



The White House Office of Political Affairs

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W-02-0555

Historical Look

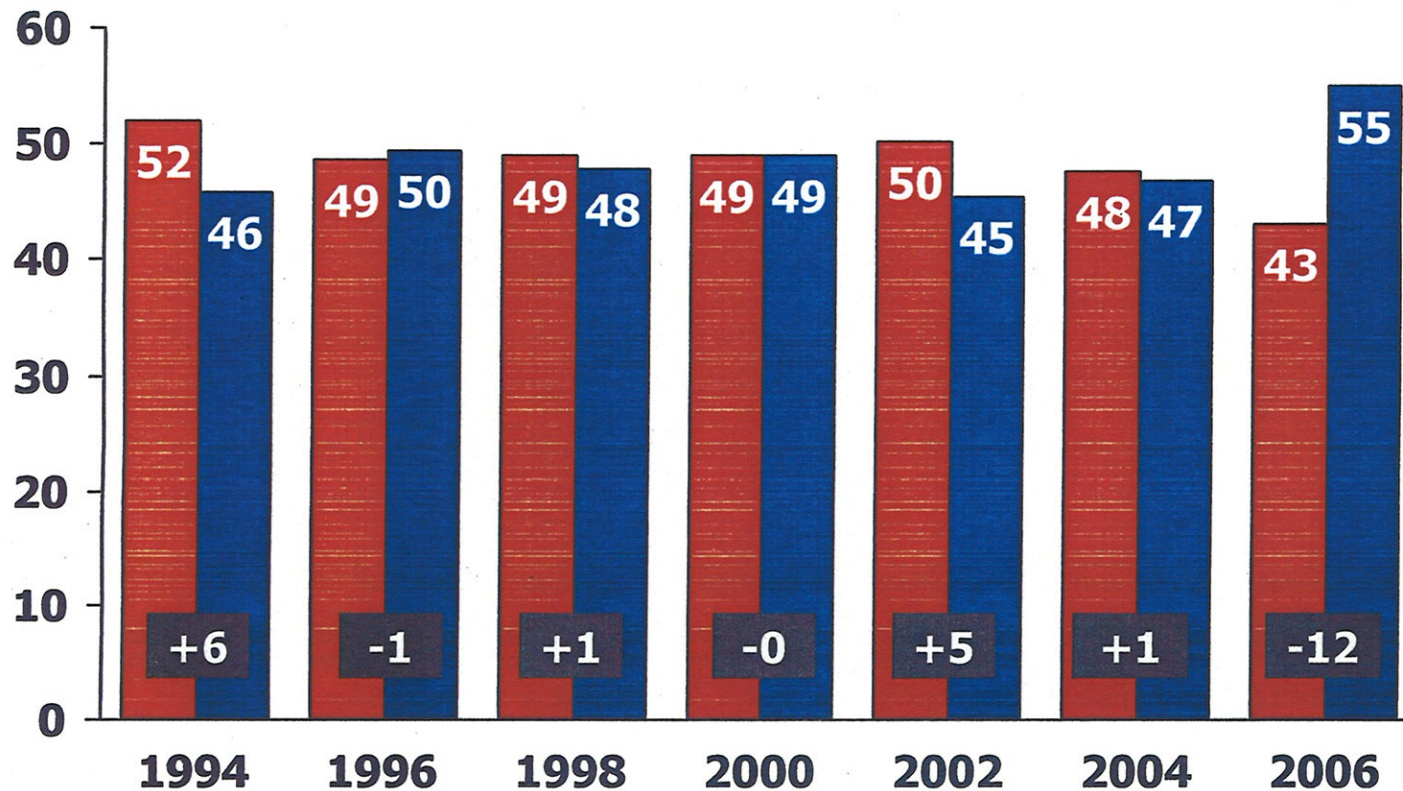
All 2nd Midterms

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

