



FEBRUARY 2006

WAGGENER EDSTROM WORLDWIDE GLOBAL PUBLIC AFFAIRS

# ISSUES & INSIGHTS

HIGHLIGHTS FROM THE CROSSROADS OF POLICY & INNOVATION

PRESIDENT BUSH LAUNCHED HIS FIFTH YEAR IN the White House by giving a relatively restrained State of the Union (SOTU) address and releasing an even less ambitious federal budget. In the days leading up to and immediately following the State of the Union address, Waggener Edstrom Worldwide Public Affairs Practice discussed many of the most important issues with key public policy opinion leaders from a wide range of industries and political affiliations. This year, in conjunction with the SOTU address, we also tested the public's views by commissioning a survey of 1,000 adults covering many of the same key issues. President Bush's 2006 SOTU was equal parts policy and theater. But the budget, released this week, is about real money. The SOTU show is over – and now the real winners and losers will begin to emerge.



Issues & Insights is an analysis of public policy and its impact on business produced by the Waggener Edstrom Worldwide Global Public Affairs Practice. The Global Public Affairs Practice offers a fully integrated corporate public affairs approach, merging traditional public affairs resources with a strong media relations approach into a fully integrated communications function to deliver the greatest value for our clients.

Waggener Edstrom Worldwide Global Public Affairs • Seattle • Washington, D.C. • Brussels



**Amid weakened poll numbers and ongoing pressures** around Iraq, wiretapping policies and the federal response to gulf state hurricanes, President Bush attempted to use the SOTU address to bounce back from the most difficult year of his presidency. Like many presidents before him, President Bush sought to regain the initiative and put his political opponents on the defensive in an election year, focusing his speech on progress abroad, the sustained domestic economy and the need to build competitiveness at home.

**“THE SPIRIT OF THE SPEECH WAS A REMINDER THAT THE ADMINISTRATION’S AGENDA BEGINS AND ENDS IN IRAQ,” SAID STEVE HOFFMAN, A LONGTIME REPUBLICAN LOBBYIST.**

The SOTU is a time for officials from both parties to be polite and, with an eye on the TV cameras, applaud many of the president’s statements. This year was no exception, as leaders of both parties echoed President Bush’s calls to increase education funding for

science and math, boost the United States’ competitiveness and make the nation safer from terrorist threats. But the gloves came off immediately after the address, in anticipation of the president’s submission of the FY07 budget proposal to Congress. As partisanship reaches a fever pitch in the wake of the Alito hearings, the midst of the Abramoff scandal and anticipation of midterm elections, President Bush should not be expecting much “applause.”

Critics of the SOTU argued that it contained few new ideas. Certainly President Bush was consistent in his calls to make his tax cuts permanent, stay the course in Iraq and address the healthcare problem in the United States, in part with Health Savings Accounts (HSAs). As even detractors grudgingly admit, Bush is a president who effectively stays on message.

But President Bush is also learning that he, like any president, has only so much control over the political agenda. Even with Republicans in the majority in both houses of Congress, President Bush is by no means assured of major legislative successes in 2006.

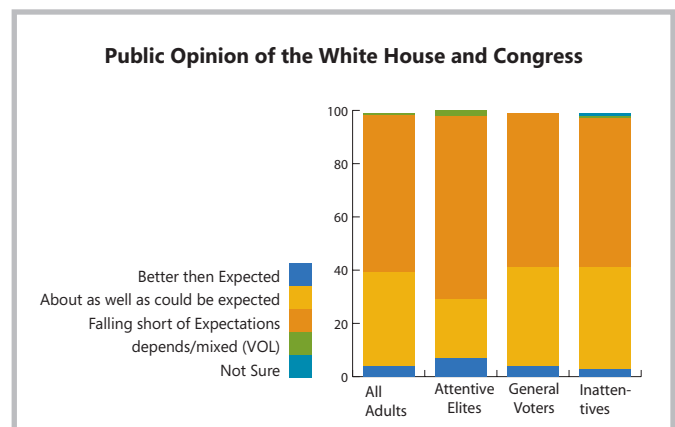
As the Waggener Edstrom Worldwide Public Affairs/RT Strategies opinion poll demonstrates, President Bush and Congress face a deeply dissatisfied electorate. But even that dissatisfaction is not monolithic: Polled voters who described themselves as less partisan seem to hold President Bush somewhat less accountable than Congress for a perceived failure to address important issues in a meaningful way. With some 58 percent of general voters saying they believe the White House and Congress are falling short of expectations, the poll “really tells us ... that people do not care about partisan policy fights but, instead, are concerned with how D.C. is going to move the country forward on [important] issues,” said Thomas Riehle, partner at RT Strategies. [See Chart]

