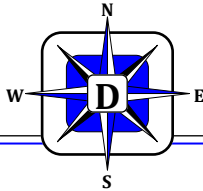


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P.O. Box 30714, Raleigh, 27622
919-696-3859
www.johndavisconsulting.com



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The *John Davis Political Report* is a non-partisan analysis of the key people, events and trends impacting the likely outcome of campaigns for elective offices at the federal and state government levels. John Davis is a life-long independent with three decades of political research and analysis experience. For more information see www.johndavisconsulting.com

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- 1) **Word that NC Republicans should add to their Wristbands**
- 2) **Question that Reelected Obama**
- 3) **Labor Day Forecasts for 2012**

“In 2010, North Carolina House Speaker Thom Tillis handed out red wristbands to all GOP House caucus candidates that had two words stamped on them: ‘Jobs’ and ‘Economy.’ It was a reminder to stay focused on the issues most important to the voters.”

From Part 1: Word that NC Republicans should add to their Wristbands

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Post: September 2, 2011 Vol. IV, No. 23 – Part 1

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Why the NC GOP Must Form a Political Coalition with Independents

Wednesday, I had the pleasure of serving as the guest commentator for the monthly Civitas poll luncheon here in Raleigh. Civitas’ August poll focused exclusively on Independent voters, a smart move in light of the fact that Unaffiliated voters in North Carolina now number 24% of the state’s 6,139,690 registered voters.

For emphasis: there are 1,482,315 (24%) Unaffiliated voters registered in North Carolina, compared to 1,934,499 Republicans (32%) and 2,711,322 Democrats (44%).

Although Republicans are enjoying unprecedented power in Raleigh and making the Democrats miserable in Washington DC, if they do not win the Independent vote their power will be short lived. There are simply not enough Republicans in North Carolina to ignore Independents.

Last month, in the **July** Civitas poll, 8 of 10 North Carolina voters said they split their ticket. Only 8% said they “Always vote Republican,” with 32% saying they “Vote Republican more often than Democrat.” As to the loyal opposition, 13% said they “Always vote Democrat,” with 25% saying they “Vote Democrat more than Republican.” Neither party can ignore Independents.

Although I am not permitted to share the specific August poll results due to Civitas’ upcoming release schedule, I am permitted to make the following general statements about the results:

- Independent NC voters blame both parties equally for the loss of the country’s AAA credit rating.
- Independent voters have a considerably less-than-favorable view of US House Speaker John Boehner, viewing him the same as US Senate Democrat Majority Leader Harry Reid.
- President Obama's favorable rating is considerably higher than both Congressional leaders.

Word that NC Republicans should add to their Wristbands

Civitas, one of the seasoned leaders in the statewide conservative movement, is wise to conduct a study that shows conservatives that they just may return the reins of political power back to the hands of liberal Democrats if they don’t form a political coalition with Independent voters.

If all you have is 1,934,499 Republican voters out of 6,139,690 total voters, you had better form a coalition with someone or you are going to be left out in the cold. A successful political coalition can be formed only if you take the time to find out what your potential allies want out of government and meet them halfway between what they want and what you want. That's the added value of the Civitas poll of Independent voters ... you find out what they want.

In 2008, President Obama won the keys to the Oval Office and Democrats seized control of the Congress *because the Independent voters abandoned the Republican Bush Administration and Congressional Republicans.*

In 2009, Republicans won the Governor’s races in Virginia and New Jersey *because Independent voters soured on the Democrats ... flipping from 2-to-1 Democratic leaning in 2008 to 60/40 Republican leaning in 2009.*

In January 2010, Republicans won Sen. Teddy Kennedy’s US Senate seat in Massachusetts *because Independents flipped from 2-to-1 Democratic-friendly in 2008 to 2-to-1 GOP-friendly.*

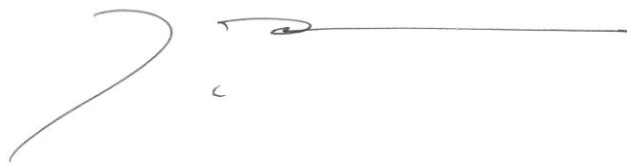
In 2010, Republicans enjoyed unprecedented victories throughout the nation at all levels because *Independent voters turned on the Democrats* and voted for Republicans.

In 2010, North Carolina House Speaker Thom Tillis handed out red wristbands to all GOP House caucus candidates that had two words stamped on them: “Jobs” and “Economy.” It was a reminder to stay focused on the issues most important to the voters.

The GOP wristband for the 2012 elections needs three words: “Jobs” “Economy” “Independents.” You can’t win without them.

Republicans in Congress have lost the respect of the American voters because they have allowed the most conservative among them to set the agenda during the debt ceiling debate, thereby running off moderate Republicans and Independents. The same thing could happen here.

Thank you for reading the John Davis Political Report!

A handwritten signature in black ink, appearing to read 'John N. Davis', with a long horizontal line extending to the right.

John N. Davis, Editor

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