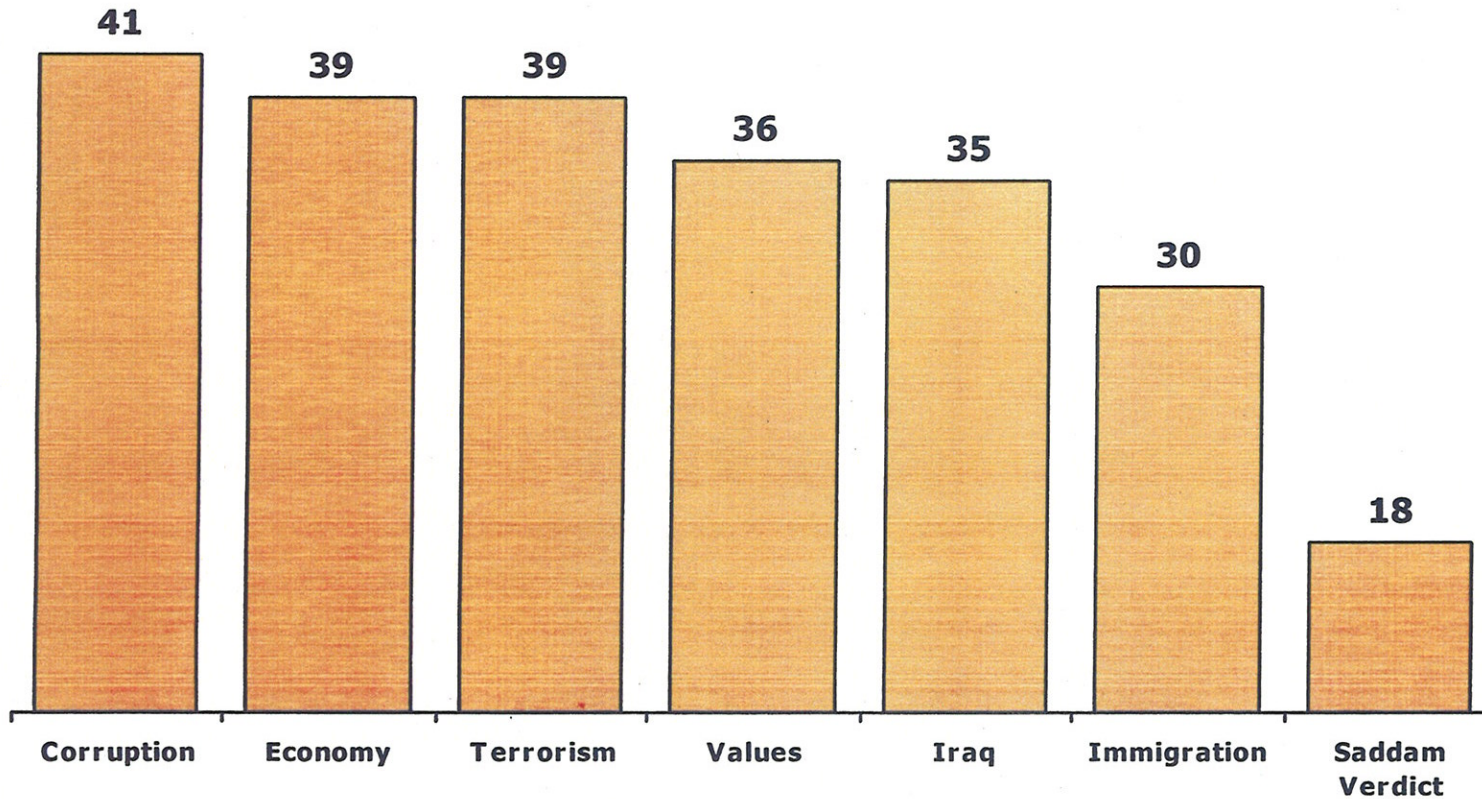
Net Loss in Seats for Incumbent Party

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"*

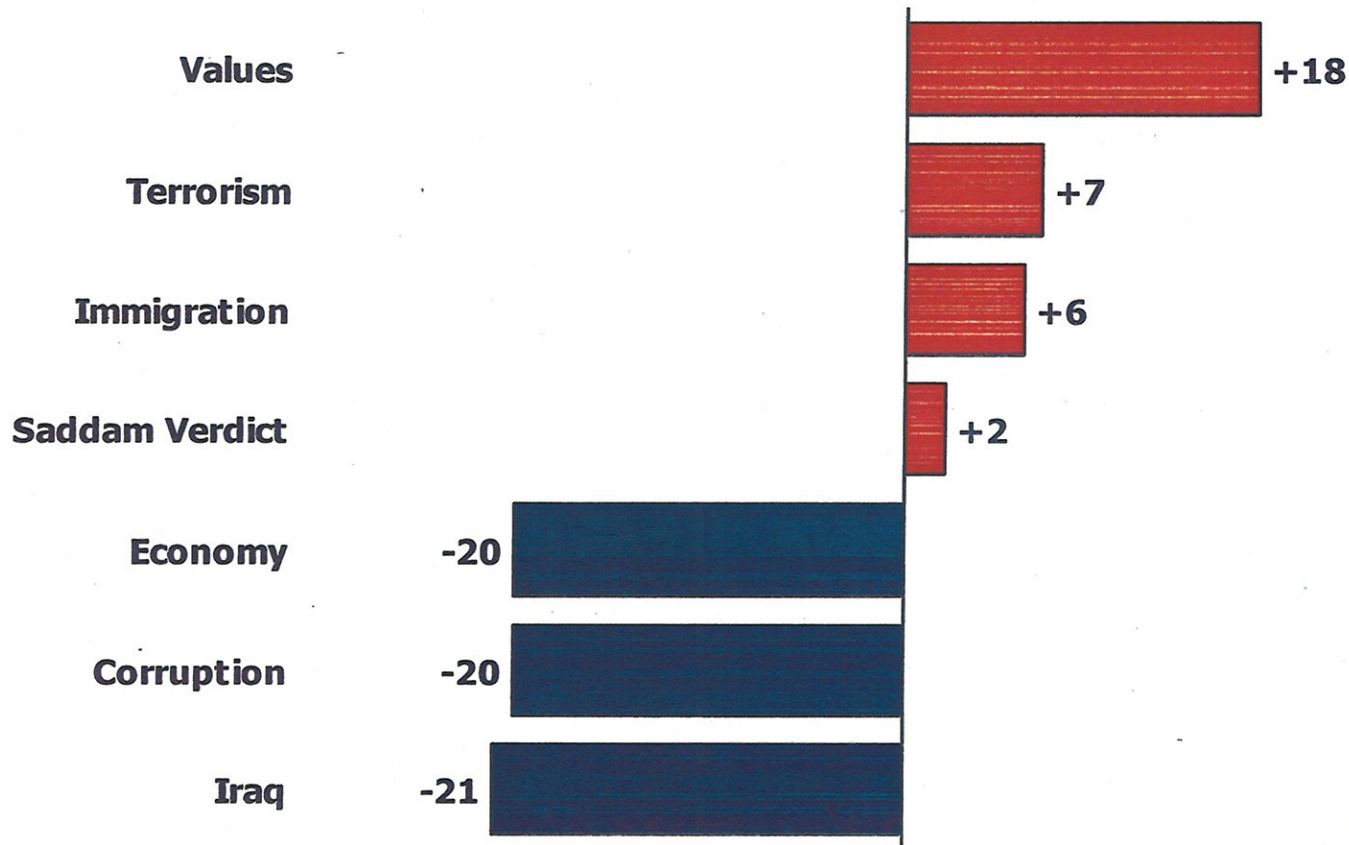
"Corruption" Voters' Top Issue

