

TABLE OF CONTENTS

New Hampshire Banner 1

Page 1.....Banner I  
REGION

Page 2.....Banner I  
AREA

Page 4.....Banner I  
1 HOW LIKELY ARE YOU TO VOTE IN THE PRESIDENTIAL ELECTION ON NOVEMBER 4TH?

Page 5.....Banner I  
2 AND HOW ARE YOU REGISTERED TO VOTE?

Page 6.....Banner I  
3 WHICH OF THE FOLLOWING BEST DESCRIBES YOUR AGE CATEGORY?

Page 7.....Banner I  
4 WHICH OF THE FOLLOWING BEST DESCRIBES YOUR RACE OR ETHNICITY?

Page 8.....Banner I  
5 WERE YOU A HILLARY CLINTON SUPPORTER ORIGINALLY IN THE DEMOCRATIC PRIMARY?

Page 9.....Banner I  
6 THERE ARE 5 MAJOR CANDIDATES FOR PRESIDENT, AT THIS POINT, FOR WHOM WILL YOU VOTE?

Page 10.....Banner I  
7 IS YOUR MIND MADE UP OR DO YOU THINK YOU MIGHT CHANGE YOUR MIND BEFORE THE ELECTION?

Page 11.....Banner I  
8 AS OF TODAY, WHO ARE YOU LEANING TOWARD?

Page 12.....Banner I  
9 WHICH OF THE FOLLOWING REASONS EXPLAINS YOUR VOTE FOR JOHN MCCAIN?

Page 13.....Banner I  
10 WHICH OF THE FOLLOWING REASONS EXPLAINS YOUR VOTE FOR BARACK OBAMA?

Page 14.....Banner I  
11 THERE ARE THREE CANDIDATES FOR U.S. SENATE, AT THIS POINT, FOR WHO WILL YOU VOTE OR TOWARD WHOM WILL YOU LEAN?

Page 15.....Banner I  
11A THINKING ABOUT ALL THE TV ADS THAT HAVE BEEN RUN IN THE U.S. SENATE CAMPAIGN, WHICH CAMPAIGN - THE SUNUNU OR SHAHEEN CAMPAIGN - HAVE RUN THE MORE NEGATIVE ADS?

Page 16.....Banner I  
12 THERE ARE THREE CANDIDATES FOR GOVERNOR, AT THIS POINT, FOR WHOM WILL YOU VOTE?

Page 17.....Banner I  
13 DO YOU BELIEVE THE MEDIA HAS TREATED SARAH PALIN FAIRLY, HARSHLY, OR NEUTRAL?

TABLE OF CONTENTS

Page 18.....Banner I  
14 WHICH ONE OF THE FOLLOWING ISSUES MATTERS MOST IN DECIDING YOUR VOTE FOR PRESIDENT?

Page 20.....Banner I  
15 REGARDLESS OF HOW YOU WOULD VOTE, HOW COMFORTABLE WOULD YOU BE WITH BARACK OBAMA AS PRESIDENT?

Page 21.....Banner I  
16 REGARDLESS OF HOW YOU WOULD VOTE, HOW COMFORTABLE WOULD YOU BE WITH JOHN MCCAIN AS PRESIDENT?

Page 22.....Banner I  
17 WHICH OF THE FOLLOWING COMES CLOSEST TO YOUR OPINION OF THE UPCOMING PRESIDENTIAL ELECTION?

Page 23.....Banner I  
18 WHICH POLITICAL PARTY - IF ANY - DO YOU BLAME FOR THE RECENT TURMOIL ON WALL STREET IN THE BANKING AND FINANCIAL SECTORS?

Page 24.....Banner I  
19 DO YOU APPROVE OR DISAPPROVE OF THE JOB GEORGE W. BUSH IS DOING AS PRESIDENT?

Page 25.....Banner I  
20 WHEN ALL THE VOTES ARE COUNTED IN NOVEMBER OF 2008, YOU DO YOU THINK WILL BE OUR NEXT PRESIDENT? NOT NECESSARILY WHO YOU ARE VOTING FOR  
BUT WHO DO YOU THINK WILL BE THE NEXT PRESIDENT? BARACK OBAMA OR JOHN MCCAIN?

