



The White House Office of Political Affairs

January 26, 2007

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W-02-0555

Historical Look

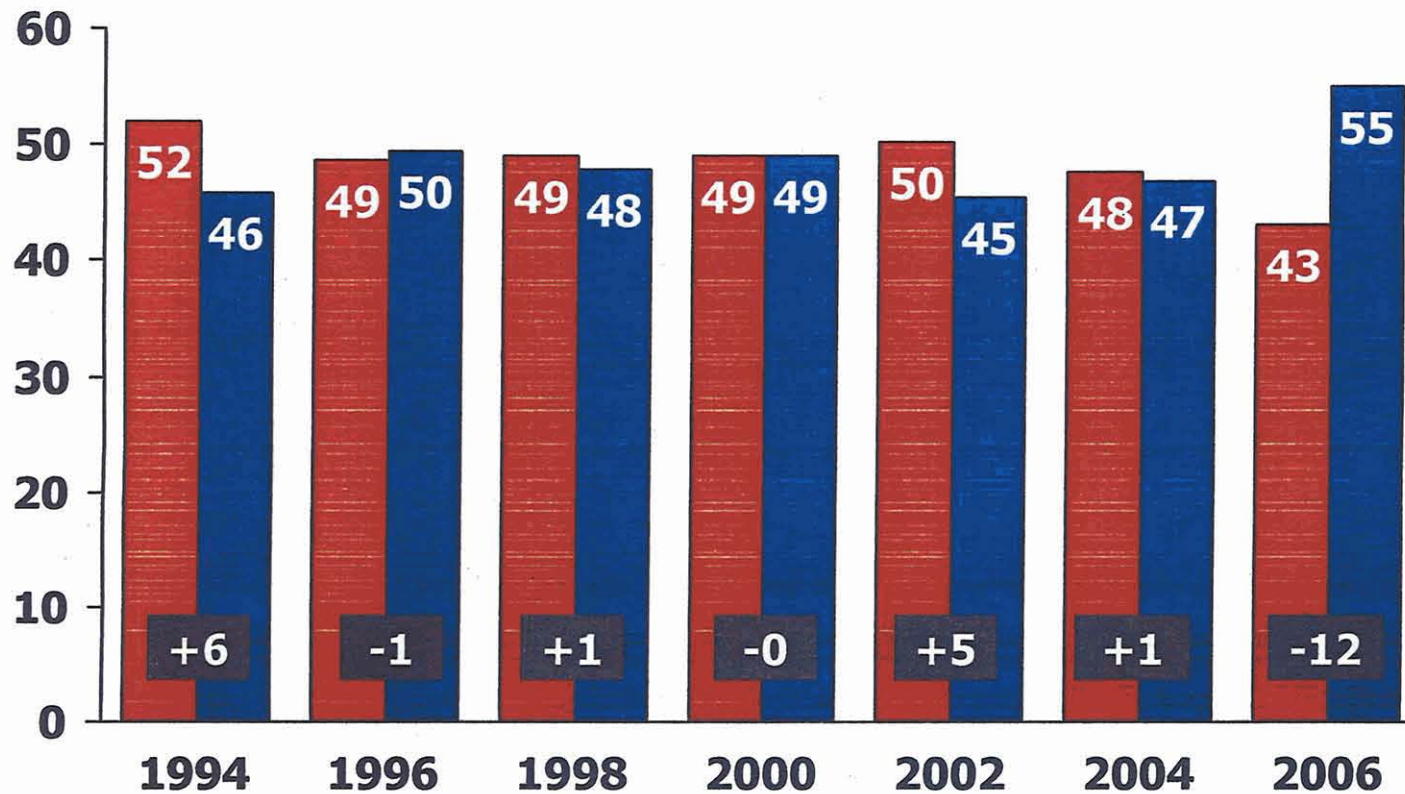
All 2nd Midterms

President	Year	President's Party House Change	President's Party Senate Change
Bush	2006	-30	-6
Average		-28	-5

All Wartime Midterms

President	Year	President's Party House Change	President's Party Senate Change
Bush	2006	-30	-6
Average		-32	-5

Generic Ballot Suggested Tsunami



House	+54	-3	-4	-2	+8	+3	-30
Senate	+9	+3	even	-5	+2	+4	-6

GOP Losses From Scandal, Complacency

10 losing GOP candidates tainted by scandal; 10 in Kerry districts; 6 were complacent

Scandal Seats



GOP Candidates in Kerry Districts



Complacent Incumbents



TOTAL:

22 SEATS*

* Taylor, Pombo, Weldon, and Leach are in 2 categories each

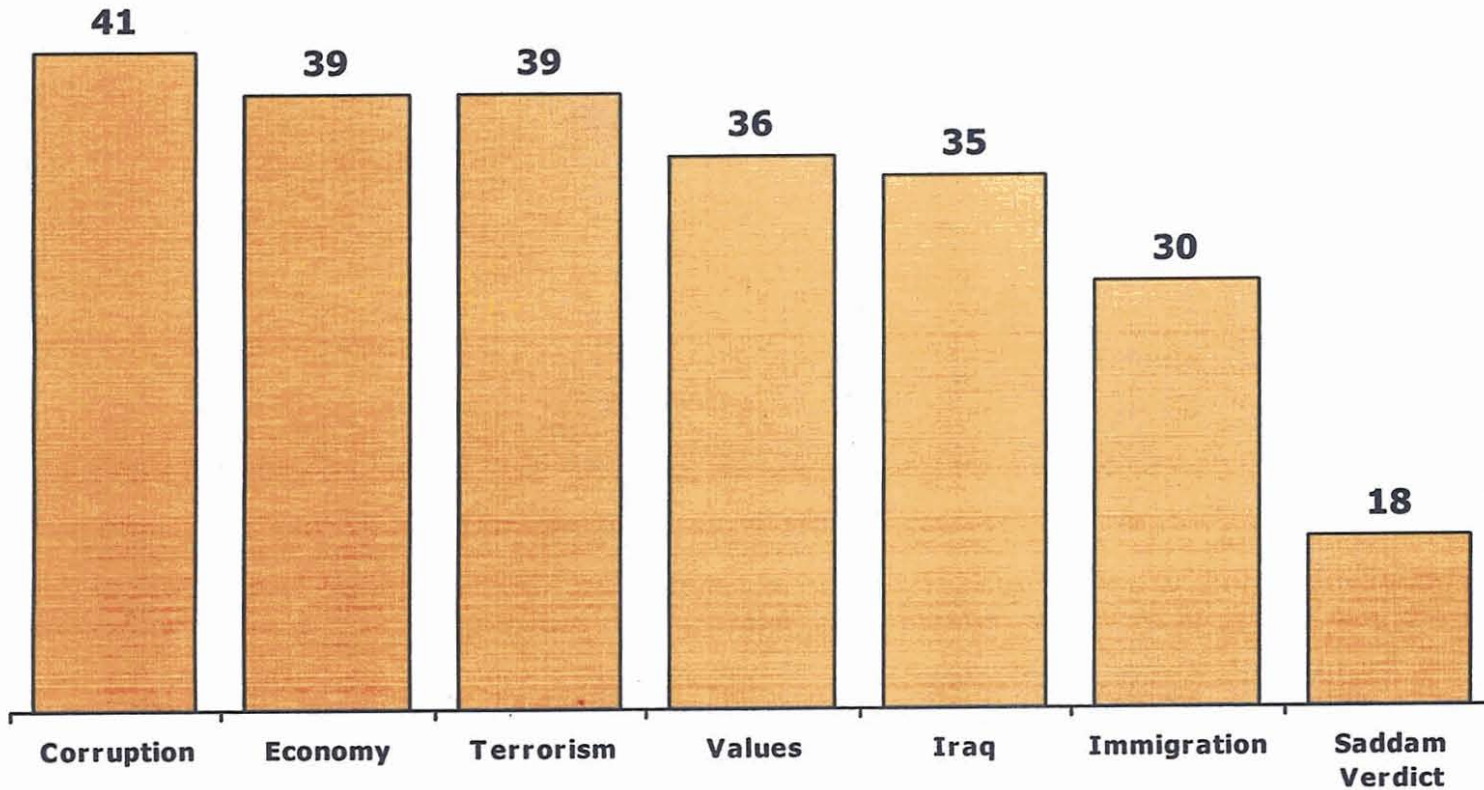
Net Loss in Seats for Incumbent Party

1.	John F. Kennedy	-4
2.	Harry Truman	-7
3.	George H. W. Bush	-8
4.	Lyndon Johnson	-12
5.	Jimmy Carter	-15
6.	Ronald Reagan	-15
7.	<u>George W. Bush</u>	<u>-19</u>
8.	Bill Clinton	-47
9.	Gerald Ford	-48
10.	Herbert Hoover	-52
11.	William H. Taft	-57
12.	Dwight Eisenhower	-68
13.	Franklin D. Roosevelt	-71
14.	Warren G. Harding	-77
15.	Woodrow Wilson	-99

* Does not include "Original Coattails"

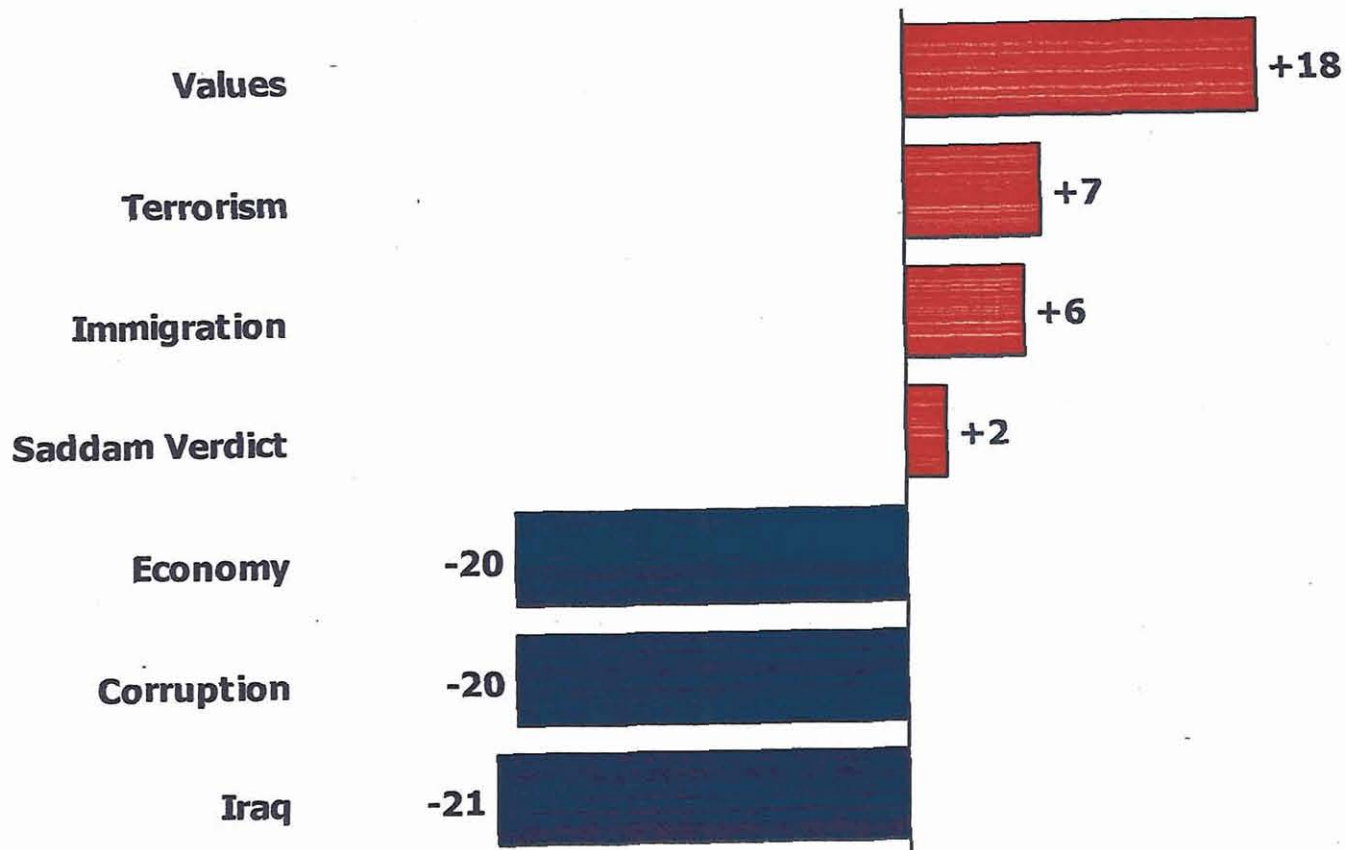
"Corruption" Voters' Top Issue

(% "Extremely Important," Exit Polling)