(% "Extremely Important," Exit Polling)

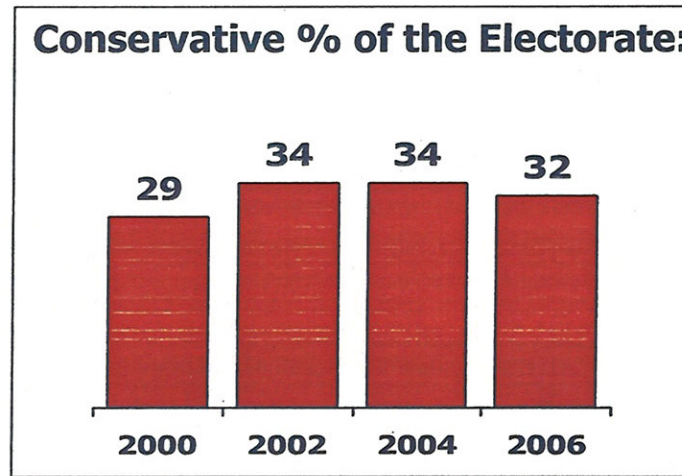
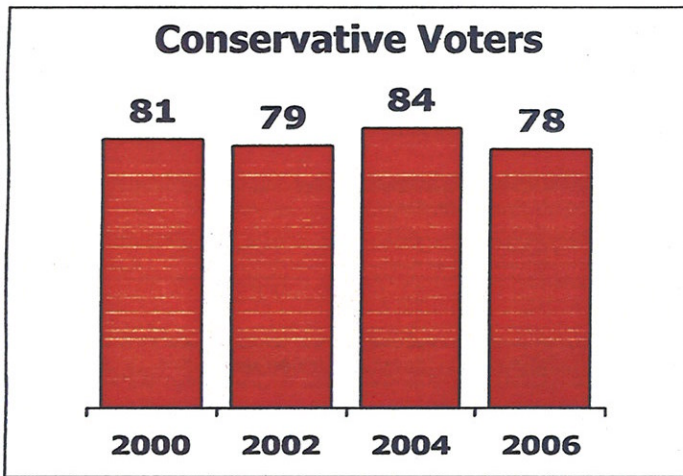
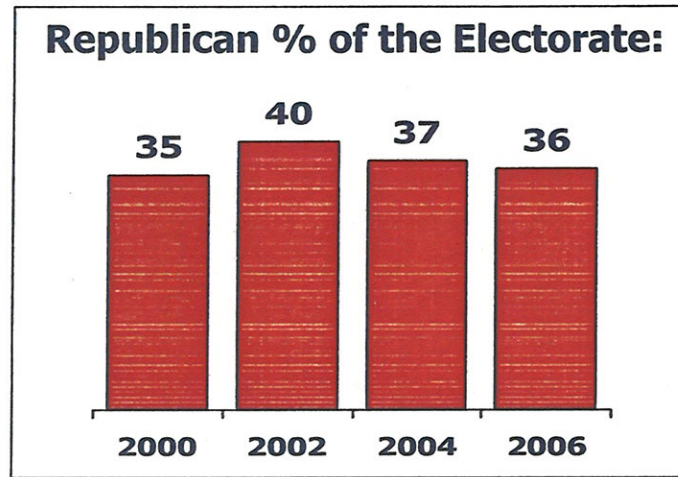
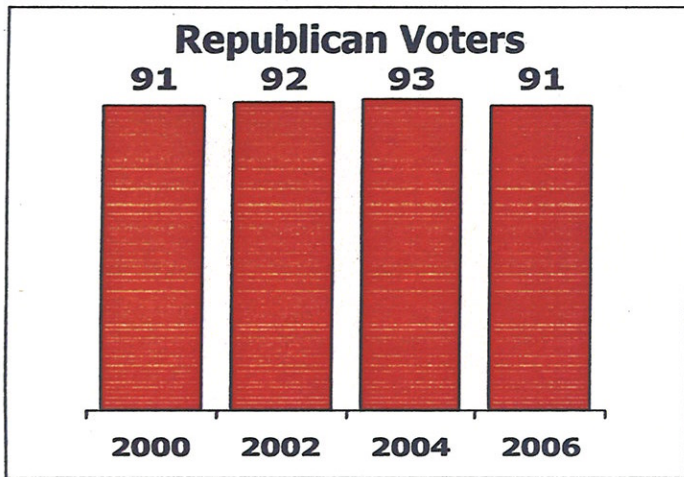


