

## Strategic Overview



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## The President's Focus

- **Win War on Terrorism, Protect Homeland**
- **Strengthen Economy**
- **Reform Education and Health Care**
- **Build an Ownership Society**
- **Encourage a Culture of Responsibility**

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## Economy

- **America had the fastest growing economy of any major industrialized nation in the world in the second half of 2003.**
- **Employment over the last year was up in 44 states and unemployment was down in 47 states.**
- **More than 1.1 million jobs have been added since August.**
- **Inflation, interest rates, and mortgage rates are near historic lows.**
- **Real after-tax income in America has increased 10% since December 2000.**

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### Health Care

- Since 2001, the Bush Administration has increased the number of people served in health centers by almost 30%.
- Increased funding for biodefense preparedness is strengthening our homeland security and improving public health surveillance.
- Federal funding of state high-risk pools and Community Health Centers will make health care more affordable.
- All Americans will benefit from lower prescription drug prices.

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### Transition to Iraqi Self-Government

1. Handing over authority to a sovereign Iraqi government.
2. Establishing the stability and security in Iraq that democracy requires.
3. Continuing to rebuild Iraq's infrastructure.
4. International support for a free Iraq.
5. Working to free, national elections by January 2005.

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### The Political Landscape



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**2002**

- First time White House party gained control of U.S. Senate in midterm election.
- First time a President's party has increased margin in U.S. House in first midterm since 1934.
- Republicans held majority of governorships despite defending 23 of 36 races.
- Republicans gained 175 state legislature seats, despite historic average loss of 350 seats for White House party.

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**2002 Races**

POTUS:	151 Events
VPOTUS:	97 Events
Other:	1,047 Events
Total:	1,295

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**2003**

- First time since 1954 GOP holds majority of state legislators.
- First time since 1954 GOP Governors in four largest states: CA, TX, NY, FL.
- First GOP Governor in KY in 32 years.
- Second GOP Governor in MS in 130 years.

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### 2003 Races

**POTUS: 6 Events**

**VPOTUS: 3 Events**

**Other: 12 Events**

**Total: 21**

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### 2004:

	Republican	Democrat
<b>Presidency</b>	<b>1</b>	
<b>*House</b>	<b>228</b>	<b>205</b>
<b>Senate</b>	<b>51</b>	<b>49</b>
<b>Governors</b>	<b>28</b>	<b>22</b>
<b>State Legislatures</b>	<b>21</b>	<b>17</b>
<b>State Legislators</b>	<b>3,667</b>	<b>3,642</b>

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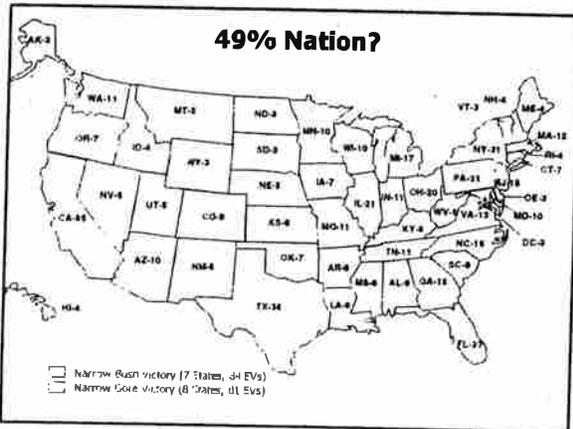
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### 49% Nation?




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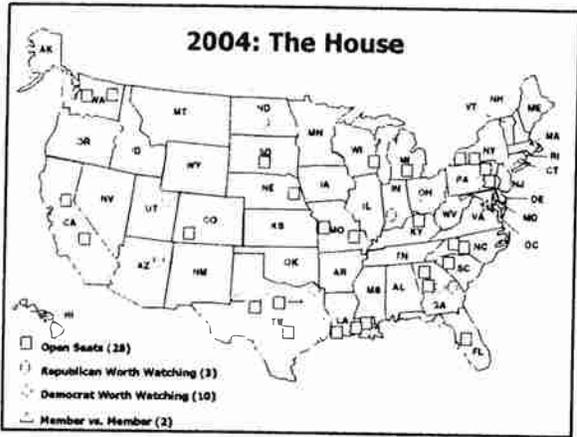
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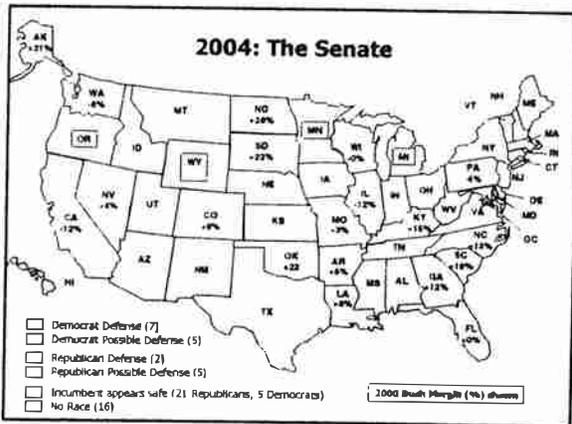
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### Party I.D. Trends

**ABC News:**

- **GOP ID increased between 1981 and 2003 from 24% to 31% (record high)**
- **Democrat ID declined from 37% to 31% (record low)**

**Pew:**

- **Five-point swing in party ID toward GOP between 1997 and 2003**
- **30% now GOP, 31% Democrats**

**Gallup:**

- **Five-point swing in party ID toward GOP between 1993 and 2003**
- **45.5% now GOP/Lean GOP, 45.2% Dem./Lean Dem.**

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### Gallup State Classifications

	1993		2003		Net Δ in States
	States	1991-2000 EVs	States	2001-2010 EVs	
"Solid Dem" States	26	330	14	175	-12
"Closely-Matched" States	17	170	16	191	-1
"Solid GOP" States	8	38	21	172	+13

Includes District of Columbia, Alaska and Hawaii added to results although they were excluded from Gallup study.

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### President's Strength on Attributes

- **Has Vision** **77%**
- **Shares Moral Values** **68%**
- **Strong Leader** **64%**
- **Like Personally** **57%**
- **Honest, Trustworthy** **56%**
- **Means What He Says** **56%**

Source: NBC News/Gallup Poll, April 15-18, 2004, CBS News Poll, March 22-27, 2004, University of Virginia Center for Politics, July 14-18, 2004; Democracy Today, April 19-22, 2004.

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### Q & A




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