

CODE

N=			600	100%
Belknap	01	(1/ 46)	30	5%
Carroll	02		24	4%
Cheshire	03		33	6%
Coos	04		18	3%
Grafton	05		36	6%
Hillsborough	06		180	30%
Merrimack	07		75	13%
Rockingham	08		135	23%
Strafford	09		51	9%
Sullivan	10		18	3%

REG

N=			600	100%
Rockingham	1	(1/ 48)	135	23%
Hillsborough	2		180	30%
Central	3		156	26%
West/North	4		129	22%

START
 Hello, my name is _____ and I am conducting a survey for 7NEWS/Suffolk University and I would like to get your opinions on some political questions. This weekend we are calling all New Hampshire households statewide. Would you be willing to spend a few minutes answering some questions? (..or someone in that household) {ALL QUOTAS}

N=			600	100%
Continue	1	(1/ 85)	600	100%

GEND
 RECORD GENDER

N=			600	100%
Male	1	(1/ 87)	295	49%
Female	2		305	51%

S2
 S2. Thank You. How likely are you to vote in the New Hampshire Primary in January?

N=			600	100%
Very likely	1	(1/ 88)	564	94%
Somewhat likely	2		36	6%
Not very likely	3		0	0%
Not at all likely	4		0	0%
Other/Dk/RF	5		0	0%

S3
 S3. At this point, which Primary will you vote in - Democratic or Republican?

N=			600	100%
Democratic	1	(1/ 91)	300	50%
Republican	2		300	50%
Other	3		0	0%
Undecided	4		0	0%
Refused	5		0	0%

CHECK
 I just want to be sure. You said you are voting in the<S3 >Primary even though you are registered as a<Q1 >- is that correct? Thank you.

N=			14	100%
Correct	1	(1/106)	14	100%
Incorrect - fix S3 or Q1	2		0	0%

PRE2
 Great, I am going to read you a list of individuals in state and national politics. For each, please tell me if your opinion of them is generally favorable or generally unfavorable. If you are undecided or if you have never heard of someone, just tell me that.

N=			300	100%
Continue	1	(1/107)	300	100%

Q2

First, take Jeanne Shaheen.

Q2. Is your opinion of Jeanne Shaheen generally favorable or generally unfavorable?

N=			300	100%
Never heard of	1	(1/108)	13	4%
Favorable	2		202	67%
Unfavorable	3		34	11%
Heard of/Undecided	4		51	17%

Q3

Q3. Is your opinion of John Edwards generally favorable or generally unfavorable?

N=			300	100%
Never heard of	1	(1/109)	2	1%
Favorable	2		216	72%
Unfavorable	3		51	17%
Heard of/Undecided	4		31	10%

Q4

Q4. Is your opinion of Hillary Clinton generally favorable or generally unfavorable?

N=			300	100%
Never heard of	1	(1/110)	0	0%
Favorable	2		217	72%
Unfavorable	3		56	19%
Heard of/Undecided	4		27	9%

Q5

Q5. Is your opinion of Bill Richardson generally favorable or generally unfavorable?

N=			300	100%
Never heard of	1	(1/111)	10	3%
Favorable	2		150	50%
Unfavorable	3		67	22%
Heard of/Undecided	4		73	24%

Q6

Q6. Is your opinion of Barack Obama (Bah-RAHK, Oh-BAH-Mah) generally favorable or generally unfavorable?

N=			300	100%
Never heard of	1	(1/112)	4	1%
Favorable	2		229	76%
Unfavorable	3		38	13%
Heard of/Undecided	4		29	10%

PRE7

Great, I am going to read you a list of individuals in state and national politics. For each, please tell me if your opinion of them is generally favorable or generally unfavorable. If you are undecided or if you have never heard of someone, just tell me that.

N=			300	100%
Continue	1	(1/113)	300	100%

Q7

First, take John Sununu (Suh-NOO-Noo)

Q7. Is your opinion of John Sununu generally favorable or generally unfavorable?

N=			300	100%
Never heard of	1	(1/114)	9	3%
Favorable	2		195	65%
Unfavorable	3		37	12%
Heard of/Undecided	4		59	20%

Q8

Q8. Is your opinion of Rudy Giuliani generally favorable or generally unfavorable?

