

Security, Opportunity, Responsibility

A New Democrat Formula for 2002 and 2004

Presentation by Al From

Democratic Leadership Council's

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Security, Opportunity, Responsibility

A New Democrat Formula for 2002 and 2004

- We need to constantly modernize our policy ideas to keep pace with the needs of a changing electorate
- Republican policies have put our country on the wrong track
- Democrats need to look ahead not back in 2002 and 2004

A Changing America

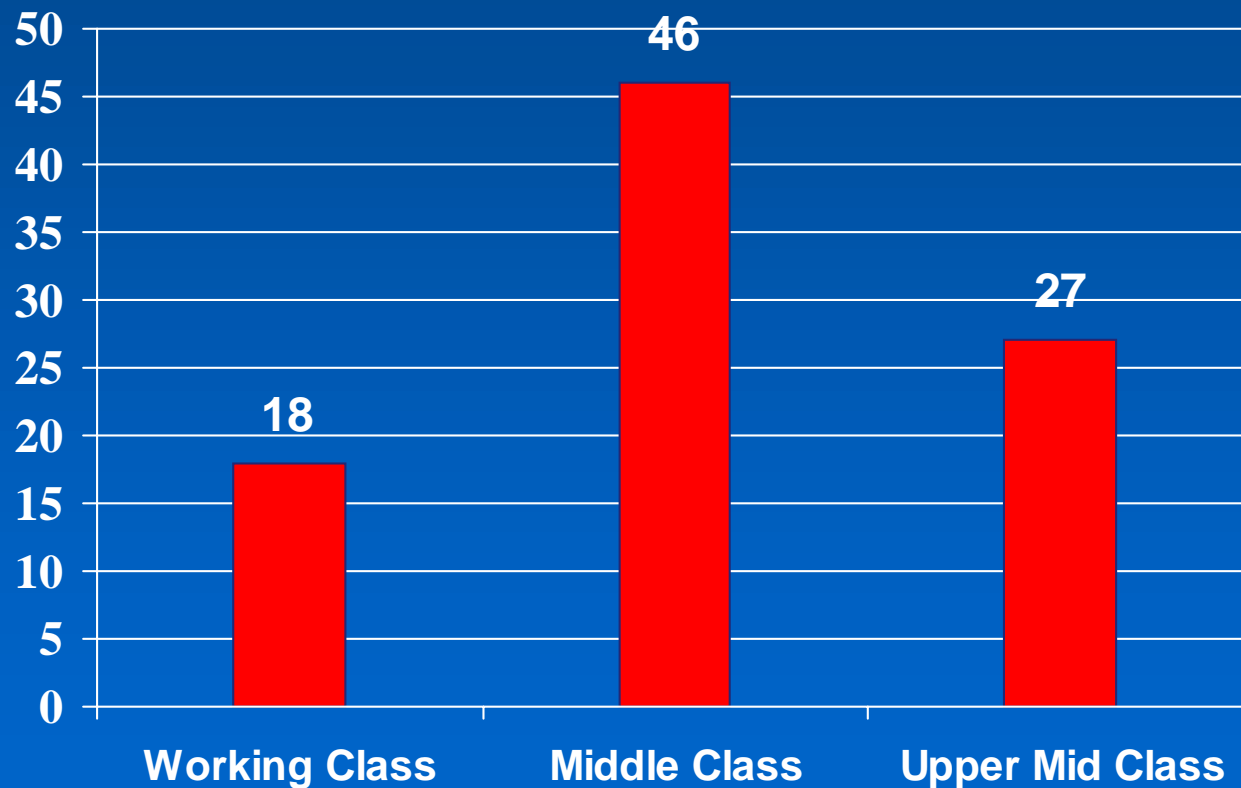
A Different America

How Our Country Changed in the Past Two Decades

- More Affluent
- More Educated
- More Suburban
- More Diverse
- More Wired
- More Two Parent Working Families
- More Non-Factory Jobs
- More Job Churning
- More Aged
- More Boomers
- More Moderates and Independents

