

Focus Group Guidelines
September 20, 2006
Stamford, CT
CT-04
5 Bush – 5 Kerry

I. Introduction (10 minutes)

- Confidentiality
- Mirrors, audio and videotapes
- Respondent introductions

Al: Norwalk, 2 boys about 24, 21, I see the light after college.

Bruce: Derian, single no children, self-employed, a little bit of everything; play golf and tennis

Charlie: Greenwich, own a consulting firm in Stamford, 2 girls 7 and 4

Dough: Live in Norwalk, married, 1 kid, 12; work for Transit Authority, NYC, I like to restore antique cars

Evan: Chef, self-employed, married, 3 kids all out of the house, I like doing things outside

Frank: stay home with the kids, 2 boys, 15 and 17, work on weekends bartending, workout fanatic, making the house look good

Gary: Live in Stamford, divorced, 3 grown children

Harry: Married, 2 kids, boy 18 and girl 16, work for software engineer, no real hobbies anymore, I go to the games and enjoy that

Irv: Darien, retired, grown children, 5 grandchildren, one just started college, busy around the house

Jim: Stamford, son in the marines, in Iraq right now, divorced but ex-wife passed away; retired writer and photographer

II. Direction of the Country (20 minutes)

1. Thinking generally about the country, are things moving in the right direction or wrong direction? [**VERY EXTENSIVE – PROBE AND LISTEN**]

- What things are going right?
- What things are going in the wrong direction?
- **Probe national direction vs. local direction**

Wrong.

I think its going in the right direction.

Kind of wrong.

Lean towards wrong.

Not sure what direction, good or bad, but probably more toward bad

WHAT ARE GOING WRONG

The way we look at some common political problems that shouldn't be politicized, shouldn't be democratic or republican, but should be a US issue, they just take it and chop it, fight over it, instead of dealing with issues that are common to all of us regardless of party

Number one the war, arrogance of politicians on both sides

Families are being torn apart based on time constraints, not having the ability of coping with the overload of keeping themselves alive by working, keeping their kids on track, what needs to be done. I don't live in an affluent neighborhood so I don't really see the big surge of American wealth, but at the same time I do see how families are grown a lot differently than they were when I was growing up. People's relationships with one another have changed, a solid part of what society is right now is going in the wrong direction.

The economy is so bad, I'm an independent business owner and I deal with a lot of blue collar workers, they come in all the time complaining about spending so much money for materials and everything else, they don't get the right price for anything, it trickles down to me

Cost of energy, is a big concern, most people won't see, feel the brunt this year with rising prices of oil, its uncontrollable

Its dropping quite a bit since then, you have to look around.

Remember when 2.39 was a lot?

That's big concern, gas, commuting, it affects the economy, its killing people the energy costs Economically everything's changing, socially everything's changing, I'm not saying for better or for worse, things are different, two people have to work, your money is worth nothing

Income inequality is a big issue these, some people make a hundred times more than what the average person makes. Immigration, they have to figure something out, it doesn't make sense.

ANY OTHER ISSUES?

We haven't been attacked again, in 5 years, so I think that's good, maybe they're stopping a lot of these things that are going on.

I hope so, but airport security, some say its not that much better.

ANY OTHER FEELINGS ABOUT SITUATION IN IRAQ

No way out

We have another Vietnam

There's no way out, can't trust anyone, a woman can come up wired with a bomb, how do you figure out who's who, I don't see a way out.

You just leave

But I still say, its back to the fact that the politicians are running the war, like Vietnam, we don't let the military run it, troop levels come down because of elections, if they need troops they need them; They run the war by lawyers and not the military, what to bomb. Is it a war or not a war?

Who's running it?

It's a more fundamental question, we shouldn't have been there to begin with, not a question of how to get out.

But we're already there so question is how to get out

How do we let people get us into these situations

Bush can't get us into this next time.

We kind of have a smoldering situation with that, we were under attack by terrorists, but not on our soil; when Democrats and Clinton were fixing our economy and all that, the terrorists were working on this, I think its more a question of, have the politicians convinced us that we have to

have a presence there or have the terrorists convinced the politicians; we're incredibly vulnerable no matter what.