The elections in November hang over everything that will, or won’t, happen on Capitol Hill in 2006. But the war in Iraq is most likely to increase or diminish President Bush’s clout. “The spirit of the speech was a reminder that the administration’s agenda begins and ends in Iraq,” said Steve Hoffman, a longtime Republican lobbyist. While noting that a single SOTU won’t galvanize people or events, Hoffman said that if the public sees the situation in Iraq improving in 2006 — the insurgency being marginalized, Iraqi security forces increasing their role, U.S. troops being withdrawn — President Bush’s approval rating, and legislative clout, will almost certainly climb. If that happens, he’ll embolden his base as well as moderate Republicans, while also putting pressure on Democrats who serve in relatively conservative districts or states to accept much of his legislative program. On the other hand, problems in Iraq will certainly bring substantial problems at home for the president’s domestic agenda.

President Bush received two important boosts last week immediately following the SOTU. First, on Feb. 1 the House voted, along party lines, to pass a budget-cutting package that would save nearly \$40 billion over five years by making substantial cutbacks in large programs. This is legislation is significant because it authorizes the first cuts to entitlement programs through budget reconciliation since 1997. Second, on Feb. 2 House Republicans elected Rep. John Boehner (R-OH) as House majority leader.

As will be seen in the pages to follow, most experts we spoke with believe a short congressional calendar, midterm elections, a still-fragmented Democratic opposition and President Bush’s poor-to-mediocre poll numbers suggest 2006 will not be a big year for meaningful legislation. One industry expert summed it up: “You’ll see some hearings on TV and some finger-wagging, but don’t look for many big bills to emerge this year.”

Welcome to Waggener Edstrom Worldwide Public Affairs Practice’s 2006 Issues and Insights.





## TECHNOLOGY

When it comes to investment in research, there is more optimism in the science and technology communities after this year's SOTU than there has been for years, according to Roger Cochetti, group director of U.S. public policy at

the Computing Technology Industry Association (CompTIA). "This year's SOTU demonstrates a turning point in the administration's perspective on IT [information technology]," he said.

With the president and many members of both parties on Capitol Hill eager to be seen as

helping make the United States more competitive and safer from terrorism, information technology is a natural solution, Cochetti believes. "We as a country are in for the fight of our lives over the next 20 to 50 years as other nations invest heavily in research, infrastructure and their work force ... and we have to do the same," he said. In Cochetti's view, President Bush's SOTU showed that he will push for more funding for those goals.

There are a number of bills on Capitol Hill that will help

**"THIS YEAR'S SOTU DEMONSTRATES A TURNING POINT IN THE ADMINISTRATION'S PERSPECTIVE ON IT (INFORMATION TECHNOLOGY),"**

achieve those goals and have a good chance of moving forward in 2006, agreed Bill Bates, vice president for congressional affairs at the Council on Competitiveness. The

**"WE AS A COUNTRY ARE IN FOR THE FIGHT OF OUR LIVES OVER THE NEXT 20 TO 50 YEARS AS OTHER NATIONS INVEST HEAVILY IN RESEARCH, INFRASTRUCTURE AND THEIR WORK FORCE...AND WE HAVE TO DO THE SAME,"**

National Innovation Act has at least 24 bipartisan supporters, he noted. President Bush's focus on IT issues in healthcare, education and national security give Bates and others in industry hope that 2006 will be the year of some traction on the innovation

front. Support for increasing math and science achievement, and a focus on overall achievement gaps in the U.S. both have broad-based support, said Cynthia Brown, Director of Education Policy for the Center for American Progress. But how each are improved is where the work needs to be done, said Brown, who also noted that one consideration for improving teacher quality could come through new ways of looking at incentives for teachers who go into math and science fields.