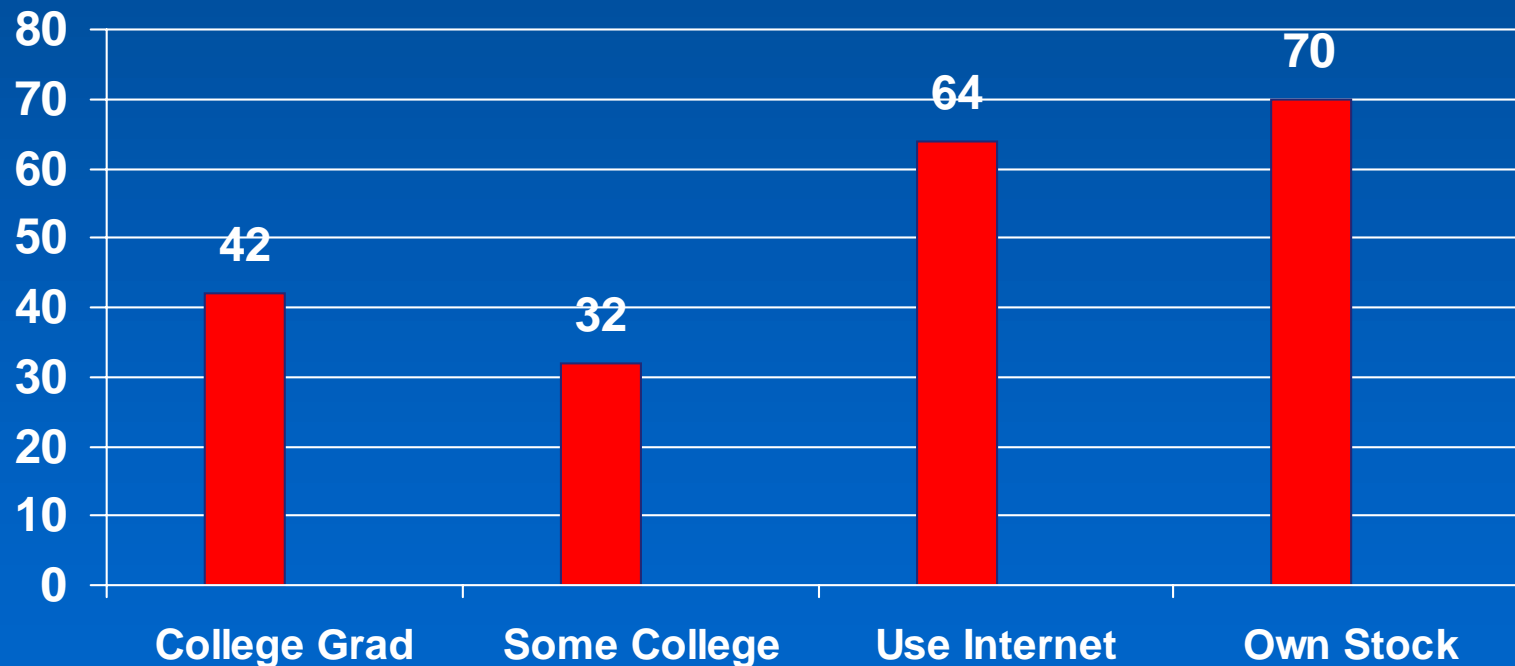
An Affluent Electorate

Characteristics of 2000 Voters



A Sophisticated Electorate

Characteristics of 2000 Voters



The New Electorate

PERIOD

DOMINANT VOTERS

Industrial Era

Working Class

Information Age

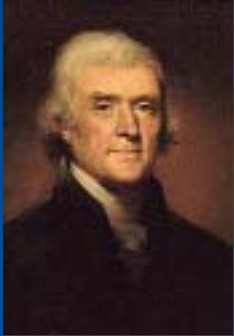
Rising Learning Class

The New Democrat Approach

The New Democrat Approach

- ▶ New Democrats are the modernizers of the Democratic Party
- ▶ We further our party's enduring values with new and innovative ideas

The Traditions We Honor



- Jefferson's belief in individual liberty and the capacity for self government



- Jackson's credo of equal opportunity for all, special privileges for none

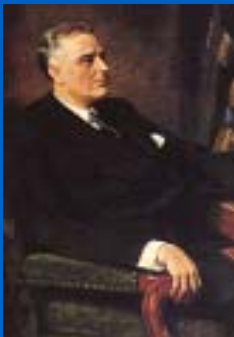


- Roosevelt's thirst for innovation

- Kennedy's summons to civic duty



- Clinton's insistence upon new means to achieve progressive ideals



Core Principles



Progressives, Not Populists Nor Corporatists



“We believe in free enterprise to stimulate economic innovation and growth and in public activism to ensure that everyone can share in America’s prosperity.”