N=			300	100%
Never heard of	1	(1/115)	0	0%
Favorable	2		175	58%
Unfavorable	3		88	29%
Heard of/Undecided	4		37	12%

Q9

Q9. Is your opinion of John McCain generally favorable or generally unfavorable?

N=			300	100%
Never heard of	1	(1/116)	0	0%
Favorable	2		208	69%
Unfavorable	3		59	20%
Heard of/Undecided	4		33	11%

Q10

Q10. Is your opinion of Mitt Romney generally favorable or generally unfavorable?

N=			300	100%
Never heard of	1	(1/117)	1	0%
Favorable	2		190	63%
Unfavorable	3		69	23%
Heard of/Undecided	4		40	13%

Q11

Q11. Is your opinion of Mike Huckabee generally favorable or generally unfavorable?

N=			300	100%
Never heard of	1	(1/118)	11	4%
Favorable	2		126	42%
Unfavorable	3		80	27%
Heard of/Undecided	4		83	28%

Q12

Q12. Is your opinion of Ron Paul generally favorable or generally unfavorable?

N=			300	100%
Never heard of	1	(1/119)	14	5%
Favorable	2		77	26%
Unfavorable	3		120	40%
Heard of/Undecided	4		89	30%

Q13

Q13. There are 22 Democratic candidates for President listed on your New Hampshire Primary ballot. Of these, the major eight candidates listed alphabetically on your ballot, are: (READ LIST).

For whom will you vote or toward whom would you LEAN at this time?

N=			300	100%
Joe Biden (BY-Den)	01	(1/120)	0	0%
Hillary Clinton	02		99	33%
Christopher Dodd	03		2	1%
John Edwards	04		46	15%
Mike Gravel (GRAY-Vel)	05		0	0%
Dennis Kucinich (Coo-SIN-Itch)	06		3	1%
Barack Obama (Bah-RAHK, Oh-BAH-Mah)	07		78	26%
Bill Richardson	08		15	5%
Undecided (DO NOT READ)	09		56	19%
Refused (DO NOT READ)	10		1	0%

Q14

Q14. Now, how likely are you to change your mind about your choice before the January Primary?

N=			300	100%
It's very likely I'll change my mind before.... January	1	(1/122)	38	13%
It's somewhat likely that I'll change my mind... before January	2		95	32%
It's unlikely I'll change my mind before January	3		146	49%
Undecided (DO NOT READ)	4		21	7%
Refused (DO NOT READ)	5		0	0%

Q15

Q15. There are 21 Republican candidates for President listed on your New Hampshire Primary ballot. Of these, the major nine candidates listed alphabetically on your ballot, are: (READ LIST).

For whom will you vote or toward whom would you LEAN at this time?

N=			300	100%
Rudy Giuliani (Julie-AH-Knee)	01	(1/123)	52	17%
Mike Huckabee	02		29	10%
Duncan Hunter	03		0	0%
Alan Keyes	04		2	1%
John McCain	05		57	19%
Ron Paul	06		16	5%
Mitt Romney	07		92	31%
Tom Tancredo (Tan-KREE-Doe)	08		2	1%
Fred Thompson	09		12	4%
Undecided (DO NOT READ)	10		37	12%
Refused (DO NOT READ)	11		1	0%

Q16

Q16. Now, how likely are you to change your mind about your choice before the January Primary?

N=			300	100%
It's very likely I'll change my mind before January	1	(1/125)	23	8%
It's somewhat likely that I'll change my mind before January	2		133	44%
It's unlikely I'll change my mind before January	3		118	39%
Undecided (DO NOT READ)	4		25	8%
Refused (DO NOT READ)	5		1	0%

Q17

Q17. Which single endorsement do you think would be the most influential to change voters' minds? {OPEN - Get the name of ONE person}

N=			300	100%
Oprah	01	(1/126)	18	6%
Hillary Clinton	02		20	7%
John Lynch	03		6	2%
Teachers	04		5	2%
Obama	05		0	0%
Al Gore	06		15	5%
John Edwards	07		13	4%
John McCain	08		5	2%
None/No one	96		32	11%
Enter 1 person	97		15	5%
Don't know/Refused	98		166	55%

Q18

Q18. Are you aware that Oprah Winfrey has endorsed Barack Obama?