Page 26.....Banner I  
21 ARE YOU CONFIDENT THAT NEW HAMPSHIRE WILL RETAIN ITS FIRST-IN-THE-NATION PRESIDENTIAL PRIMARY STATUS IN THE YEAR 2012?

Page 27.....Banner I  
22 DO YOU EXPECT THAT MASSACHUSETTS WILL PUT TOLLS UP ON ROUTE 93 FOR CARS TRAVELING TO AND FROM NEW HAMPSHIRE?

Page 28.....Banner I  
23 HAS ANYONE IN YOUR HOUSEHOLD EVER SERVED IN THE U.S. MILITARY?

Page 29.....Banner I  
24 DOES ANYONE IN YOUR HOUSEHOLD BELONG TO A LABOR UNION?

Page 30.....Banner I  
25 IN THE 2004 PRESIDENTIAL ELECTION, DID YOU VOTE FOR JOHN KERRY, GEORGE BUSH, OR RALPH NADER?

Page 31.....Banner I  
26 GENDER

TABLE OF CONTENTS

New Hampshire Banner II

Page 32.....Banner II  
REGION

Page 33.....Banner II  
AREA

Page 34.....Banner II  
1 HOW LIKELY ARE YOU TO VOTE IN THE PRESIDENTIAL ELECTION ON NOVEMBER 4TH?

Page 35.....Banner II  
2 AND HOW ARE YOU REGISTERED TO VOTE?

Page 36.....Banner II  
3 WHICH OF THE FOLLOWING BEST DESCRIBES YOUR AGE CATEGORY?

Page 37.....Banner II  
4 WHICH OF THE FOLLOWING BEST DESCRIBES YOUR RACE OR ETHNICITY?

Page 38.....Banner II  
5 WERE YOU A HILLARY CLINTON SUPPORTER ORIGINALLY IN THE DEMOCRATIC PRIMARY?

Page 39.....Banner II  
6 THERE ARE 5 MAJOR CANDIDATES FOR PRESIDENT, AT THIS POINT, FOR WHOM WILL YOU VOTE?

Page 40.....Banner II  
7 IS YOUR MIND MADE UP OR DO YOU THINK YOU MIGHT CHANGE YOUR MIND BEFORE THE ELECTION?

Page 41.....Banner II  
8 AS OF TODAY, WHO ARE YOU LEANING TOWARD?

Page 42.....Banner II  
9 WHICH OF THE FOLLOWING REASONS EXPLAINS YOUR VOTE FOR JOHN MCCAIN?

Page 43.....Banner II  
10 WHICH OF THE FOLLOWING REASONS EXPLAINS YOUR VOTE FOR BARACK OBAMA?

Page 44.....Banner II  
11 THERE ARE THREE CANDIDATES FOR U.S. SENATE, AT THIS POINT, FOR WHO WILL YOU VOTE OR TOWARD WHOM WILL YOU LEAN?

Page 45.....Banner II  
11A THINKING ABOUT ALL THE TV ADS THAT HAVE BEEN RUN IN THE U.S. SENATE CAMPAIGN, WHICH CAMPAIGN - THE SUNUNU OR SHAHEEN CAMPAIGN - HAVE RUN THE MORE NEGATIVE ADS?

Page 46.....Banner II  
12 THERE ARE THREE CANDIDATES FOR GOVERNOR, AT THIS POINT, FOR WHOM WILL YOU VOTE?

Page 47.....Banner II  
13 DO YOU BELIEVE THE MEDIA HAS TREATED SARAH PALIN FAIRLY, HARSHLY, OR NEUTRAL?

TABLE OF CONTENTS

Page 48.....Banner II  
14 WHICH ONE OF THE FOLLOWING ISSUES MATTERS MOST IN DECIDING YOUR VOTE FOR PRESIDENT?

Page 49.....Banner II  
15 REGARDLESS OF HOW YOU WOULD VOTE, HOW COMFORTABLE WOULD YOU BE WITH BARACK OBAMA AS PRESIDENT?

Page 50.....Banner II  
16 REGARDLESS OF HOW YOU WOULD VOTE, HOW COMFORTABLE WOULD YOU BE WITH JOHN MCCAIN AS PRESIDENT?

Page 51.....Banner II  
17 WHICH OF THE FOLLOWING COMES CLOSEST TO YOUR OPINION OF THE UPCOMING PRESIDENTIAL ELECTION?