-- Hyde Park Declaration

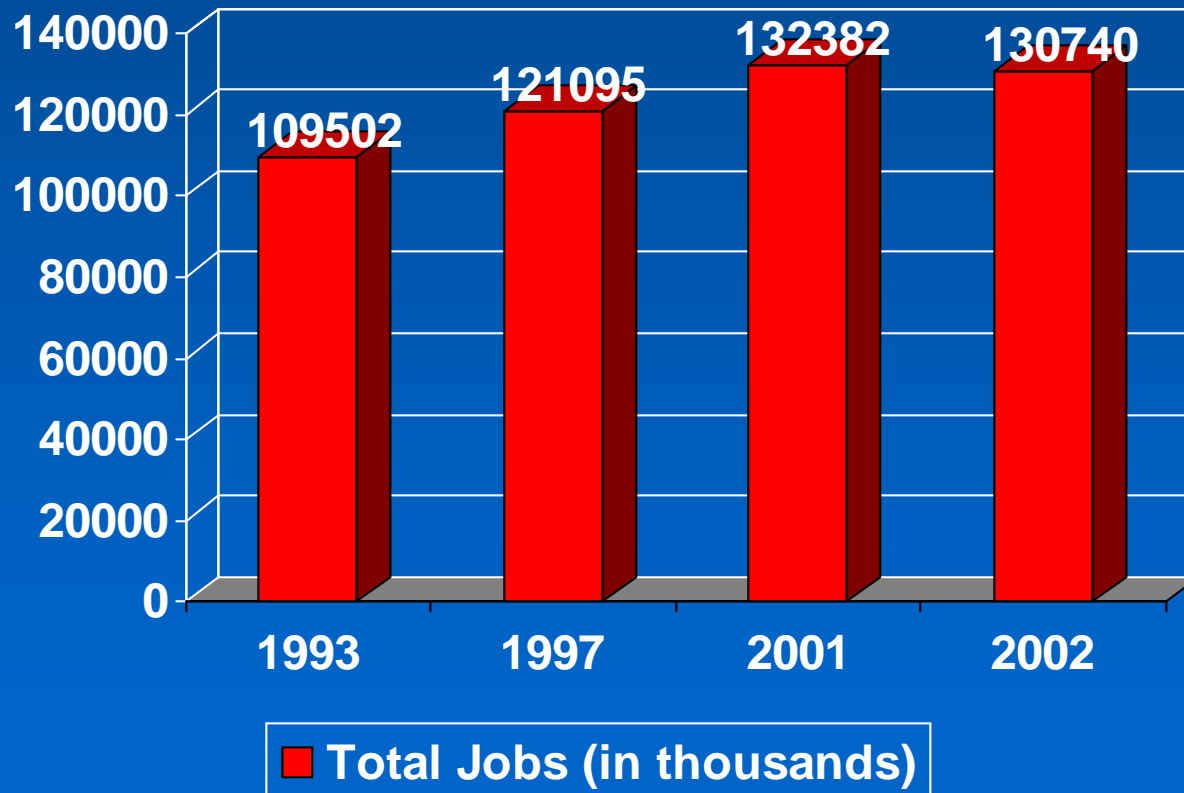


America on the Wrong Track

The Record of George Bush's Watch

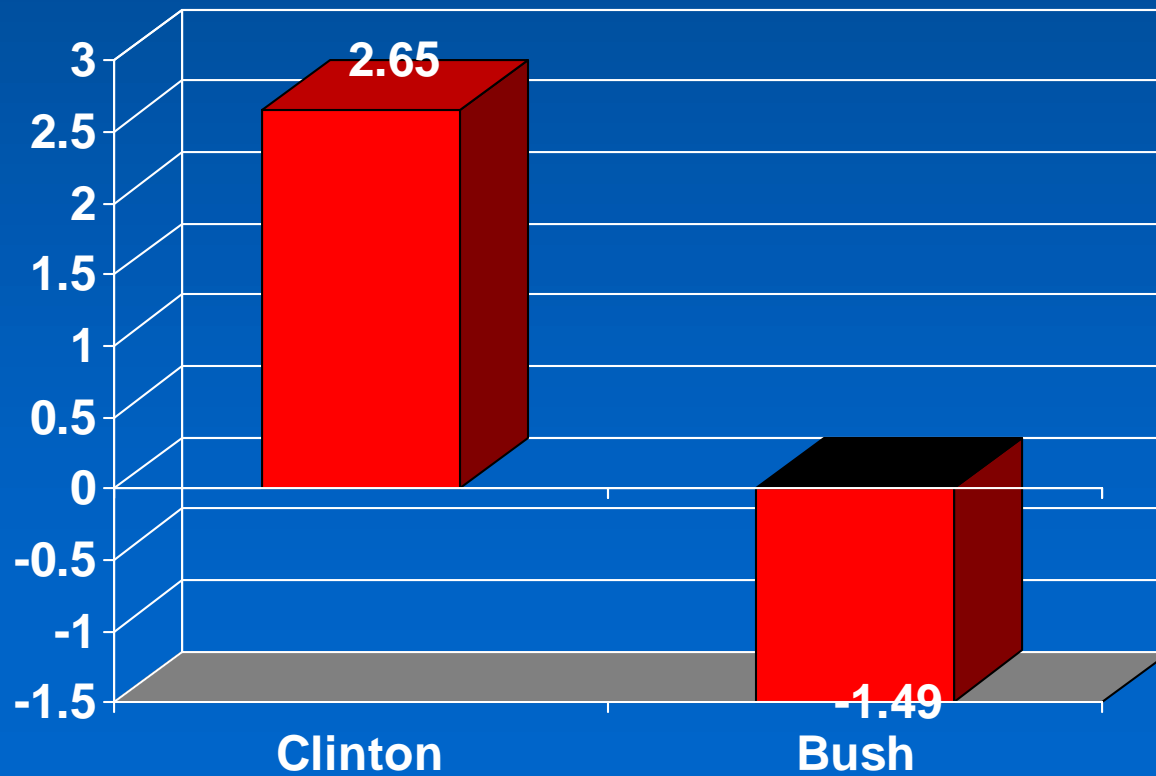
The Job Machine Stalls

Total Employment in the U.S.



Annual Number of New Private Sector Jobs

(New Jobs in Millions)

