

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. 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)

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

GEND

RECORD GENDER

N=			600	100%
Male	1	( 1/ 86)	296	49%
Female	2		304	51%

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

N=			600	100%
Very likely	1	( 1/ 87)	551	92%
Somewhat likely	2		49	8%
Not very likely	3		0	0%
Not at all likely	4		0	0%
Other/Dk/RF	5		0	0%

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

N=			600	100%
Democratic	1	( 1/ 90)	300	50%
Republican	2		300	50%
Other	3		0	0%
Undecided	4		0	0%
Refused	5		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	( 1/101)	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	( 1/102)	19	6%
Favorable	2		190	63%
Unfavorable	3		42	14%
Heard of/Undecided	4		49	16%

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

N=			300	100%
Never heard of	1	( 1/103)	3	1%
Favorable	2		225	75%
Unfavorable	3		42	14%
Heard of/Undecided	4		30	10%

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

N=			300	100%
Never heard of	1	( 1/104)	2	1%
Favorable	2		206	69%
Unfavorable	3		71	24%
Heard of/Undecided	4		21	7%

Q5. Is your opinion of Barack Obama (Bah-RAHK, Oh-BAH-Mah) generally favorable or generally unfavorable?

N=			300	100%
Never heard of	1	( 1/105)	3	1%
Favorable	2		219	73%
Unfavorable	3		47	16%
Heard of/Undecided	4		31	10%

PRE6

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	( 1/106)	300	100%

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

Q6. Is your opinion of John Sununu generally favorable or generally unfavorable?

N=			300	100%
Never heard of	1	( 1/107)	13	4%

Favorable .....	2		181	60%
Unfavorable .....	3		48	16%
Heard of/Undecided .....	4		58	19%

Q7. Is your opinion of Rudy Giuliani generally favorable or generally unfavorable?

N=			300	100%
Never heard of .....	1	( 1/108)	0	0%
Favorable .....	2		182	61%
Unfavorable .....	3		88	29%
Heard of/Undecided .....	4		30	10%

Q8. Is your opinion of John McCain generally favorable or generally unfavorable?

N=			300	100%
Never heard of .....	1	( 1/109)	0	0%
Favorable .....	2		223	74%
Unfavorable .....	3		52	17%
Heard of/Undecided .....	4		25	8%

Q9. Is your opinion of Mitt Romney generally favorable or generally unfavorable?

N=			300	100%
Never heard of .....	1	( 1/110)	0	0%
Favorable .....	2		193	64%
Unfavorable .....	3		65	22%
Heard of/Undecided .....	4		42	14%

Q10. Is your opinion of Mike Huckabee generally favorable or generally unfavorable?

N=			300	100%
Never heard of .....	1	( 1/111)	5	2%
Favorable .....	2		118	39%
Unfavorable .....	3		119	40%
Heard of/Undecided .....	4		58	19%

Q11. 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	( 1/112)	11	4%
Hillary Clinton .....	02		108	36%
Christopher Dodd .....	03		4	1%
John Edwards .....	04		43	14%
Mike Gravel (GRAY-Vel) .....	05		0	0%
Dennis Kucinich (Coo-SIN-Itch) .....	06		9	3%
Barack Obama (Bah-RAHK, Oh-BAH-Mah) .....	07		65	22%
Bill Richardson .....	08		20	7%
Undecided (DO NOT READ) .....	09		36	12%
Refused (DO NOT READ) .....	10		4	1%

Q12. Now, how likely are you to change your mind about your choice before the January Primary?

N=			300	100%
Its very likely I'll change my mind before .....	1	( 1/114)	29	10%
January				
Its somewhat likely that I'll change my mind ...	2		85	28%
before January				
Its unlikely I'll change my mind before January	3		168	56%
Undecided (DO NOT READ) .....	4		16	5%
Refused (DO NOT READ) .....	5		2	1%

Q13. If Ted Kennedy were to endorse a candidate next week, would that make you more or less likely to vote for that candidate?

N=			36	100%
More likely .....	1	( 1/115)	3	8%
Less likely .....	2		5	14%
No difference (DO NOT READ) .....	3		25	69%
Undecided (DO NOT READ) .....	4		3	8%
Refused (DO NOT READ) .....	5		0	0%

Q14. If Al Gore were to endorse a candidate next week, would that make you more or less likely to vote for that candidate?