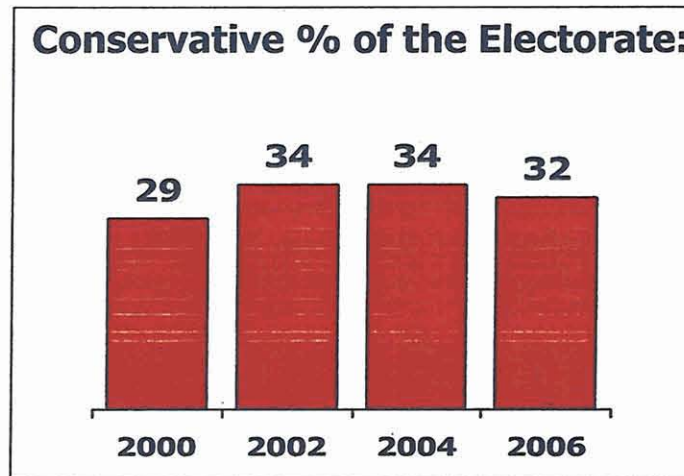
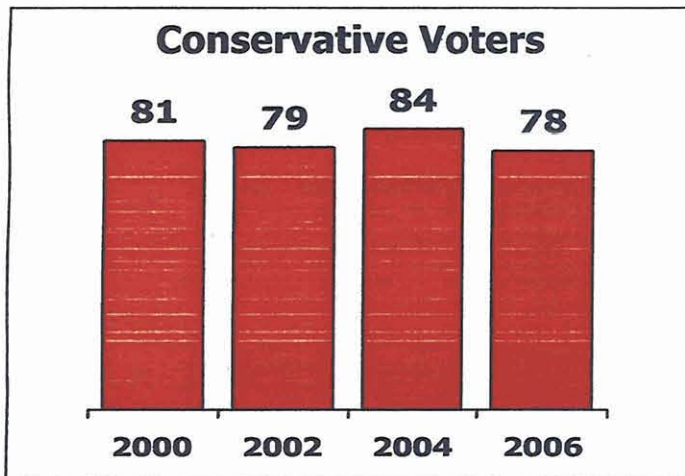
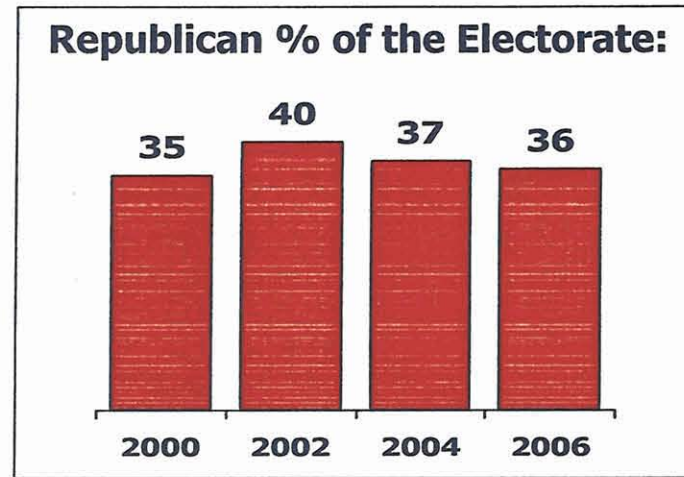
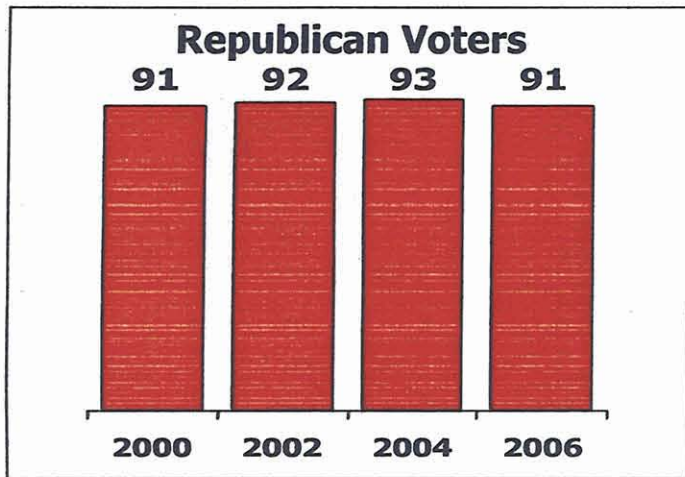


Dems Won Corruption, Econ., Iraq Voters

(% GOP - % Dem, Exit Polls)

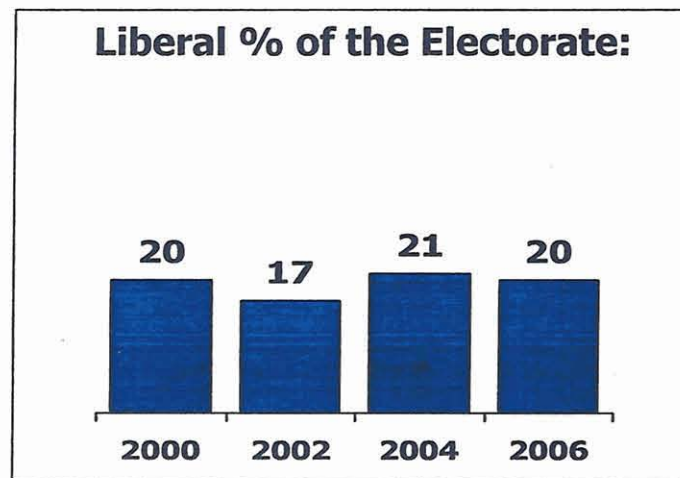
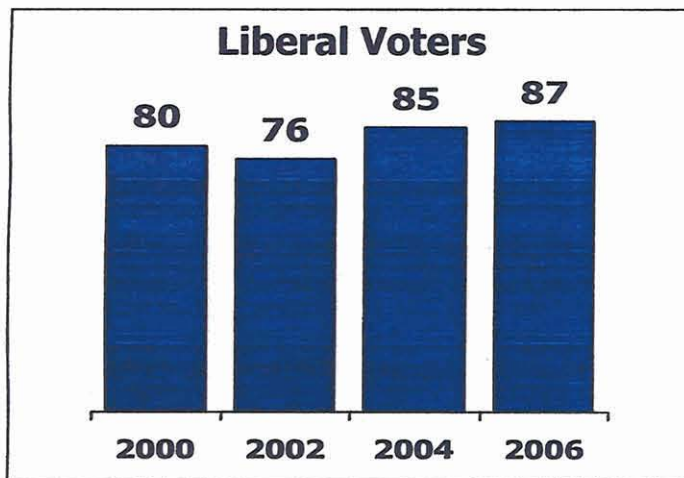
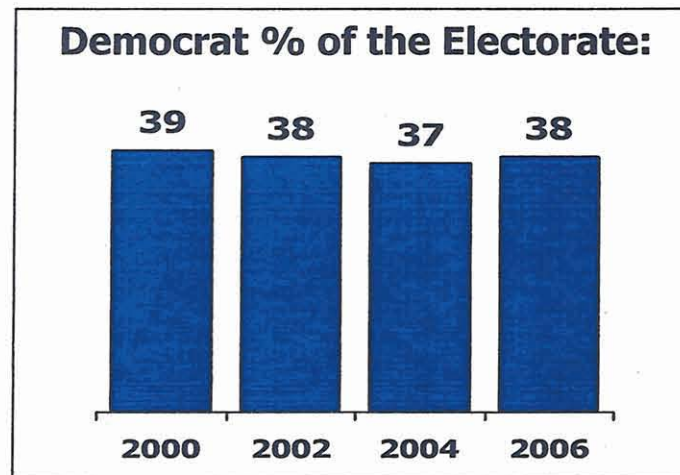
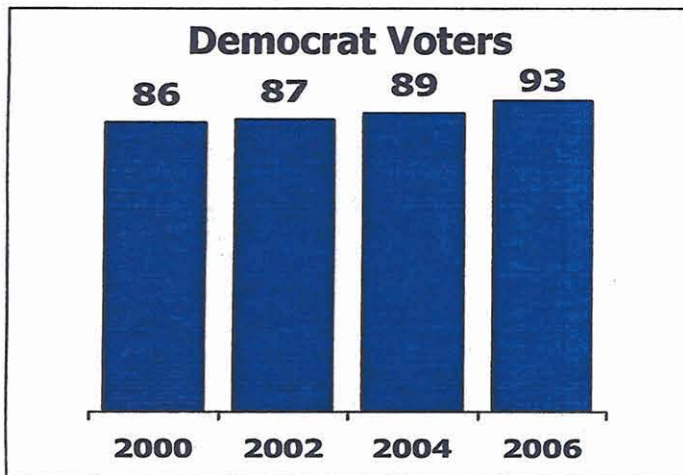