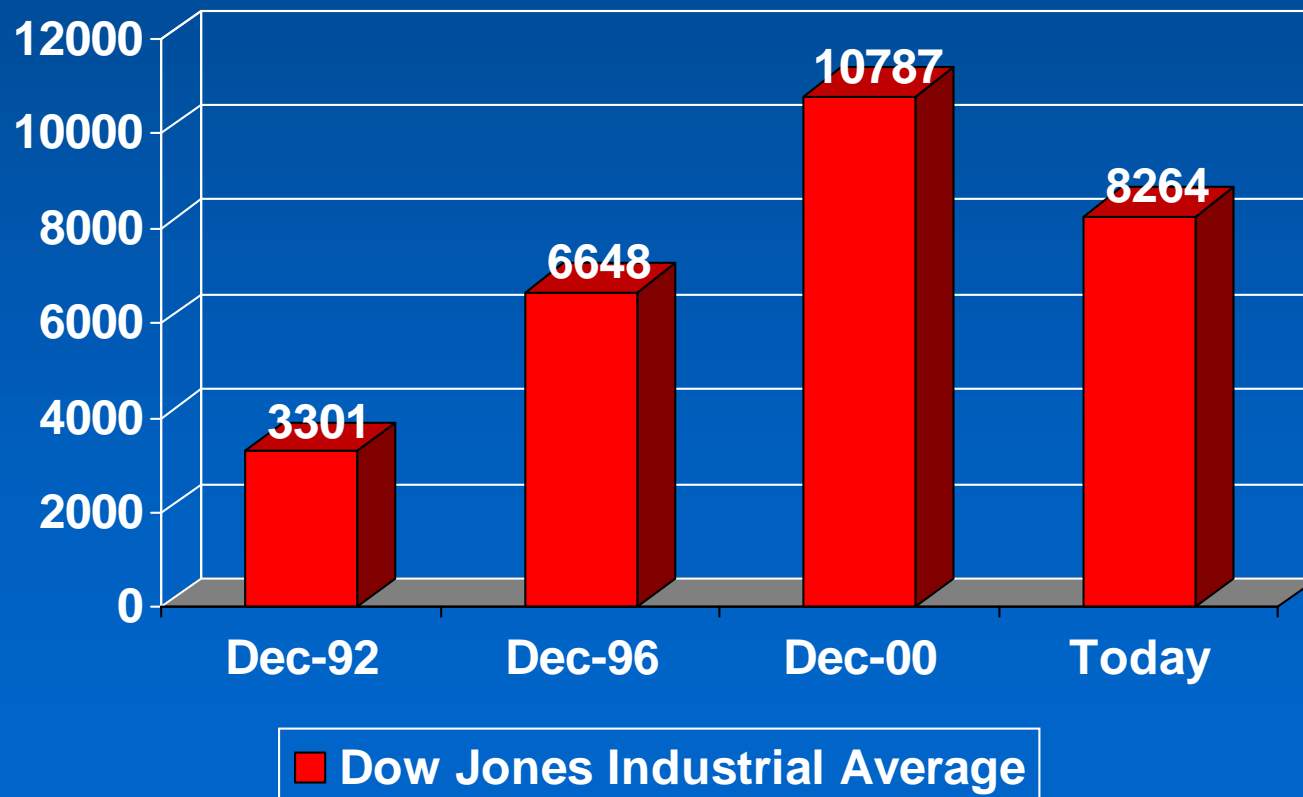


Unemployment Soars



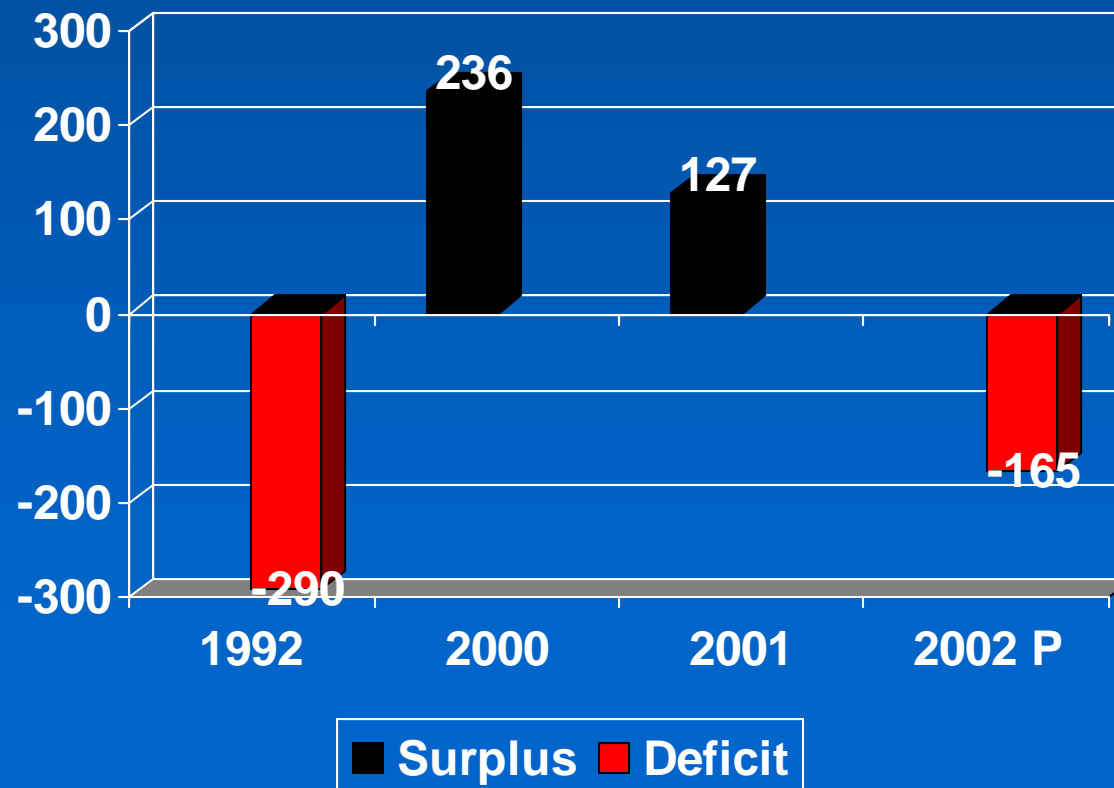
A Shaky Economy

The Decline in the Dow

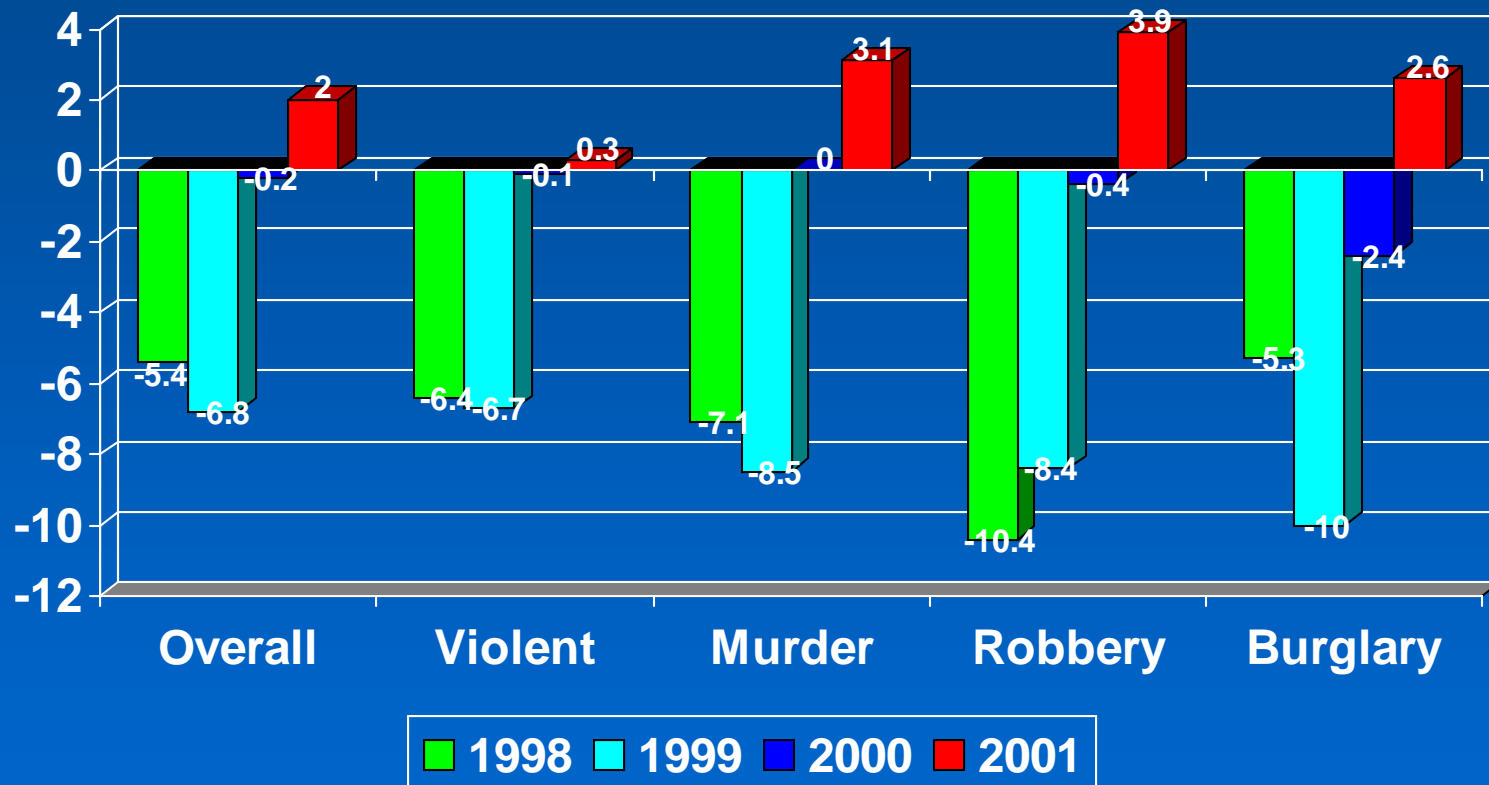


From Deficit to Surplus to Deficit

(In Billions of Dollars)