## TELECOMMUNICATIONS

If information technology represents an area of some bipartisan support for forward progress, telecommunications

could be viewed as the "problem relative" that is not so easy to help. Huge issues in this area are "ripe for consideration," according

to Larry Irving, former assistant secretary of commerce and Clinton administration National Telecommunications and Information Administration chief. Irving, who was

**"THERE ARE POWERFUL POLITICAL PLAYERS ON BOTH SIDES," IRVING SAID.**

responsible for drafting and leading the introduction of the Telecommunications Act of 1996 and most of the Clinton

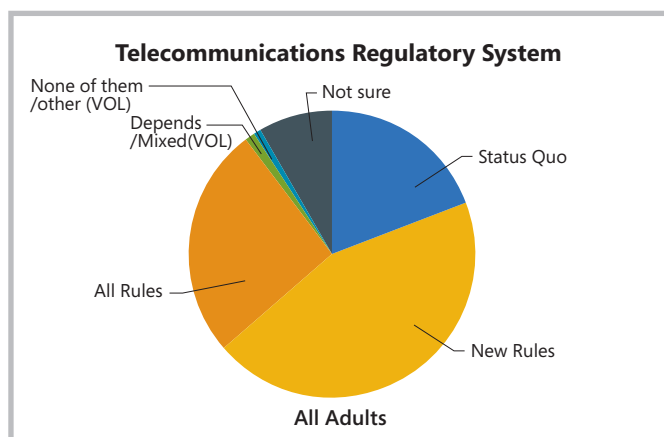
**"LEGISLATIVE REFORM IS NOT LIKELY IN THE NEAR TERM, IRVING NOTED. INSTEAD HE SEES IN 2006 A LOT OF HEARINGS, SOME OVERSIGHT AND DISCUSSION, BUT IT SAYS IT IS "HARD TO SEE HOW WE COME OUT OF THAT WITH A CONSENSUS BETWEEN THE HOUSE AND SENATE EVEN ON PRIORITIES, MUCH LESS SOLUTIONS."**

administration's telecommunication, technology and Internet policies, said the political will and agreement needed to pass major legislation just doesn't appear to be there in 2006. Irving is a longtime industry analyst and president of the Irving Group in Washington, D.C.

As the Waggener Edstrom Worldwide Public Affairs Practice poll demonstrates, most

Americans feel our current telecommunications regulatory system is not working and needs to be changed.

However, these are complex issues with no "easy lay-up solutions," Irving noted. For that reason and more, Congress is not likely to have the stomach or, pun intended, bandwidth





## TELECOMMUNICATIONS (CONT.)

to tackle tough issues such as regulating universal phone service, or wireless voice over Internet protocol (VoIP) or residential broadband delivery, he added.

Universal phone service is a perfect example. Under this program, residential and rural basic phone service has been subsidized for decades through higher fees for business service and “bells and whistles” such as caller ID and call waiting features. But as technology has changed, so have views on what “basic” phone service entails. Like other telecom arenas, there is not even agreement on definitions.

To rural senators, for example, universal service might mean more than just a dial tone. Does universal service include Internet access? “There are powerful political players on both sides,” Irving said.

Legislative reform is not likely in the near term, Irving noted. Instead he sees in 2006 a lot of hearings, some oversight and discussion, but says it is “hard to see how we come out of that with a consensus between the House and Senate even on priorities, much less solutions.”

## BIOSCIENCE & HEALTHCARE

As expected, President Bush used his SOTU platform to once again call for HSAs. “We will strengthen health savings accounts ... we will do more to make this coverage portable ... I ask the Congress to pass medical liability reform this year.”

HSAs will remain the centerpiece of the Bush and Republican healthcare agenda in 2006, according to Mary Grealy,

**“WE WILL CONTINUE TO SEE FIGHTS OVER THE USE OF EMBRYONIC STEM CELLS AT ALL IN ANY KIND OF RESEARCH,”**

president of the Healthcare Leadership Council. She said some 3 million people already use HSAs and that it has been a “bit of a surprise” to see how popular they’ve been. Grealy expects HSA

adoption to grow in 2006 as President Bush and others throw more weight behind them.

In the area of medical and scientific progress, experts expect legislation this year to ban human cloning, which the president spoke out against in the SOTU. “We will continue to see fights over the use of embryonic stem cells at all in any kind of research,” said Kathryn Hinsch, founder of the Women’s Bioethics Project.