Republican Base About the Same



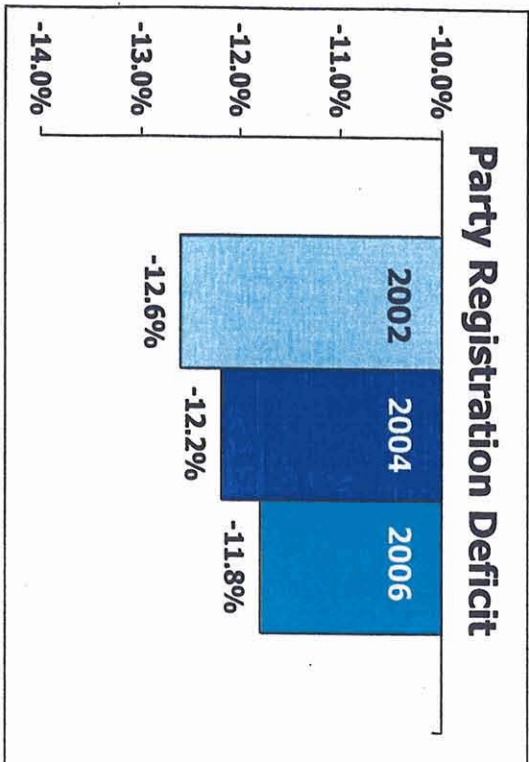
Source: Exit Polling

Democrat Base Did Not Grow



Source: Exit Polling

Not Yet an Ideological Shift



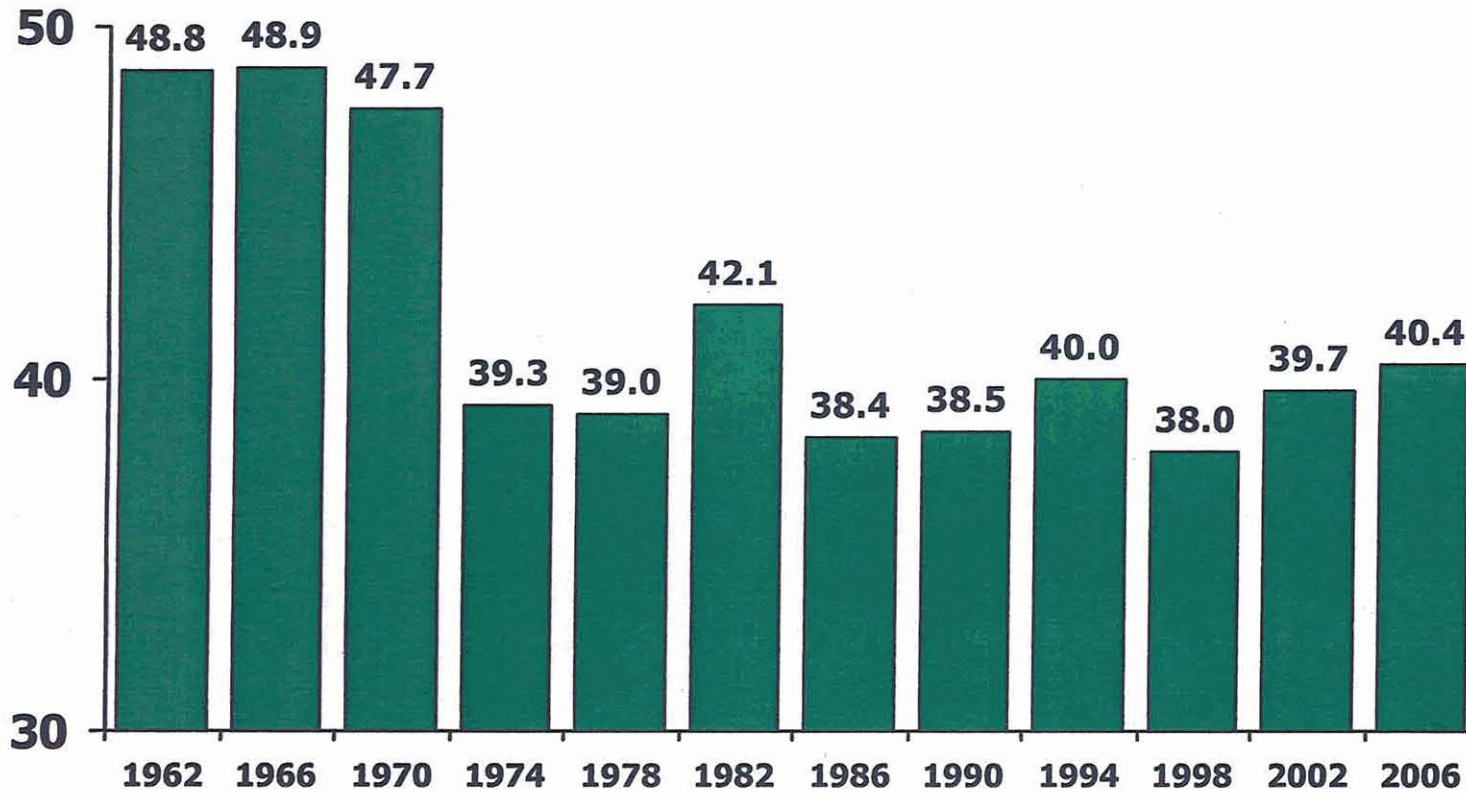
States where GOP Registration margin Increased (16 states) since last cycle:
AZ, CA, CT, FL, KY, LA, NC, NE, NJ, NM, NV, OK, OR, SD, WV, WY
Net increase: +554,402

States where GOP Registration margin Decreased (8 states) since last cycle:
CO, DE, IA, KS, MD, NH, NY, PA
Net decrease: -140,529