Rising Crime



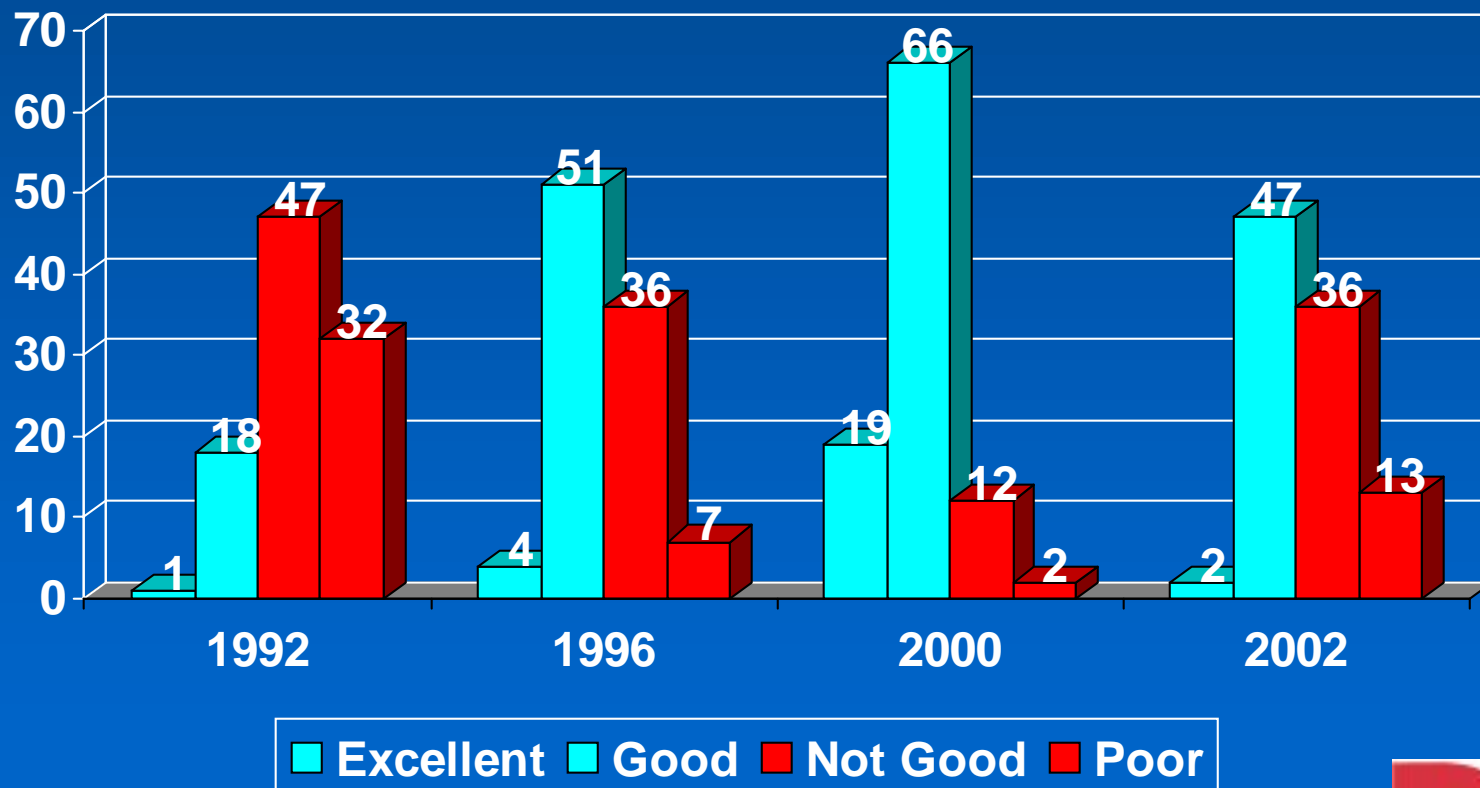
On Their Watch



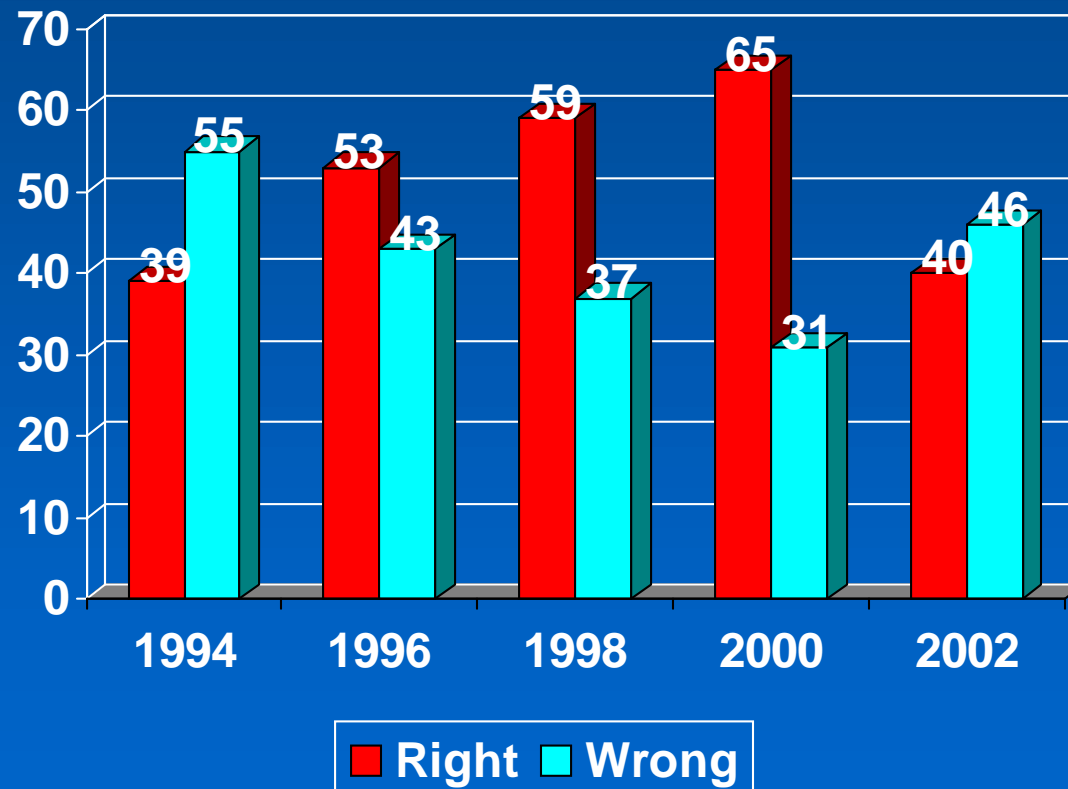
Employment	↑	↓
Stock Prices	↑	↓
Unemployment	↓	↑
Budget Deficits	↓	↑
Crime	↓	↑