Despite that fact that it is an election year, issues in this

arena won’t go away, Hinsch said. Pointing out that stem cell research was a big issue in the 2004 presidential campaign, she further noted that the number of related issues — including genetically modified foods and “designer babies” — will continue to grab headlines and political attention as scientific breakthroughs force us to take new looks at how we regulate such innovations.

Watch for science-based groups to launch louder lobbying efforts on Capitol Hill, said Wayne Shields, president and CEO of the Association of Reproductive Health Professionals. Shields expects the science-community to launch more grassroots efforts to get science back as a “top-of-mind” issue on Capitol Hill.

There is great bipartisan support on issues such as genetic discrimination, noted Sharon Terry, president and CEO of Genetic Alliance. She expects the Genetic Information Nondiscrimination Act to pass in 2006, in part since fewer people are willing to participate in important medical clinical trials because they are afraid of ultimately being discriminated against. Like many other experts, however, Terry expects November’s elections to distract Congress from accomplishing much else in the way of major healthcare legislation in 2006.



## ENERGY

In the movie "Jerry Maguire," "show me the money" was the quote viewers took away as the credits rolled. In President Bush's 2006 SOTU, the biggest takeaway line arguably was "America is addicted to oil." In the speech President Bush, like presidents going back to Nixon, called on moving beyond a petroleum-based economy and reducing dependence on oil from the Middle East.

"I'll be surprised if much actually gets done in an election year," said Arthur Wiese, vice president of corporate

### "I'LL BE SURPRISED IF MUCH ACTUALLY GETS DONE IN AN ELECTION YEAR,"

communications at Entergy Corp. With the possible exception of a new windfall oil profits tax, he doesn't expect Congress to make any major legislative moves in 2006. For starters, Congress is still fatigued from the nearly 10 years it took to pass major energy legislation in 2005, Wiese noted.

Further complicating matters is a belief on Capitol Hill, especially in the Senate, that the 2005 energy bill was passed too quickly and missed out on opportunities to address issues such as refinery infrastructure and climate issues, noted Frank Verrastro, director of the Energy Program at the Center for Strategic and International Studies (CSIS).

If gasoline prices continue to climb, Wiese said it is possible that the U.S. Department of Transportation might even impose some CAFE (Corporate Average Fuel Economy)

standards, but Verrastro doesn't expect CAFE standards to change in 2006. Spiking gasoline prices remain at the forefront in the minds of many Americans, as evidenced by our survey. [See Chart]

### THE 2005 ENERGY BILL WAS PASSED TOO QUICKLY AND MISSED OUT ON OPPORTUNITIES TO ADDRESS ISSUES SUCH AS REFINERY INFRASTRUCTURE AND CLIMATE ISSUES

Verrastro noted that a bill from Sen. Pete V. Domenici (R-NM) encourages the development of alternative fuels and increased efficiency, but "it won't have massive dollar outlays."

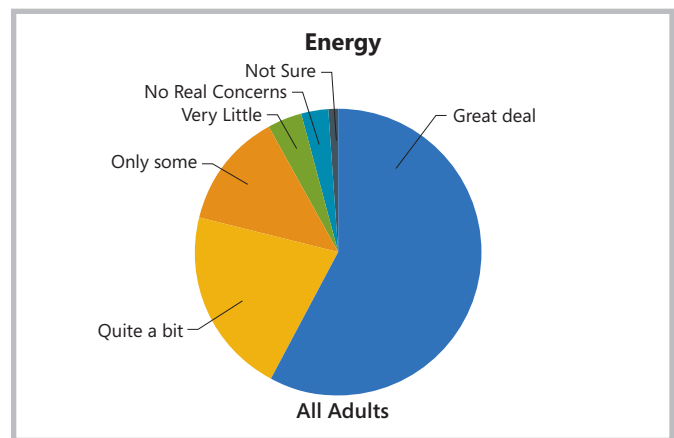
Election-year politics and the budget deficit will also conspire to slow any major moves in this area, Verrastro pointed out.

"Republicans can't afford to spend much because of Iraq and the deficit, and they don't want to give the Democrats an election-year podium," he said.

Nuclear energy received a boost from the SOTU. "What the president said was encouraging for nuclear power," Wiese said. While the president touted how nuclear energy helps reduce greenhouse emissions, even nuclear supporters acknowledge that, pushing the construction of additional nuclear plants won't do much to address gasoline usage in cars, and it would be at least 10 years before the next nuclear plant was up and running.

