

AREA

N=			400	100%
West/North .....	1	( 1/ 48)	88	22%
Central .....	2		100	25%
Hillsborough .....	3		116	29%
Rockingham .....	4		96	24%

START  
 Hello, my name is \_\_\_\_\_ and I'm conducting a survey for 7NEWS/Suffolk University and I'd like to get your opinions on some political questions. Would you be willing to spend five minutes answering some questions?

Are you planning on voting in the upcoming Presidential Election this November?

(? ALL OTHER CALL RESULTS)

N=			400	100%
Yes - Continue .....	1	( 1/ 50)	400	100%
No-Not voting .....	2		0	0%

GENDR  
 RECORD GENDER

N=			400	100%
Male .....	1	( 1/ 53)	193	48%
Female .....	2		207	52%

S1  
 S1. Are you/will you be registered as a Democrat, Republican, or Undeclared?

N=			400	100%
Democrat .....	1	( 1/ 54)	114	29%
Republican .....	2		132	33%
Libertarian .....	3		1	0%
Green .....	4		0	0%
Unenrolled/Ind .....	5		153	38%
Refused .....	6		0	0%

PRE1  
 I'm 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=			400	100%
Continue .....	1	( 1/ 57)	400	100%

Q1  
 Q1. First take John Sununu {Suh-KNEW-KNEW}.  
 Is your opinion of John Sununu {Suh-KNEW-KNEW} generally favorable or generally unfavorable?

N=			400	100%
Never heard of .....	1	( 1/ 58)	12	3%
Favorable .....	2		193	48%
Unfavorable .....	3		98	25%
HOF/Undecided .....	4		97	24%

Q2  
 Q2. Is your opinion of Hillary Clinton generally favorable or generally unfavorable?

N=			400	100%
Never heard of .....	1	( 1/ 59)	3	1%
Favorable .....	2		162	41%
Unfavorable .....	3		183	46%
HOF/Undecided .....	4		52	13%

Q3

Q3. Is your opinion of George Bush generally favorable or generally unfavorable?

N=			400	100%
Never heard of	1	( 1/ 60)	0	0%
Favorable	2		180	45%
Unfavorable	3		196	49%
HOF/Undecided	4		24	6%

Q4

Q4. Is your opinion of John Edwards generally favorable or generally unfavorable?

N=			400	100%
Never heard of	1	( 1/ 61)	8	2%
Favorable	2		200	50%
Unfavorable	3		132	33%
HOF/Undecided	4		60	15%

Q5

Q5. Is your opinion of Dick Cheney (CHAIN.Eee) generally favorable or generally unfavorable?

N=			400	100%
Never heard of	1	( 1/ 62)	4	1%
Favorable	2		173	43%
Unfavorable	3		194	49%
HOF/Undecided	4		29	7%

Q6

Q6. Is your opinion of Doris "Granny D" Haddock generally favorable or generally unfavorable?

N=			400	100%
Never heard of	1	( 1/ 63)	141	35%
Favorable	2		83	21%
Unfavorable	3		64	16%
HOF/Undecided	4		112	28%

Q7

Q7. Is your opinion of Craig Benson generally favorable or generally unfavorable?

N=			400	100%
Never heard of	1	( 1/ 64)	16	4%
Favorable	2		173	43%
Unfavorable	3		135	34%
HOF/Undecided	4		76	19%

Q8

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

N=			400	100%
Never heard of	1	( 1/ 65)	1	0%
Favorable	2		189	47%
Unfavorable	3		170	43%
HOF/Undecided	4		40	10%

Q9

Q9. Is your opinion of Judd Gregg generally favorable or generally unfavorable?

N=			400	100%
Never heard of	1	( 1/ 66)	26	7%
Favorable	2		198	50%
Unfavorable	3		78	20%
HOF/Undecided	4		98	25%

Q10

Q10. Is your opinion of John McCain generally favorable or generally unfavorable?

N=			400	100%
Never heard of	1	( 1/ 67)	10	3%
Favorable	2		255	64%
Unfavorable	3		48	12%
HOF/Undecided	4		87	22%

Q11

Q11. Is your opinion of Ralph Nader (NAY.Der) generally favorable or generally unfavorable?

N=			400	100%
Never heard of	1	( 1/ 68)	9	2%
Favorable	2		87	22%
Unfavorable	3		218	55%
HOF/Undecided	4		86	22%

Q12

Q12. Is your opinion of John Lynch generally favorable or generally unfavorable?