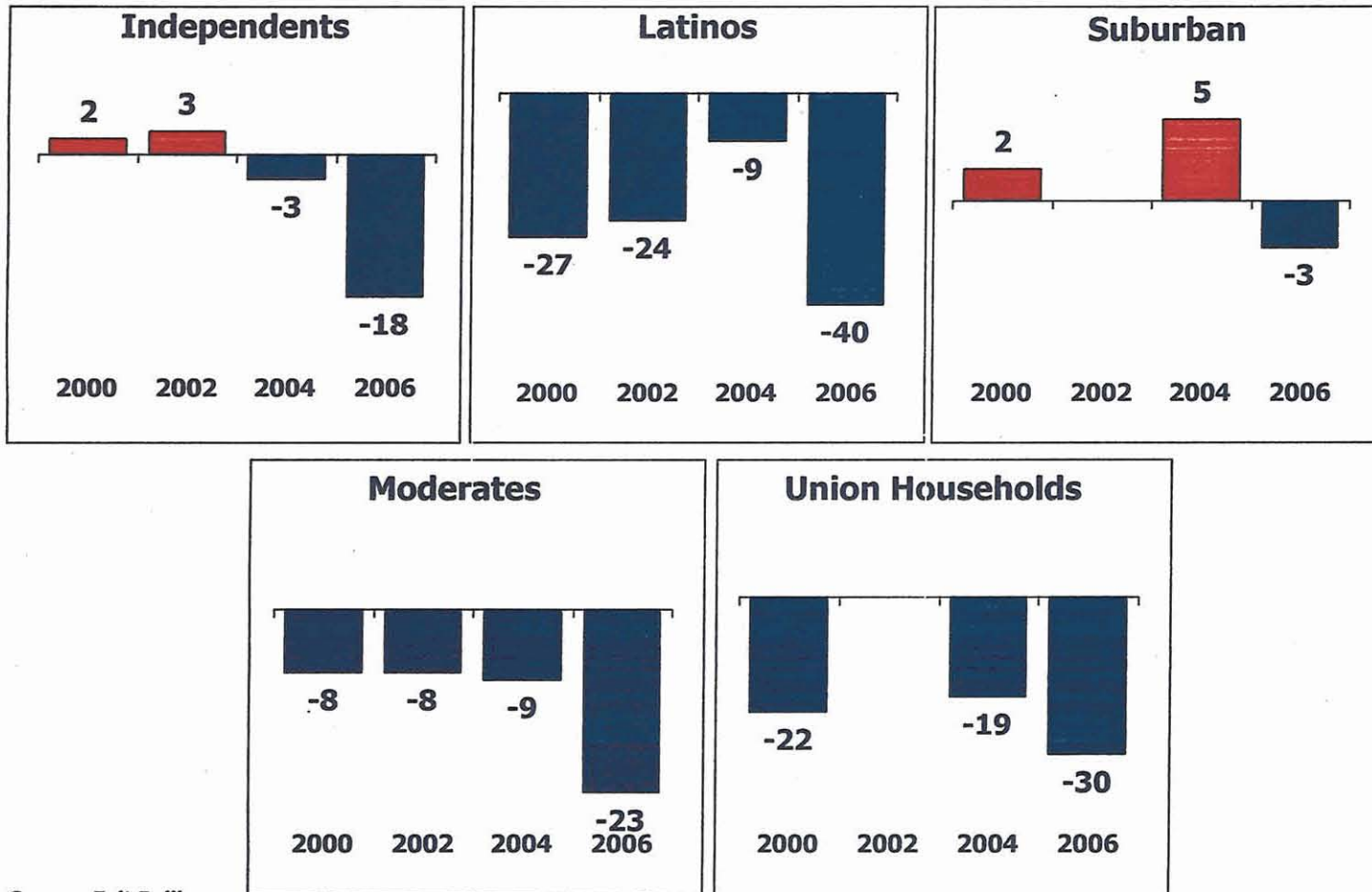
More about rejecting Republican conduct than about supporting Democrat ideology

Midterm Election Turnout, 1962-2006

(As % of VAP, Center for the Study of the American Electorate)

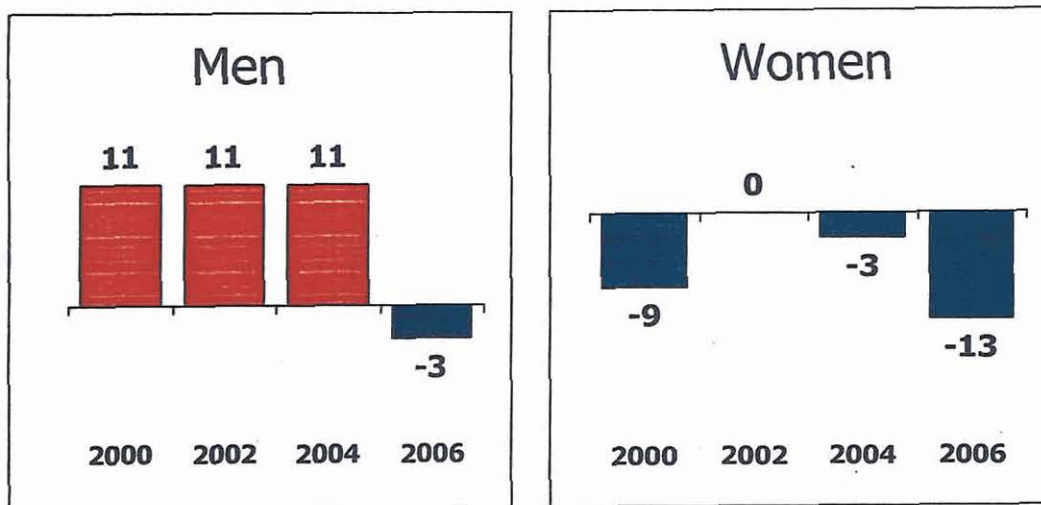


Lost Ground With Swing Voters



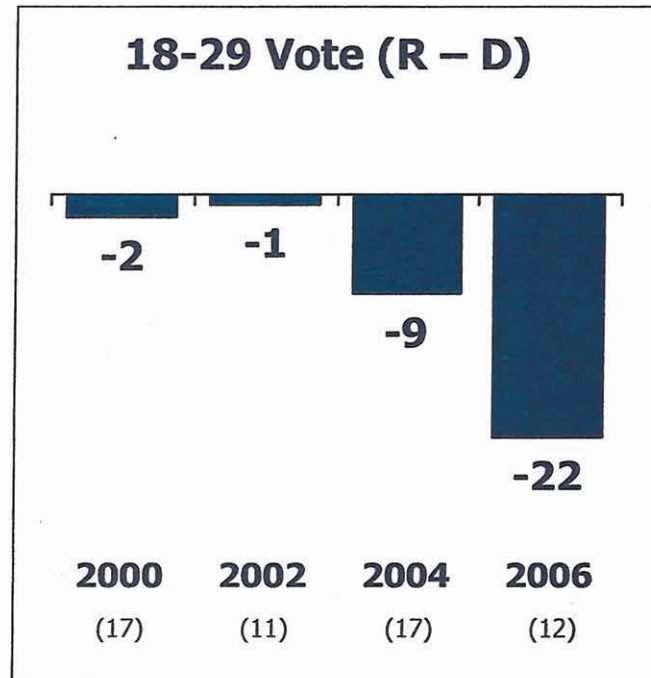
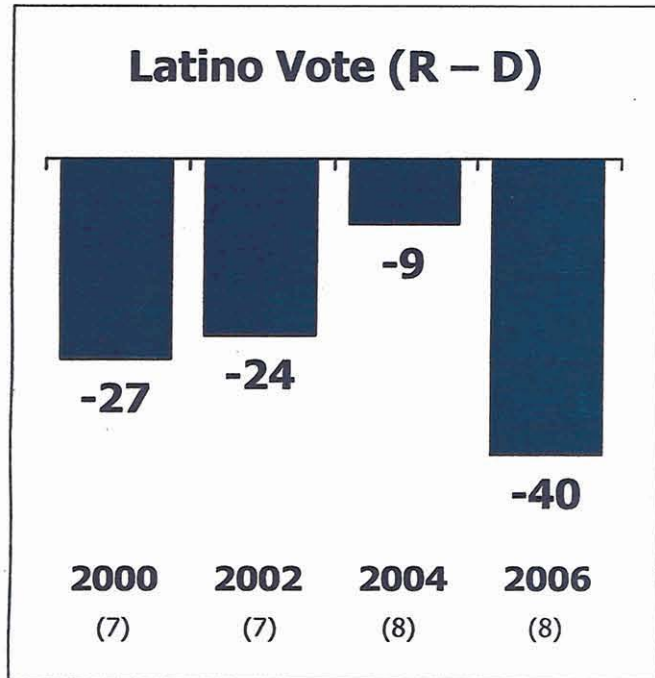
Source: Exit Polling