It will never go away, you can't protect this country.

It's a very touchy situation that's been going on for a real long time, we got totally lucky once they got lucky another time.

When Reagan was president, built up the military, said Communism was here to stay, and then there was no more Communism, you never know

This is a hard to war to win b/c people are so fanatical, people will strap a bomb to themselves to prove a point, they'll blow up their children.

There are so many dying there aren't enough virgins left.

WHATS GOING IN THE RIGHT DIRECTION

Higher oil prices are benefiting us, because they're really serious at looking at other sources, alternatives, which they should have done a long time ago, they'll only do something when the price goes up.

When the prices come down they'll stop looking.

The prices go down just before the election and then they'll go right back up again.

Technology – its incredible, the power we've created just being able to develop things, its incredible how fast the technology age has come and its coming faster and faster. It gives hope that maybe there is a way to do something positive for the economy for society. If you have raw materials and technology you have wealth. If you can combine the two and figure out a way to do that you can do something for the positive

But we're outsourcing all our work, India, China,

We're getting better health care, but no one can afford it. You can live longer but it'll put you in the poor house, what's the point?

IS HEALTH CARE A BIG ISSUE?

For all the problems we have, this is the best place to live in the world. We're the only really developed country that doesn't have universal health care. These places in Europe and everywhere has universal health care and we don't

We're on the of the few countries that don't have a national language either

OTHER THOUGHTS ON HEALTH CARE

Walmart is providing \$4 generic drugs, I think this is the way to go, I don't think the govt should legislate health care, I think private companies should be doing this, offering generic drugs for \$4 a pop, let the entrepreneurs figure out a way to make a profit, that's the way to do it.

2. How about the economy? What's going on with the economy here in Connecticut?

- **[PROBE]** Rising prices (especially gas and health care), employment, any inflation fears
- How did things get to this point?

- What direction do you think the economy will go from here – will it continue to get worse, will it start to get better, or will it continue at the current level?
3. Let's talk specifically about the war in Iraq...
- **[PROBE]** What are your feelings about our continued involvement over there?
 - **[EXPLORE]** Loss of American lives, cost, no plan or exit strategy, weaker at home; war on terrorism
4. **[OLDER VOTERS AND SENIORS]** How about the new prescription drug program through Medicare? What are your impressions of that?

III. Associations (20 minutes)

1. Jodi Rell

Decent
No feeling
Respectable
Grandma
Conservative in a way
Honest prepared to ..
Seems to listen to people

2. Chris Dodd

Confident
Arrogant
Been around a long time.
Too long
Haven't heard too much
Should have term limits

3. Joe Lieberman

Sort of loser
Standing up for what he believes in
Going out on his own
He's going to win to, I'll be on that
No he wont
Tenacious
He's only out for himself
Turned his back on democrat party, he lost the election
But now he's independent, he can do whatever he wants.
I just saw one issue, I couldn't vote for Lamont based on one issue, he said nothing else, at least with Lieberman you know all the other things he stands for, but I didn't get to vote because I'm independent

4. Ned Lamont

Unknown
One issue
Give him a chance
He's smarter than people give him credit for
The democrats are waving this flag and he's rich upon rich, the antithesis for what they stand for
He also volunteers to teach for Bridgeport.
That makes him look like a good guy.

5. Chris Shays [**Extensive**]

I like Chris Shays

Wishy-washy

Puts a finger up to see which way the winds blowing

Now after 10 or 12 times in Iraq he says now he wants to get out. Its so obvious that after Lamont wins, he says he wants to get out. He's got to be a reasonably smart guy, its all transparent, he's going to lose more votes than he's going to do

He should represent the constituency,

He should stand for something, not change his mind for polls, he shouldn't reinvent himself, it goes back to family and values

I respect the person who recognizes they were wrong instead of sticking with what they said.