Dems Won Corruption, Econ., Iraq Voters

(% GOP - % Dem, Exit Polls)

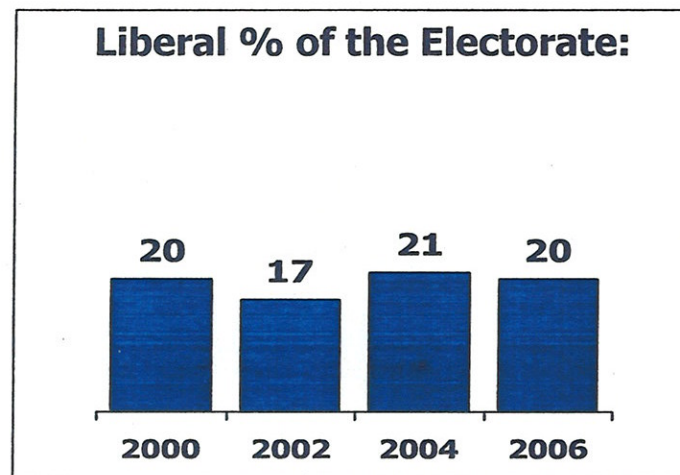
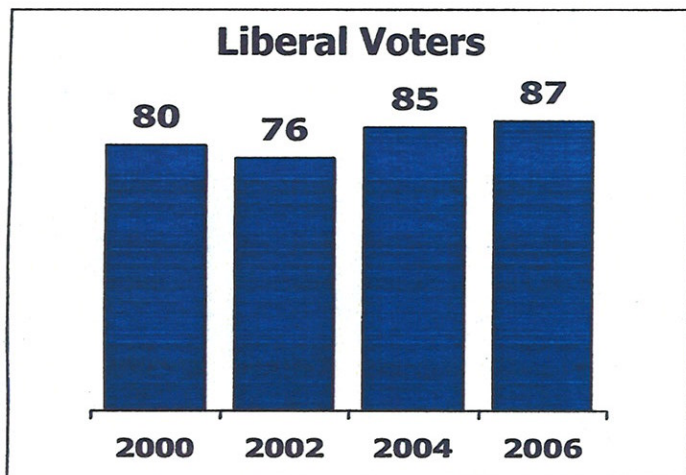
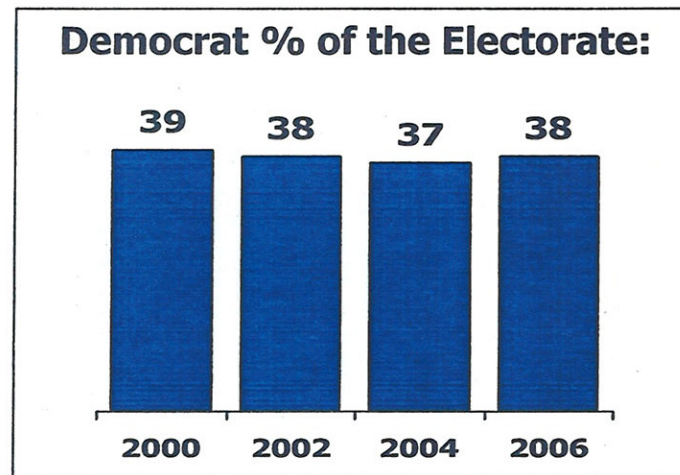
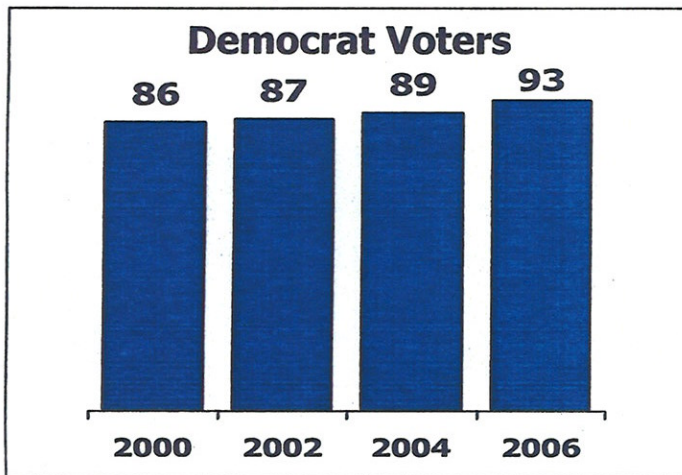