Page 52.....Banner II  
18 WHICH POLITICAL PARTY - IF ANY - DO YOU BLAME FOR THE RECENT TURMOIL ON WALL STREET IN THE BANKING AND FINANCIAL SECTORS?

Page 53.....Banner II  
19 DO YOU APPROVE OR DISAPPROVE OF THE JOB GEORGE W. BUSH IS DOING AS PRESIDENT?

Page 54.....Banner II  
20 WHEN ALL THE VOTES ARE COUNTED IN NOVEMBER OF 2008, YOU DO YOU THINK WILL BE OUR NEXT PRESIDENT? NOT NECESSARILY WHO YOU ARE VOTING FOR BUT WHO DO YOU THINK WILL BE THE NEXT PRESIDENT? BARACK OBAMA OR JOHN MCCAIN?

Page 55.....Banner II  
21 ARE YOU CONFIDENT THAT NEW HAMPSHIRE WILL RETAIN ITS FIRST-IN-THE-NATION PRESIDENTIAL PRIMARY STATUS IN THE YEAR 2012?

Page 56.....Banner II  
22 DO YOU EXPECT THAT MASSACHUSETTS WILL PUT TOLLS UP ON ROUTE 93 FOR CARS TRAVELING TO AND FROM NEW HAMPSHIRE?

Page 57.....Banner II  
23 HAS ANYONE IN YOUR HOUSEHOLD EVER SERVED IN THE U.S. MILITARY?

Page 58.....Banner II  
24 DOES ANYONE IN YOUR HOUSEHOLD BELONG TO A LABOR UNION?

Page 59.....Banner II  
25 IN THE 2004 PRESIDENTIAL ELECTION, DID YOU VOTE FOR JOHN KERRY, GEORGE BUSH, OR RALPH NADER?

Page 60.....Banner II  
26 GENDER

TABLE OF CONTENTS

New Hampshire Banner III

Page 61.....Banner III  
REGION

Page 62.....Banner III  
AREA

Page 64.....Banner III  
1 HOW LIKELY ARE YOU TO VOTE IN THE PRESIDENTIAL ELECTION ON NOVEMBER 4TH?

Page 65.....Banner III  
2 AND HOW ARE YOU REGISTERED TO VOTE?

Page 66.....Banner III  
3 WHICH OF THE FOLLOWING BEST DESCRIBES YOUR AGE CATEGORY?

Page 67.....Banner III  
4 WHICH OF THE FOLLOWING BEST DESCRIBES YOUR RACE OR ETHNICITY?

Page 68.....Banner III  
5 WERE YOU A HILLARY CLINTON SUPPORTER ORIGINALLY IN THE DEMOCRATIC PRIMARY?

Page 69.....Banner III  
6 THERE ARE 5 MAJOR CANDIDATES FOR PRESIDENT, AT THIS POINT, FOR WHOM WILL YOU VOTE?

Page 70.....Banner III  
7 IS YOUR MIND MADE UP OR DO YOU THINK YOU MIGHT CHANGE YOUR MIND BEFORE THE ELECTION?

Page 71.....Banner III  
8 AS OF TODAY, WHO ARE YOU LEANING TOWARD?

Page 72.....Banner III  
9 WHICH OF THE FOLLOWING REASONS EXPLAINS YOUR VOTE FOR JOHN MCCAIN?

Page 73.....Banner III  
10 WHICH OF THE FOLLOWING REASONS EXPLAINS YOUR VOTE FOR BARACK OBAMA?

Page 74.....Banner III  
11 THERE ARE THREE CANDIDATES FOR U.S. SENATE, AT THIS POINT, FOR WHO WILL YOU VOTE OR TOWARD WHOM WILL YOU LEAN?

Page 75.....Banner III  
11A THINKING ABOUT ALL THE TV ADS THAT HAVE BEEN RUN IN THE U.S. SENATE CAMPAIGN, WHICH CAMPAIGN - THE SUNUNU OR SHAHEEN CAMPAIGN - HAVE RUN THE MORE NEGATIVE ADS?

Page 76.....Banner III  
12 THERE ARE THREE CANDIDATES FOR GOVERNOR, AT THIS POINT, FOR WHOM WILL YOU VOTE?

Page 77.....Banner III  
13 DO YOU BELIEVE THE MEDIA HAS TREATED SARAH PALIN FAIRLY, HARSHLY, OR NEUTRAL?

