

October 25, 2004

**To:** Interested Parties

**From:** Jay Timmons, Executive Director

**Re:** South Dakota poll numbers – Thune up; Daschle re-elect below 40%

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John McLaughlin of McLaughlin & Associates conducted a tracking survey of 400 likely South Dakotan voters (MOE: +/- 4.9%) on Thursday, October 21<sup>st</sup> and Sunday, October 24<sup>th</sup>, for the National Republican Senatorial Committee (NRSC). The key findings are as follows:

1. The U.S. Senate head-to-head shows John Thune taking the lead and Tom Daschle well below the 50% threshold:

*“If the election for U.S. Senate in South Dakota were held today, and the candidates were Tom Daschle, the Democrat candidate, and John Thune, the Republican candidate, for whom would you vote?”*

<b>Thune</b>	<b>48.5%</b>
<b>Daschle</b>	<b>44.5%</b>
<b>Undecided</b>	<b>7.0%</b>

2. U.S. Senate favorables/unfavorables:

	<u><b>Thune</b></u>	<u><b>Daschle</b></u>
<i>Favorable</i>	56.5%	49.8%
<i>Unfavorable</i>	35.0%	44.0%

3. Daschle’s hard re-elect has fallen below 40%:

*“Would you vote to re-elect Tom Daschle to the U.S. Senate, regardless of who ran against him?”*

<b>Yes</b>	<b>38.3%</b>
<b>No</b>	<b>61.8%</b>

4. The Presidential race shows President Bush with a 22-point advantage:

*“If the election for President were held today, and the candidates were George W. Bush, the Republican candidate, John Kerry, the Democrat candidate, and Ralph Nader, the Independent candidate, for whom would you vote?”*

<b>Bush</b>	<b>54.5%</b>
<b>Kerry</b>	<b>32.5%</b>
<b>Nader</b>	<b>1.5%</b>
<b>Undecided</b>	<b>10.8%</b>

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