Republican Base About the Same



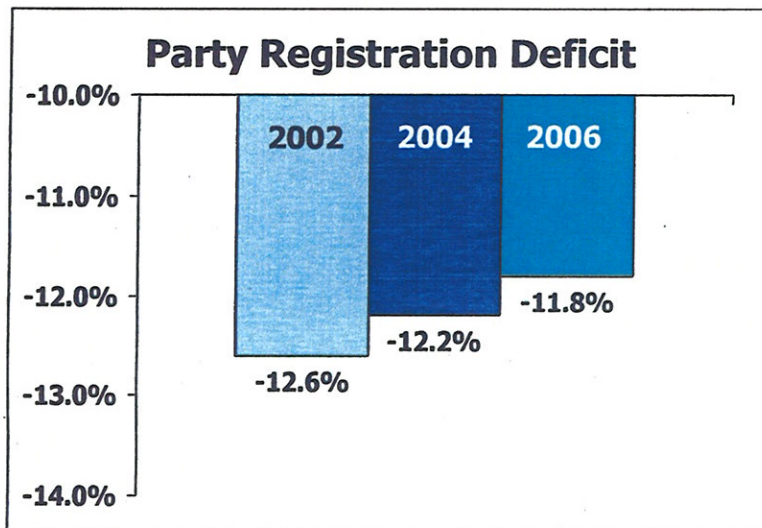
Source: Exit Polling

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:

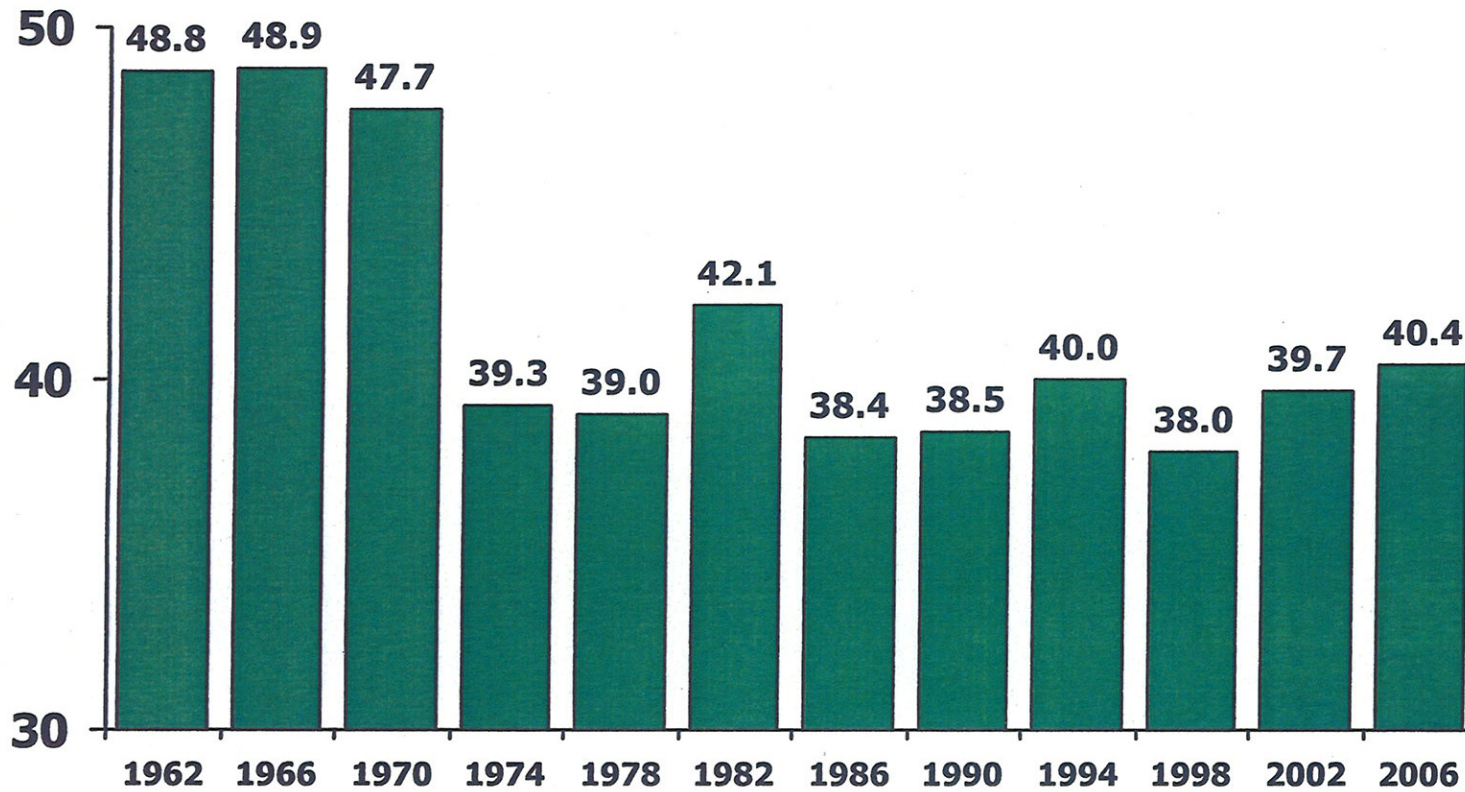
CO, DE, IA, KS, MD, NH, NY, PA

Net decrease: -140,529

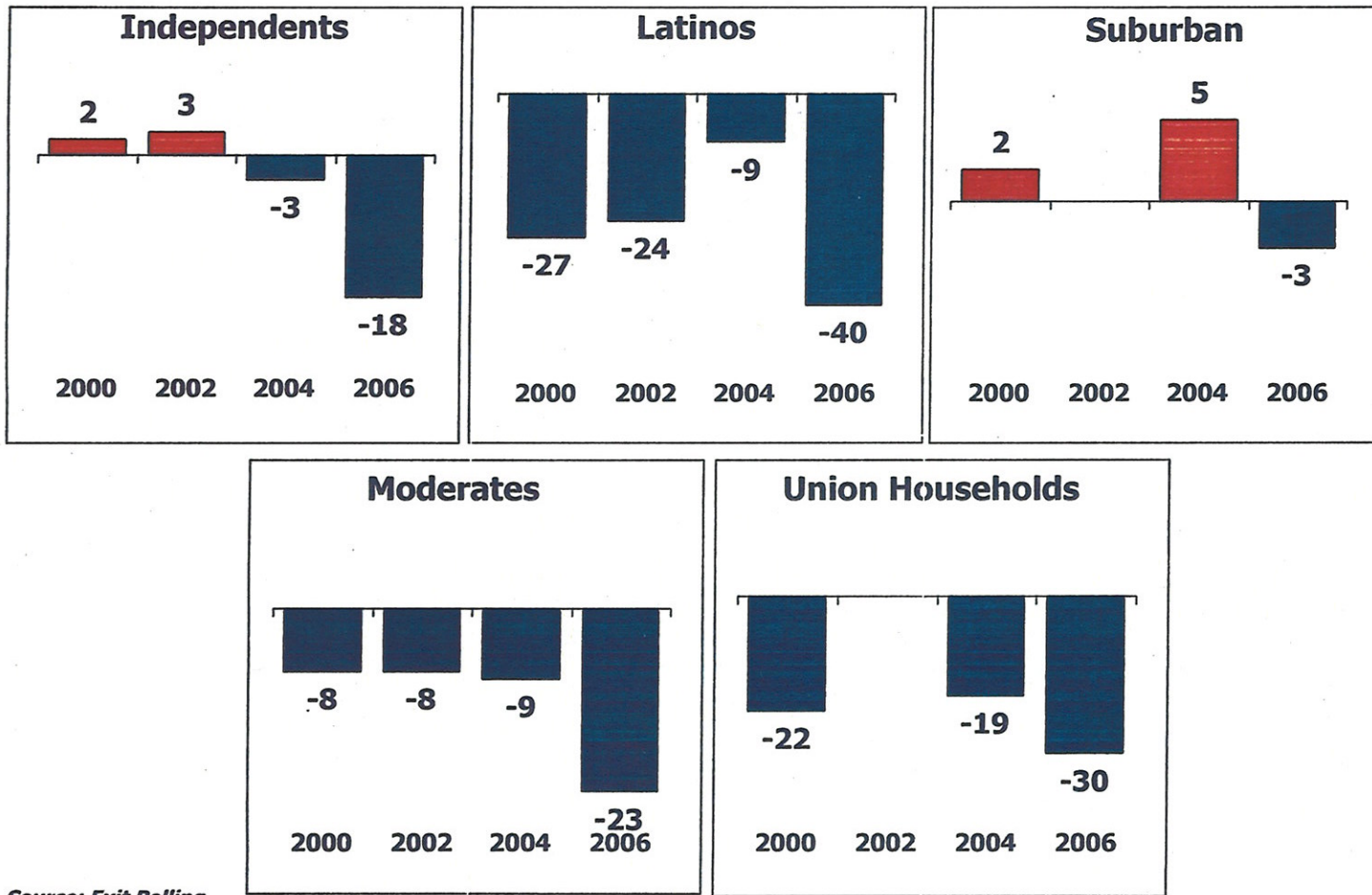
More about rejecting Republican conduct than about supporting Democrat ideology