N=			400	100%
Never heard of	1	( 1/ 69)	32	8%
Favorable	2		127	32%
Unfavorable	3		106	27%
HOF/Undecided	4		135	34%

Q13

Q13. If the Final Election for President were held today and the candidates were George Bush/Dick Cheney - Republican, John Kerry/John Edwards - Democrat, or Ralph Nader/Peter Camejo (Cah-MAY-Ho) - Independent, for whom would you vote at this time?

N=			400	100%
Bush/Cheney	1	( 1/ 70)	164	41%
Kerry/Edwards	2		185	46%
Nader/Camejo	3		4	1%
Undecided	4		45	11%
Refused	5		2	1%

Q14

Q14. How about if the Final Election for President were held today and the candidates were just George Bush/Dick Cheney - Republican or John Kerry/John Edwards - Democrat, for whom would you vote at this time?

N=			400	100%
Bush/Cheney	1	( 1/ 71)	164	41%
Kerry/Edwards	2		186	47%
Undecided	3		47	12%
Refused	4		3	1%

Q15

Q15. If the Final Election for U.S. Senate were held today and the candidates were Judd Gregg - Republican or Doris "Granny D" Haddock - Democrat, for whom would you vote at this time?

N=			400	100%
Gregg	1	( 1/ 72)	209	52%
Haddock	2		103	26%
Undecided	3		87	22%
Refused	4		1	0%

Q16

Q16. If the Final Election for Governor were held today and the candidates were Craig Benson - Republican or John Lynch - Democrat, for whom would you vote at this time?

N=			400	100%
Benson	1	( 1/ 73)	176	44%
Lynch	2		166	42%
Undecided	3		55	14%
Refused	4		3	1%

Q17

Q17. Did you watch any of the presidential debates on TV over the past week and a half?

N=			400	100%
Yes	1	( 1/ 74)	311	78%
No	2		88	22%
Undecided	3		1	0%

Q18

Q18. In your opinion, who won the debates?

N=			312	100%
Bush	1	( 1/ 75)	56	18%
Kerry	2		156	50%
Undecided (DO NOT READ)	3		25	8%
Draw (DO NOT READ)	4		74	24%
Didn't watch (DO NOT READ)	5		1	0%

Q19

Q19. Which of the candidates appeared more Presidential?

N=			311	100%
Bush	1	( 1/ 76)	110	35%
Kerry	2		146	47%
Both (DO NOT READ)	3		29	9%
Neither (DO NOT READ)	4		25	8%
Didn't watch (DO NOT READ)	5		1	0%

Q20

Q20. Which of the candidates was more likeable?

N=			311	100%
Bush	1	( 1/ 77)	142	46%
Kerry	2		126	41%
Both (DO NOT READ)	3		20	6%
Neither (DO NOT READ)	4		23	7%
Didn't watch (DO NOT READ)	5		0	0%

Q21

Q21. How important were the three debates in influencing your vote?

N=			400	100%
Very important	1	( 1/ 78)	46	12%
Somewhat important	2		116	29%
Not important	3		229	57%
Don't know/Refused (DO NOT READ)	4		9	2%

PRE22

In general, which candidate, George Bush or John Kerry, is:

N=			400	100%
Continue	1	( 1/ 79)	400	100%

Q22

Q22. A Stronger Leader

N=			400	100%
Bush .....	1	( 1/ 80)	192	48%
Kerry .....	2		159	40%
Both (DO NOT READ) .....	3		14	4%
Neither (DO NOT READ) .....	4		7	2%
Don't know/Refused (DO NOT READ) .....	5		28	7%

Q23

Q23. Will Do a Better Job Winning the War on Terror

N=			400	100%
Bush .....	1	( 1/ 81)	191	48%
Kerry .....	2		147	37%
Both (DO NOT READ) .....	3		7	2%
Neither (DO NOT READ) .....	4		11	3%
Don't know/Refused (DO NOT READ) .....	5		44	11%

Q24

Q24. Will Do a Better Job Improving the Economy

N=			400	100%
Bush .....	1	( 1/ 82)	135	34%
Kerry .....	2		207	52%
Both (DO NOT READ) .....	3		2	1%
Neither (DO NOT READ) .....	4		10	3%
Don't know/Refused (DO NOT READ) .....	5		46	12%

Q25

Q25. Will Unite the Country - not Divide Her

N=			400	100%
Bush .....	1	( 1/ 83)	140	35%
Kerry .....	2		187	47%
Both (DO NOT READ) .....	3		6	2%
Neither (DO NOT READ) .....	4		33	8%
Don't know/Refused (DO NOT READ) .....	5		34	9%

Q26

Q26. Who has run a better political campaign?