If they think they were wrong they should change, not just go with the crowd

I think he worries about his constituency, I know a couple people who asked him for help and he wrote letters and stuff,

He's extremely responsible to his constituents

6. Diane Farrell [**Extensive**]

She's going to win this, she didn't' have enough support last time but that's going to change

I don't know what she brings to the table

Don't see a lot of ads

DOES SHE NOT BRING ANYTHING TO THE TABLE OR YOU JUST DON'T KNOW

I just don't know, I saw a few ads run

What does she stand for? I don't know.

The only thing I know, but its probably from the last go round, is that she thought Shays was spending too much time on global picture and not enough on local area, and she would bring focus back

Responsive to local needs

I don't know if that's true, its easy to say

It was really close last time

7. Congress

- Is the current Congress worse than in times past or is this just politics as usual?

Nice clothes.

Country club.

Wouldn't' care if everyone was the thrown out.

Double talkers

Self promotion

Great benefits

They're in there too long, its been too long

IS IT WORSE NOW?

Yes.

Maybe it looks worse now b/c the press is doing a better job in taking off the stuff on them. I don't think it just turned all of a sudden, just better press, FOIA and stuff

One thing that's become positive is technology, you can get opinions of ten best scholars in the world, we can know much more. This is good and bad, instead of just going to work at 8 coming home at 4, now you're thinking about it, we've heard 10 different things from 10 different sources; we are more pessimistic, but we know more. I try to listen to both sides, and both sides seem to make sense and I don't know what to do.

Sometimes you can listen to overseas things, see their point of view.

[Written Exercise – Handouts #1 and #2]

8. Now I'd like to talk specifically about George W. Bush.

- What good things come to mind when you think of Bush? **[Discuss]**

He's almost finished

He has strong positions on the issues, he takes a stand whether you like it or not, he doesn't give you a bullshit answer that doesn't say anything, he has a position

Especially on terror, its constant; Commitment, safety of American people, 9/11 doesn't happen again

He has good one on one person skills, relationships

He sticks to his opinion it doesn't matter what people say, he tries to do things though he's not successful, immigration, security, things are moving slower,

He stood tall in the darkest day in American history

He thinks we should fight the war over there and not here. That's what we have to do, we have to fight it there, we cant' bring it here

He sticks to what he feels is best.

He makes an attempt at smiling. Mostly he looks very volatile, I hate to think that he's really running the country, he looks like if he got mad he'd punch you out.

Strong, confident, in control, pro-life, I think he's smart

No terrorist attacks since 9/11, economy is stable

- What doubts do you have? What worries you about him? **[Extensive]**

I think he tries to be a communicator, but doesn't come off as a good communicator, he doesn't come off being very smart

He doesn't explain positions clearly or fully, he talks too much

He's his own worst enemy

Foot in mouth

You can tell when he has a script in front of him, he stumbles over words

Is he really in control? I think Cheney and Rumsfeld are

Arrogant, condescending, not fiscally responsible, not in tune with alternate forms of energy

He's an oil man

Kind of a rough rider, that cowboy, we'll get 'em,

This day and age that doesn't work

If new information comes in, he should rethink his position, not necessarily change it but at least look at what people are bringing him. The thing about WMD, everyone knew and he was the last one to say they weren't there, he probably still thinks they're still buried somewhere.

Last night – Clinton on Larry King, said Bush was going to go into Iraq whether they had WMD or not, without question, he (Clinton) would never have done that, they were absolutely wrong.

This is one president talking to another, say it behind closed doors, not to everyone.

He tried to finish his daddy's war, its really out of control, he's got this position on stem cell research I think is ridiculous

Does he really have the ability to view both sides, other presidents, even though you know there is a difference, they can keep going and not have so much resistance, I question his leadership, can he avoid the slings and arrows and keep going, or is there so much against him he can't do anything

The only reason he got a 2nd term is because of bin laden, not on his own.

IV. Election 2006 (20 minutes)

In less than two months, we will have elections for Congress, so let's talk about the upcoming elections now.

1. For you personally, what is this upcoming election about? What is the most important factor that will determine how you vote for Congress?

