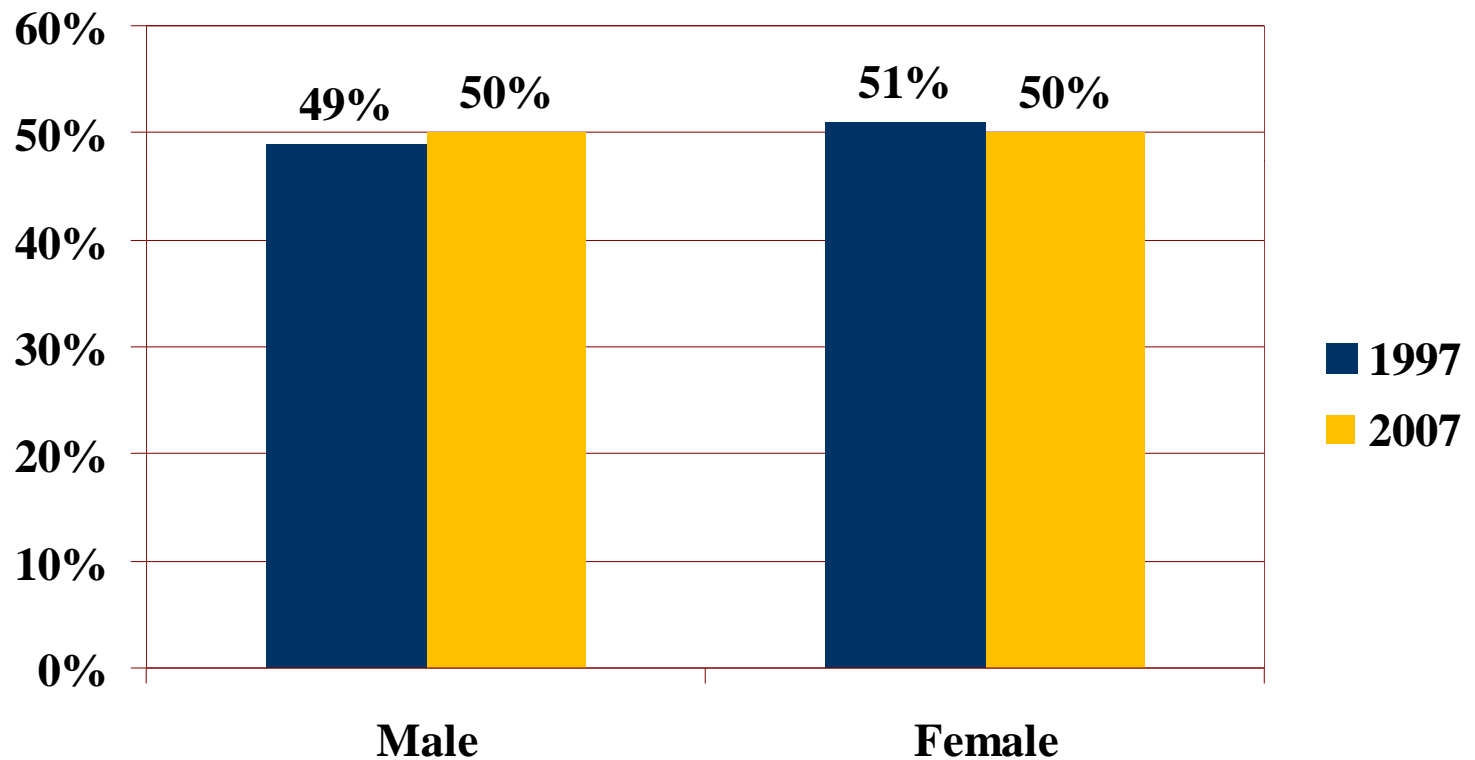
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Comparisons

Gender



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1997 and 2007 Segments of the GOP



How We Segmented

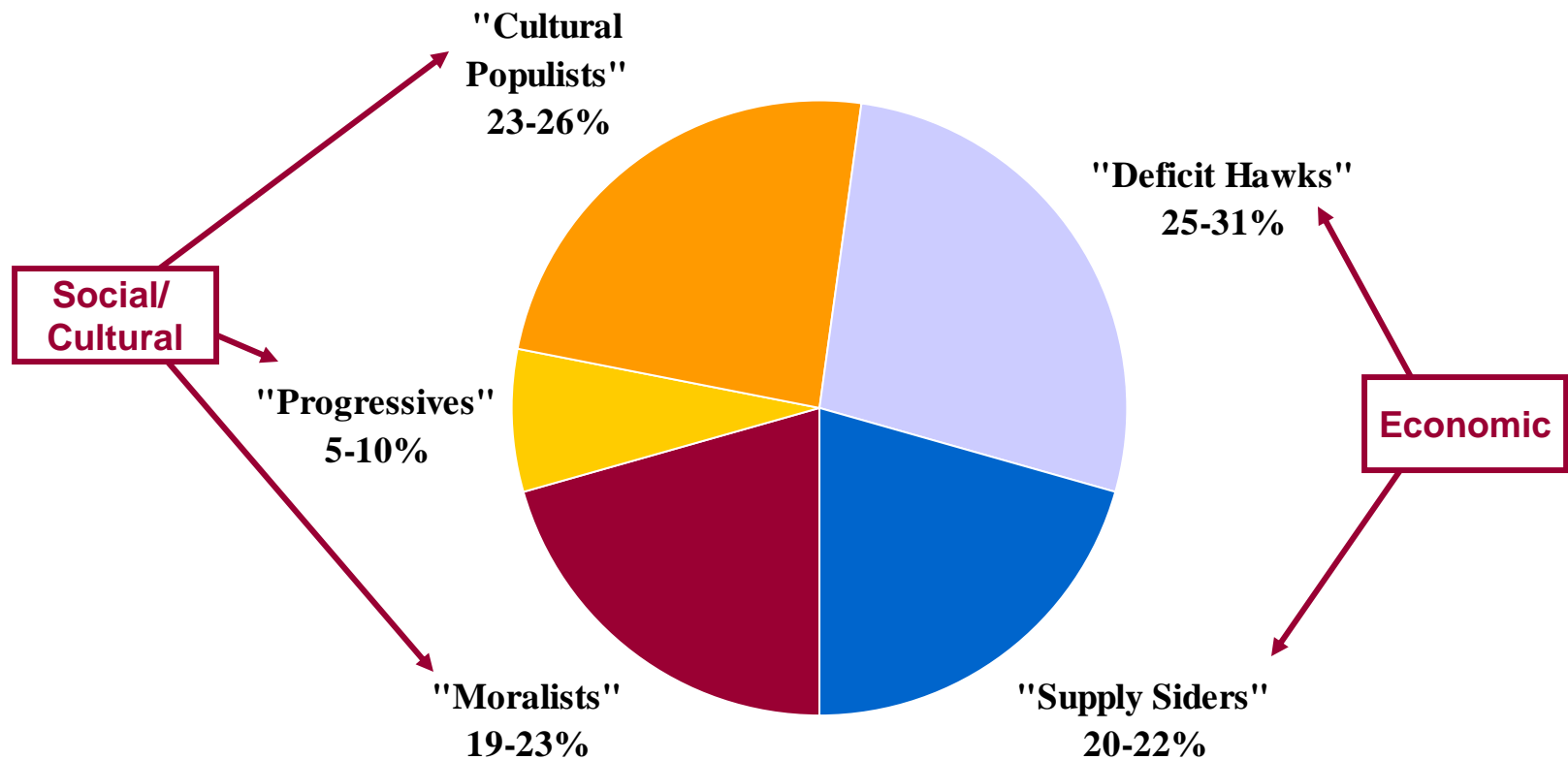


- Very similar process to 1997
- Based on **PRIMARY** issue concern
 - Respondents have multiple opportunities to choose top issue
- Utilize **SPECIFIC** issue questions within general issue concern area
 - Economic issues on economic issues
 - Foreign policy issues on foreign policy issues
 - Moral issues on moral issues
 - Social issues on social issues
- Questions designed to polarize

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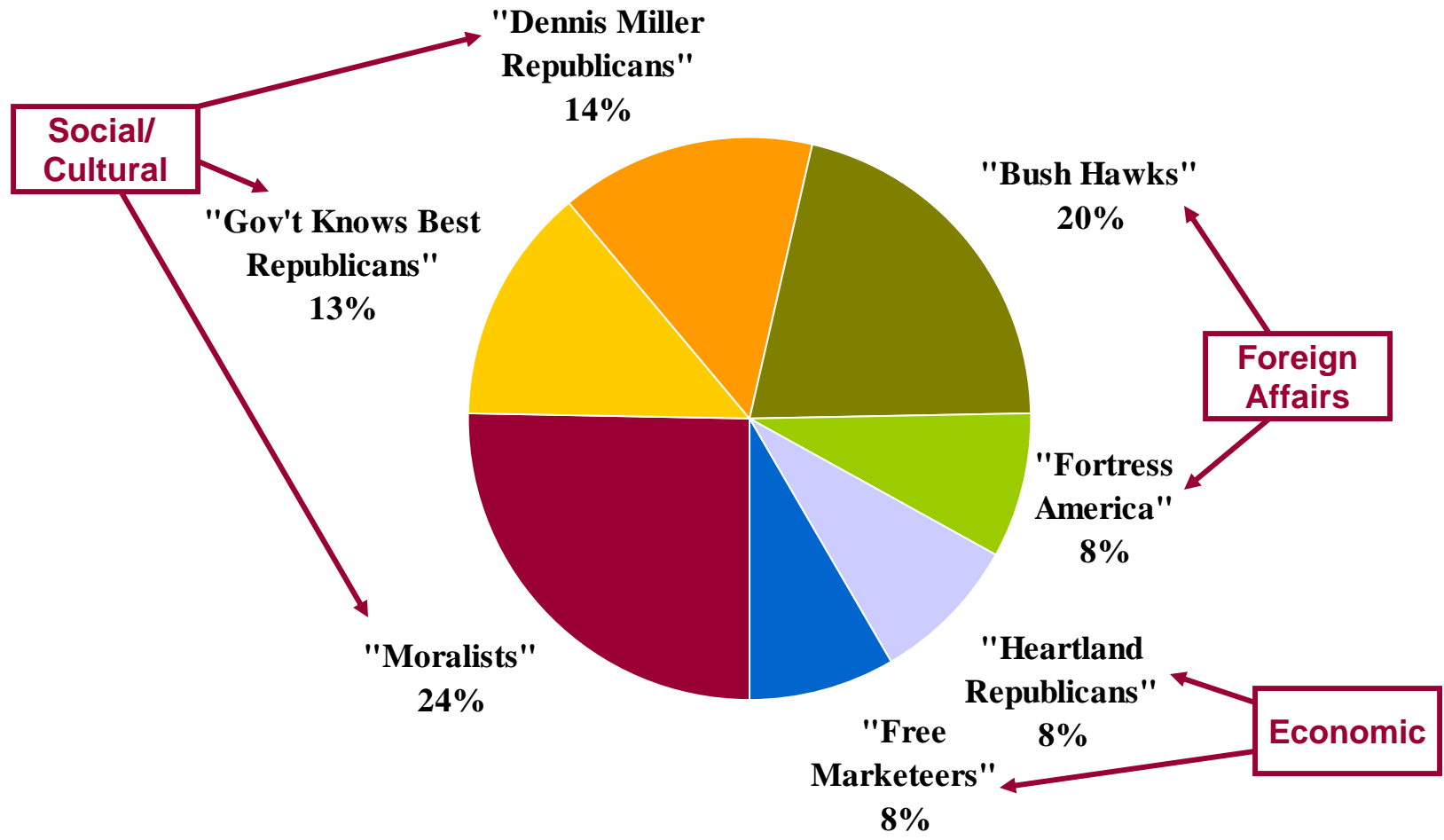
Five Segments of the GOP in 1997



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June, 2007

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Seven Segments of the GOP in 2007

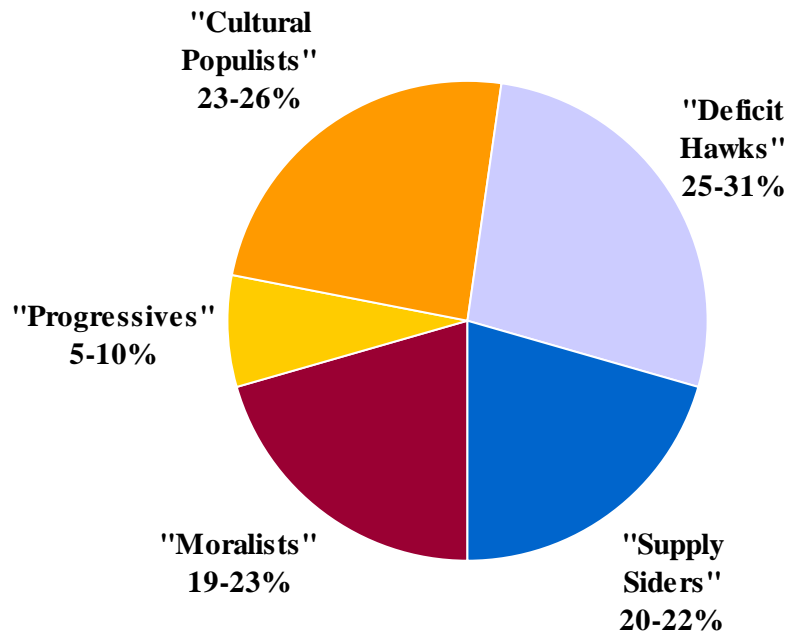


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June, 2007

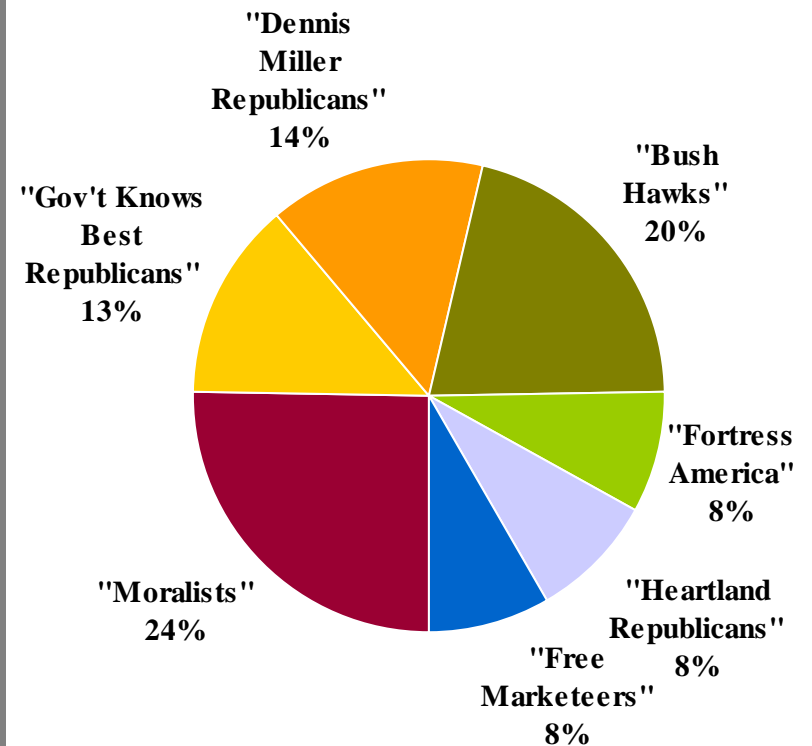
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GOP Voters

Segment Comparison GOP in 1997 vs. 2007

1997



2007



National
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June, 2007

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“Free Marketeers”

Segment Profile



- Constitute 8% of GOP
- Focused on economic issues
- Skeptical of government action, they want tighter reigns on spending and lower taxes
- Disproportionately Male
- Disproportionately Baby Boomers
- Less frequent church goers
- More libertarian -- counterbalance to “Moralists”
- Share many policy perspectives with “Dennis Miller GOP”
- Fred Thompson’s strongest group

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June, 2007

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“Heartland Republicans”

Segment Profile



- Constitute 8% of GOP
- Focused on economic issues
- Similar to “Gov’t Knows Best GOP” on many policies
- More likely to be life-long GOPers
- More pragmatic and less ideological
- Concerned with gas prices & economic growth
- Not opposed to more government spending & regulation, and action on environment
- Strong McCain group
- Less frequent church goers – less focus on Moral issues
- More likely found in Midwest

National
GOP Study
June, 2007

N = 2000
GOP Voters

“Bush Hawks”

Segment Profile



- Constitute 20% of GOP
- Focused on foreign policy and national security issues
- Bush’s most ardent supporters, only group with majority ‘right direction’
- Focused on national security issues – especially War on Terror - and want to see America using its might spreading democracy
- Support the war and are in it to win it, no timeline
- Significant minority are new to party
- Disproportionately male

National
GOP Study
June, 2007

N = 2000
GOP Voters

“Fortress America Republicans”

Segment Profile



- Constitute 8% of GOP
- Focused on foreign policy and national security issues
- Concerned about the war and focused on national security issues, want to see an orderly end to war in Iraq
- Strong Isolationist streak runs through this group
- See government’s top job as protecting the homeland
- Bush’s weakest group
- Disproportionately Baby Boomers
- Nearly 1 in 2 from the South

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June, 2007

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“Dennis Miller Republicans”

Segment Profile



- Constitute 14% of GOP
- Focused on social issues
- Focused on illegal immigration, they strongly oppose people gaming the system to get a “free lunch”
- Like “Hawks” they oppose timelines for the war
- Like “Free Marketeers” they oppose expanded government to solve problems
- More likely to be male
- Disproportionately found in the South and West
- They are more likely to be gun owners

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June, 2007

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“Government Knows Best Republicans”

Segment Profile



- Constitute 13% of GOP
- Focused on social issues
- More likely to be life-long GOPers
- Strong group for McCain
- Strongest supporters of government intervention to solve social and environmental problems
- Skeptical of the Patriot Act, many would like to see less defense spending
- More likely to be retired or homemaker, lowest income and fewest number of college graduates
- Disproportionately female- nearly 2 to 1
- More likely to be found on the coasts

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“Moralists”

Segment Profile



- Constitute 24% of GOP
- Laser-like focus on moral issues
- Identify as “strong” GOP and “very” conservative, they are strong Bush group
- Rudy’s weakest group
- Only group where majorities are Born Again/Evangelical and go to church at least weekly
- Lower income than Party average
- Disproportionately female and have highest share of Homemakers