Midterm Election Turnout, 1962-2006

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

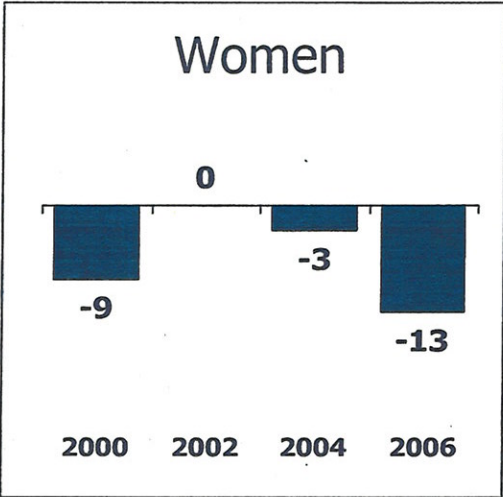
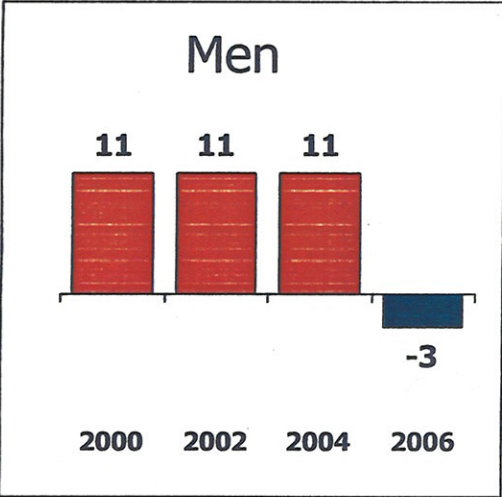