■ Probe on personal traits, but push through to issues as well

How they discuss the issues and then what they actually say about them. The war the war the war, we're there so what are you going to do about it. Stop saying we shouldn't be there, we're already there. Don't waste my time with 'he got us there...' talk about what you're going to do from now forward, not what this guy did

Nobody knows what to do

Then say they don't know what they're going to, don't say "he got us into it"

Congress doesn't really have much decision making in terms of this, he's commander in chief, they can pass resolutions but they...

They can stop the budgets to the military

There's still a lot congress can do.

Economics, what the plan to do, I kind of like to go back and check out their opinions, where they were a year ago versus now, how they've changed their minds, what they've voted on, I don't trust words before an election, words are just words

More fundamental, some of these guys like Shays have been in too long, I think he should be thrown, out, I'm going to vote for change

For me its that, its time for a chance with some of these guys.

What did they accomplish in case of any of these issues? What have they done to help constituents. Politics are local in a lot of ways.

I agree, I would be more concerned with what they're going to do locally. Can't know what they're going to do about the war, they try to skirt the issue.

Debates will make a big difference to me, see Shays and Farrell go at it. I just want to see them go head to head, even though its all BS, that tends to sway me

Perception is a big thing

I have to see the debates, I'll just make a decision then.

Keeping in jobs in CT, getting more jobs in CT. we have interstate wars going on with NY, RI, Mass, everyone's fighting for corporations to go there, leave there, a lot of people can't make ends meet, don't have good jobs.

CT is the worst state in the union for taxes.

Especially Fairfield candidate.

WHAT ARE THOUGHTS ON SENATE RACE? WE HAVE LAMONT, LIEBERMAN?

I think its going to be interesting. Lieberman has a good chance of taking it, but its very unique. I've never seen someone like that switch parties and go for it.

I think it shows how weak the republican party is, the person who loses to the Democrat goes independent and still can beat the republicans.

What do the democrats do, they came up with a guy who just had one issue and they let him get away with just that one issue instead of saying we're about more than just the war. I say the Democrats, if Lieberman wins then the Democrats did wrong.

There's no republican who's going to vote for Lamont, so you have 4 points between them on the Democratic, and then there are all those independents, which is where the fight will be. Give us something more to chew on, I know he's a smart guy, nice guy, but you have to give me more. Look at the polls, George W.'s polls are going up, so if that pendulum is starting to swing the other way, then the war issue will change.

You say he's smart, but it looks like he's playing a political game, going with the polls.

DOES THE SENATE RACE COLOR YOUR OPINION ABOUT THE HOUSE RACE?

No, they're separate.

2. So what are you hearing so far in this election? Have you heard anything from the candidates here in Connecticut, the candidates that you will be choosing from?

■ **Stay focused on House race**

WHAT ARE YOU HEARING FROM HOUSE RACE?

Farrell is for change, fresh start, different views.

I haven't head anything from Farrell, today I got something in the mail from her, haven't had a chance to look at it, but I haven't seen her on TV so I have no idea what she's doing.

I'm going to wait for a debate.

DOES ANYONE REMEMBER FARRELL FROM 2 YEARS AGO?

It was really close, gave him a scare.

He was more globally reaching, she wanted to bring it back to our district; she's well spoken, she's articulate, they're equal in terms of mental capacity and presentation

3. Let's talk about the Republicans and the elections for Congress in November.

- When thinking about your vote, what reasons are there to vote for the Republicans?
- And what holds you back from voting for the Republicans?
- What are the consequences if Republicans remain in power?
 - **Probe on Iraq, Social Security, gas prices, health care, any other concerns that have been raised**

WHY VOTE REPUBLICAN?

They say they're tough on terror

They'll do something about immigration

They're not in for tax hikes

4. Now, let's talk about the Democrats and the elections for Congress in November.

- When thinking about your vote, what reasons are there to vote for the Democrats?
- And what holds you back from voting for the Democrats?
- If Democrats take back control of the House and/or the Senate, how will things be different in this country? What, if anything, will change in Washington?