National
GOP Study
June, 2007

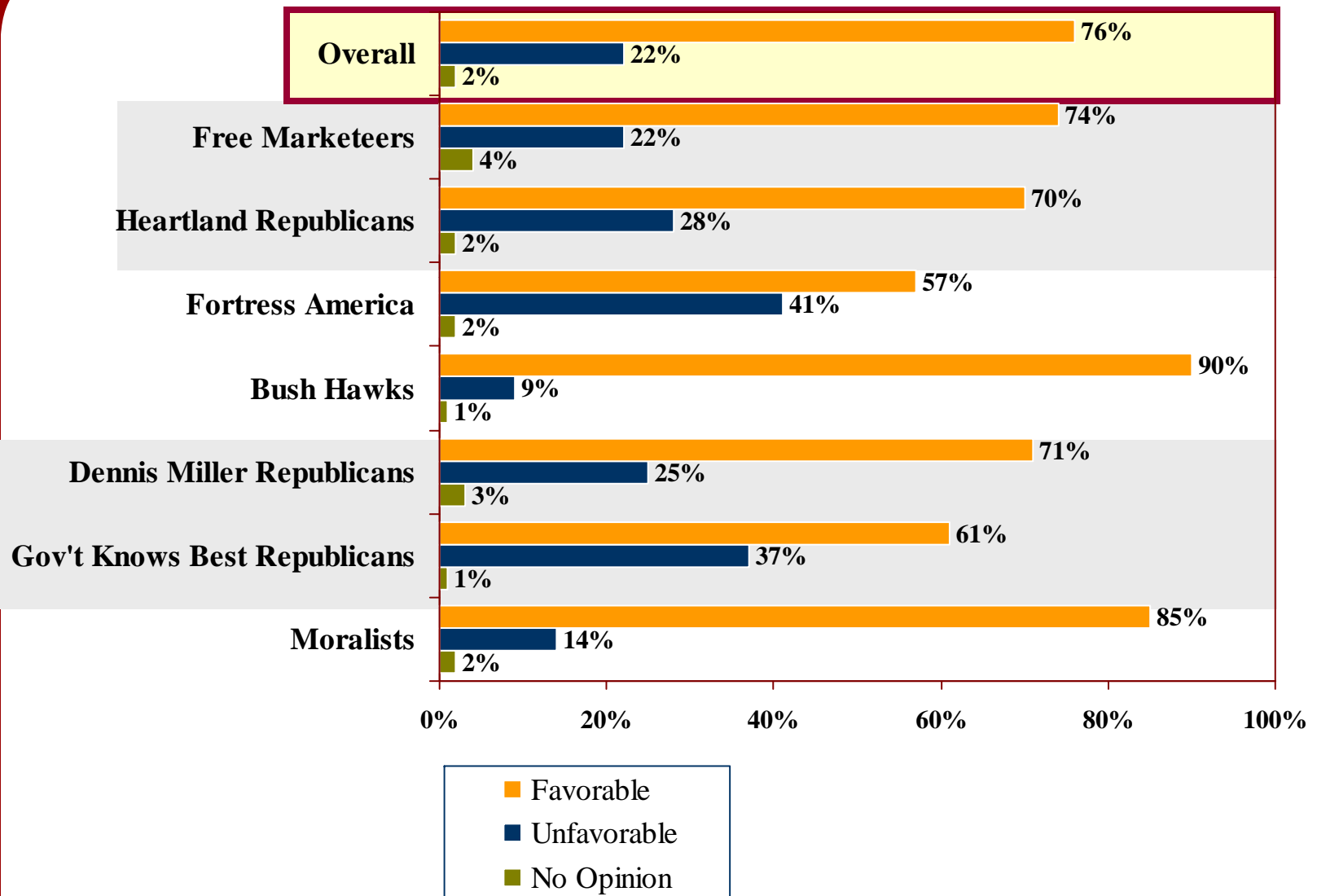
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Presidential Candidates and Ballots

George W. Bush Job Image

Please tell me for each of the following whether you have a favorable or an unfavorable opinion of the person. If you have no opinion or have never heard of them, just say so.



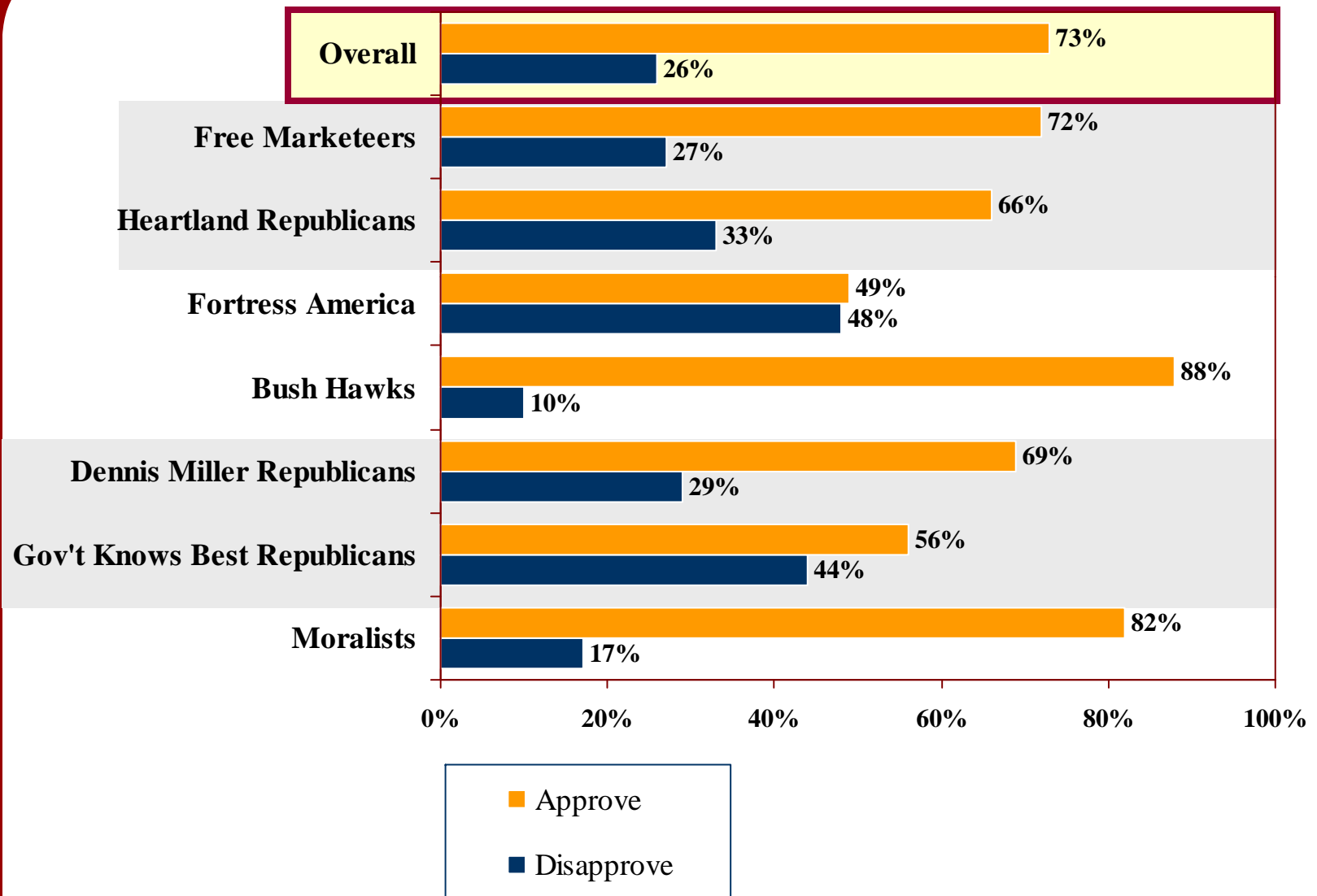
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George W. Bush Job Approval

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



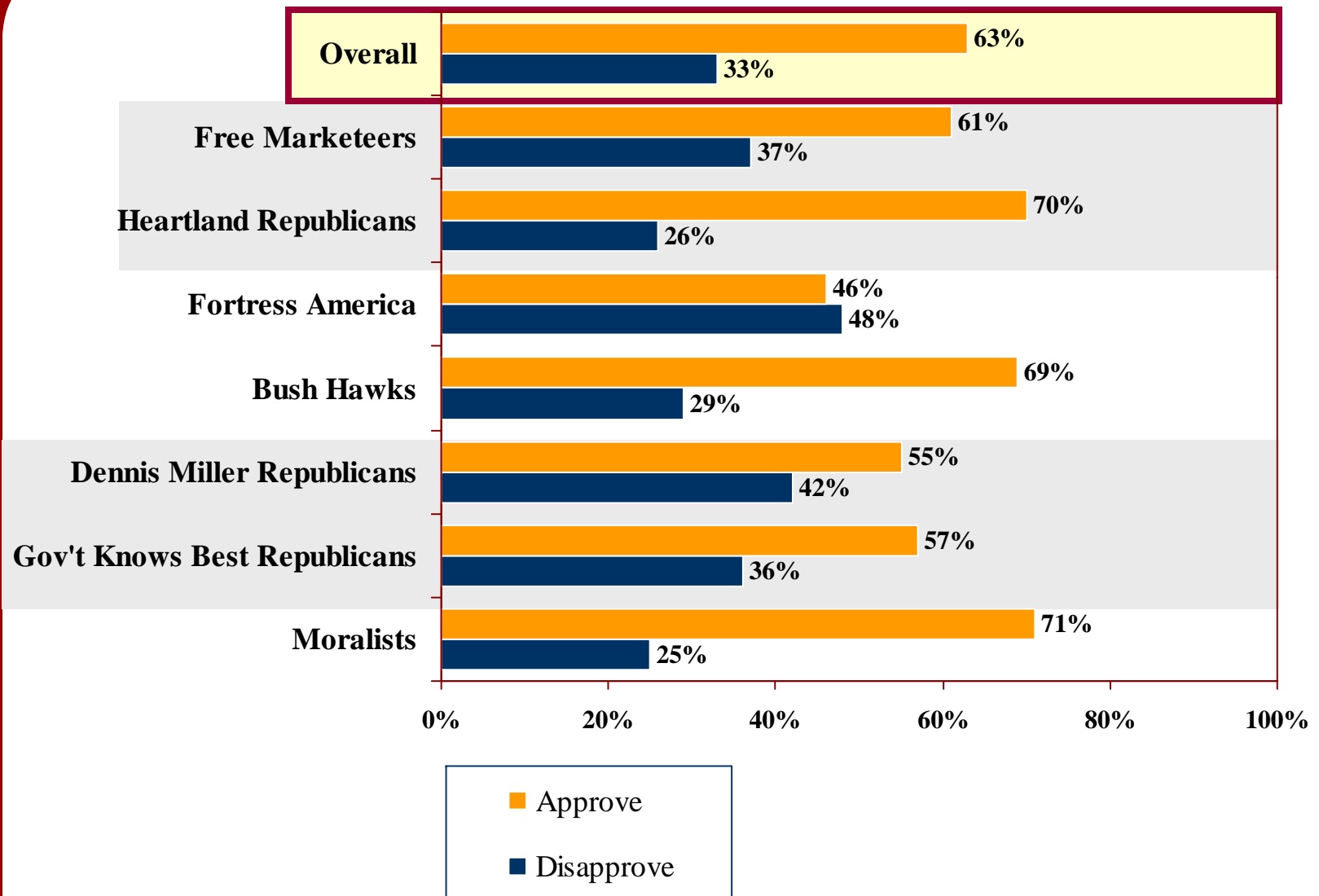
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GOP's in Congress Job Approval

Generally speaking, do you approve or disapprove of the job the Republicans in Congress are doing?



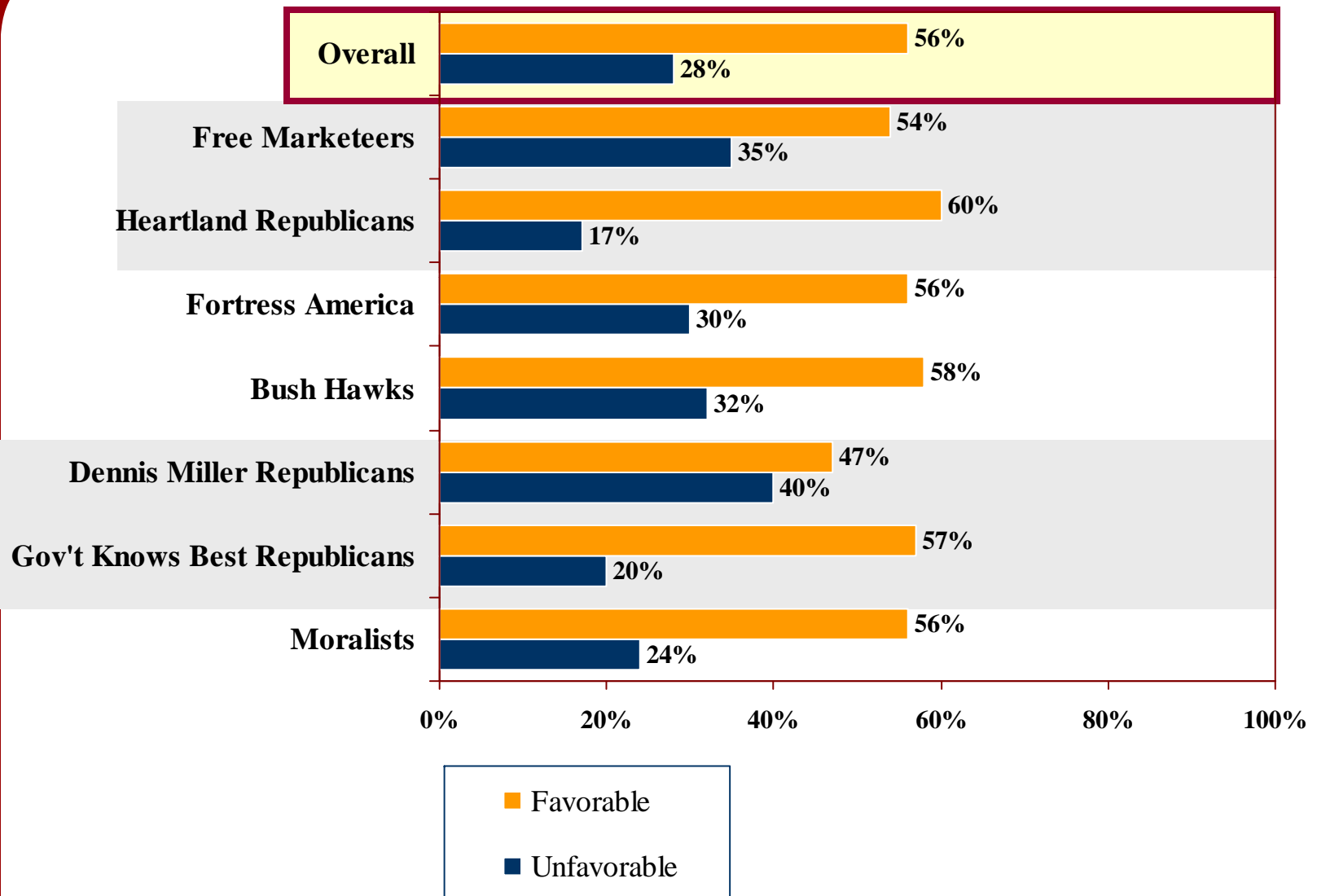
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John McCain Image

Please tell me for each of the following whether you have a favorable or an unfavorable opinion of the person. If you have no opinion or have never heard of them, just say so.



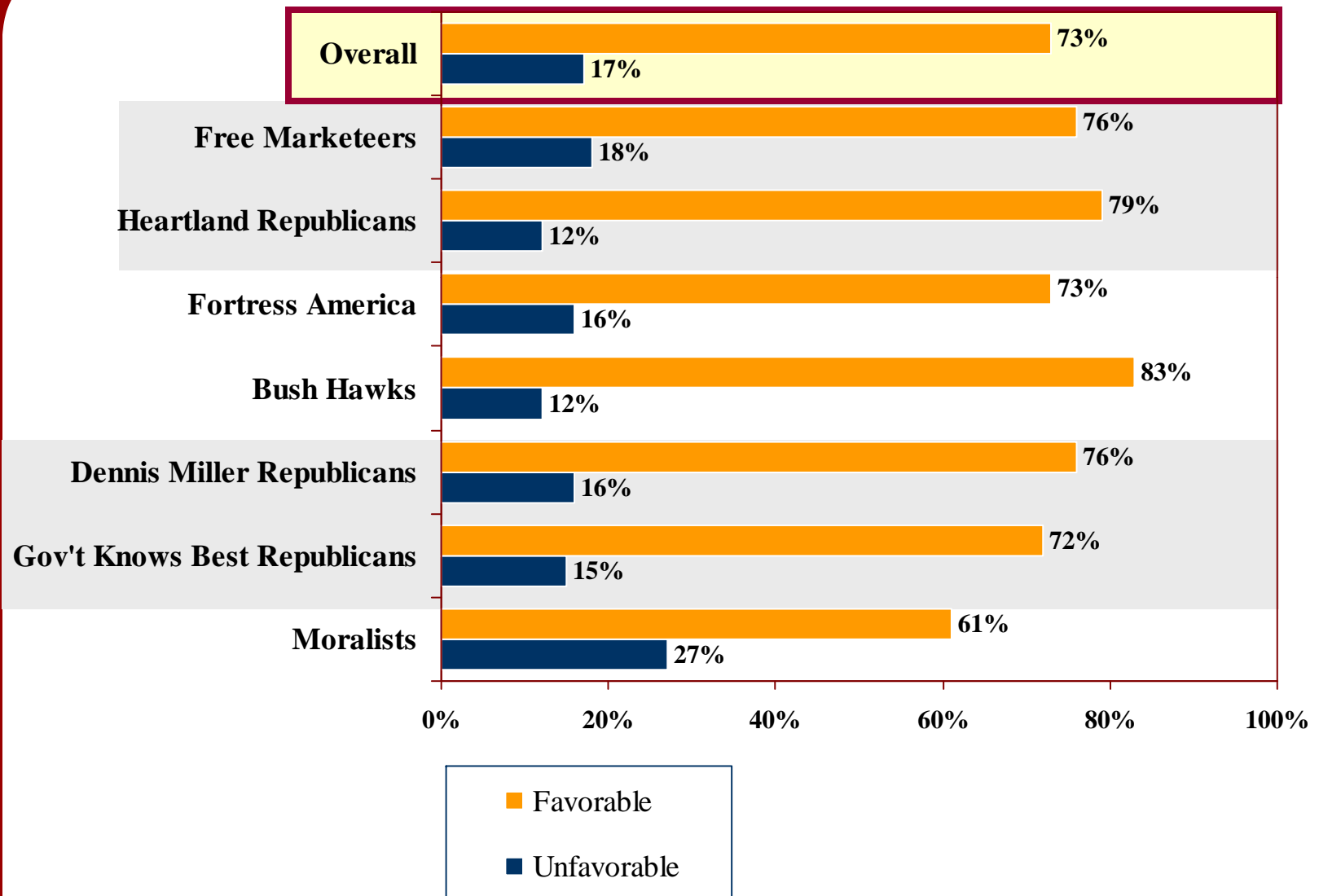
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Rudy Giuliani Image

Please tell me for each of the following whether you have a favorable or an unfavorable opinion of the person. If you have no opinion or have never heard of them, just say so.