Elsewhere on the energy front, there will be a fair number of legislative battles, especially in terms of legislation that was passed in 2005. "Some of it needs to be undone, especially the transportation bill which funded bridges going to nowhere," said a Washington, D.C.-based energy consultant on condition of anonymity.

"The Alaska natural gas pipeline is part of the energy bill that was passed, and it is theoretically doable," the same consultant said. "The fight on that, if it comes up, will be where to route it. Of course the people of Alaska want it entirely in Alaska and the Canadians want it in Canada. The Canadian version makes more sense because the pipeline would pass through gas fields. Another argument is that the pipeline should go only through Alaska for matters of U.S. energy security, which is just nonsense."





## CYBERSECURITY & HOMELAND SECURITY

One of the most controversial aspects of the Bush administration's war on terror is acknowledgement of a domestic wiretapping component. Civil liberty groups and

**"THE MESSAGE THAT WE NEED TO DO SOMETHING ABOUT OUR TECHNOLOGY INNOVATION HAS SOME TRACTION IN 2006 WHERE IT DIDN'T BEFORE,"**

others have led a loud call to examine and terminate the wiretapping. President Bush indicated in the SOTU that he will not give up that tool without a fight. "If there are people inside our country who are talking with Al Qaeda, we want to

know about it, because we will not sit back and wait to be hit again," he said.

On a less controversial note, according to experts, cyber-security is receiving a boost similar to that currently enjoyed by information technology in healthcare and education. "The message that we need to do something about our technology innovation has some traction in 2006 where it didn't before," said Jim Lewis, director of the Technology and Public Policy Program at CSIS.

Lewis believes the White House is demonstrating a "conversion experience" in which it realizes technology is

a critical component in homeland security. But he echoed the comments of others contacted by Waggener Edstrom Worldwide Public Affairs Practice when he noted that the proposals in a SOTU are frequently not backed by real money. Instead, Lewis expects there to be a little more money for research and development and more resources for The Defense Advanced Research Projects Agency (DARPA), the central research and development organization for the Department of Defense (DoD). DARPA manages and directs selected basic and applied research and development projects for DoD, and pursues research and technology where risk and payoff are both very high and where success may provide dramatic advances for traditional military roles and missions. An increased DARPA emphasis is likely because its role in bolstering homeland security is so clear, agreed Kent Hughes, director of the Project on America and the Global Economy at the Woodrow Wilson Center.

"But where is the money going to come from?" Lewis asked. Noting that there are many bills related to cyber-security, homeland security and IT on Capitol Hill, Lewis said the bigger issue is that the United States is not organized to pursue an agenda that boosts IT innovation in cyber-security or other areas.

## WAR IN IRAQ

As in years past, the war on terror and war in Iraq dominated the time and word count of the 2006 SOTU. President Bush devoted roughly the first half of the speech to imploring the nation to stay the course in Iraq and to reject "the false comfort of isolationism."

**(WHAT HE CALLED A) "VERY FORCEFUL ADDRESS FROM A COMMANDER IN CHIEF IN A GLOBAL WAR FOR THE FREE WORLD," FRANK GAFFNEY AT THE CENTER FOR SECURITY POLICY WORRIES THAT PARTISAN "BLOODLETTING" ON CAPITOL HILL WOULD MAKE IT MORE DIFFICULT FOR PRESIDENT BUSH TO "MOBILIZE THIS COUNTRY FOR WAR."**

While Capitol Hill is not viewed as likely to "abandon" President Bush on Iraq, the president may face more pressure to earmark more funds for that Iraq's reconstruction and less on arming U.S. troops to fight there, said Hughes.

Applauding what he called a "very forceful address from a commander in chief in a global war for the free world," Frank Gaffney at the Center for Security Policy worries that partisan "bloodletting" on Capitol Hill would make it more difficult for President Bush to "mobilize this country for war."

Stressing that the war in Iraq should be viewed as a broader effort to fight terrorism and other threats around the globe, Gaffney said if President Bush's political capital was tied too closely to day-to-day issues in Iraq it would make it more difficult for him to accomplish "what he believes has to be done."