WHY VOTE DEMOCRAT

Different direction from Bush

Deficit

War

War is a big marketing thing for both sides

V. Ad Testing (40 minutes)

[Written Exercise – Handouts #3-#10]

As many of you have probably seen already, everyone’s favorite part of the campaign season – the television ads – have already begun here in Florida. I’d like to show you some of these ads, and for each one, I’d like you to do two things:

First, rate how this ad makes you feel about your choice in this election on this scale (explain scale, shown below).

<i>More</i>											<i>More</i>
<i>Likely</i>											<i>Likely</i>
<i>Farrell</i>											<i>Shays</i>
5	4	3	2	1	0	1	2	3	4	5	

Then below that, in just a few words or phrases, tell me **in your own words** what this ad says to you – that is, if you were watching television at home and saw this ad, what would you take away from it?

Chris Shays – Energy

Shays on energy	
Farrell 5	
Farrell 4	
Farrell 3	
Farrell 2	1
Farrell 1	
0	1111
Shays 1	
Shays 2	1111
Shays 3	1
Shays 4	
Shays 5	

WHAT DID YOU LIKE ABOUT IT?

Good topic, relevant, national-wise, quite a few companies in CT that do fuel research, good for CT; I didn’t like his voice, he sounded frail
 Its an old message, why didn’t he say he was working with businesses, and research why work with environmental groups, all they do is protest
 Now all of a sudden it’s a hot button issue, its been in congress forever, where’s he been till now
 Something he cares about
 He appeared to be sincere, cared about the fuel problem, his voice has always been that way

WHY DIDN’T YOU LIKE IT?

A lot of generalizations about oil prices, nothing new

No detail, nothing new

IS THIS AN ISSUE PEOPLE CARE ABOUT, SO HE'LL TALK ABOUT IT, BUT HE DOESN'T REALLY CARE?

Yes, its an old message with no real solution, his solution is working with environmentalists, he should go with researchers and business

If he had said what he had accomplished, but he's just talking about it now and he's been there for 150 years

Diane Farrell – Iraq/Home

Farrell on Iraq/Home	
Farrell 5	
Farrell 4	
Farrell 3	
Farrell 2	1
Farrell 1	
0	111111
Shays 1	1
Shays 2	1
Shays 3	
Shays 4	1
Shays 5	

WHY FOR FARRELL?

I think the ad said some figures, some facts, I'm assuming they're documented, it gives you an idea what the war has cost, brings you back to issues at home. Doesn't tell you what she's going to do, but you think about where we are.

WHY NO DIFFERENCE?

Kind of leaned toward her, but not fair to say Shays gave a blank check on the war, I think he's been pretty fair

Old message, finger pointing toward past; said new direction but what is it

I don't like negative ads, no real information, didn't say what she'll do

New direction but how?

Hard to say a lot in 30 seconds

But you have to say something, otherwise all she is is a pretty face

I'm tired of always pointing to someone else

That's why I went more toward Shays, it was too negative, brought in war too much, no real difference.

To me no difference, because there was nothing about her direction, basically the message was just be against shays and vote for me. She attacked Shays means she's a dirty player

DO YOU AGREE WITH HER CRITIQUE OF THE WAR?

I agree with the critique, but she doesn't say what she wants to do

DOES IRAQ ISSUE CAUSE YOU TO LINK LAMONT AND FARRELL TOGETHER OR SHAYS AND LIEBERMAN?

I certainly do, from what I've seen a bout Lamont and Farrell, they want peace, bring our boys home, and we want this but we're there now, do we punish the administration for this, which is what they're inferring, do we just leave? I'm not for just leaving and having Iran taking over Iraq and then we'll really be in trouble.

Chris Shays – Betsi

Betsi Shays on Shays	
Farrell 5	
Farrell 4	
Farrell 3	
Farrell 2	1
Farrell 1	
0	11111
Shays 1	11
Shays 2	
Shays 3	11
Shays 4	
Shays 5	

WHY 3 TOWARD SHAYS?

She makes him sound like he's a nice guy, at least if you go by the ad, I think it was a good ad.

She seems very believable, and I believe he is a guy with integrity

Nice words from his most loyal supporter.