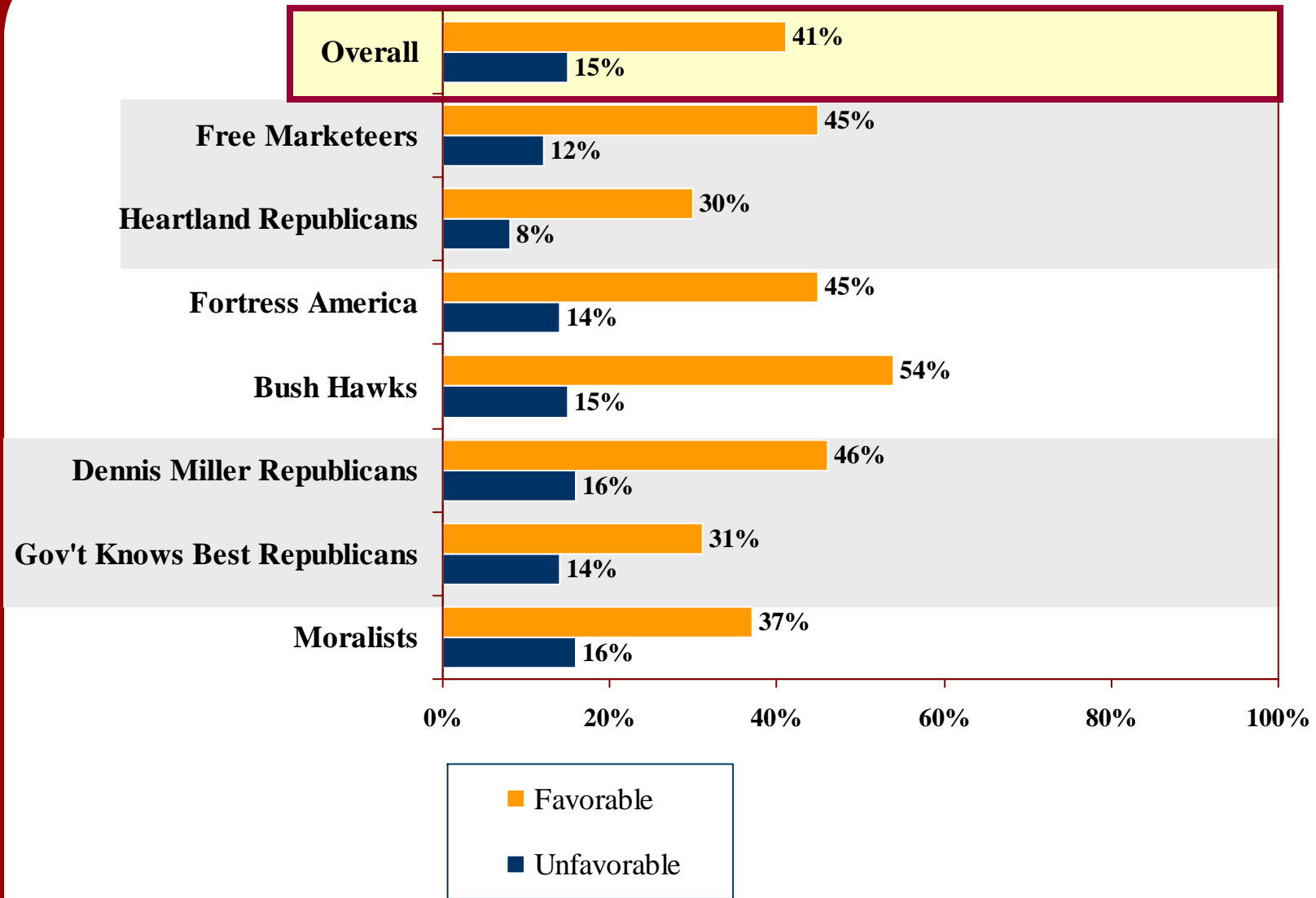
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Mitt Romney Image

Please tell me for each of the following whether you have a favorable or an unfavorable opinion of the person. If you have no opinion or have never heard of them, just say so.



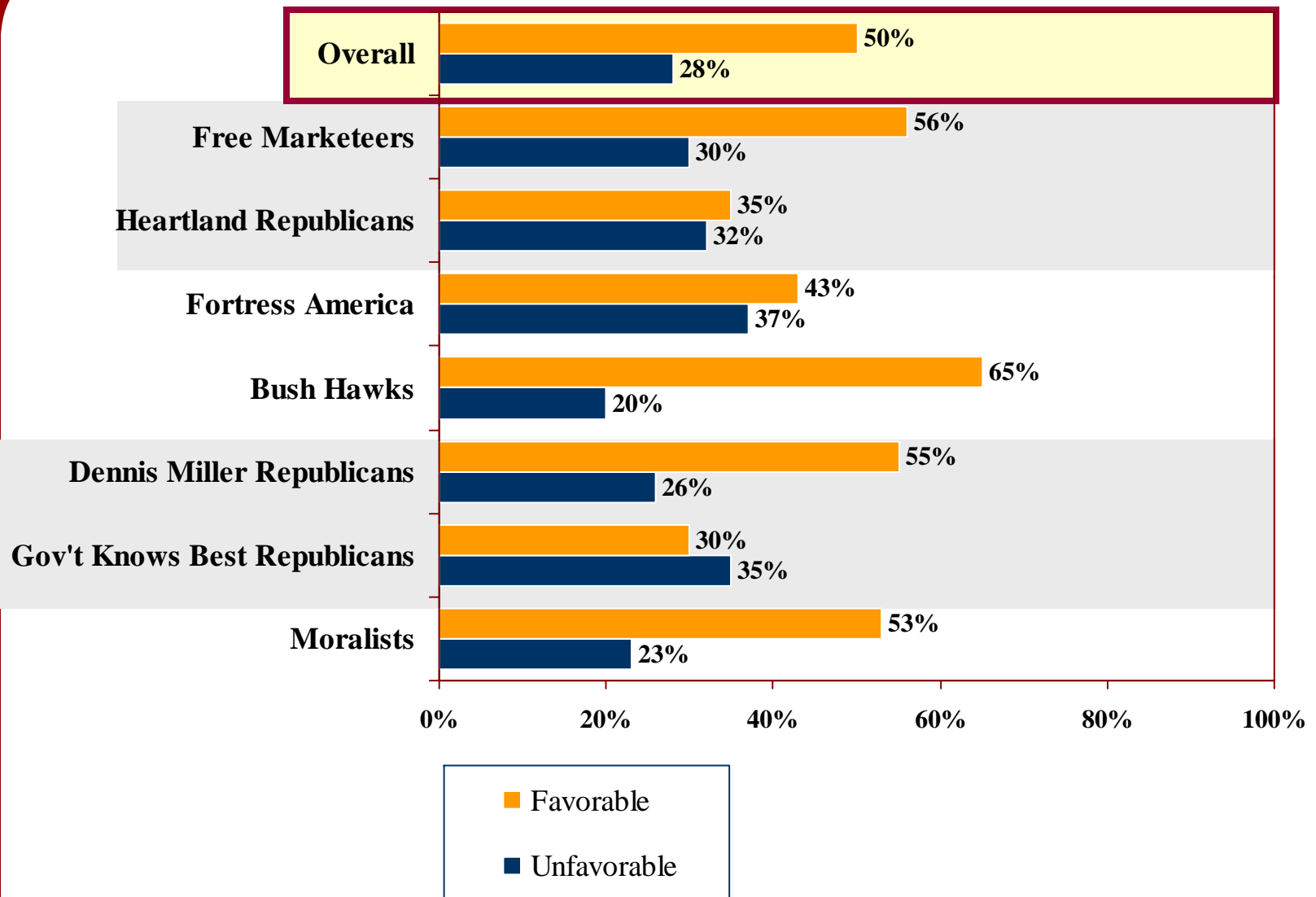
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 GOP Voters

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Newt Gingrich Image

Please tell me for each of the following whether you have a favorable or an unfavorable opinion of the person. If you have no opinion or have never heard of them, just say so.



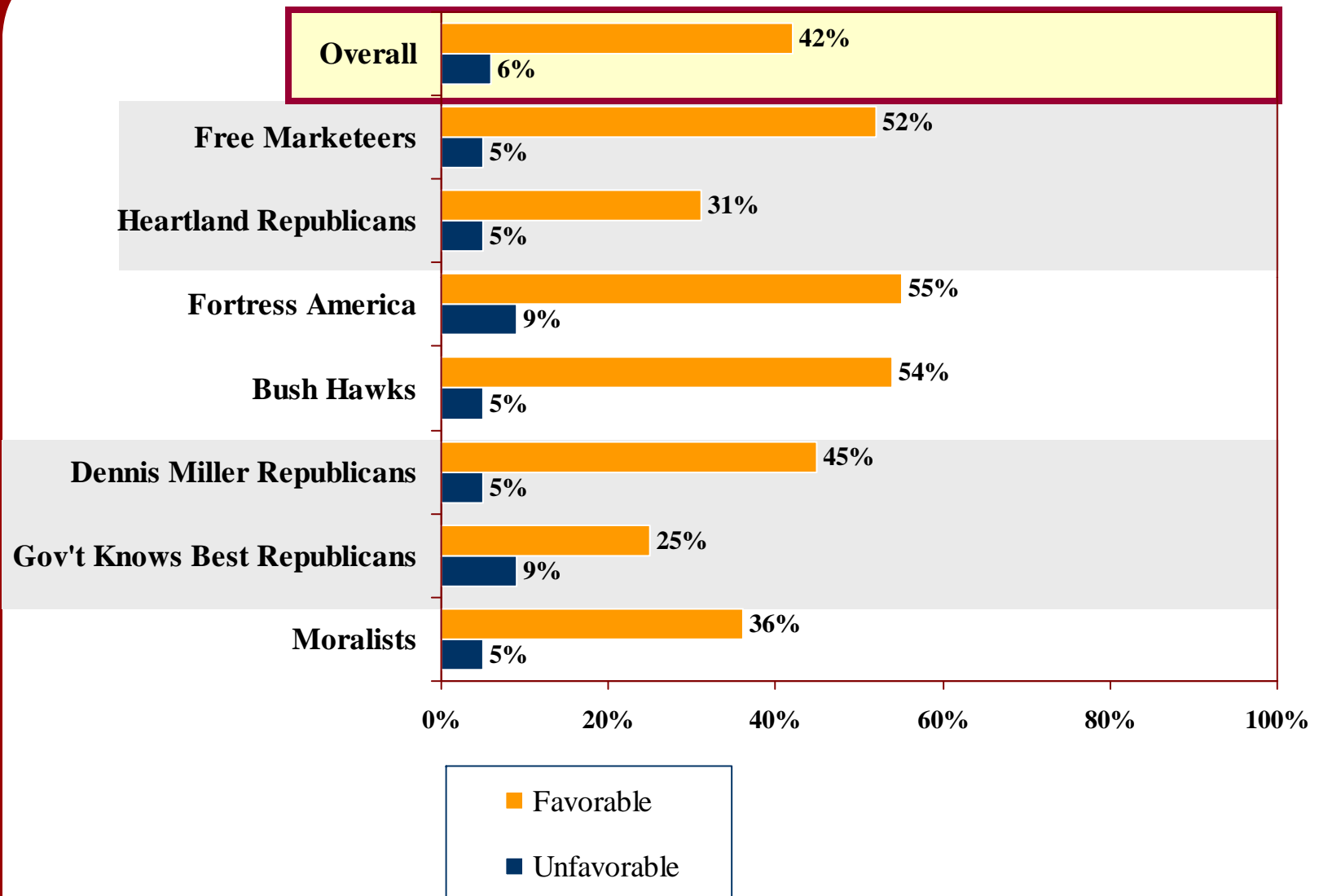
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GOP Voters

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Fred Thompson Image

Please tell me for each of the following whether you have a favorable or an unfavorable opinion of the person. If you have no opinion or have never heard of them, just say so.



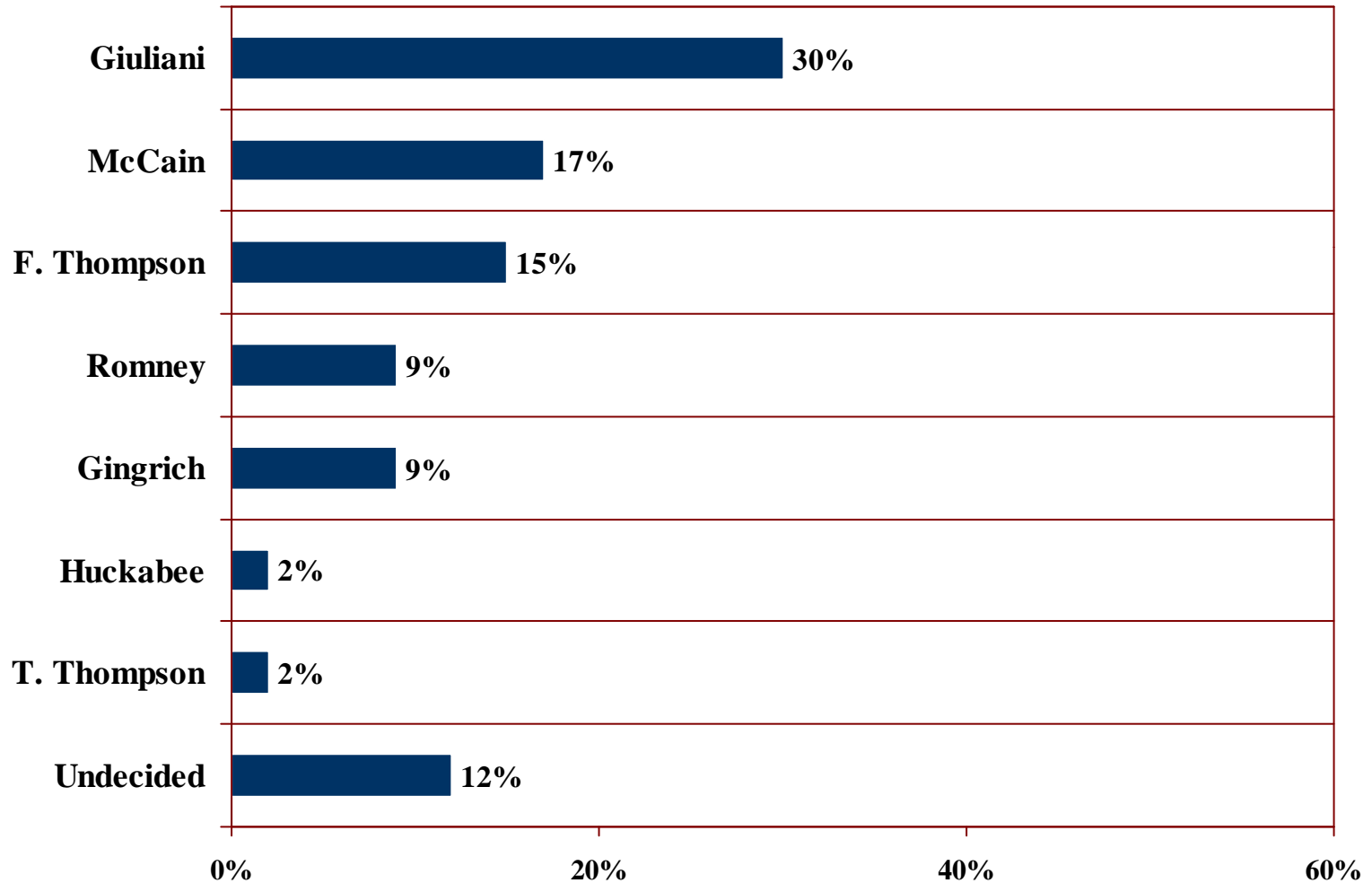
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Republican Primary Ballot All Voters

If the Republican primary or caucus for President were held today in your state for whom would you vote if the candidates were...



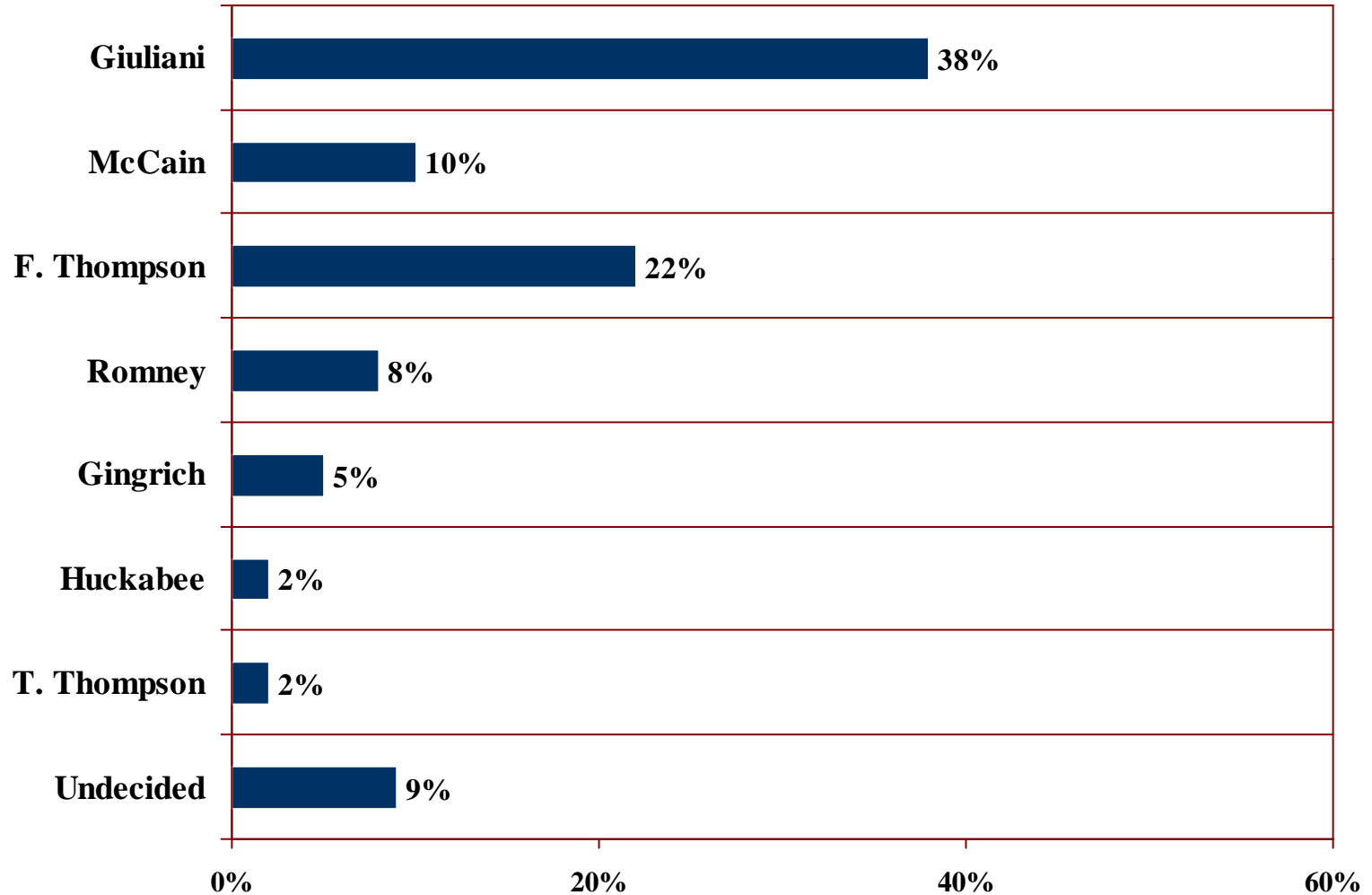
National
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GOP Voters

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Republican Primary Ballot “Free Marketeers”

If the Republican primary or caucus for President were held today in your state for whom would you vote if the candidates were...