Bigger Losses Among Men



Source: Exit Polling

Long Term Problems: Among Latinos and Youth Vote



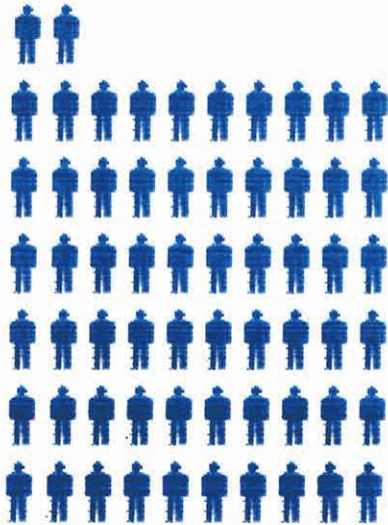
Source: Exit Polling

Races Extremely Close Because Of GOP Ground Game

- **22 races decided by two points or less—
Republicans won 13 and lost 9, including two GOP
challengers in GA.**
- **In 2002 *and* 2004, just seven races were decided
by two points or fewer.**
- **18 races decided by fewer than 5,000 votes; R's
won 12; all 18 combined were decided by 49,445
votes**
- **6 races decided by fewer than 1,000 votes;
combined margin 3694 votes.**
- **35 races in which the winner received 51% or
less of the popular vote**

More "Split" Districts Represented By Democrats

62 Democrats represent Bush '04 districts;
8 Republicans represent Kerry '04 districts



**Democratic Congressmen
In Bush Districts**



**GOP Congressmen In
Kerry Districts**

Democrats Have Precarious Hold On Power

- **Democrats represent 33 districts President Bush carried with 55% or more of the vote and 21 districts where he won 58% or more in 2004**
- **No Republican represents a district Kerry won with more than 53% of the vote in 2004**
- **Of 62 Dems in Bush districts, 23 won election this year with 55% or less of the vote**
- **Almost half the Democratic freshman class—19 of 41—represents districts President Bush won in '04**

72 Hours: Voter Registration Made a Difference in Individual Races

In 2006, 72-hour staff in 45 target districts registered 70,559 new Republicans and identified 1,788,060 new GOP voters



4,924 Republicans
registered by 72 Hour



Porter Margin:
3,966 votes



7,862 Republicans
registered by 72 Hour



Wilson Margin:
1,395 votes

72 Hours: Absentee/Early Vote Effort

Voting prior to Election Day carried GOP candidates in close races

California-50 (Bilbray)



- Prior to June special election, GOP held 14,912-vote advantage over Dems , 52%-32%.
- GOP Victory Margin
7,195 votes

Colorado-04 (Musgrave)



- Prior to Election Day, GOP held 20,991-vote advantage over Dems, 46%-30%.
- GOP Victory Margin:
5,984 votes

72 Hours: Voter Contact Made a Difference in Individual Races

35.0 million voter contacts made between 2/17 and 11/7; 12.9 million contacts in the last 96 hours.



585,164 voter contacts
(41,666 on E-Day)



Reichert Margin: 7,341 votes



448,908 voter contacts
(19,268 on E-Day)



Porter Margin: 3,966 votes



335,071 voter contacts
(26,203 on E-Day)



Wilson Margin: 1,395 votes



282,674 voter contacts
(12,000 on E-Day)



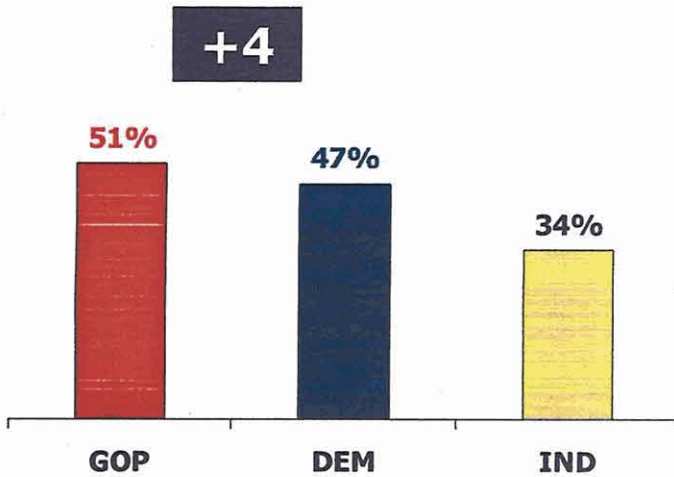
Pryce Margin: 3,536 votes



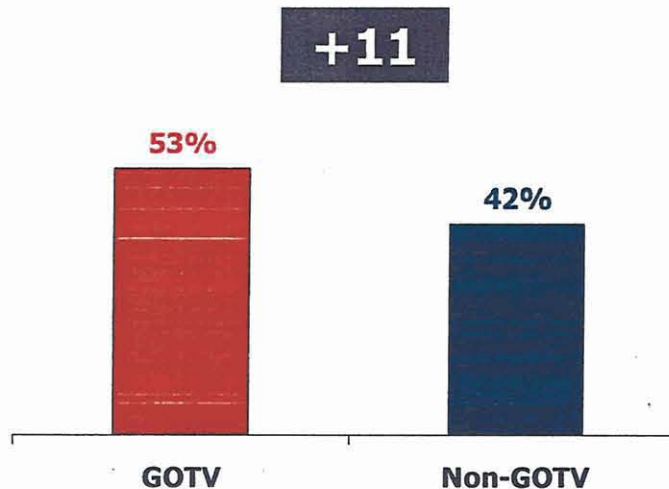
Case Study: Nevada-03

**GOP turnout exceeded Dem turnout by 4,212 voters in NV-03;
Porter won by 3,966 votes.**






Turnout By Party








Turnout By GOTV Universe



72-Hour Improved On Final Poll Standing

	Final Poll		Election Result	Δ
	44% 43%	Davis Lucas	51% 44%	+6
	43% 41%	Bachmann Wetterling	51% 44%	+5
	44% 46%	Roskam Duckworth	51% 49%	+2
	46% 46%	Pryce Kilroy	51% 49%	+2
	44% 44%	Gerlach Murphy	51% 49%	+2

Campaigns Without 72 Hour Lost Ground

	Final Poll		Election Result	Δ
	54% 38%	Hayes Kissell	50% 50%	-16
	50% 37%	Northup Yarmuth	49% 51%	-15
	49% 44%	Leach Loebsack	48% 51%	-8
	47% 46%	Hart Altmire	48% 52%	-5
	43% 49%	Taylor Shuler	46% 54%	-2

