

Democratic Performance in the South (1997-2000)

State	Governor	President
VA	43	45
NC	52	43
SC	53	41
GA	53	43
AL	58	42
MS	49	41
FL	45	50.00001

Southern Democrats outperform the national ticket by an average of **7 percentage points**.

Where do those 7 points come from?

$$90 + 40 = 52$$

90 percent of the African-American vote

PLUS

40 percent of the white vote

EQUALS

A 52 percent electoral MAJORITY

**The national gender gap
has NOT filtered down South**

In South Carolina, Bush won ...

75 percent of white men

67 percent of white women

**Winning the Women's Vote
New Democrats are Right on the Issues**

EDUCATION

PRE-SCHOOL

Children Healthy and Ready to Learn

COLLEGE SCHOLARSHIPS

Lottery funded HOPE Scholarships

Free Technical Education

for anyone at any age

SCHOOL CONSTRUCTION

Reducing Class Size

Providing Local Tax Relief

TEACHER PAY

Moving the South to the national average

CHARACTER EDUCATION

Promoting Values

**Winning the Women's Vote
New Democrats are Right on the Issues**

PRESCRIPTION DRUGS

**Women are 50 percent more concerned
than men about drug coverage
REGARDLESS OF AGE**

Under 65 (Men 29%, Women 44%)

Over 65 (40 % Men, 61% Women)

**33,000 South Carolina Seniors are covered
by SilverCard Rx Drug Initiative**

69 percent are women

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**ECONOMIC SECURITY
TARGETED TAX RELIEF**

**Sales Tax Holidays
on Clothes and School Supplies**

**Property Tax Relief for Seniors
Eliminating the property tax burden for
HALF the Seniors in South Carolina**

Targeted Tax Credits for:

**Child Care
Education
Senior Long-Term Care**

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ENVIRONMENT

SMART GROWTH

**Keeping our communities
Profitable, Livable and Envable**

POLLUTION

**Protecting our quality of life from
a variety of polluters**

North Carolina 2000: A Case Study

Mike Easley outperformed Al Gore...

**+11 percent among white men
(Easley: 39 percent vs. Gore: 28 percent)**

**+ 13 percent among white women
(47-34)**

**+7 percent among seniors
(44-37)**

**+11 percent among moderates
(61-50)**

**+14 percent among independents
(51-37)**

Southern Democrats have Crossover Appeal

Mike Easley **won ...**

22 percent of Bush voters

93 percent of Gore voters

88 percent of Liberals

26 percent of Conservatives

51 percent of Independents

**Southern Democrats can attract Republicans
and Independents while holding their base**