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%
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.

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

- Never heard of: 13%
- Favorable: 60%
- Unfavorable: 16%
- Heard of/Undecided: 19%

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

- Never heard of: 0%
- Favorable: 61%
- Unfavorable: 29%
- Heard of/Undecided: 10%

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

- Never heard of: 0%
- Favorable: 74%
- Unfavorable: 17%
- Heard of/Undecided: 8%

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

- Never heard of: 0%
- Favorable: 64%
- Unfavorable: 22%
- Heard of/Undecided: 14%

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

- Never heard of: 2%
- Favorable: 39%
- Unfavorable: 40%
- Heard of/Undecided: 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?

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

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%

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 5 8%
- No difference (DO NOT READ) ........................ 3 18 50%
- Undecided (DO NOT READ) ........................ 4 6 17%
- Refused (DO NOT READ) .......................... 5 0 0%

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%

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%

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%

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

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

Q22. Thinking about the Iowa Caucuses on Tuesday, regardless of whom you currently support, who do you think will win the Caucus in Iowa?

DO NOT READ

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

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

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%