2008 House Targets: Top 20

			BC '04 %	'06 DEM %
TX	22	Lampson	64%	52%
FL	16	Mahoney	54%	49%
CA	11	McNerney	54%	53%
OH	18	Space	57%	62%
IN	9	Hill	59%	50%
PA	10	Carney	60%	53%
PA	08	Murphy	48%	50%
KS	2	Boyda	59%	51%
PA	7	Sestak	47%	56%
IN	8	Ellsworth	62%	61%
NC	11	Shuler	57%	54%
TX	23	Rodriguez	57%	54%
WI	8	Kagen	55%	51%
GA	8	Marshall	61%	51%
IN	2	Donnelly	56%	54%
GA	12	Barrow	50%	50%
PA	4	Altmire	55%	52%
NY	19	Hall	54%	51%
NY	20	Gillibrand	54%	53%
SD	AL	Herseth	60%	69%

2008 House GOP Defense

PRIORITY DEFENSE

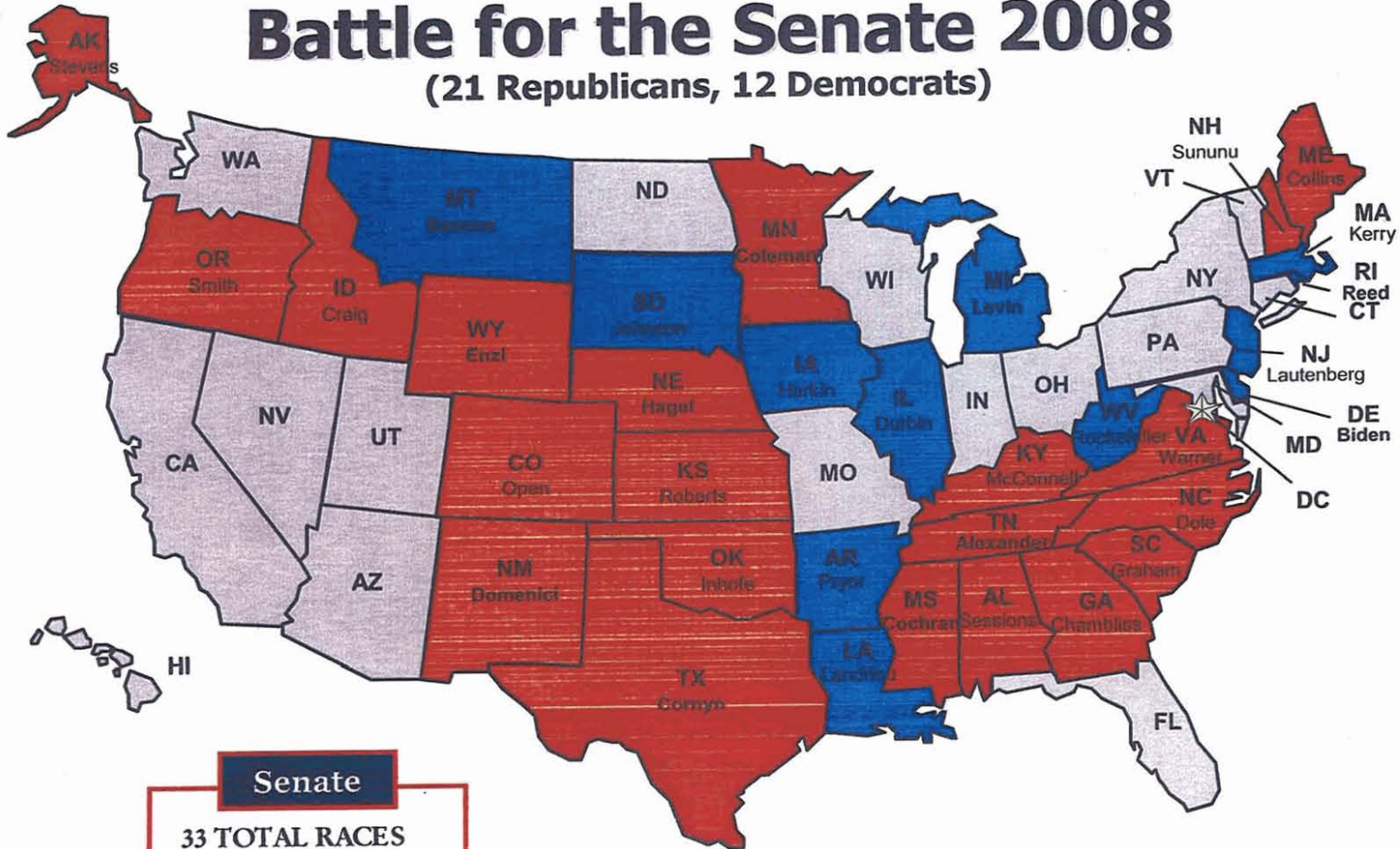
SECONDARY DEFENSE

			BC '04 %	'06 GOP %				BC '04 %	'06 GOP %
PA	06	Gerlach	48%	51%	AK	AL	Young *	61%	57%
FL	13	Buchanan	56%	50%	CA	24	Gallegly *	56%	62%
NC	08	Hayes	54%	50%	CA	25	McKeon *	59%	60%
NM	01	Wilson	48%	50%	CA	41	Lewis *	62%	67%
CO	04	Musgrave	58%	46%	CA	42	Miller	62%	N/A
IL	06	Roskam	53%	51%	CA	52	Hunter *	61%	65%
CT	04	Shays	46%	51%	DE	AL	Castle *	46%	57%
OH	02	Schmidt	64%	51%	FL	10	Young *	51%	66%
VA	02	Drake	58%	51%	IL	10	Kirk	47%	53%
WY	AL	Cubin *	69%	48%	IL	14	Hastert *	56%	60%
CA	04	Doolittle	61%	49%	KY	02	Lewis	65%	55%
NV	03	Porter	50%	48%	LA	01	Jindal *	71%	88%
NY	25	Walsh	48%	51%	MD	06	Bartlett *	65%	59%
OH	15	Pryce	50%	51%	MI	03	Ehlers *	59%	63%
NY	29	Kuhl	57%	52%	MI	07	Walberg	54%	51%
NJ	07	Ferguson	53%	49%	NC	09	Myrick *	63%	67%
MI	09	Knollenberg*	51%	52%	OH	16	Regula *	54%	59%
					PA	15	Dent	50%	53%
					VA	11	Davis *	50%	55%

* Member may not seek re-election

Battle for the Senate 2008

(21 Republicans, 12 Democrats)