## TRADE & GLOBAL ECONOMY

Echoing his comments about the United States resisting pulling back from the world stage in foreign affairs, President Bush called for a rejection of widespread economic protectionism. "Protectionists want to escape competition, pretending that we can keep our high standard of living while walling off our economy," he said. He dismissed such action as a form of "economic retreat." But election-year politics may pressure lawmakers in textile manufacturing states to favor some form of protectionism.

**"THAT TAKES STATESMANSHIP, [AND] THESE COUNTRIES WANT TO GROW UP TO BE INDUSTRIAL COUNTRIES LIKE THE UNITED STATES, WHICH MEANS GETTING AWAY FROM THEIR AGRICULTURAL BASE. THIS MEANS DEFERRING THEIR DREAMS FOR TRADITIONAL INDUSTRIALIZATION."**

President Bush called for his tax cuts to be made permanent as the centerpiece of his push to increase U.S. competitiveness in the global economy. But any broader effort to reform the tax code may be slow-going, according to Craig Shearman, vice president of government affairs public relations for the National Retail Federation. Following President Bush's difficulties in reforming Social Security, he may not have the political stomach for a big tax battle in an election year, Shearman and other experts said.

Instead, President Bush may lay the groundwork for tax reform this year and wait until 2007 to make more noise on the issue, experts said.

The big global economic event in 2005 was the Doha Round in Hong Kong, when 149 trade ministers from countries that are members of the World Trade Organization (WTO) met to try to make progress on world trade issues, said Sherman Katz, the William M. Scholl Chair in International Business at CSIS. Trade progress is essential in 2006 and 2007 because the president's fast-track authority expires June 30, 2007. After that date the White House has to give Congress 90-

day notification of trade deals the administration expects to submit, which enables Congress to vote down such deals. Given the congressional calendar, that means that by the end of 2006 the WTO has to come very close to winding up a deal on trade, Katz speculated.

There are three major areas of trade focus: agriculture, industrial goods (nonagricultural) and services.

So far the sticking points are agriculture issues. The European Union (EU) does not want to reduce tariffs, and the United States does not want to reduce domestic subsidies. Brazil and other countries do want to give the U.S. industrial goods unless they do better, Katz said.

In 2006 Congress will consider the renewal of 2002 Farm Act, which is set to expire in 2006; a new bill will be needed in 2007. The administration will want to coordinate with the Doha Round and increase efforts to hammer out a new bill in Congress. The White House needs to demonstrate to Congress and others that a deal in the Doha Round that includes a reduction in subsidies will still include enough market access abroad to pay for the subsidies, Katz said. There are already some in Congress who say "no to the reduction in subsidies, unless we know up front what we're getting up front," Katz said.

For the last 60 years, according to Katz, the United States has been the leader in global trade talks, and the challenge for the administration is to show leadership without "giving away the store" in terms of agricultural trade agreements.

In terms of industrial goods and services, the administration will face the challenge of persuading the countries of the G-20 (led by Brazil and India) that it is in their best interest to give rich countries with industrial goods more access to their services, Katz said. "That takes statesmanship, [and] these countries want to grow up to be industrial countries like the United States, which means getting away from their agricultural base. This means deferring their dreams for traditional industrialization."



## IMMIGRATION

Though President Bush didn't address it much directly in Immigration represents yet another delicate issue on which President Bush tried in his SOTU to strike a balance between different factions. "We hear claims that immigrants are somehow bad for the economy, even though this economy

**DISMISSING WHAT HE CALLED PRESIDENT BUSH'S "SHORT SHRIFT TO THE IMMIGRATION ISSUE," REP. HOWARD BERMAN (D-CA) SAID HE WAS DISAPPOINTED THE PRESIDENT DIDN'T INDICATE THAT HE WOULD WORK TO "KNOCK HEADS TOGETHER" TO GET A COMPREHENSIVE, WORKABLE BILL THROUGH CONGRESS. "I'M BETTING ON NOTHING" COMING OUT OF CAPITOL HILL IN 2006, BERMAN SAID. WHILE THE HOUSE HAS A "DRACONIAN" BILL BERMAN OPPOSES, HE PREDICTED THAT THE SENATE, LEAD BY SEN. JOHN MCCAIN (R-AZ), WON'T LET THAT BILL PASS.**

could not function without them," he said. The president also called for tighter border security, and a "humane guest worker program that rejects amnesty [and] allows temporary jobs for people who seek them legally."