But it was his wife, that's why I went for Farrell. No one's going to say anything bad about a family member. The ad was boring.

If you don't like negative ads, this was anything but.

Get somebody from the street.

But they don't know him, I have a lot of respect for him.

I thought it was too positive.

NRCC (PA 07) – Tax Attack

NRCC on Tax Attack	
Farrell 5	
Farrell 4	

Farrell 3	1
Farrell 2	11
Farrell 1	11
0	1
Shays 1	11
Shays 2	1
Shays 3	
Shays 4	1
Shays 5	

Sestak = Farrell

WHY DID YOU FIND IT COMPELLING?

If its true, and supposedly the Farrell believes that but isn't promoting that because she knows she's going to lose votes, I want to know about it. It wasn't outright malicious, just putting the information out there. If it was a lie though, I would go to the other side. But if it's true, they voted for death tax, etc. its fine to bring that out if the other person is hiding it.

If the information is accurate, it's a very powerful ad for those who don't want higher taxes. He's not saying he think this is what will happen, he's saying this is what he's planning on doing, and that is a great ad if you're not in to higher taxes and I'm not.

Same thing about the taxes, taxes going up, I pay enough in taxes

HOW ABOUT THE REST?

I don't like attack ads, I think Shays should stand on what he is, I don't think he should start attack ads, plus I know more info about Joe here, I want to know Farrell on Farrell

Usually when these come out, the politician voted for small tax thing added on a bill, most politicians don't come out and say they're for tax hikes

But it's the death tax, its bullshit

WHAT DEMOCRATIC CANDIDATES ARE SAYING ARE THEY WANT TO REPEAL TAX CUTS BUSH DID AND GO BACK TO THE WAY IT WAS UNDER CLINTON. ALL BUSH TAX CUTS WILL END ANYWAY, THEY'RE TEMPORARY, THEY'RE NOT RAISING THEM THEY'RE JUST NOT RENEWING THEM. IS THIS FAIR FOR THIS AD TO CALL IT RAISING TAXES?

It's a half truth

Not renewing tax cuts in general is raising taxes, its just semantics.

IF DEMS TAKE CONTROL OF CONGRESS DO YOU THINK YOUR TAXES WILL GO UP?

I don't think so, just something republicans want you to believe

The day of the fiscally responsible republicans is gone, it went away during Reagan era.

They just print more money.

Murphy: Tax Response	
Farrell 5	
Farrell 4	1
Farrell 3	1
Farrell 2	111
Farrell 1	111
0	
Shays 1	1
Shays 2	1
Shays 3	
Shays 4	
Shays 5	

WHAT DID YOU LIKE ABOUT IT

Said exactly what they did, no making up stuff about other person, no BS

A little confusing in the beginning, with the box and the car...

Clear message

Its right, too long on the job

WHAT ELSE DID YOU TAKE OUT

Too long is not good, these are the kind of things that happen, you lose your way

Could have been better, if it had just stayed with his record instead of knocking down opponent.

I don't like negative ads either, but saying its time for a change and he's been there too long is not a negative ad, he said what his accomplishments were and they're accomplishments I'd want to see happen, things I agree with, it was a clear message, wasn't an attack ad

WHAT AOBUT THE END,- CHANGE CONGRESS, CHANGE PEOPLE WHO WE SEND THERE

Absolutely right, good to say at the end

WHY TOWARD SHAYS

Not specific enough

You can document the vote for the tax cut, balance the budget, but what committee and how did he contribute, vote is solid but he helped do what?