N=			400	100%
Bush .....	1	( 1/ 84)	121	30%
Kerry .....	2		132	33%
Both (DO NOT READ) .....	3		39	10%
Neither (DO NOT READ) .....	4		42	11%
Don't know/Refused (DO NOT READ) .....	5		66	17%

Q27

Q27. Why?

N=			334	100%
Negative campaign .....	01	( 1/ 85)	52	16%
Tells lies .....	02	( 1/ 87)	9	3%
Tells the truth .....	03	( 1/ 89)	55	16%
Better morals/ethics .....	04		25	7%
Down to earth .....	05		18	5%
Experience .....	06		13	4%
Explains his views on issues .....	07		61	18%
Stronger message .....	08		21	6%
Positive campaign .....	09		47	14%
Like his ads better .....	10		6	2%
More ads .....	11		5	1%
Like him better .....	12		42	13%
Good campaign .....	13		15	4%
Don't discuss issues .....	14		6	2%
Other reasons .....	97		15	4%
Don't know .....	98		33	10%
Refused .....	99		11	3%

Q28

Q28. In your opinion, who would be a better first lady, Laura Bush or Teresa {Ter.RAZE.Uh} Heinz Kerry?

N=			400	100%
Laura Bush	1	( 1/ 91)	201	50%
Teresa Heinz Kerry	2		76	19%
Both (DO NOT READ)	3		17	4%
Neither (DO NOT READ)	4		15	4%
Undecided/Refused (DO NOT READ)	5		91	23%

Q29

Q29. Which set of political daughters, Jenna & Barbara Bush, or Alexandra & Vanessa Kerry are bigger political assets to their respective fathers?

N=			400	100%
Jenna and Barbara Bush	1	( 1/ 92)	77	19%
Alexandra and Vanessa Kerry	2		98	25%
Both (DO NOT READ)	3		23	6%
Neither (DO NOT READ)	4		24	6%
Undecided/Refused (DO NOT READ)	5		178	45%

Q30

Q30. And who do you expect the next President to be, come November?

N=			400	100%
Bush	1	( 1/ 93)	182	46%
Kerry	2		152	38%
Undecided (DO NOT READ)	3		59	15%
Refused (DO NOT READ)	4		7	2%

A

A. Is John Kerry to liberal to be President?

N=			400	100%
Yes	1	( 1/ 94)	146	37%
No	2		213	53%
Undecided	3		39	10%
Refused	4		2	1%

B

B. If you owned a baseball team in the playoffs, who would be your manager, George Bush or John Kerry?

N=			400	100%
Bush	1	( 1/ 95)	156	39%
Kerry	2		144	36%
Other	3		4	1%
Undecided (DO NOT READ)	4		82	21%
Refused (DO NOT READ)	5		14	4%

DEMOS

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

N=			400	100%
Continue	1	( 1/ 96)	400	100%

Q31

Q31. What is your age category

N=			400	100%
18-25	1	( 1/ 97)	21	5%
26-35	2		49	12%
36-45	3		73	18%
46-55	4		95	24%
56-65	5		86	22%
Over 65	6		70	18%
Refused (DO NOT READ)	7		6	2%

Q32

Q32. Are there any members of your household who are veterans of foreign wars?  
 N= 400 100%  
 Yes ..... 1 ( 1/ 98) 111 28%  
 No ..... 2 286 72%  
 Undecided ..... 3 0 0%  
 Refused ..... 4 3 1%

Q33  
 Q33. Are there any members of your household who are union members?  
 N= 400 100%  
 Yes ..... 1 ( 1/ 99) 83 21%  
 No ..... 2 310 78%  
 Undecided ..... 3 1 0%  
 Refused ..... 4 6 2%

Q34  
 Q34. Do you currently have children in the school system?  
 N= 400 100%  
 Yes ..... 1 ( 1/100) 121 30%  
 No ..... 2 273 68%  
 Undecided ..... 3 0 0%  
 Refused ..... 4 6 2%

THANK  
 Thank you very much for your time.  
 N= 400 100%  
 END ..... 1 ( 1/101) 400 100%