Senate

33 TOTAL RACES

GOP

21 Defense

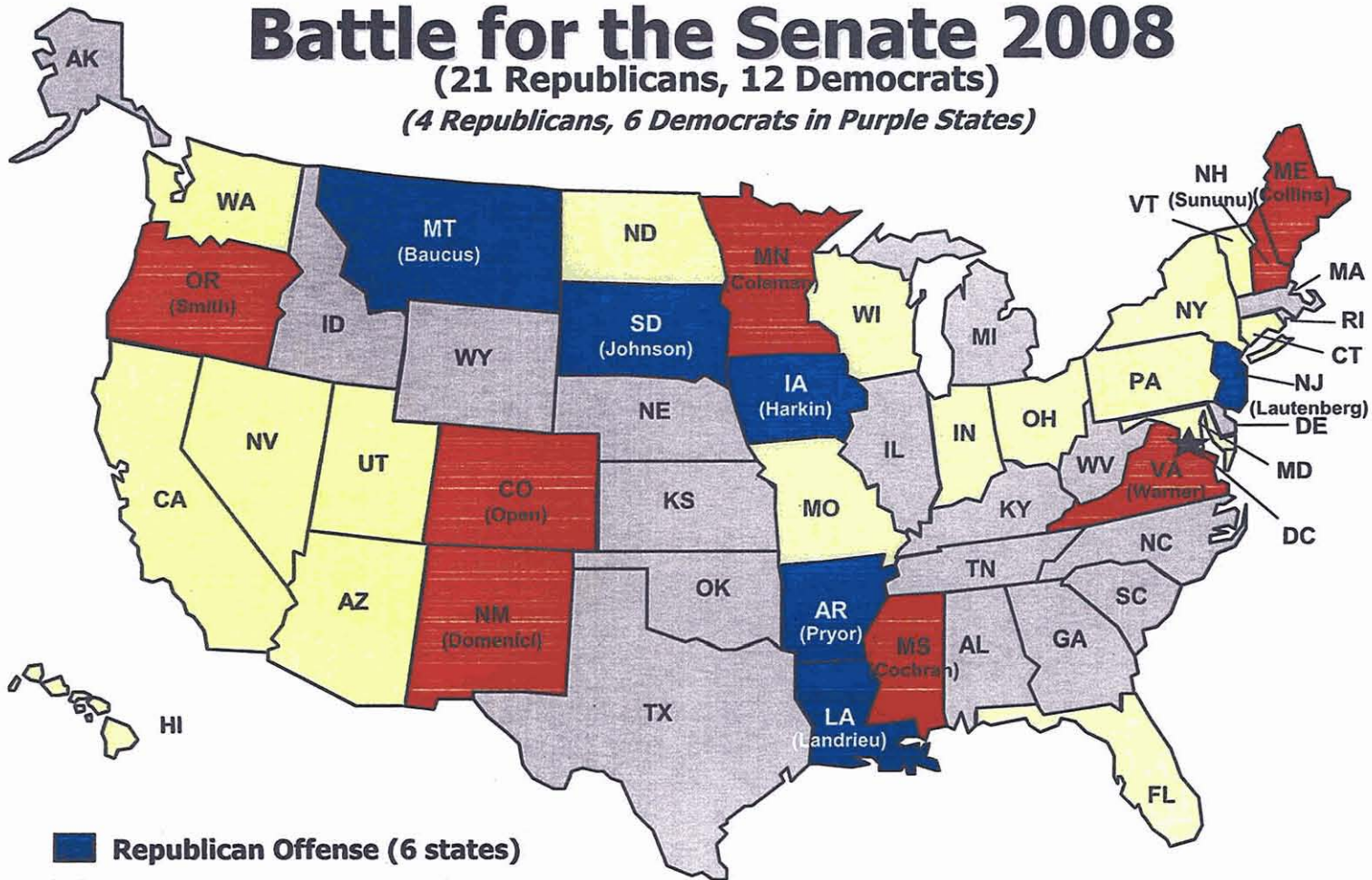
Dem

12 Defense

Battle for the Senate 2008

(21 Republicans, 12 Democrats)

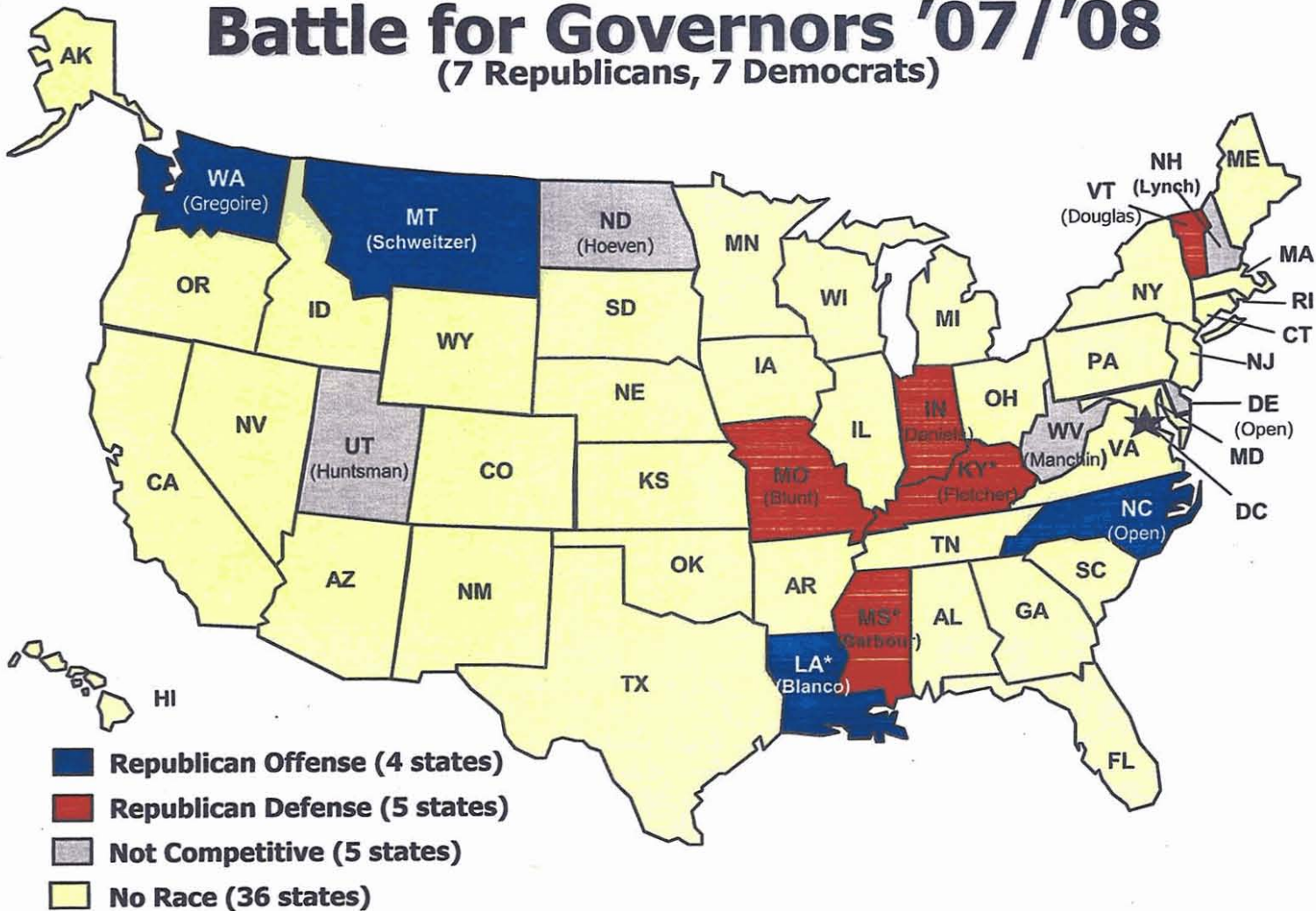
(4 Republicans, 6 Democrats in Purple States)



- Republican Offense (6 states)
- Republican Defense (8 states)
- Not Competitive (21 states)

Battle for Governors '07/'08

(7 Republicans, 7 Democrats)



*2007 gubernatorial race