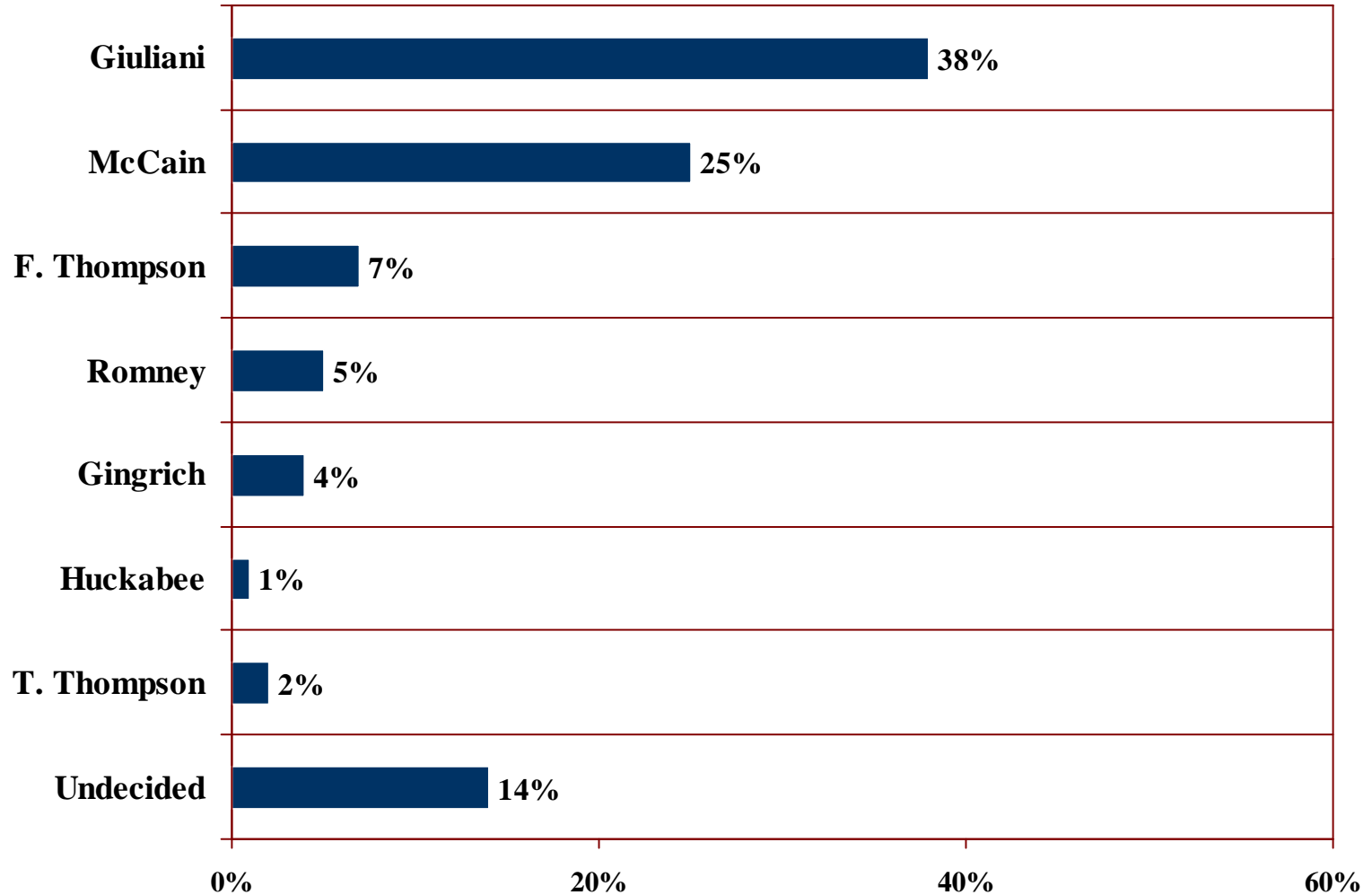
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GOP Voters

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Republican Primary Ballot “Heartland Republicans”

If the Republican primary or caucus for President were held today in your state for whom would you vote if the candidates were...



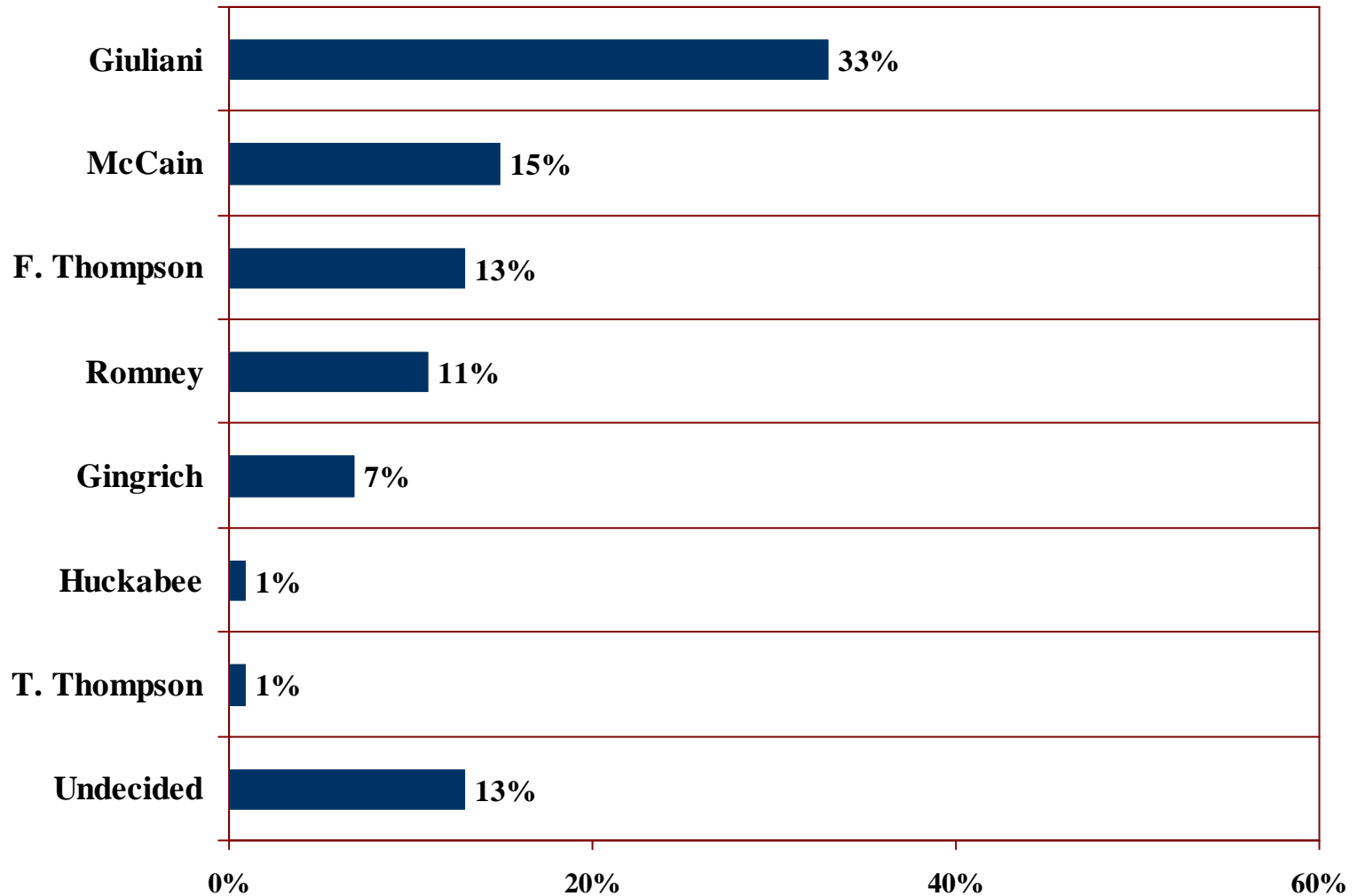
National
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June, 2007

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GOP Voters

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Republican Primary Ballot “Fortress America”

If the Republican primary or caucus for President were held today in your state for whom would you vote if the candidates were...



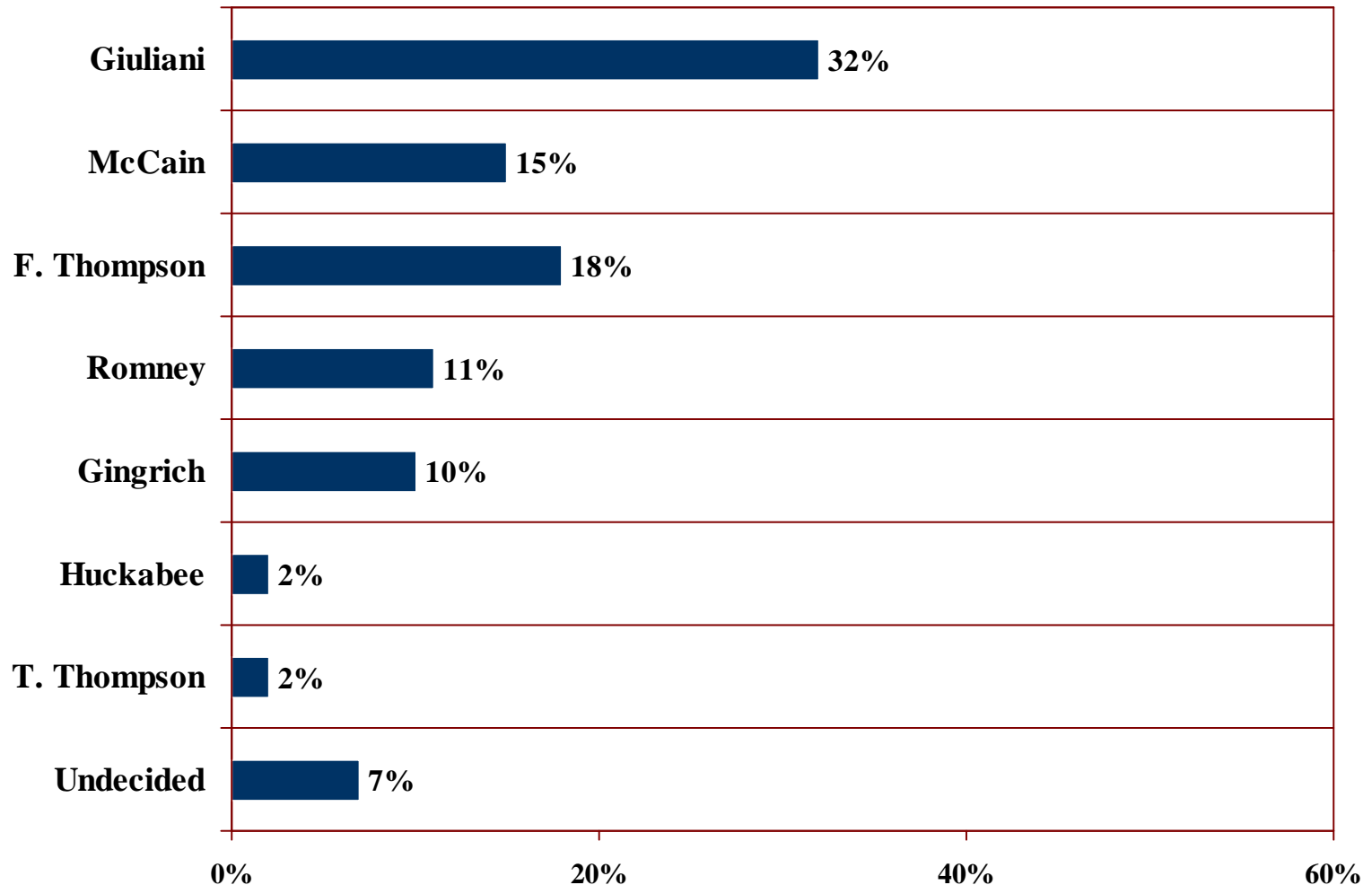
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GOP Voters

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Republican Primary Ballot “Bush Hawks”

If the Republican primary or caucus for President were held today in your state for whom would you vote if the candidates were...



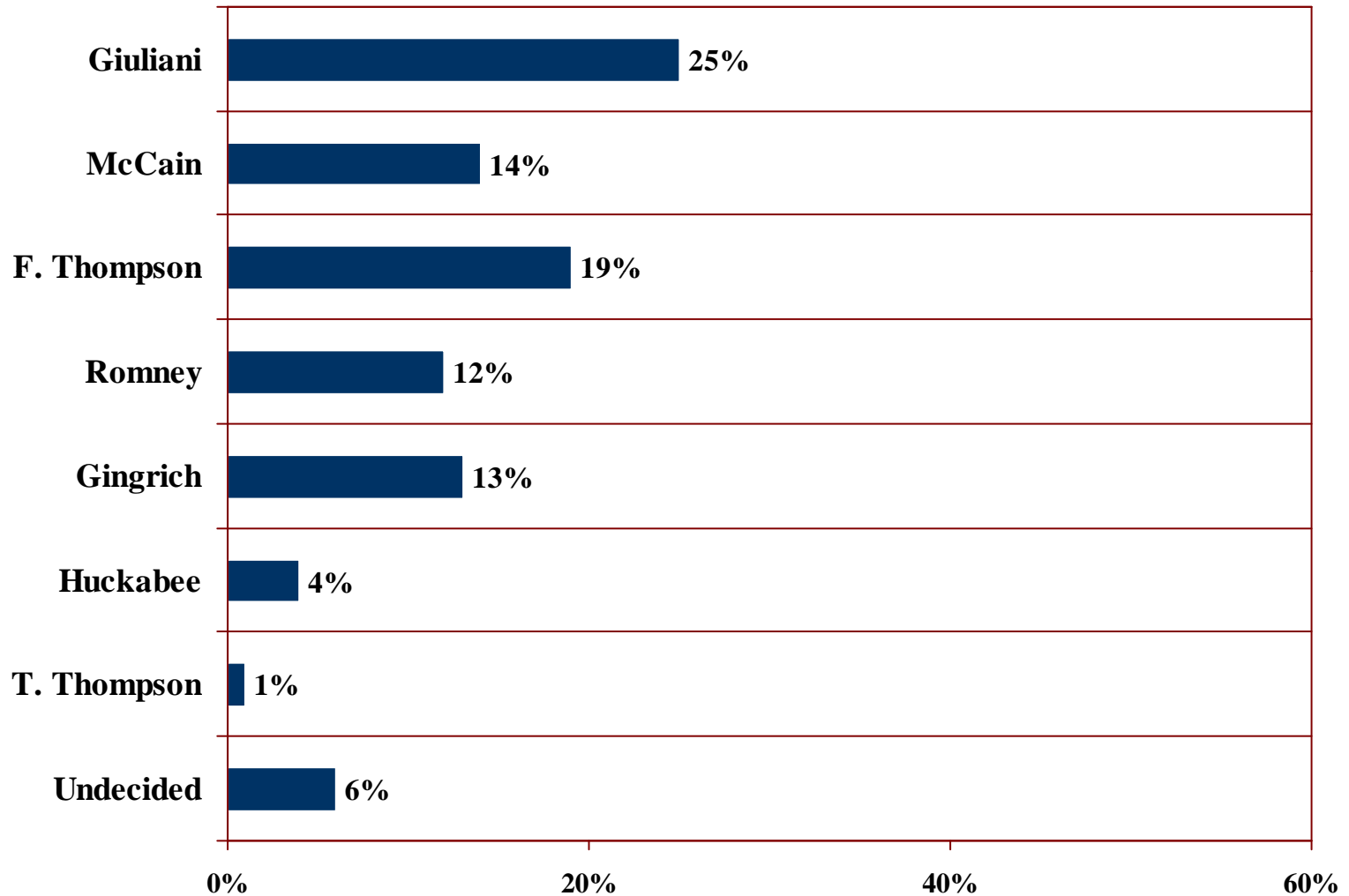
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Republican Primary Ballot “Dennis Miller Republicans”

If the Republican primary or caucus for President were held today in your state for whom would you vote if the candidates were...



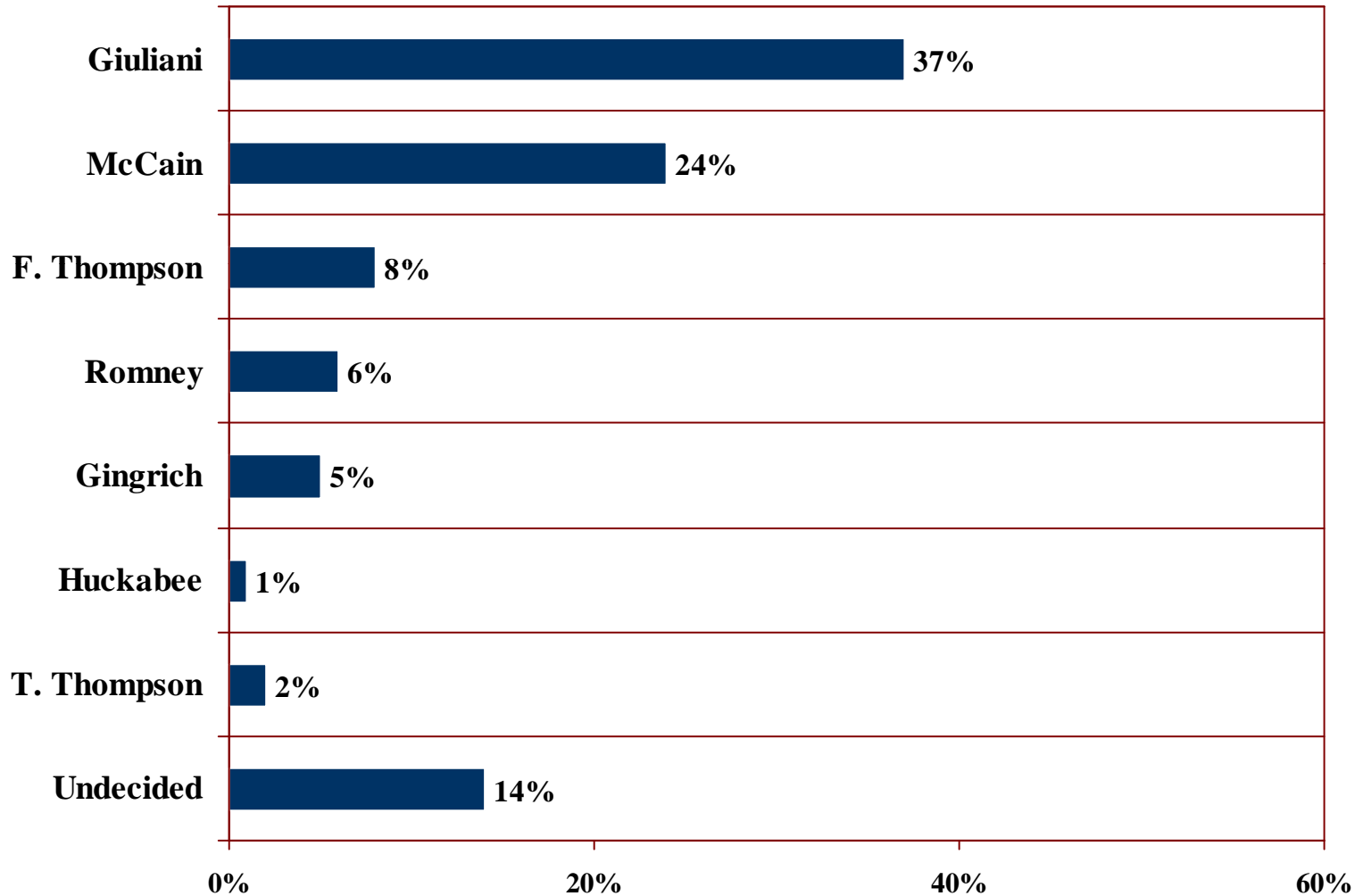
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Republican Primary Ballot "Gov't Knows Best Republicans"

If the Republican primary or caucus for President were held today in your state for whom would you vote if the candidates were...