Economic Conditions

Voters Perceptions of the Economy



Right/Wrong Track



Bush's Soft Approval Ratings

High Numbers Depend on Support from Democrats and Independents

Bush Ratings Become More Partisan

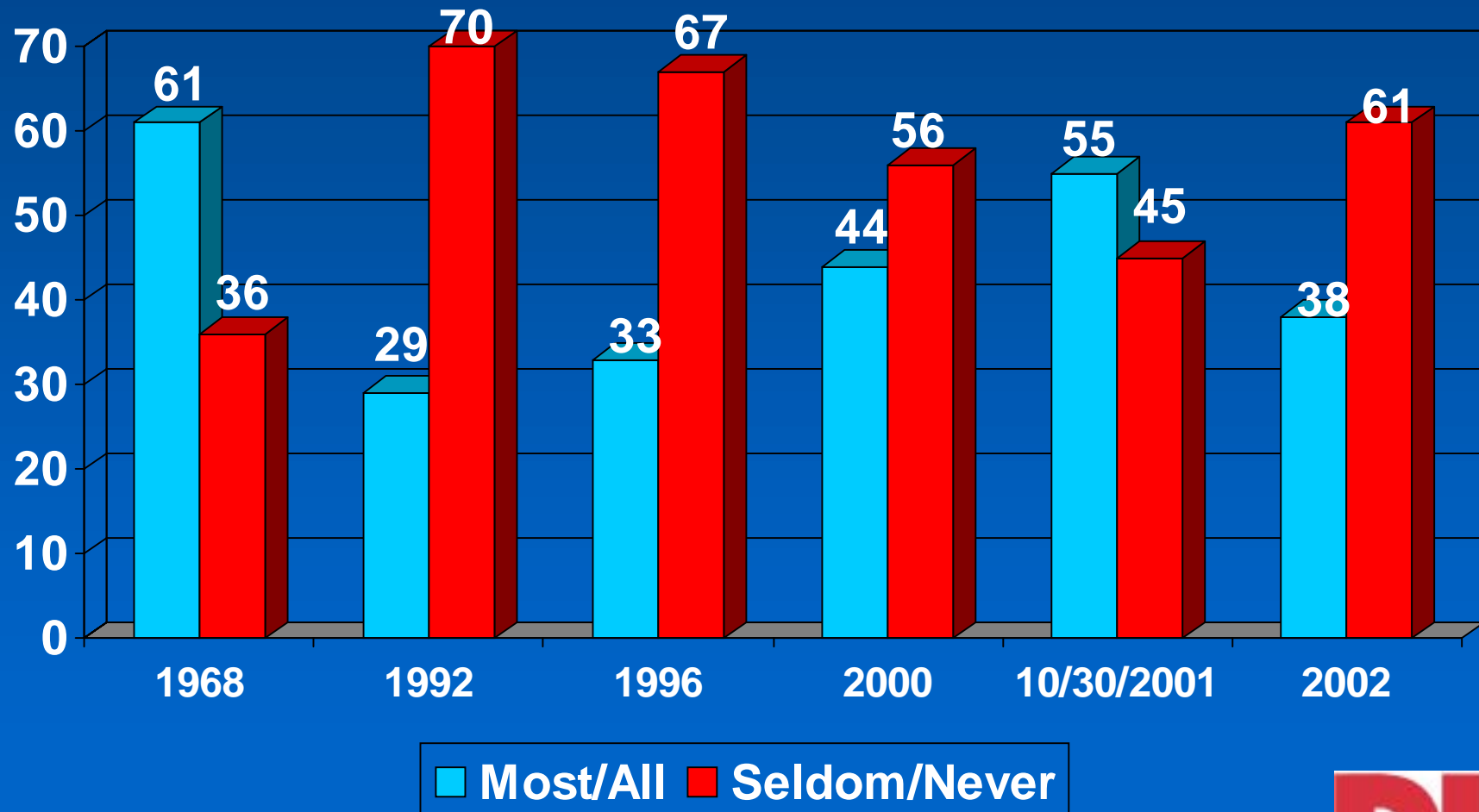
	<i>Overall job approval</i>			
	<u>Total</u>	<u>Rep</u>	<u>Ind</u>	<u>Dem</u>
	%	%	%	%
September	83	96	78	75
November	81	97	77	71
December	81	97	81	65
January	79	96	76	64
March	74	96	68	60
May	69	93	64	51
June	68	92	64	49
Sept-June				
change	-15	-4	-14	-26