Hard to get across in 10 seconds though

Nancy Johnson (CT 05) – National Security Attack

Johnson: National Security Attack	
Farrell 5	1
Farrell 4	
Farrell 3	1

Farrell 2	
Farrell 1	
0	11
Shays 1	
Shays 2	11
Shays 3	1
Shays 4	1
Shays 5	

WHY TOWARD SHAYS

Simple and clear message on each persons position

Not a negative ad, I agree, I hate big brother but sometimes a call should be intercepted, I thought it was very powerful, with the map and the whole thing

Told a big story, long story in a short period of time – concise, that was good. Who hesitates is lost

Hit the mark, right on the money, and it wasn't negative

WHAT ABOUT THE REST

Exactly the opposite, going to a judge and asking for a warrant isn't unreasonable, just because he thinks that doesn't mean he's wrong for America; like Bush – if you don't agree with him then you're wrong for the country

I thought it was grandiose, too wrapped up in American flag. Bad for America? Only based on one position? One difference and all of a sudden he's wrong for America, I consider that negative

He's playing a hot button, this issue has been tossed around a lot, should you intercept calls, I think its both sides, we have a constitution and it'd only take a few minutes to get a ruling, you rely on sources, it's a hot button I think

I didn't really like the presentation, too grand, there's more to the bill issue than just intercepting calls. Just intercepting calls happen sin seconds

WHAT ABOUT PART IN THE END, STANDING WITH VETERANS

A little hokey

She's too short, didn't look good

Harold Ford – 5 Years

Ford: 5 years	
Farrell 5	
Farrell 4	1
Farrell 3	11
Farrell 2	
Farrell 1	11

0	11
Shays 1	
Shays 2	
Shays 3	11
Shays 4	
Shays 5	

WHY TOWARD FARRELL?

I think it brought in a lot of information, the 41 recommendations, though probably should have talked about them; up to date, liquid explosives, presented well, looked good

Borders, that's a big thing, something we have to think about

Topic was good, but I didn't exactly understand what he meant by 41 conditions, I'm not really up on that, so I got lost on that one

It was clear, on message and actions he would take, he tells you what he wants to do and you can then go look at the 41 and see if you agree with them, he's clearly telling us what he believes in and I like to know that about a candidate, not wishy-washy

HOW ABOUT THE REST?

I just thought it was confusing, I didn't understand what he was talking about, for security or against security, it was so fast, a lot to take in at once, it wasn't as clear as other ads.

I think it was kind of mimicking, I didn't think it was of any substance

I said zero, I was impressed by the fact there were 41 recommendations but why not take a couple of the top ones and talk about them, he also basically said they're not doing a good job without giving any specifics, just another challenger saying they didn't do a good job we'll do better but nothing specific

I know its current, the airplane, the 41 issues, I'm not familiar with them but I think these are large tasks, I have no idea how you'd do that, not that you shouldn't try, but it's a big issue

CAN DEMOCRATS BE TOUGH ON SECURITY

I think they should say both parties aren't doing a good job, don't blame them,

But its not an easy job

But it comes down to, the phone calls on stuff, the democrats traditionally want to protect your rights more than republicans do, so you have to decide do you want more security and less freedom or what

Was it the same issue as the ad before? It seemed like it was presented a different way. Security it important, no question, it is a balance of rights against security which he didn't talk about. He just said security is important, no one disagrees.

Can you really check everything? That'd get out of control

Look at the recommendations, its not go after 100%, do more profiling, etc.

Gabrielle Giffords (AZ 08) – Energy

Giffords on Energy	
Farrell 5	

Farrell 4	1
Farrell 3	1
Farrell 2	1
Farrell 1	111
0	111
Shays 1	1
Shays 2	
Shays 3	
Shays 4	
Shays 5	

WHY TOWARD FARRELL?

I think the one positive was the intention to change, time for a change, puts that in mind. On the other hand, I think it was too focused on power plants, sun shining in Arizona, I know it equals Farrell here but I think its bigger, not just solar energy

Clear message, has a solution, wants a change, doesn't want big businesses and lobbies pushing, just stay with oil b/c we're making money, she's doing what's best for the country and not just business people

Good focus, how to get alternatives rolling, if you're concerned with gas prices

Positive energy, renewable solar energy, I think that's the direction we have to go with,

HOW ABOUT THE REST?

I thought the message was right, just not convinced by the messenger

Similar to Shays in lowering gas prices, I don't know anything about her

I think she picked the wrong technology, it'd have to cover all of Arizona to make enough electricity, she should focused on more renewable sources, sources that you grow; besides that I don't think she had enough, these power plants versus solar, solar might be cleaner but can't run a state

She started with "they built these smokestacks" well yeah because it was in the 40s, building cars and stuff its what you needed to get the country of the ground, I do think its good that she's pro energy, but nothing specific, too general; but she looks good in jeans.