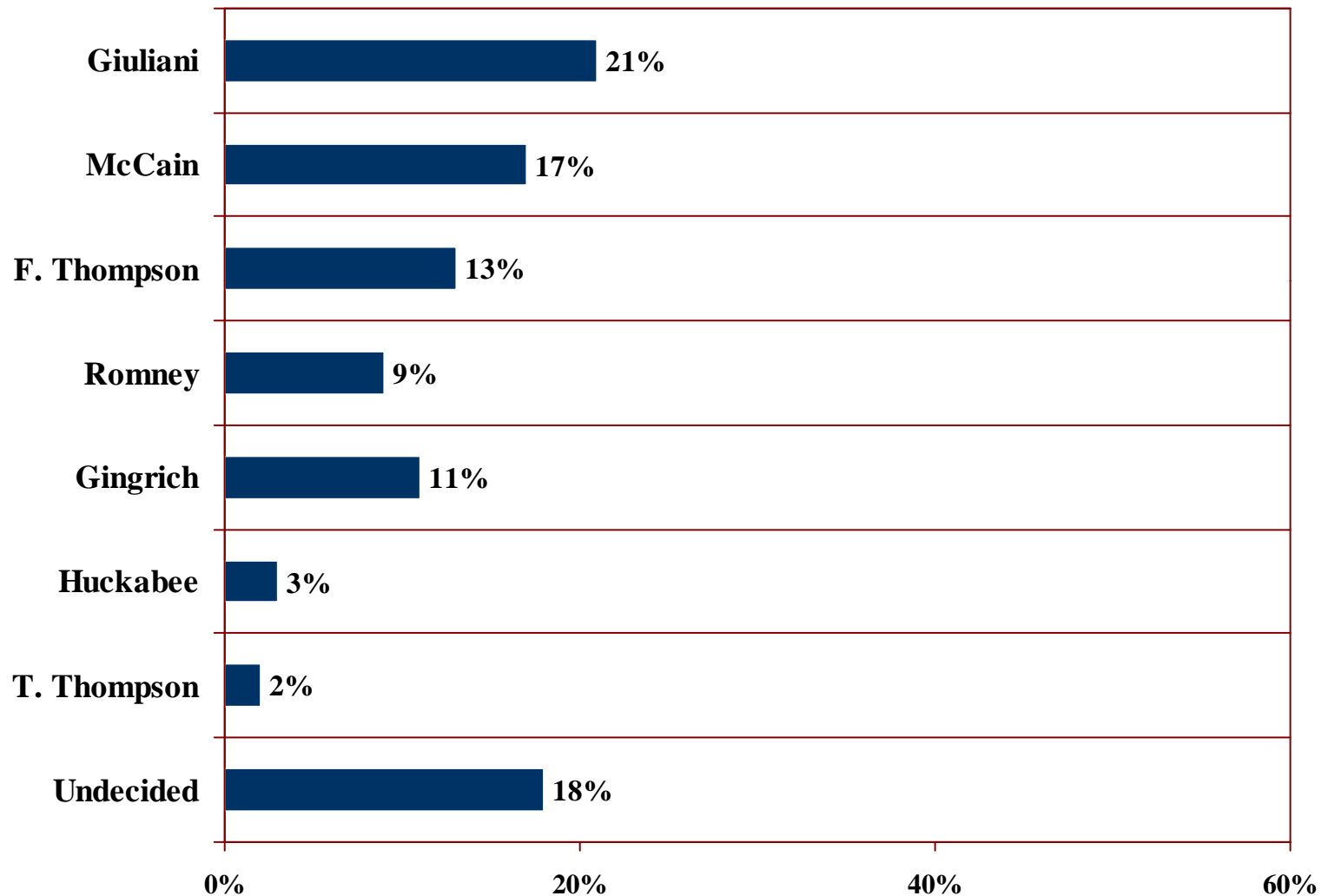
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Republican Primary Ballot “Moralists”

If the Republican primary or caucus for President were held today in your state for whom would you vote if the candidates were...



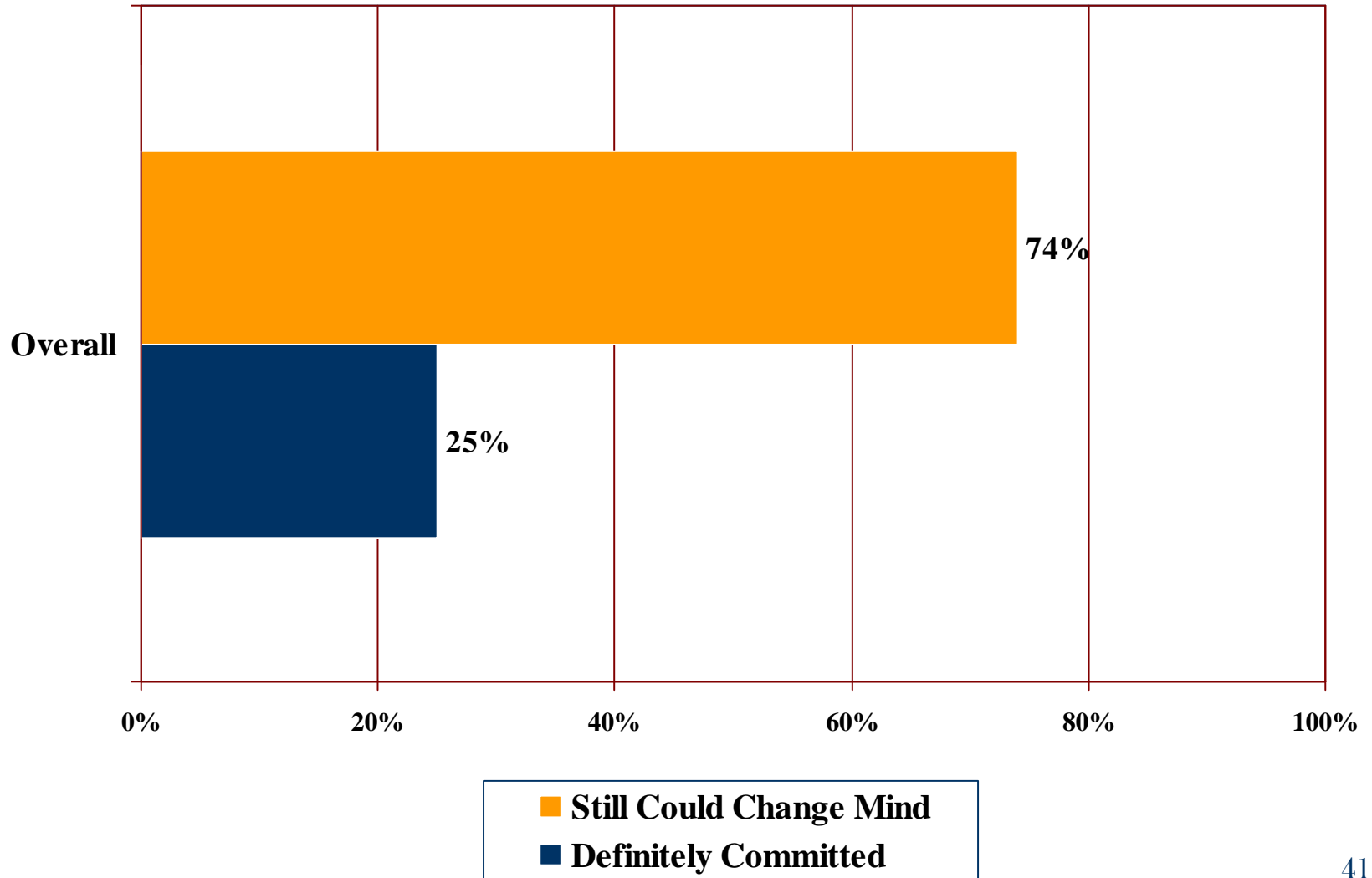
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Voter Commitment

Would you say that you are definitely committed to voting for your choice or might you still change your mind?



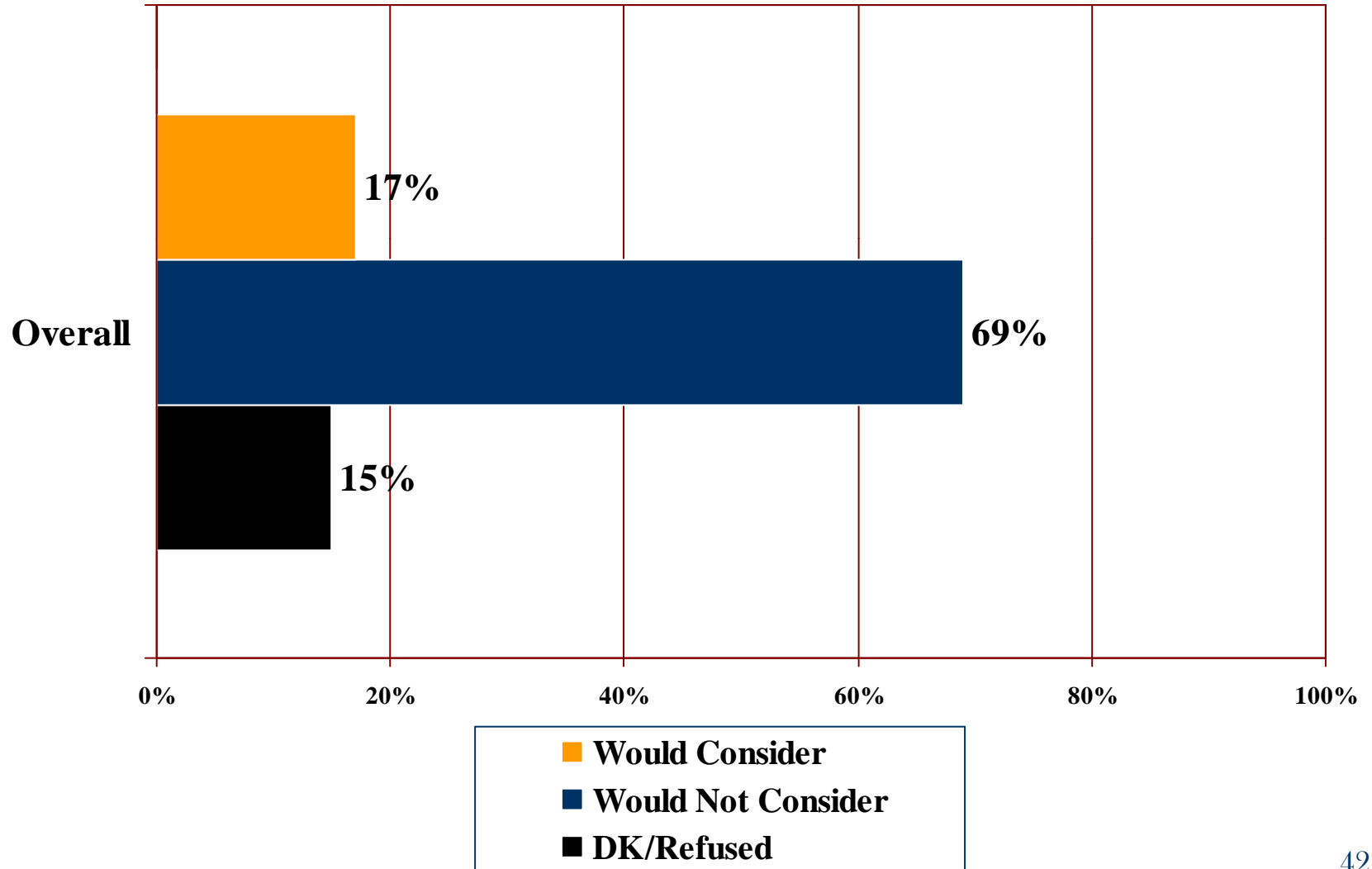
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Bloomberg Threat as Independent

How likely would you be to consider voting for New York City Mayor Michael Bloomberg if he ran as an Independent, 3rd party candidate for President and not as a Republican?



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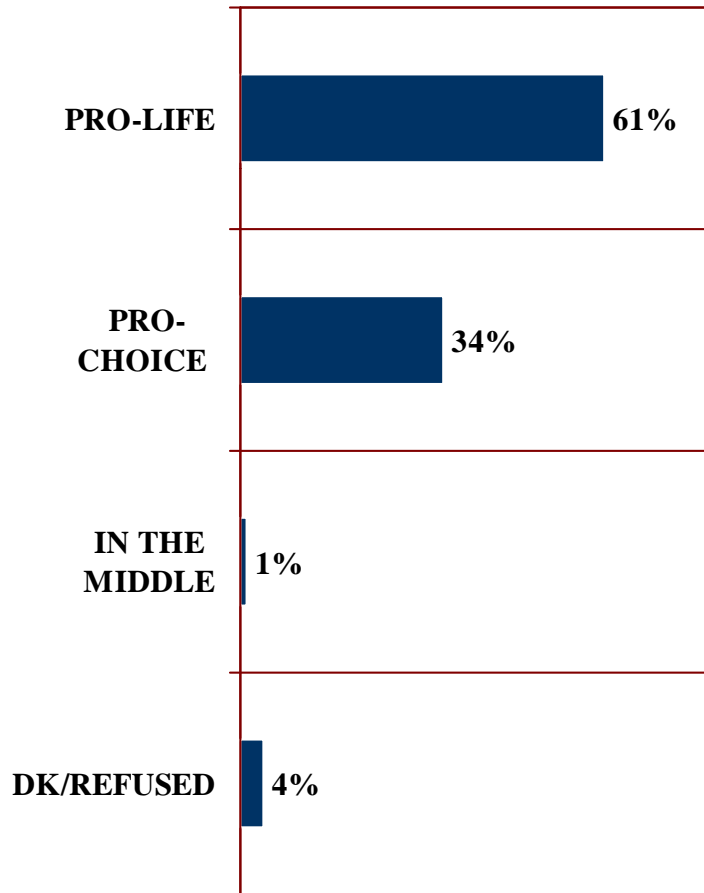
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DEMOGRAPHICS

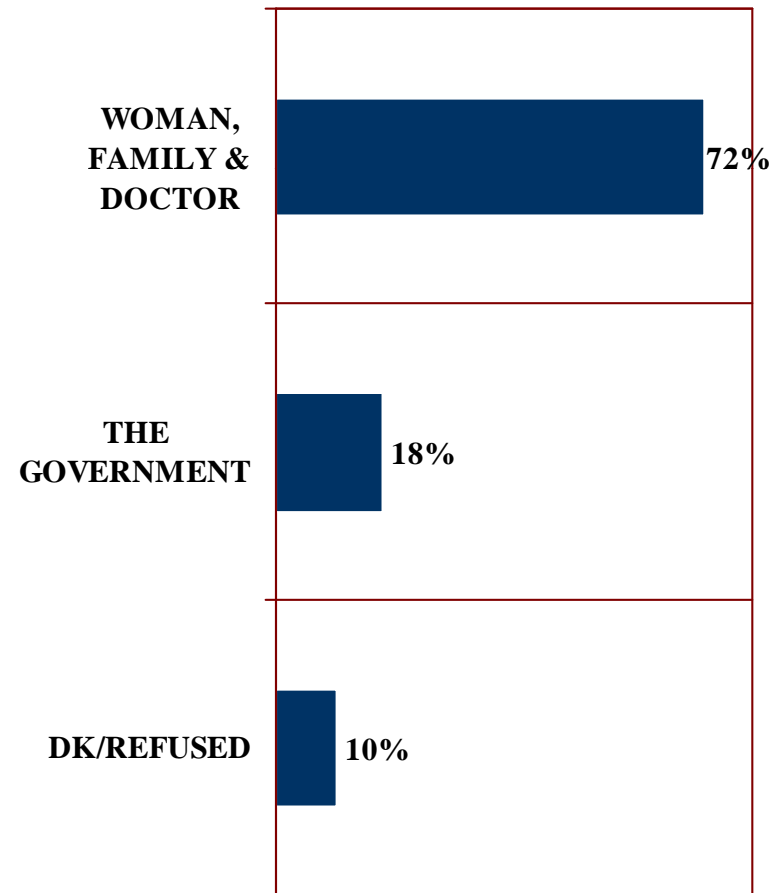
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PRO-CHOICE OR PRO-LIFE?



ABORTION: WHO SHOULD DECIDE?