Dismissing what he called President Bush's "short shrift to the immigration issue," Rep. Howard Berman (D-CA) said he was disappointed the president didn't indicate that he would work to "knock heads together" to get a comprehensive,

**"PRESSURE ON THIS ISSUE IS ALMOST AT EXPLODING POINT,"**

workable bill through Congress. "I'm betting on nothing" coming out of Capitol Hill in 2006, Berman said.

While the House has a "draconian" bill Berman opposes, he predicted that the Senate, led by Sen. John McCain (R-AZ), won't let that bill pass.

Along the Mexican border "pressure on this issue is almost at the exploding point," said Tamar Jacoby, senior fellow with the Manhattan Institute. She also noted that the politics are entrenched; some in Congress support a form of amnesty for the estimated 11 million undocumented workers in this country while others push for deportation or approval to work without a chance at U.S. citizenship, and an easy solution is probably not feasible — especially in an election year. But Jacoby holds out some hope that a Senate bill will emerge in April, perhaps championed by Sen. Bill Frist (R-TN), the majority leader. Like McCain, Frist has his eyes on the White House prize, she noted, and that will certainly influence how he approaches the issue.

## CONCLUSION

There's an old adage in politics: "Don't watch what we say, watch what we do." It is an expression that is never more apt than when reviewing a State of the Union address. As many commentators have noted, SOTUs are first and foremost a prime-time TV event where an incumbent president can connect directly with the public. It is an opportunity for the president to rally the public around his agenda and vision. Reading too much into a SOTU can be misleading. The real

battles will be waged over the budget, upcoming policy battles and, most important, the midterm elections — and only then will it become clear who the real winners and losers are. But a SOTU does offer glimpses of what a president will try to accomplish in the year ahead. For President Bush and the year 2006, it is likely to be a year of smaller, incremental moves at the White House and on Capitol Hill.



## ABOUT THE WAGGENER EDSTROM WORLDWIDE/RT STRATEGIES POLL

Waggener Edstrom Worldwide partnered with RT Strategies, conducting a poll to learn people's perspectives on various issues before the president's State of the Union address. The survey of 1,000 adults was conducted Jan. 22–25, 2006 and has a margin of error +/- 3.1 percent.

In this poll, Waggener Edstrom Worldwide and RT Strategies identified a new subset of Americans, the "Attentive Elites," who believe, among other things, that President Bush and Congress are disconnected from how dramatically the real world has changed. Attentive Elites, who make up 15 percent of all adults, are college-educated Americans who are registered to vote and closely follow national politics or Washington, D.C., policy issues. As a group, Attentive Elites are more likely than most registered voters to be white, male, upscale, living in the Northeast or on the West Coast; they are more often Republican but less conservative than

average. This group believes President Bush and Congress generally fail to respond to both the benefits and threats of a rapidly changing, technology-driven real world in handling important policy issues. The poll also found that Attentive Elites are extremely uncomfortable with the partisan tone and tenor of discussions that take place in Washington, D.C., finding them almost exclusively focused on Democrats versus Republicans, and Bush versus Congress.

The Waggener Edstrom Worldwide Public Affairs/RT Strategies poll was able to break all adults into three segments: 15 percent are the Attentive Elites; 50 percent are "General Voters" who tend to pay attention to the issues closer to Election Day; and 35 percent are "Inattentives," many of whom are not registered to vote and the rest of whom do not follow politics and policy issues much at all.

© 2006 Waggener Edstrom Worldwide Inc. – All Rights Reserved

Waggener Edstrom and Innovation Communications are either registered service marks or service marks of Waggener Edstrom Worldwide Inc. in the United States and/or other countries. The names of actual companies and products mentioned herein may be the trademarks of their respective owners.

---

### CONTACT WAGGENER EDSTROM WORLDWIDE GLOBAL PUBLIC AFFAIRS:

**Matthew Reid**  
Global Public Affairs Practice Leader  
(503) 443-7254  
mattr@waggeneredstrom.com

**Torod Neptune**  
U.S. Public Affairs Practice Leader  
(202) 326-0784  
torodn@waggeneredstrom.com

**Christina Kaul**  
European Public Affairs Practice Leader  
+32 2 234 7788  
christinak@waggeneredstrom.com