TABLE OF CONTENTS

Page 78.....Banner III  
14 WHICH ONE OF THE FOLLOWING ISSUES MATTERS MOST IN DECIDING YOUR VOTE FOR PRESIDENT?

Page 80.....Banner III  
15 REGARDLESS OF HOW YOU WOULD VOTE, HOW COMFORTABLE WOULD YOU BE WITH BARACK OBAMA AS PRESIDENT?

Page 81.....Banner III  
16 REGARDLESS OF HOW YOU WOULD VOTE, HOW COMFORTABLE WOULD YOU BE WITH JOHN MCCAIN AS PRESIDENT?

Page 82.....Banner III  
17 WHICH OF THE FOLLOWING COMES CLOSEST TO YOUR OPINION OF THE UPCOMING PRESIDENTIAL ELECTION?

Page 83.....Banner III  
18 WHICH POLITICAL PARTY - IF ANY - DO YOU BLAME FOR THE RECENT TURMOIL ON WALL STREET IN THE BANKING AND FINANCIAL SECTORS?

Page 84.....Banner III  
19 DO YOU APPROVE OR DISAPPROVE OF THE JOB GEORGE W. BUSH IS DOING AS PRESIDENT?

Page 85.....Banner III  
20 WHEN ALL THE VOTES ARE COUNTED IN NOVEMBER OF 2008, YOU DO YOU THINK WILL BE OUR NEXT PRESIDENT? NOT NECESSARILY WHO YOU ARE VOTING FOR BUT WHO DO YOU THINK WILL BE THE NEXT PRESIDENT? BARACK OBAMA OR JOHN MCCAIN?

Page 86.....Banner III  
21 ARE YOU CONFIDENT THAT NEW HAMPSHIRE WILL RETAIN ITS FIRST-IN-THE-NATION PRESIDENTIAL PRIMARY STATUS IN THE YEAR 2012?

Page 87.....Banner III  
22 DO YOU EXPECT THAT MASSACHUSETTS WILL PUT TOLLS UP ON ROUTE 93 FOR CARS TRAVELING TO AND FROM NEW HAMPSHIRE?

Page 88.....Banner III  
23 HAS ANYONE IN YOUR HOUSEHOLD EVER SERVED IN THE U.S. MILITARY?

Page 89.....Banner III  
24 DOES ANYONE IN YOUR HOUSEHOLD BELONG TO A LABOR UNION?

Page 90.....Banner III  
25 IN THE 2004 PRESIDENTIAL ELECTION, DID YOU VOTE FOR JOHN KERRY, GEORGE BUSH, OR RALPH NADER?

Page 91.....Banner III  
26 GENDER

TABLE OF CONTENTS

New Hampshire Banner IV

Page 92.....Banner IV  
REGION

Page 93.....Banner IV  
AREA

Page 95.....Banner IV  
1 HOW LIKELY ARE YOU TO VOTE IN THE PRESIDENTIAL ELECTION ON NOVEMBER 4TH?

Page 96.....Banner IV  
2 AND HOW ARE YOU REGISTERED TO VOTE?

Page 97.....Banner IV  
3 WHICH OF THE FOLLOWING BEST DESCRIBES YOUR AGE CATEGORY?

Page 98.....Banner IV  
4 WHICH OF THE FOLLOWING BEST DESCRIBES YOUR RACE OR ETHNICITY?

Page 99.....Banner IV  
5 WERE YOU A HILLARY CLINTON SUPPORTER ORIGINALLY IN THE DEMOCRATIC PRIMARY?

Page 100.....Banner IV  
6 THERE ARE 5 MAJOR CANDIDATES FOR PRESIDENT, AT THIS POINT, FOR WHOM WILL YOU VOTE?

Page 101.....Banner IV  
7 IS YOUR MIND MADE UP OR DO YOU THINK YOU MIGHT CHANGE YOUR MIND BEFORE THE ELECTION?

Page 102.....Banner IV  
8 AS OF TODAY, WHO ARE YOU LEANING TOWARD?

Page 103.....Banner IV  
9 WHICH OF THE FOLLOWING REASONS EXPLAINS YOUR VOTE FOR JOHN MCCAIN?