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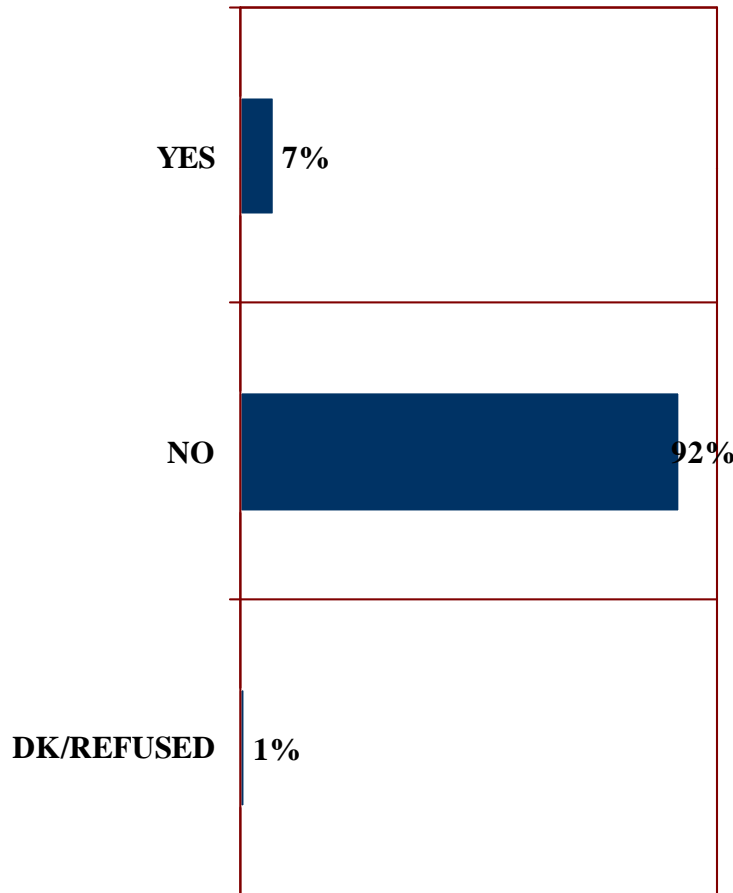
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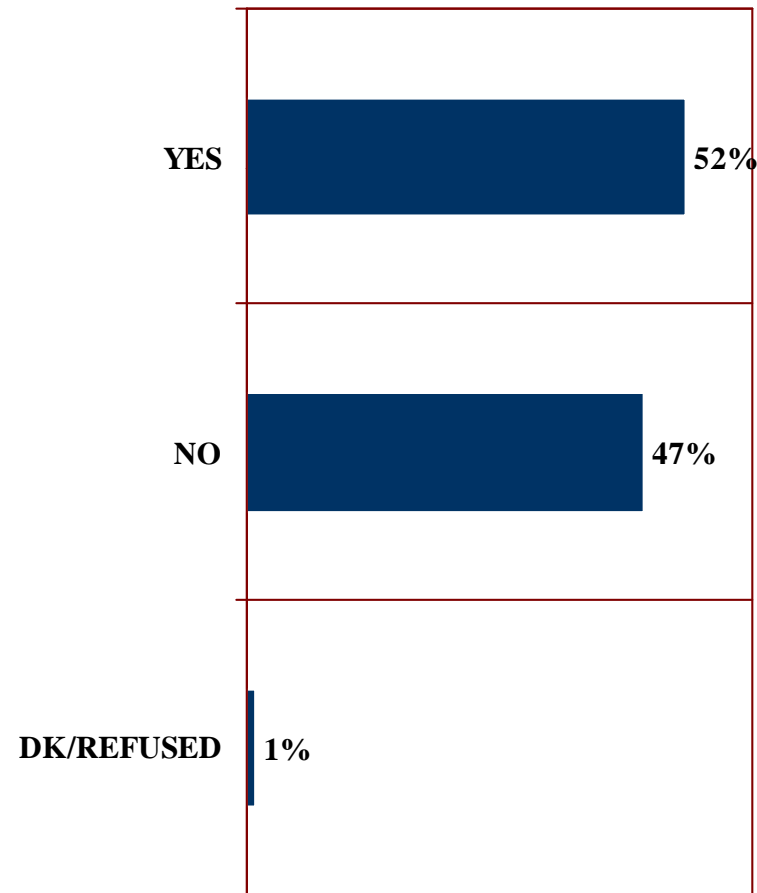
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HOUSEHOLD COUNTRY CLUB MEMBERSHIP?



SAM'S CLUB OR COSTCO SHOPPING?



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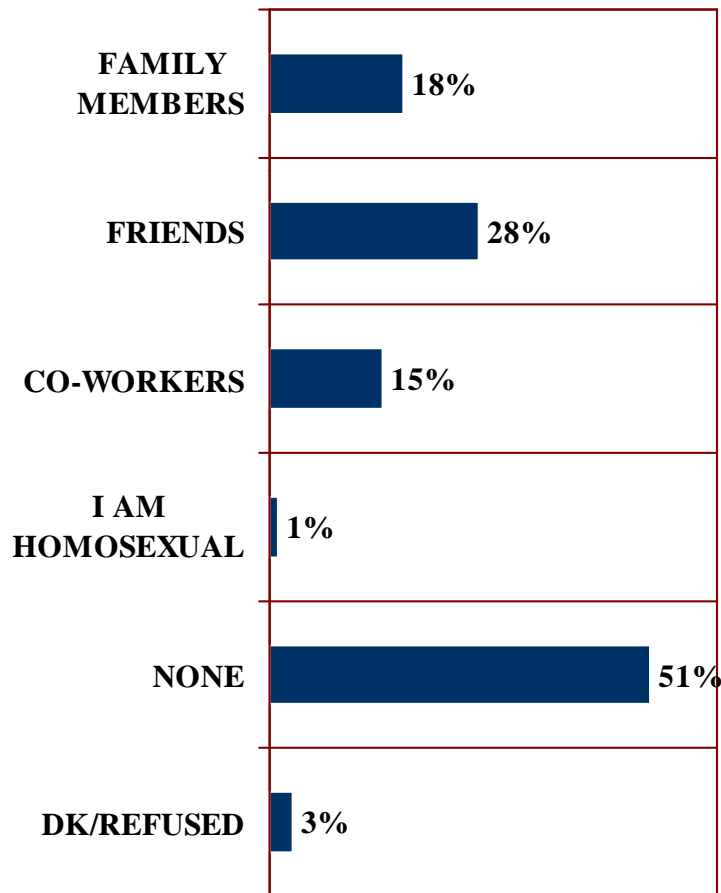
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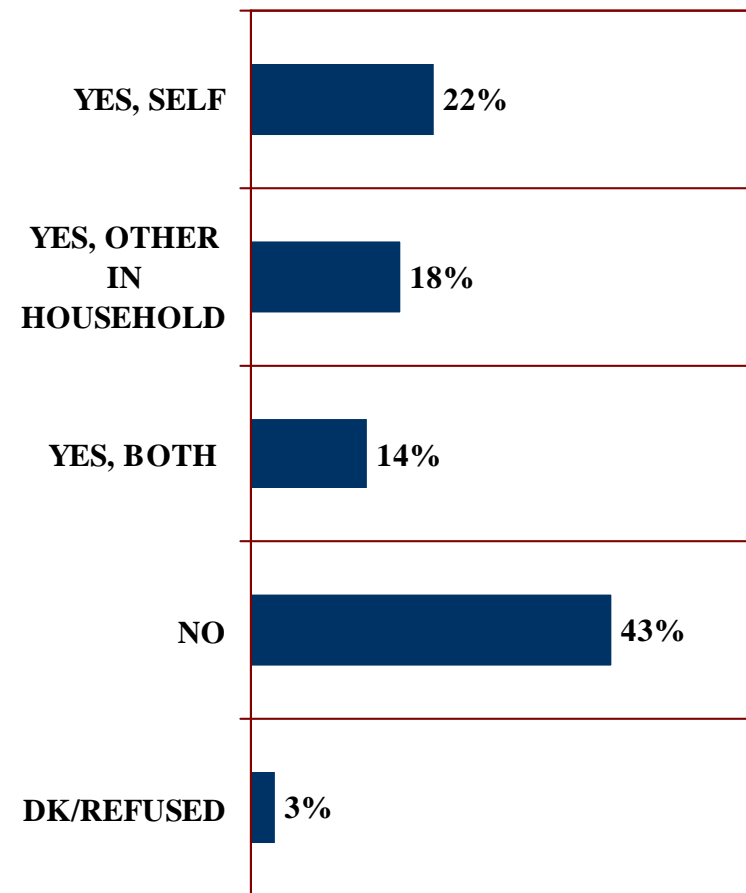
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GAY FRIENDS/FAMILY?



HOUSEHOLD GUN OWNERSHIP?



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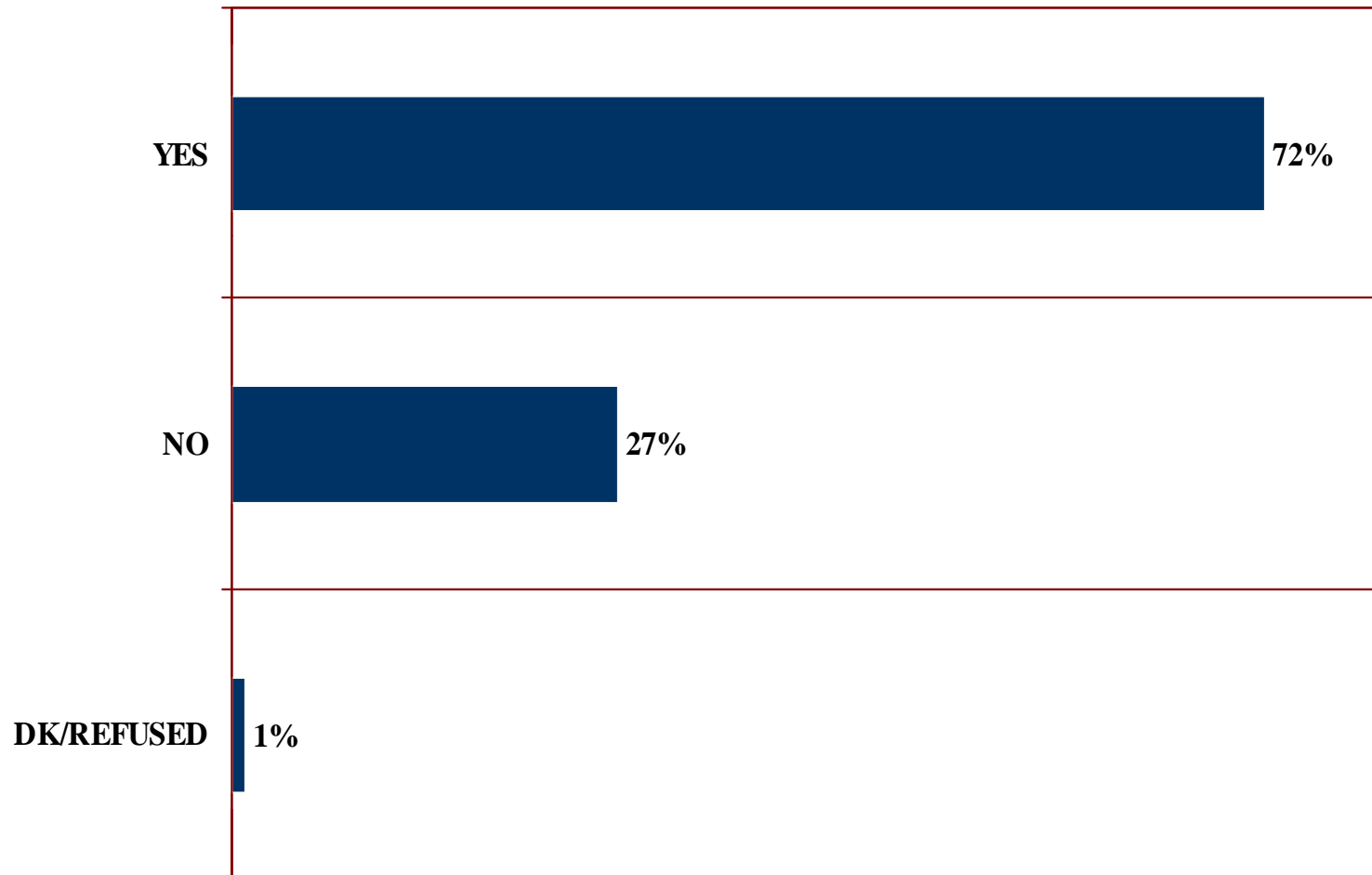
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MILITARY FRIENDS/FAMILY?



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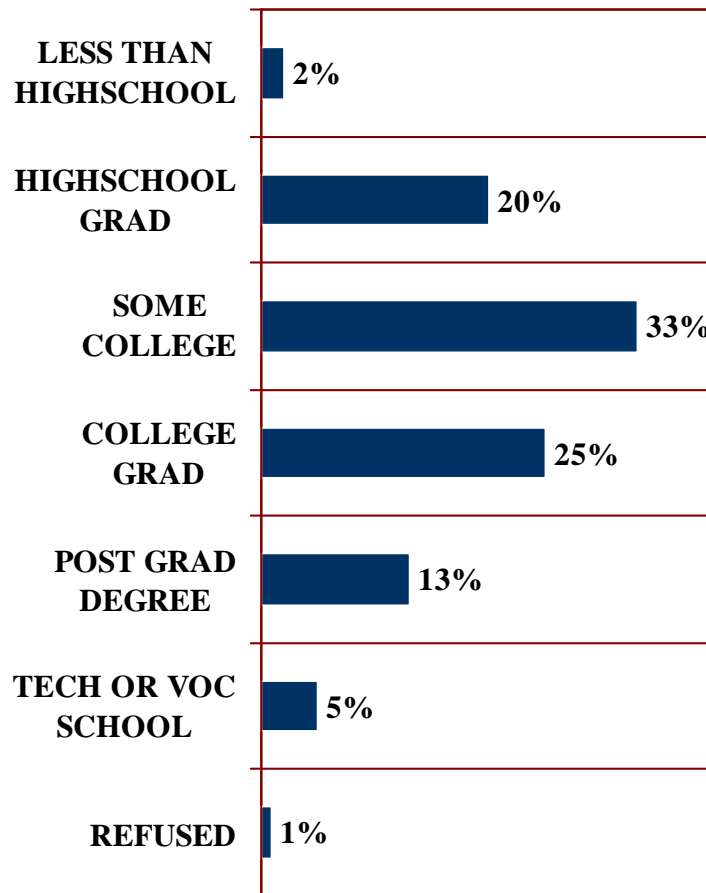
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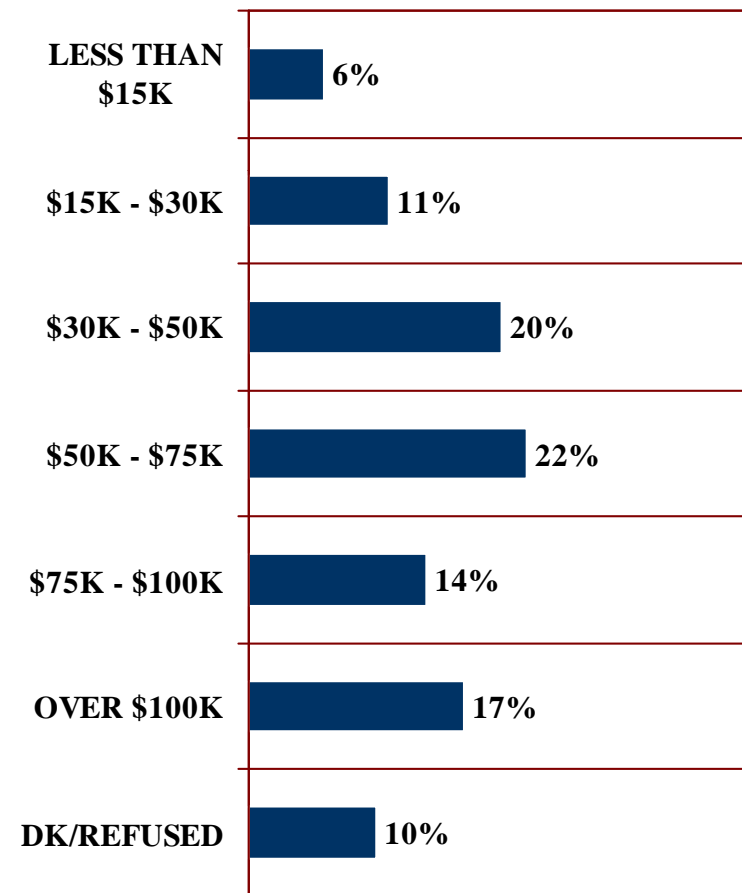
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COMPLETED FORMAL EDUCATION?



ANNUAL FAMILY INCOME?



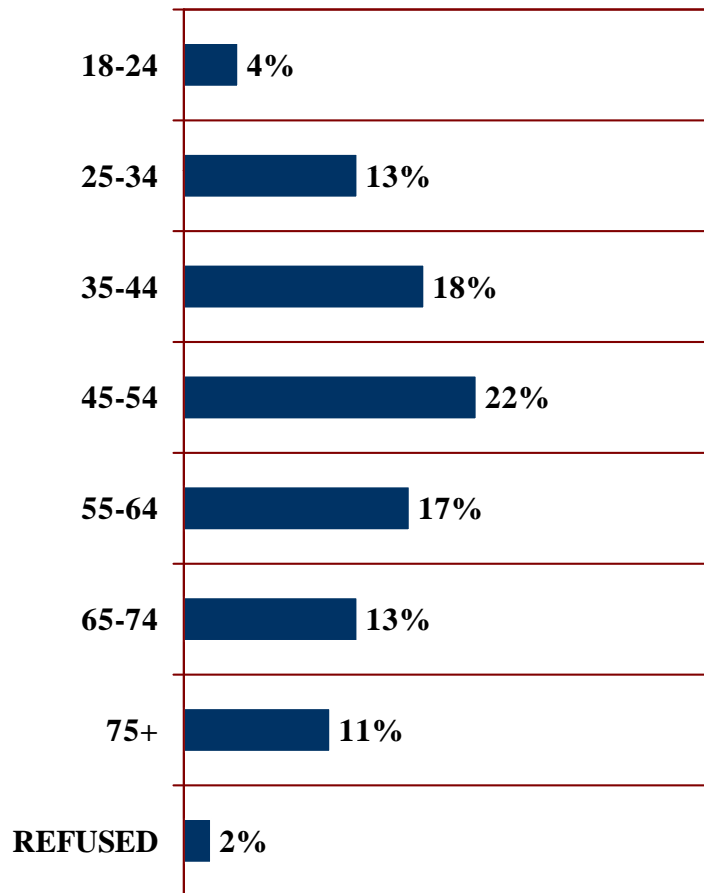
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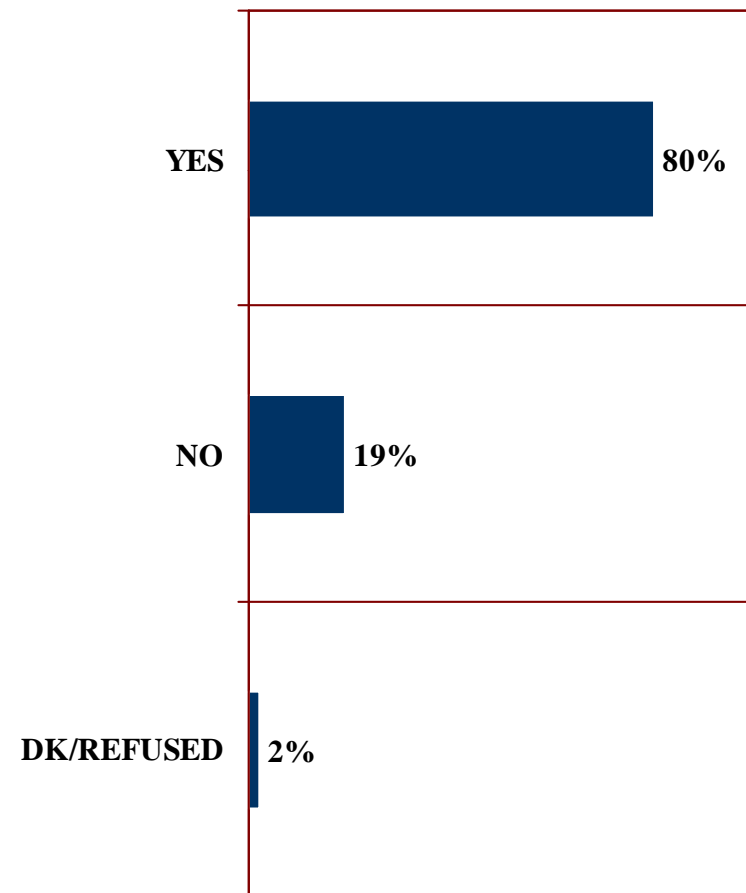
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AGE?



