



**The Redd Group**  
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On [Date], The Redd Group conducted an electronic/telephone survey of 500 likely voters in [Location Surveyed]

The margin of sampling error for the full sample is +/- 4.4% percentage points with a 95% level of confidence. This means that an identical survey conducted under the same circumstances would generate a result within the margin of sampling error 19 times out of 20.

The survey was conducted using an established automated polling methodology. Calls were placed to randomly-selected phone numbers through a process that insures appropriate geographic representation.

After the calls are completed, the raw data is processed through a weighting program to insure that the sample reflects the overall population in terms of age, race, gender, political party, and other factors. The processing step is required because different segments of the population answer the phone in different ways.

For example, women answer the phone more than men, older people are home more and answer more than younger people, and rural residents typically answer the phone more frequently than urban residents.

The population targets were based upon up-to-date voter registration data, a series of screening questions to determine likely voters, and other factors.

The Redd Group does not comment on any survey work commissioned by clients. All media inquiries concerning the survey should be directed to [Organization who ordered the survey]

# **SAMPLE TOPLINES – BASIC ELECTION SURVEY**

## **Survey Of 500 Likely Voters [Location of Survey], [Date]**

If the election for Congress in {Insert Congressional District} were held today would you vote for Republican [candidate 1] or Democrat [candidate 2]?

32% Candidate 1  
43% Candidate 2  
25% Not sure

Now I'm going to read you a short list of people in the news. For each tell me whether you have a favorable or unfavorable impression. If you have never heard of them, that's OK, just let me know:

Candidate A

44% Favorable  
23% Unfavorable  
26% Undecided  
07% Never heard of

Candidate B

48% Favorable  
25% Unfavorable  
22% Undecided  
05% Never heard of

(Margin of Sampling Error, +/- 4.4 percentage points with a 95% level of confidence)

# Head-to-Head Matchup

<b>Party</b>	<b>R</b>	<b>D</b>	<b>I</b>	<b>Total</b>
Candidate A	69%	26%	60%	43%
Candidate B	31%	74%	40%	57%
<b>Grand Total</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>

<b>Gender</b>	<b>Men</b>	<b>Women</b>	<b>Total</b>
Candidate A	41%	45%	43%
Candidate B	59%	55%	57%
<b>Grand Total</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>

<b>Age</b>	<b>18-34</b>	<b>35-44</b>	<b>45-54</b>	<b>55-64</b>	<b>65+</b>	<b>Total</b>
Candidate A	43%	67%	50%	32%	46%	43%
Candidate B	57%	33%	50%	68%	54%	57%
<b>Grand Total</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>

<b>Race</b>	<b>White</b>	<b>Hispanic</b>	<b>Other</b>	<b>Total</b>
Candidate A	56%	39%	0%	43%
Candidate B	44%	61%	100%	57%
<b>Grand Total</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>

<b>Income</b>	<b>&lt;40K</b>	<b>40-60K</b>	<b>60K+</b>	<b>Total</b>
Candidate A	40%	47%	60%	43%
Candidate B	60%	53%	40%	57%
<b>Grand Total</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>

# Head-to-Head Matchup with Undecideds

Party	R	D	I	Total
Candidate A	59%	19%	42%	32%
Candidate B	27%	54%	28%	43%
undecided	14%	27%	30%	25%
<b>Grand Total</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>

Gender	Men	Women	Total
Candidate A	33%	32%	32%
Candidate B	48%	38%	43%
undecided	19%	30%	25%
<b>Grand Total</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>

Age	18-34	35-44	45-54	55-64	65+	Total
Candidate A	33%	40%	48%	22%	34%	32%
Candidate B	45%	20%	48%	48%	41%	43%
undecided	22%	40%	4%	30%	25%	25%
<b>Grand Total</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>

Race	White	Hispanic	Other	Total
Candidate A	41%	29%	0%	32%
Candidate B	32%	46%	82%	43%
undecided	27%	25%	18%	25%
<b>Grand Total</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>

Income	<40K	40-60K	60K+	Total
Candidate A	29%	35%	60%	32%
Candidate B	44%	40%	40%	43%
undecided	27%	25%	0%	25%
<b>Grand Total</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>

# Candidate A Name Identification

Party	R	D	I	Total
Favorable	62%	29%	68%	44%
Unfavorable	20%	30%	7%	23%
Undecided	15%	33%	18%	26%
Never heard of	3%	8%	7%	7%
<b>Grand Total</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>

Gender	Men	Women	Total
Favorable	56%	35%	44%
Unfavorable	22%	23%	23%
Undecided	17%	33%	26%
Never heard of	5%	9%	7%
<b>Grand Total</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>

Age	18-34	35-44	45-54	55-64	65+	Total
Favorable	52%	26%	60%	31%	50%	44%
Unfavorable	11%	7%	40%	36%	16%	23%
Undecided	30%	67%	0%	21%	28%	26%
Never heard of	7%	0%	0%	12%	6%	7%
<b>Grand Total</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>

Race	White	Hispanic	Other	Total
Favorable	43%	45%	53%	44%
Unfavorable	25%	22%	12%	23%
Undecided	27%	24%	35%	26%
Never heard of	5%	9%	0%	7%
<b>Grand Total</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>

Income	<40K	40-60K	60K+	Total
Favorable	40%	49%	100%	44%
Unfavorable	22%	24%	0%	23%
Undecided	31%	20%	0%	26%
Never heard of	7%	7%	0%	7%
<b>Grand Total</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>

# Candidate B Name Identification

Party	R	D	I	Total
Favorable	20%	60%	41%	48%
Unfavorable	54%	13%	32%	25%
Undecided	19%	23%	20%	22%
Never heard of	7%	4%	7%	5%
<b>Grand Total</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>

Gender	Men	Women	Total
Favorable	47%	48%	48%
Unfavorable	31%	21%	25%
Undecided	14%	28%	22%
Never heard of	8%	3%	5%
<b>Grand Total</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>

Age	18-34	35-44	45-54	55-64	65+	Total
Favorable	56%	40%	60%	52%	43%	48%
Unfavorable	33%	20%	40%	14%	29%	25%
Undecided	4%	40%	0%	23%	25%	22%
Never heard of	7%	0%	0%	11%	3%	5%
<b>Grand Total</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>

Race	White	Hispanic	Other	Total
Favorable	36%	53%	82%	48%
Unfavorable	36%	21%	0%	25%
Undecided	25%	20%	18%	22%
Never heard of	3%	6%	0%	5%
<b>Grand Total</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>

Income	<40K	40-60K	60K+	Total
Favorable	54%	40%	40%	48%
Unfavorable	24%	27%	60%	25%
Undecided	17%	28%	0%	22%
Never heard of	5%	5%	0%	5%
<b>Grand Total</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>