Page 104.....Banner IV  
10 WHICH OF THE FOLLOWING REASONS EXPLAINS YOUR VOTE FOR BARACK OBAMA?

Page 105.....Banner IV  
11 THERE ARE THREE CANDIDATES FOR U.S. SENATE, AT THIS POINT, FOR WHO WILL YOU VOTE OR TOWARD WHOM WILL YOU LEAN?

Page 106.....Banner IV  
11A THINKING ABOUT ALL THE TV ADS THAT HAVE BEEN RUN IN THE U.S. SENATE CAMPAIGN, WHICH CAMPAIGN - THE SUNUNU OR SHAHEEN CAMPAIGN - HAVE RUN THE MORE NEGATIVE ADS?

Page 107.....Banner IV  
12 THERE ARE THREE CANDIDATES FOR GOVERNOR, AT THIS POINT, FOR WHOM WILL YOU VOTE?

Page 108.....Banner IV  
13 DO YOU BELIEVE THE MEDIA HAS TREATED SARAH PALIN FAIRLY, HARSHLY, OR NEUTRAL?

TABLE OF CONTENTS

Page 109.....Banner IV  
14 WHICH ONE OF THE FOLLOWING ISSUES MATTERS MOST IN DECIDING YOUR VOTE FOR PRESIDENT?

Page 111.....Banner IV  
15 REGARDLESS OF HOW YOU WOULD VOTE, HOW COMFORTABLE WOULD YOU BE WITH BARACK OBAMA AS PRESIDENT?

Page 112.....Banner IV  
16 REGARDLESS OF HOW YOU WOULD VOTE, HOW COMFORTABLE WOULD YOU BE WITH JOHN MCCAIN AS PRESIDENT?

Page 113.....Banner IV  
17 WHICH OF THE FOLLOWING COMES CLOSEST TO YOUR OPINION OF THE UPCOMING PRESIDENTIAL ELECTION?

Page 114.....Banner IV  
18 WHICH POLITICAL PARTY - IF ANY - DO YOU BLAME FOR THE RECENT TURMOIL ON WALL STREET IN THE BANKING AND FINANCIAL SECTORS?

Page 115.....Banner IV  
19 DO YOU APPROVE OR DISAPPROVE OF THE JOB GEORGE W. BUSH IS DOING AS PRESIDENT?

Page 116.....Banner IV  
20 WHEN ALL THE VOTES ARE COUNTED IN NOVEMBER OF 2008, YOU DO YOU THINK WILL BE OUR NEXT PRESIDENT? NOT NECESSARILY WHO YOU ARE VOTING FOR BUT WHO DO YOU THINK WILL BE THE NEXT PRESIDENT? BARACK OBAMA OR JOHN MCCAIN?

Page 117.....Banner IV  
21 ARE YOU CONFIDENT THAT NEW HAMPSHIRE WILL RETAIN ITS FIRST-IN-THE-NATION PRESIDENTIAL PRIMARY STATUS IN THE YEAR 2012?

Page 118.....Banner IV  
22 DO YOU EXPECT THAT MASSACHUSETTS WILL PUT TOLLS UP ON ROUTE 93 FOR CARS TRAVELING TO AND FROM NEW HAMPSHIRE?

Page 119.....Banner IV  
23 HAS ANYONE IN YOUR HOUSEHOLD EVER SERVED IN THE U.S. MILITARY?

Page 120.....Banner IV  
24 DOES ANYONE IN YOUR HOUSEHOLD BELONG TO A LABOR UNION?

Page 121.....Banner IV  
25 IN THE 2004 PRESIDENTIAL ELECTION, DID YOU VOTE FOR JOHN KERRY, GEORGE BUSH, OR RALPH NADER?

Page 122.....Banner IV  
26 GENDER



TABLE OF CONTENTS

New Hampshire Banner V

Page 123.....Banner V  
REGION

Page 124.....Banner V  
AREA

Page 126.....Banner V  
1 HOW LIKELY ARE YOU TO VOTE IN THE PRESIDENTIAL ELECTION ON NOVEMBER 4TH?

Page 127.....Banner V  
2 AND HOW ARE YOU REGISTERED TO VOTE?

Page 128.....Banner V  
3 WHICH OF THE FOLLOWING BEST DESCRIBES YOUR AGE CATEGORY?

Page 129.....Banner V  
4 WHICH OF THE FOLLOWING BEST DESCRIBES YOUR RACE OR ETHNICITY?