COMPUTER WITH INTERNET?



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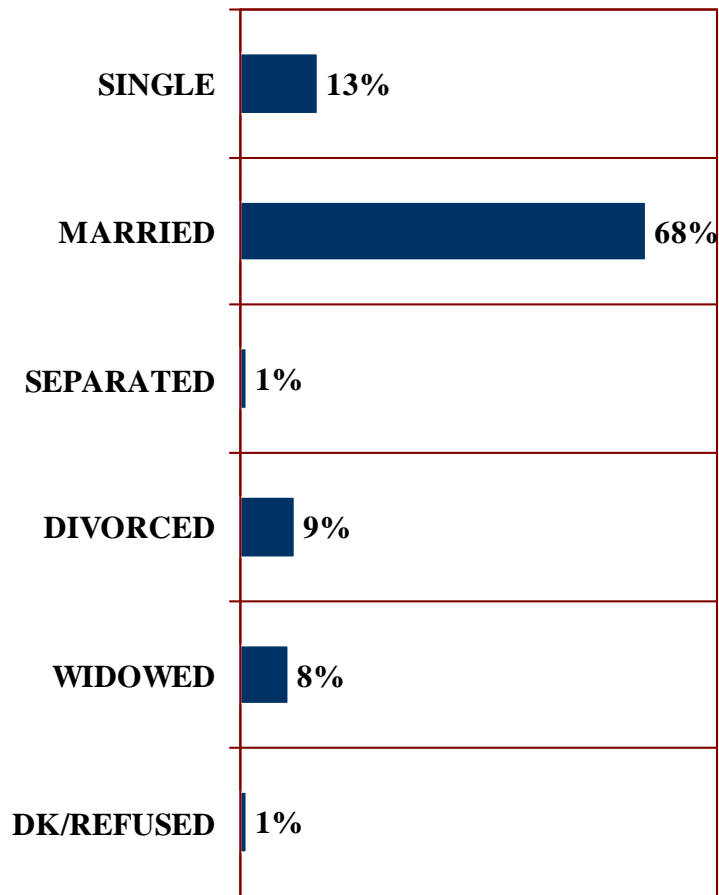
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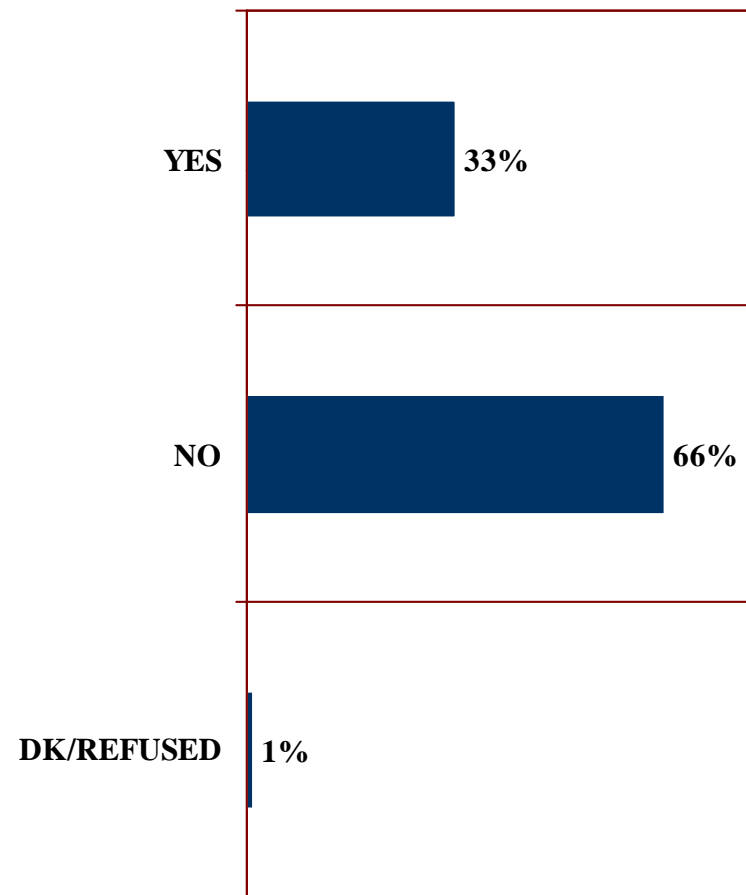
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CURRENT MARITAL STATUS?



HOUSEHOLD CHILDREN UNDER 18 YEARS ?



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June, 2007

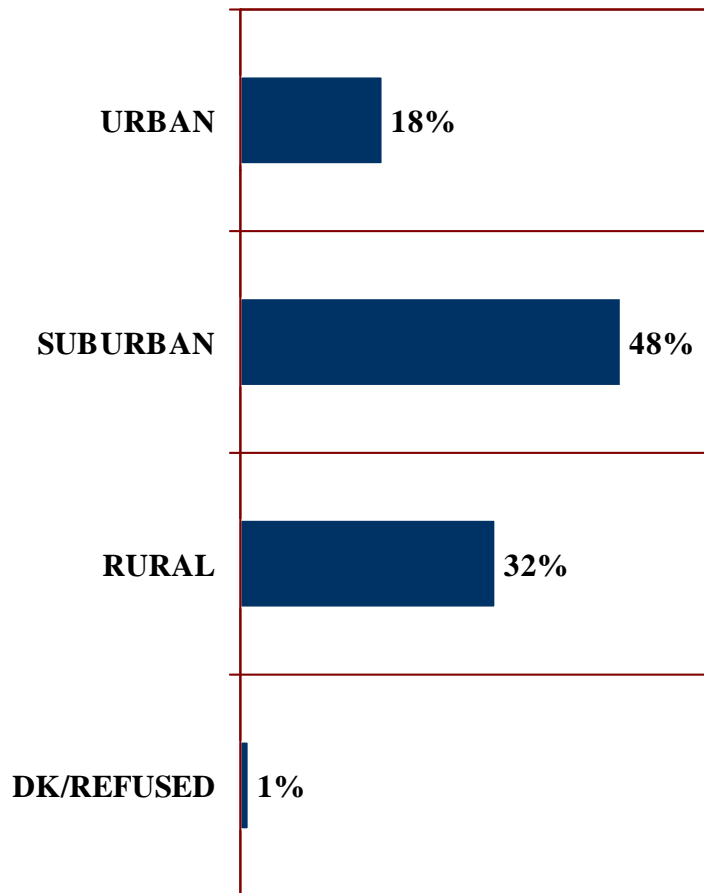
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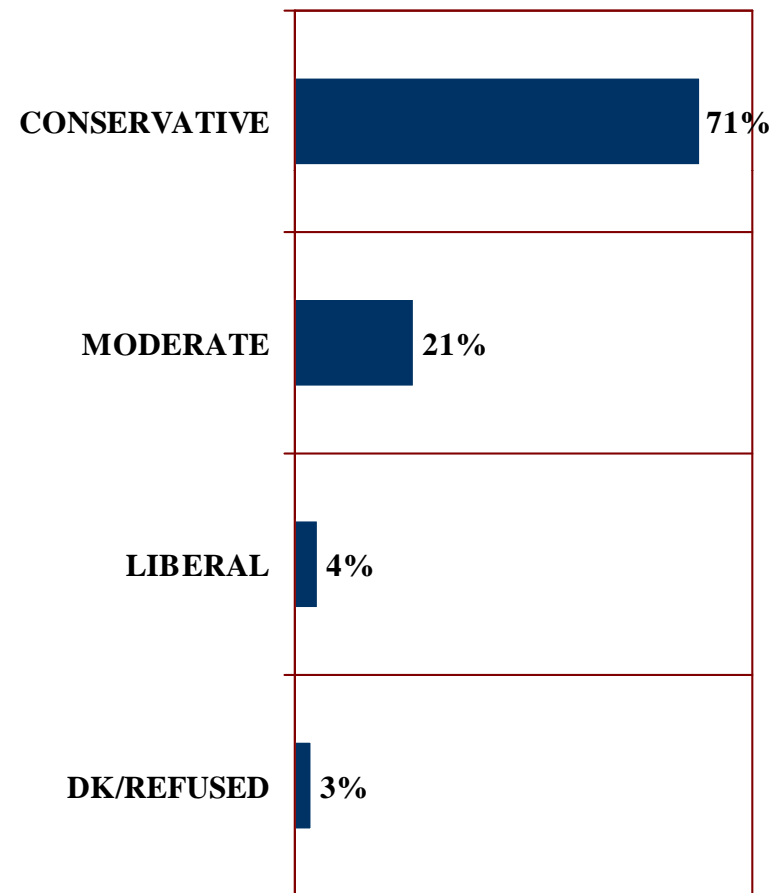
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AREA DESCRIPTION



SELF DESCRIBED IDEOLOGY?



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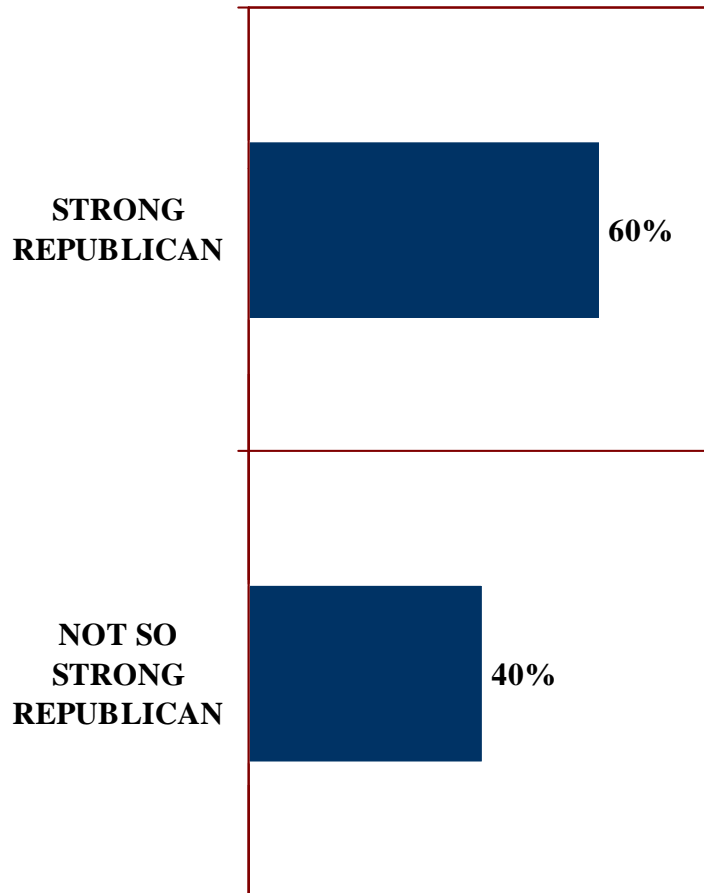
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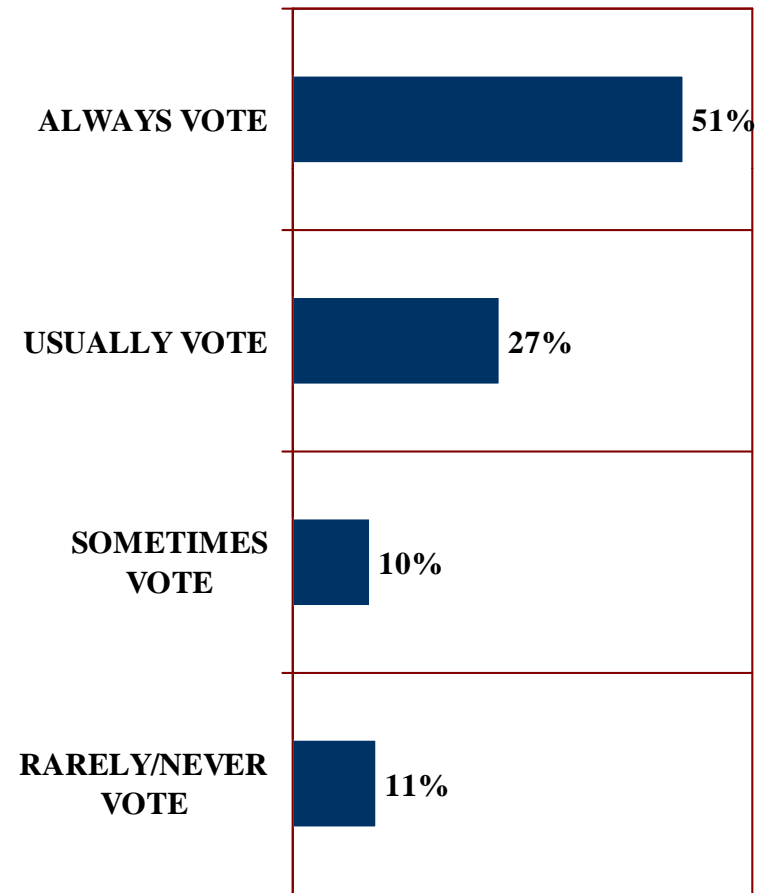
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GOP VOTER STRENGTH?



PAST PRIMARY ELECTION VOTE?



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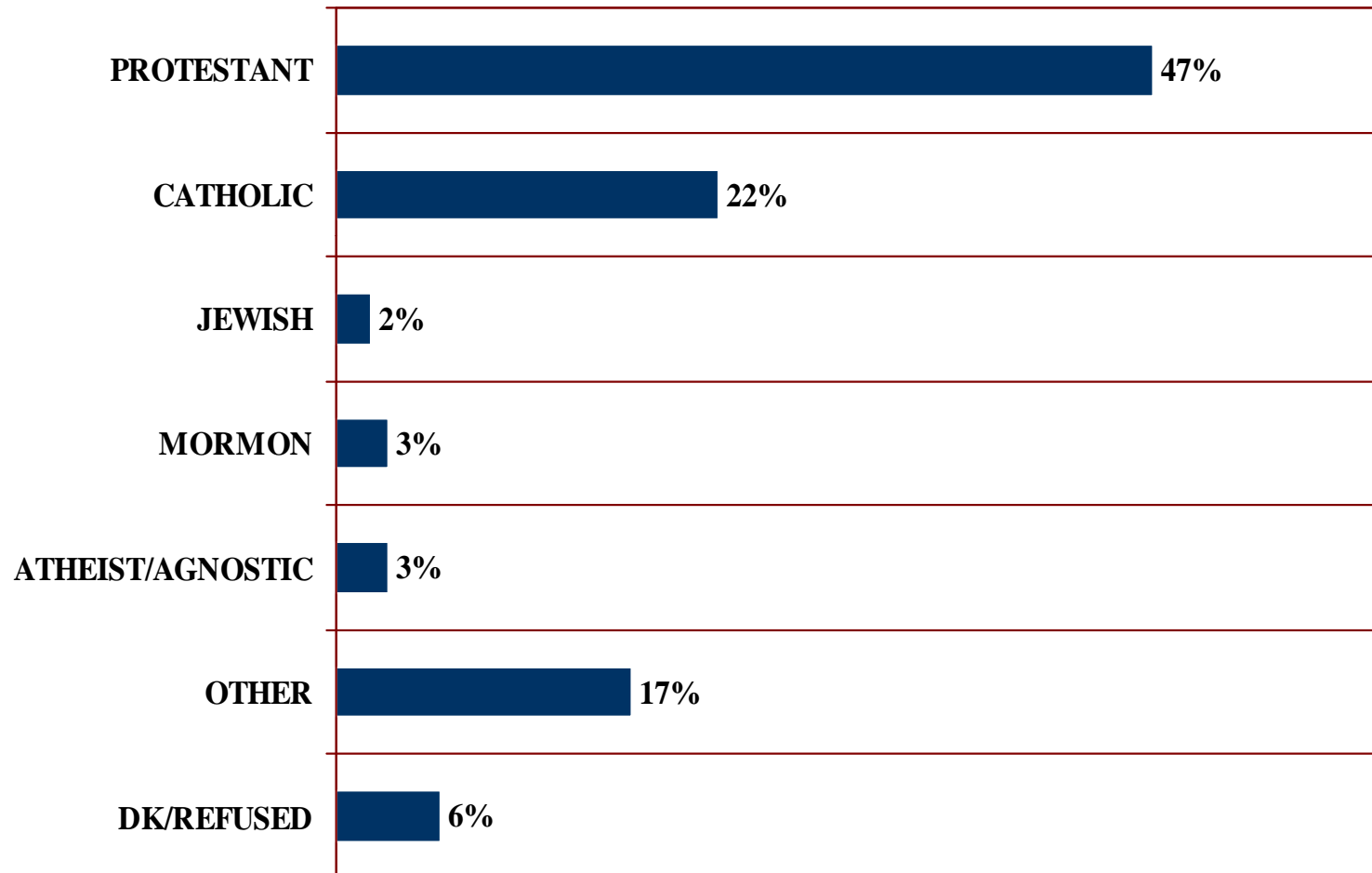
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RELIGION?