Lost Ground With Swing Voters



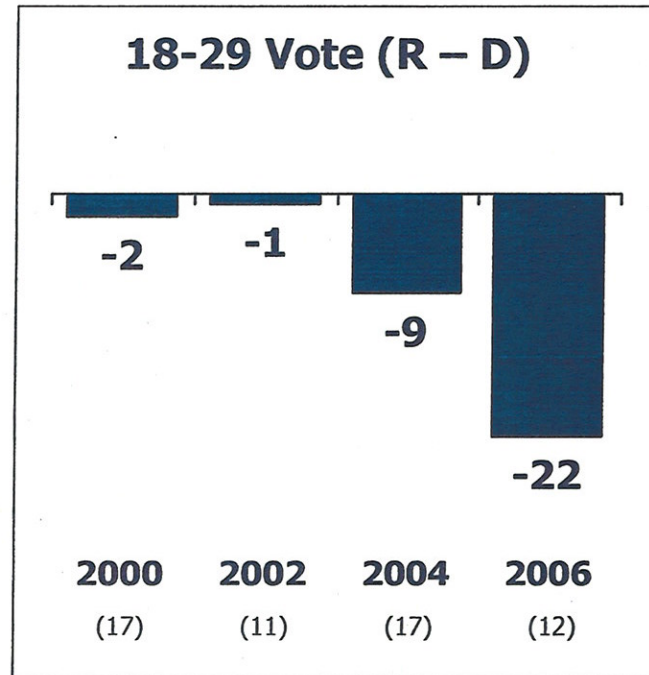
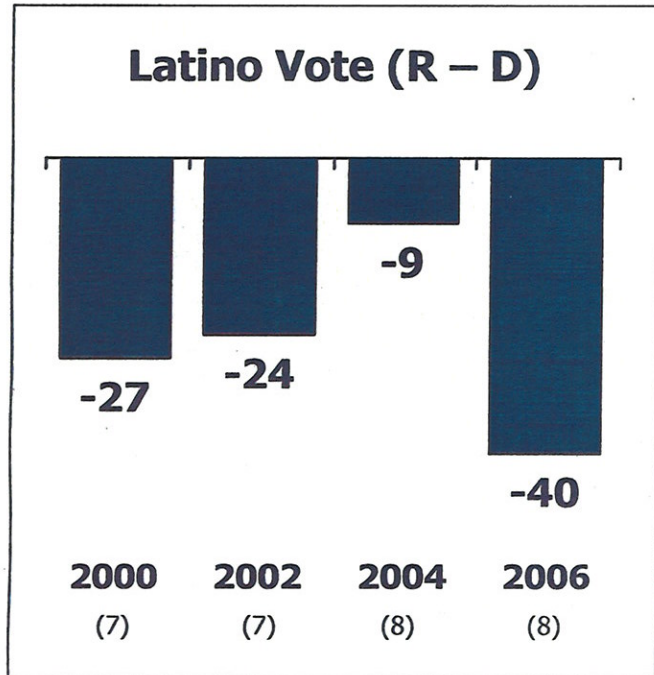
Source: Exit Polling

Bigger Losses Among Men



Source: Exit Polling

Long Term Problems: Among Latinos and Youth Vote



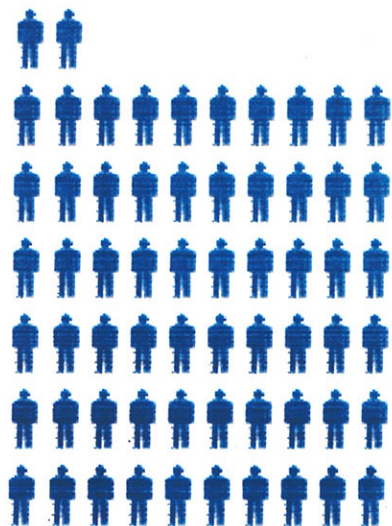
Source: Exit Polling

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)



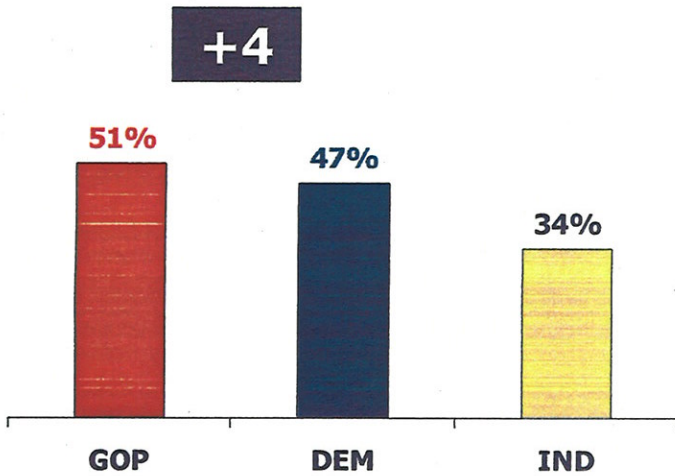
Pryce Margin: 3,536 votes



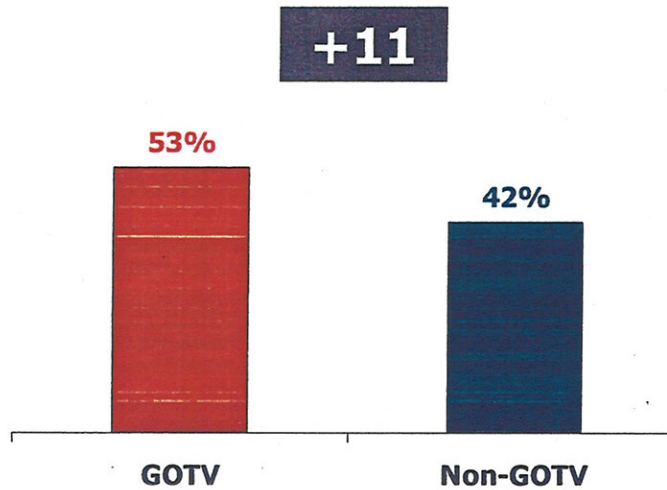
Case Study: Nevada-03

**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	Herse	60%	69%