N=			36	100%
More likely .....	1	( 1/116)	9	25%
Less likely .....	2		3	8%
No difference (DO NOT READ) .....	3		18	50%
Undecided (DO NOT READ) .....	4		6	17%
Refused (DO NOT READ) .....	5		0	0%

Q15. There are 21 Republican 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%
Rudy Giuliani (Julie-AH-Knee)	01	( 1/117)	43	14%
Mike Huckabee	02		26	9%
Duncan Hunter	03		0	0%
Alan Keyes	04		4	1%
John McCain	05		92	31%
Ron Paul	06		18	6%
Mitt Romney	07		75	25%
Fred Thompson	08		6	2%
Undecided (DO NOT READ)	09		35	12%
Refused (DO NOT READ)	10		1	0%

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

N=			300	100%
Its very likely I'll change my mind before January	1	( 1/119)	21	7%
Its somewhat likely that I'll change my mind before January	2		102	34%
Its unlikely I'll change my mind before January	3		160	53%
Undecided (DO NOT READ)	4		17	6%
Refused (DO NOT READ)	5		0	0%

Q17. There have been a number of recent endorsements from celebrities and area newspapers. Have any of these endorsements influenced your choice of the candidate you currently support?

N=			600	100%
Yes	1	( 1/120)	36	6%
No	2		556	93%
Undecided (DO NOT READ)	3		8	1%
Refused (DO NOT READ)	4		0	0%

Q18. Which endorsement has influenced your choice of the candidate you currently support? {OPEN - Get the name of ONE person}

N=			36	100%
Oprah Winfrey	01	( 1/121)	7	19%
Enter 1 person	97		20	56%
Don't know/Refused	98		9	25%

Q19. Do you believe the United States is going in the right direction or is on the wrong track?

N=			600	100%
Right direction	1	( 1/123)	174	29%
Wrong track	2		366	61%
Undecided (DO NOT READ)	3		55	9%
Refused (DO NOT READ)	4		5	1%

Q20. Are you better off than you were eight years ago?

N=			600	100%
Yes	1	( 1/124)	271	45%
No	2		295	49%
Undecided (DO NOT READ)	3		33	6%
Refused (DO NOT READ)	4		1	0%

Q21. Regardless of whom you currently support, which candidate has the most momentum in New Hampshire right now?

DO NOT READ LIST

N=			600	100%
Hillary Clinton	01	( 1/125)	123	21%
Barack Obama	02		98	16%
John Edwards	03		18	3%
Mitt Romney	04		77	13%
Rudy Giuliani	05		15	3%
John McCain	06		109	18%
Mike Huckabee	07		19	3%
Other (DO NOT READ)	08		5	1%
Undecided (DO NOT READ)	09		131	22%
Refused (DO NOT READ)	10		5	1%

Q22D. Thinking about the Iowa Caucuses on Tuesday, regardless of whom you currently support, who do you think will win the <S3 >Caucus in Iowa?

DO NOT READ LIST

N=			300	100%
Hillary Clinton	01	( 1/127)	102	34%
Barack Obama	02		58	19%
John Edwards	03		25	8%
Mitt Romney	04		0	0%
Rudy Giuliani	05		0	0%
John McCain	06		0	0%

Mike Huckabee .....	07		0	0%
Other (DO NOT READ) .....	08		6	2%
Undecided (DO NOT READ) .....	09		106	35%
Refused (DO NOT READ) .....	10		3	1%

Q22R

DO NOT READ LIST

N=			300	100%
Hillary Clinton .....	01	( 1/129)	0	0%
Barack Obama .....	02		0	0%
John Edwards .....	03		0	0%
Mitt Romney .....	04		72	24%
Rudy Giuliani .....	05		22	7%
John McCain .....	06		31	10%
Mike Huckabee .....	07		90	30%
Other (DO NOT READ) .....	08		2	1%
Undecided (DO NOT READ) .....	09		80	27%
Refused (DO NOT READ) .....	10		3	1%

Q23. Finally, regardless of whom you currently support, who do you believe will be the next President of the United States?

DO NOT READ LIST

N=			600	100%
Hillary Clinton .....	01	( 1/133)	148	25%
Barack Obama .....	02		73	12%
John Edwards .....	03		18	3%
Mitt Romney .....	04		85	14%
Rudy Giuliani .....	05		35	6%
John McCain .....	06		56	9%
Mike Huckabee .....	07		11	2%
Other (DO NOT READ) .....	08		7	1%
Undecided (DO NOT READ) .....	09		158	26%
Refused (DO NOT READ) .....	10		9	2%

DEMOS

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

N=			600	100%
Continue .....	1	( 1/135)	600	100%

Q28

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

N=			600	100%
18-25 .....	1	( 1/136)	24	4%
26-35 .....	2		47	8%
36-45 .....	3		115	19%
46-55 .....	4		179	30%
56-65 .....	5		113	19%
Over 65 years .....	6		112	19%
Refused .....	7		10	2%

Q29

Q29. Are you...

READ LIST

N=			600	100%
White (Caucasian) .....	1	( 1/137)	567	95%
Black (African American) .....	2		7	1%
Asian .....	3		4	1%
Hispanic .....	4		9	2%
Other .....	5		4	1%
Refused .....	6		9	2%