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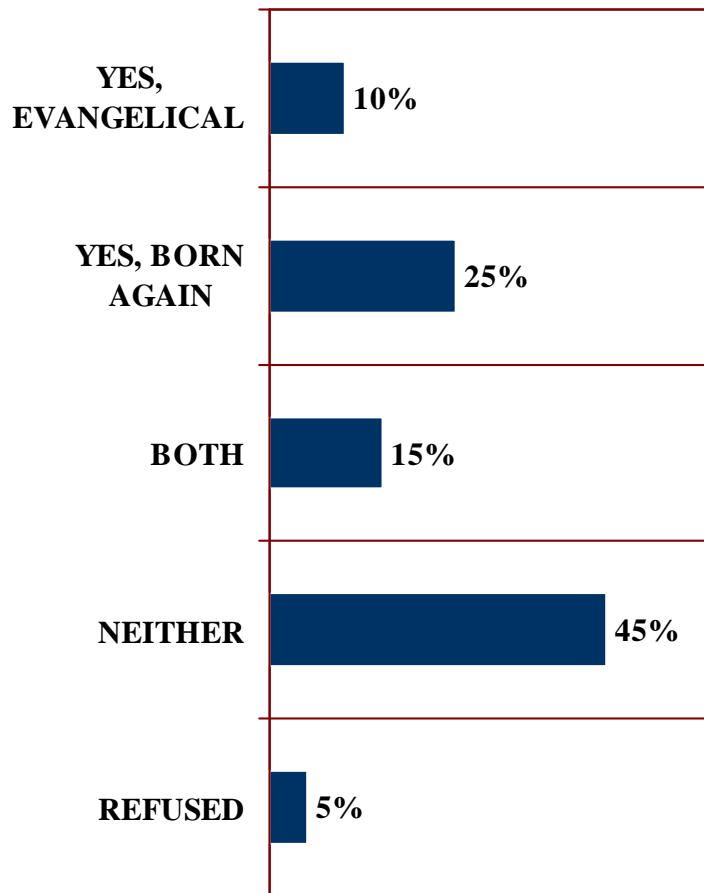
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GOP Voters

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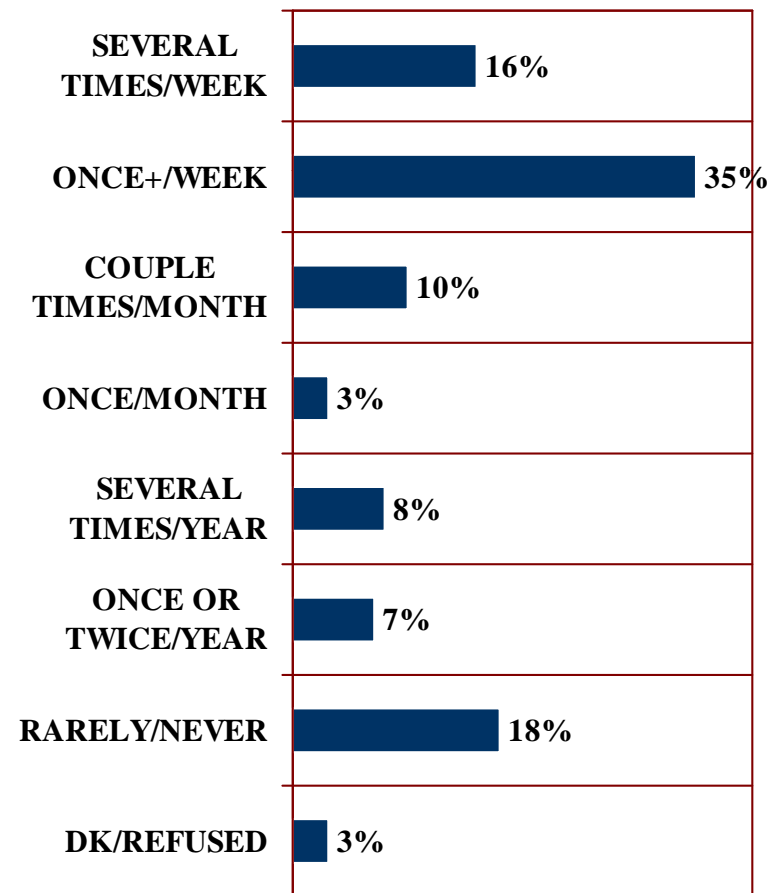
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BORN AGAIN CHRISTIAN?



CHURCH/PRAYER MEETING ATTENDANCE?



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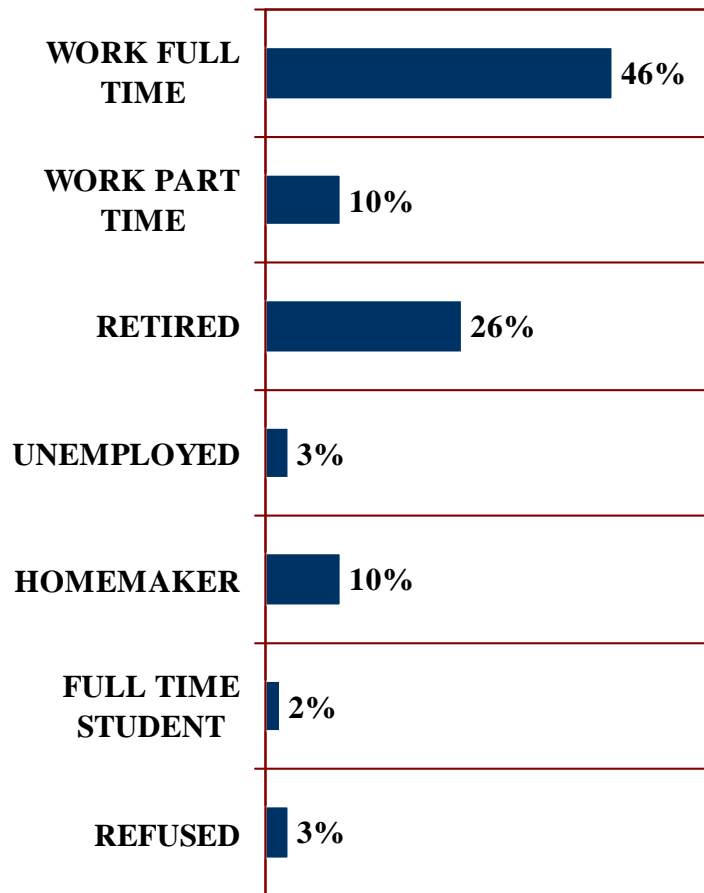
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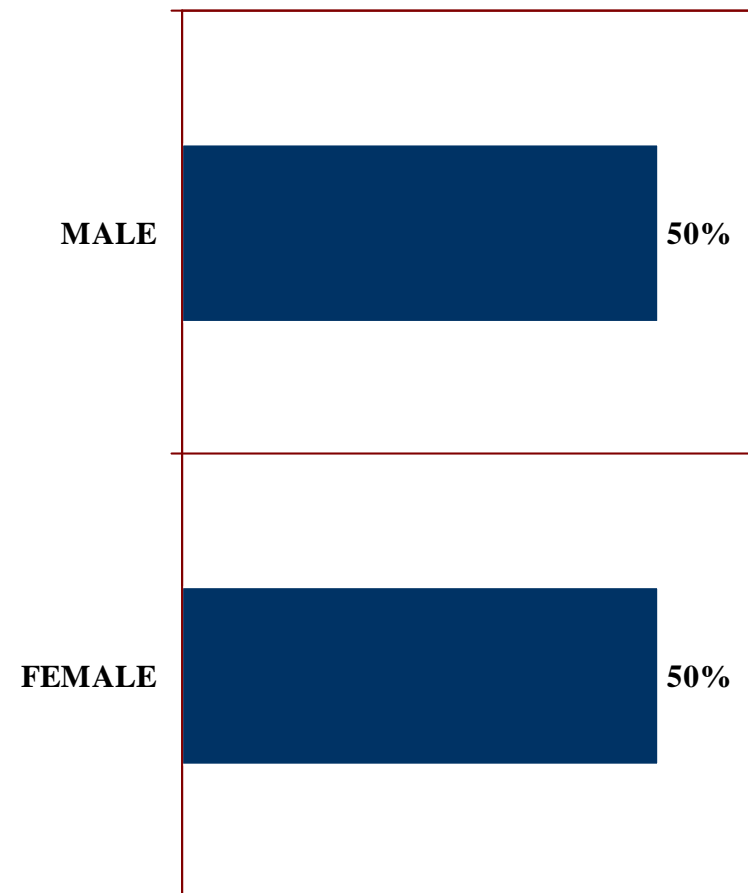
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CURRENT EMPLOYMENT SITUATION?



GENDER?



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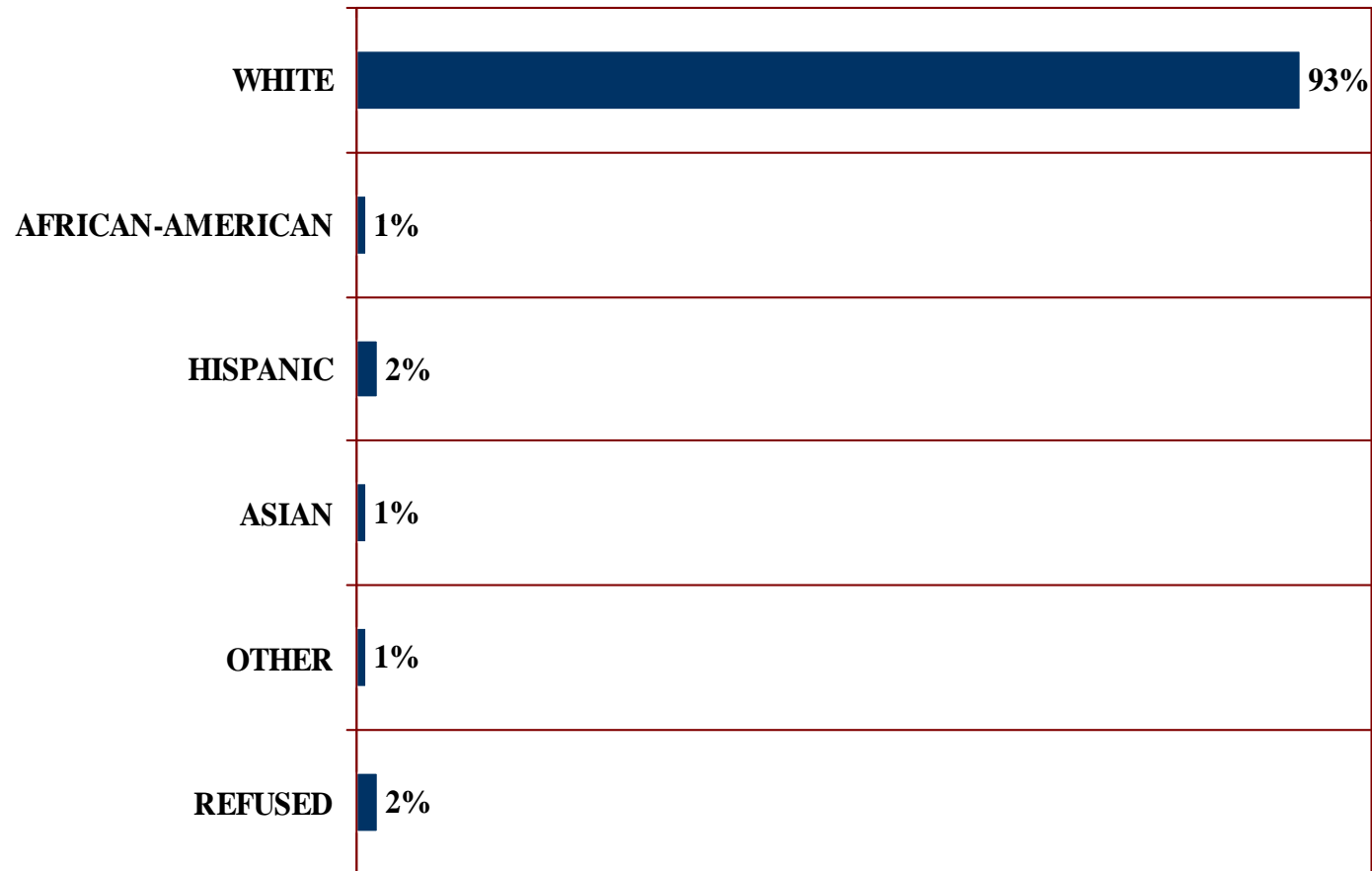
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MAIN RACIAL BACKGROUND?



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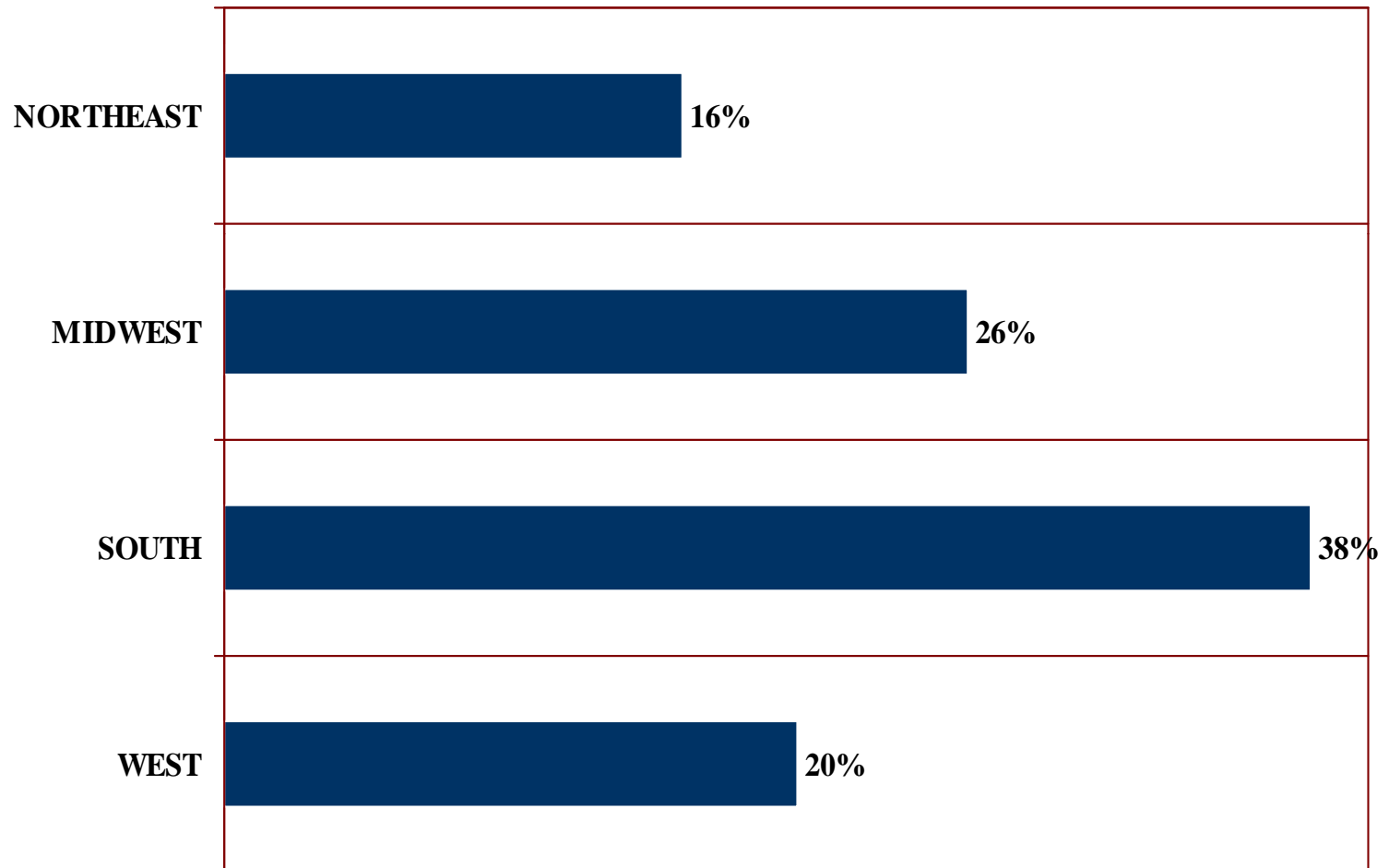
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4 PART REGION



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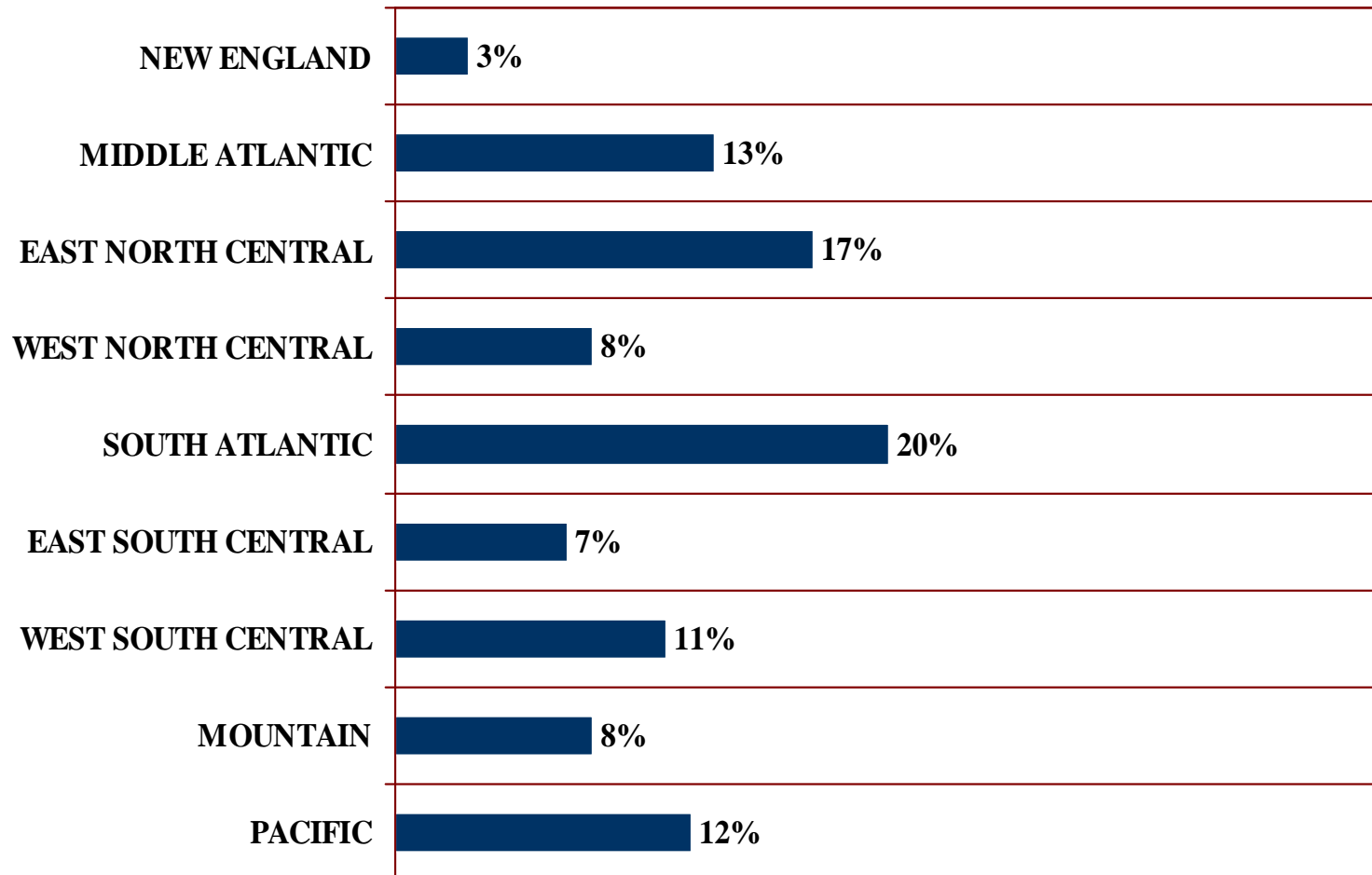
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9 PART REGION



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