N=			300	100%
Yes	1	(1/128)	290	97%
No	2		8	3%
Undecided (DO NOT READ)	3		0	0%
Refused (DO NOT READ)	4		2	1%

Q19

Q19. Did you make any effort to see her while she was here campaigning with Obama?

N=			300	100%
Yes	1	(1/129)	29	10%
No	2		271	90%
Undecided (DO NOT READ)	3		0	0%
Refused (DO NOT READ)	4		0	0%

Q20

Q20. Does her endorsement make you support Barack Obama?

N=			300	100%
Yes	1	(1/130)	22	7%
No	2		265	88%
Undecided (DO NOT READ)	3		13	4%
Refused (DO NOT READ)	4		0	0%

Q21

Q21. If Oprah were a candidate for President, would you vote for her?

N=			300	100%
Yes	1	(1/131)	35	12%
No	2		222	74%
Undecided (DO NOT READ)	3		43	14%
Refused (DO NOT READ)	4		0	0%

Q22

Q22. Former President Bill Clinton has endorsed his wife Hillary. Whose endorsement is worth more votes - Bill Clinton or Oprah Winfrey?

N=			300	100%
Clinton	1	(1/132)	167	56%
Winfrey	2		58	19%
Undecided (DO NOT READ)	3		73	24%
Refused (DO NOT READ)	4		2	1%

Q23

Q23. Does Mitt Romney's Mormon faith make you more or less likely to vote for him?

N=			300	100%
More likely	1	(1/133)	22	7%
Less likely	2		22	7%
No difference (DO NOT READ)	3		248	83%
Undecided (DO NOT READ)	4		7	2%
Refused (DO NOT READ)	5		1	0%

Q24

Q24. Do you believe freedom requires religion?

N=			300	100%
Yes	1	(1/134)	103	34%
No	2		165	55%
Undecided (DO NOT READ)	3		28	9%
Refused (DO NOT READ)	4		4	1%

Q25

Q25. Do you think there should be complete separation of church and state?

N=			300	100%
Yes	1	(1/135)	160	53%
No	2		106	35%
Undecided (DO NOT READ)	3		30	10%
Refused (DO NOT READ)	4		4	1%

Q26

Q26. Of all the candidates in both parties, who is the most candid? {Tells it like it is}

DO NOT READ LIST

N=			600	100%
Hillary Clinton	01	(1/136)	63	11%
Barack Obama	02		77	13%
John Edwards	03		51	9%
Mitt Romney	04		42	7%
Rudy Giuliani	05		49	8%
John McCain	06		91	15%
Mike Huckabee	07		25	4%
Bill Richardson	08		24	4%
Fred Thompson	09		7	1%
Ron Paul	10		33	6%
Undecided (DO NOT READ)	11		131	22%
Refused (DO NOT READ)	12		7	1%

Q27

Q27. Regardless of who you personally support, who do you believe will be the next President of the United States?

DO NOT READ LIST

N=			600	100%
Hillary Clinton	01	(1/138)	170	28%
Barack Obama	02		65	11%
John Edwards	03		15	3%
Mitt Romney	04		66	11%
Rudy Giuliani	05		59	10%
John McCain	06		16	3%
Mike Huckabee	07		4	1%
Bill Richardson	08		0	0%
Fred Thompson	09		3	1%
Ron Paul	10		4	1%
Undecided (DO NOT READ)	11		196	33%
Refused (DO NOT READ)	12		2	0%

DEMOS

[THE FINAL QUESTIONS WILL HELP US CLASSIFY YOUR RESPONSES WITH OTHERS TAKING THE SURVEY]

N=			600	100%
Continue	1	(1/140)	600	100%

Q28

Q28. What is your age category? (READ LIST)

N=			600	100%
18-25	1	(1/141)	19	3%
26-35	2		50	8%
36-45	3		111	19%
46-55	4		158	26%
56-65	5		143	24%
Over 65 years	6		114	19%
Refused	7		5	1%

Q29

Q29. Are you...

READ LIST

N=			600	100%
White (Caucasian)	1	(1/142)	562	94%
Black (African American)	2		8	1%
Asian	3		1	0%
Hispanic	4		4	1%
Other	5		10	2%
Refused	6		15	3%