Source: Bloomberg News Surveys

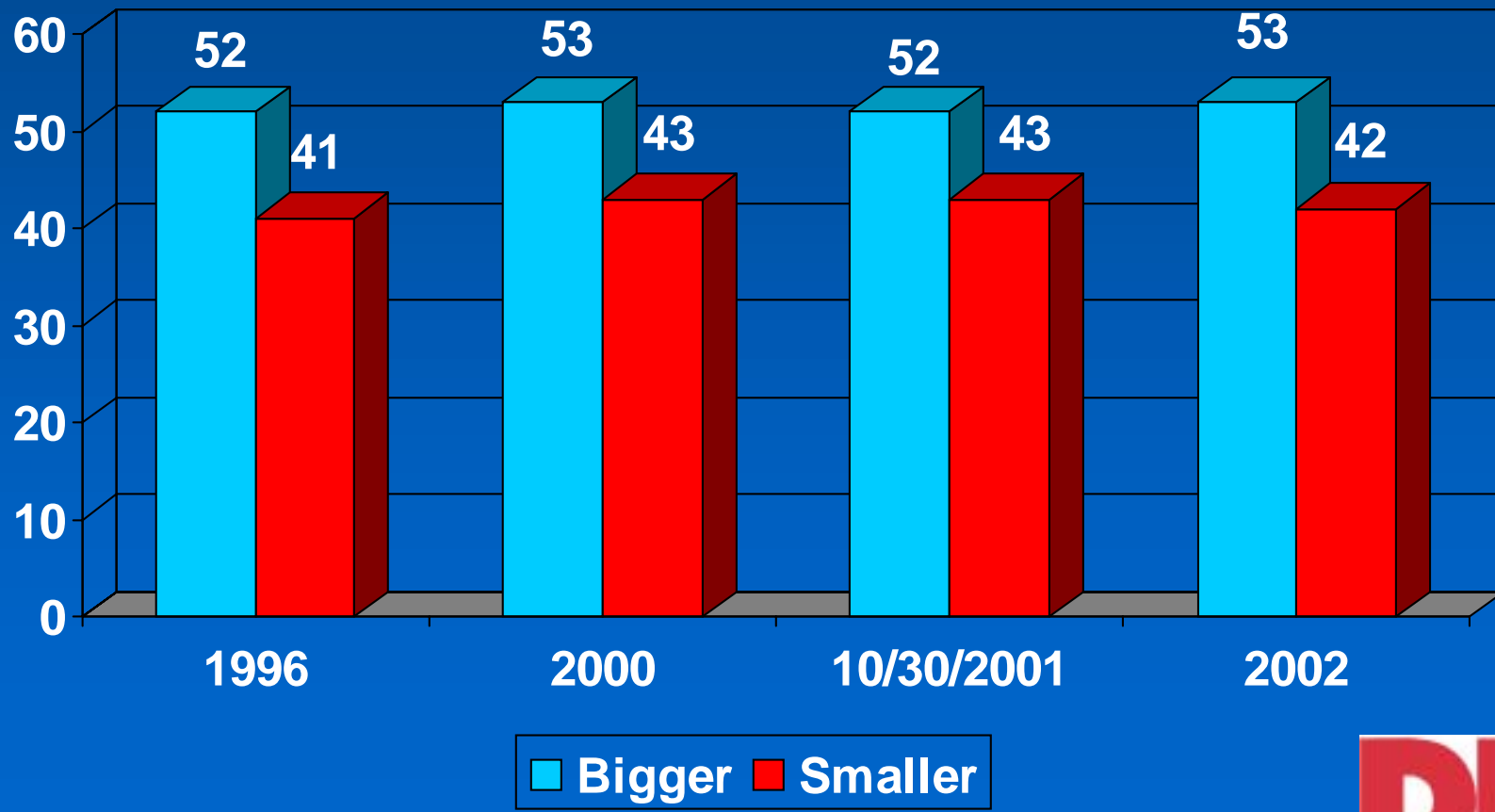
We Can't Go Back

Why Democrats Must Follow the
New Democrat Course

Trust In Government



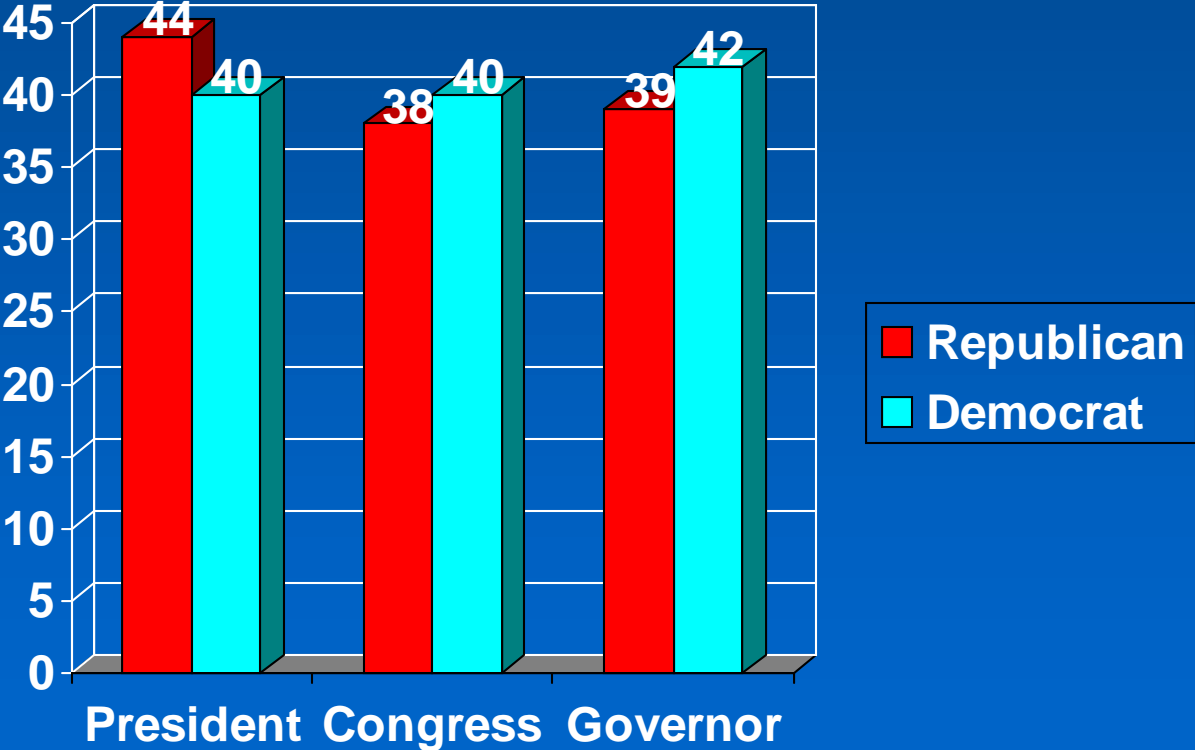
Size of Government



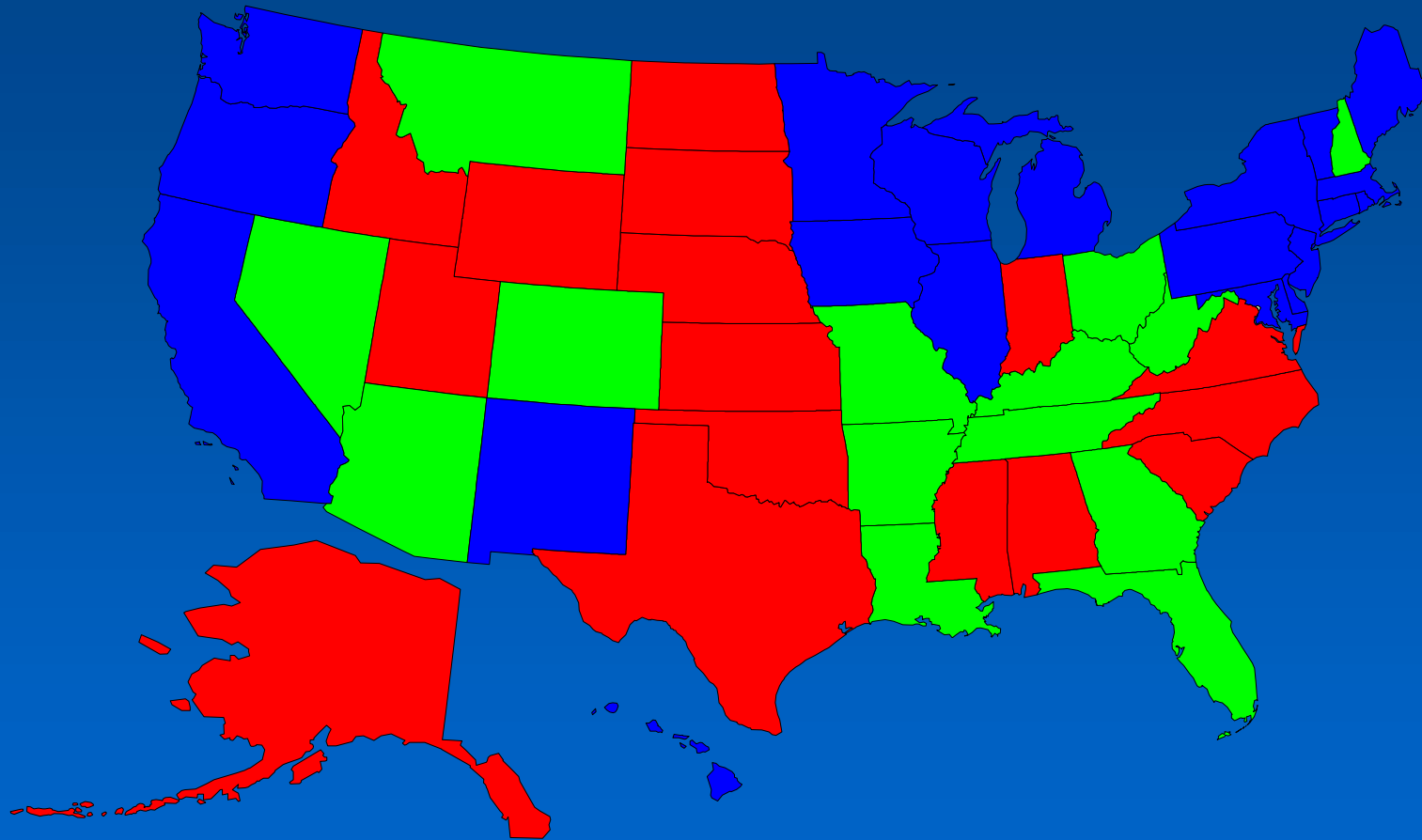
The Return of the “Mommy” and “Daddy” Parties

<u>Republican</u>	<u>Democratic</u>	<u>Contested</u>
National Security	Social Security	Deficit
Terrorism	Medicare	Education
Economy	Energy	
Moral Values	Prescription Drugs	
Crime	Health Care	
Welfare	Environment	

Preference for Party Control



The Swing States



■ Swing States ■ GOP Base
■ Demo Base

The Road Ahead

The Winning Coalition

A New Democrat Majority for the 21st Century

- ▶ **The Democratic Base and Beyond**
- ▶ **Men and Women**
- ▶ **Multi-Racial and Multi-Ethnic**
- ▶ **Urban and Suburban**
- ▶ **Moderates as well as Liberals**
- ▶ **Working Class and “Rising Learning Class”**

The Challenge Ahead

What Democrats Must Do to Win

- ▶ **Cross the national and domestic defense threshold.**
- ▶ **Close the Culture Gap.**
- ▶ **Avoid Reverting to pre-Clinton perceptions of party.**
- ▶ **Bridge Racial Divisions**
- ▶ **Win critical independent and swing voters.**

A Winning New Democrat Message

- ▶ **Support a Strong National and Domestic Defense**
- ▶ **Promote Growth and Opportunity, Not Redistribution**
- ▶ **Save Capitalism from its Excesses**
- ▶ **Promote an Ethic of Mutual Responsibility**
- ▶ **Emphasize New Democrat Positions on Cultural Issues Like Crime and Welfare**
- ▶ **Stand for Big Ideas, Not Big Government**
- ▶ **Support Family Friendly Policies that Help Parents Raise Kids**
- ▶ **Avoid Polarizing Cultural Issues**

The Formula in Brief

Leadership in the National Interest

- Security
- Opportunity
- Responsibility