I WANT TO FOCUS MORE ON WATHS BEEN IN THE HEADLINES ABOUT WIRETAPPING. WHAT HAVE YOU HEARD ABOUT THIS?

I've heard a little bit, I know what the debate is.

The fight is whether getting a search warrant before or after listening to the call instead of getting a blanket search warrant you don't know when someone's going to make a phone call and you don't know who's going to make it, but if someone's calling another country and computers and listening to key words and key words pop up how do you have enough time to run to a judge

Who do they listen to?

They're computers, they listen to everything

Its computers, there's no delay

WE'VE SEEN REPUBLICAN ARGUMENT HERE – DANGEROUS THINGS ARE HAPPENING, WE HAVE TO DO WHATEVER IT TAKES; DEMOCRATS WILL HOLD THINGS UP IN RED TAPE. LET'S LOOK AT DEMOCRAT RESPONSE.

Democrat response read:

Shays on energy	
Farrell 5	
Farrell 4	111
Farrell 3	1
Farrell 2	11
Farrell 1	111
0	1
Shays 1	
Shays 2	
Shays 3	
Shays 4	
Shays 5	

WHAT DID YOU LIKE ABOUT IT?

Its an American issue and has to be resolved.

Only negative thing is bringing in republican attacks, you can leave that out, its an American issue, should be bipartisan

One word stands out, "terrorist" phone calls, someone has labeled this person is a terrorist, how do you know how a terrorist is determined

It's a chicken and an egg, if you know I'm a terrorist and you're tapping in that's one thing, if you're tapping in to find out if I'm a terrorist that's another, this says tapping in ion terrorist calls
You have to profile

You can't tap anyone, b/c people don't have land lines anymore, you get a cell phone and throw it out, you don't know whose phone it is, you can go to walmart and buy a phone and throw it out

They've thrown out democratic stance saying tap phones and go to judges afterwards, take away liberties, I'm not sure I trust people in Washington to do that.

I like the bipartisan, that hit home with me, I was confused at first because it said democrats say you should tap first and get approvals later

I think it's a good one because the biggest thing that came out of 9/11 was how did they do this? If someone is figuring out how this is done and they can nip it in the bud, use technology for us instead of against us, that increases our confidence, they're really going to do something about it. That's how it struck me. I don't have all the information about everyone's views, but if I'm just sitting there and I say wow that's going to make a difference that's the indifical that we want.

For all ads:

- Show of hands, then discuss each one

- Explore takeaways
- Which of these ads addresses what is important in the election?
- Probe on takeaways: do Republican security attacks hold you back from the Democrat? Are you concerned about Democratic Congress?

VI. Election Debate (5 minutes)

Now I'd like to talk in more detail about one of the issues raised in these ads.

[Written exercise – Handout #11]

1. You remember this spot that we watched earlier, about President Bush's wiretapping and surveillance program. **[Watch it again, no ratings]** Now let's read a Democratic response to that.

The Democratic candidate says, we must use every resource at our disposal to prevent terrorist attacks against the United States. I support new laws that help us monitor, hunt down, and get the terrorists before they get us. These false Republican attacks do nothing but try to divide our country for political purposes on an issue where America is united. Instead of the same old political bickering that dominates today's Congress, I will work on a bi-partisan basis to ensure we can immediately tap terrorists' phone calls and submit it for judicial approval afterwards.

- Show of hands, then discuss

Farrell 5	
Farrell 4	
Farrell 3	
Farrell 2	
Farrell 1	
0	
Shays 1	
Shays 2	
Shays 3	
Shays 4	
Shays 5	

VII. Final Ballot (5 minutes)

[Written exercise – Handout #14]

1. Finally, I want you to choose, if the election were held today, which one you would vote for – based on everything we've discussed tonight. Circle which candidate you would choose, then briefly write why in the space below. **[Written only]**