Page 130.....Banner V  
5 WERE YOU A HILLARY CLINTON SUPPORTER ORIGINALLY IN THE DEMOCRATIC PRIMARY?

Page 131.....Banner V  
6 THERE ARE 5 MAJOR CANDIDATES FOR PRESIDENT, AT THIS POINT, FOR WHOM WILL YOU VOTE?

Page 132.....Banner V  
7 IS YOUR MIND MADE UP OR DO YOU THINK YOU MIGHT CHANGE YOUR MIND BEFORE THE ELECTION?

Page 133.....Banner V  
8 AS OF TODAY, WHO ARE YOU LEANING TOWARD?

Page 134.....Banner V  
9 WHICH OF THE FOLLOWING REASONS EXPLAINS YOUR VOTE FOR JOHN MCCAIN?

Page 135.....Banner V  
10 WHICH OF THE FOLLOWING REASONS EXPLAINS YOUR VOTE FOR BARACK OBAMA?

Page 136.....Banner V  
11 THERE ARE THREE CANDIDATES FOR U.S. SENATE, AT THIS POINT, FOR WHO WILL YOU VOTE OR TOWARD WHOM WILL YOU LEAN?

Page 137.....Banner V  
11A THINKING ABOUT ALL THE TV ADS THAT HAVE BEEN RUN IN THE U.S. SENATE CAMPAIGN, WHICH CAMPAIGN - THE SUNUNU OR SHAHEEN CAMPAIGN - HAVE RUN THE MORE NEGATIVE ADS?

Page 138.....Banner V  
12 THERE ARE THREE CANDIDATES FOR GOVERNOR, AT THIS POINT, FOR WHOM WILL YOU VOTE?

Page 139.....Banner V  
13 DO YOU BELIEVE THE MEDIA HAS TREATED SARAH PALIN FAIRLY, HARSHLY, OR NEUTRAL?

TABLE OF CONTENTS

Page 140.....Banner V  
14 WHICH ONE OF THE FOLLOWING ISSUES MATTERS MOST IN DECIDING YOUR VOTE FOR PRESIDENT?

Page 142.....Banner V  
15 REGARDLESS OF HOW YOU WOULD VOTE, HOW COMFORTABLE WOULD YOU BE WITH BARACK OBAMA AS PRESIDENT?

Page 143.....Banner V  
16 REGARDLESS OF HOW YOU WOULD VOTE, HOW COMFORTABLE WOULD YOU BE WITH JOHN MCCAIN AS PRESIDENT?

Page 144.....Banner V  
17 WHICH OF THE FOLLOWING COMES CLOSEST TO YOUR OPINION OF THE UPCOMING PRESIDENTIAL ELECTION?

Page 145.....Banner V  
18 WHICH POLITICAL PARTY - IF ANY - DO YOU BLAME FOR THE RECENT TURMOIL ON WALL STREET IN THE BANKING AND FINANCIAL SECTORS?

Page 146.....Banner V  
19 DO YOU APPROVE OR DISAPPROVE OF THE JOB GEORGE W. BUSH IS DOING AS PRESIDENT?

Page 147.....Banner V  
20 WHEN ALL THE VOTES ARE COUNTED IN NOVEMBER OF 2008, YOU DO YOU THINK WILL BE OUR NEXT PRESIDENT? NOT NECESSARILY WHO YOU ARE VOTING FOR BUT WHO DO YOU THINK WILL BE THE NEXT PRESIDENT? BARACK OBAMA OR JOHN MCCAIN?

Page 148.....Banner V  
21 ARE YOU CONFIDENT THAT NEW HAMPSHIRE WILL RETAIN ITS FIRST-IN-THE-NATION PRESIDENTIAL PRIMARY STATUS IN THE YEAR 2012?

Page 149.....Banner V  
22 DO YOU EXPECT THAT MASSACHUSETTS WILL PUT TOLLS UP ON ROUTE 93 FOR CARS TRAVELING TO AND FROM NEW HAMPSHIRE?

Page 150.....Banner V  
23 HAS ANYONE IN YOUR HOUSEHOLD EVER SERVED IN THE U.S. MILITARY?

Page 151.....Banner V  
24 DOES ANYONE IN YOUR HOUSEHOLD BELONG TO A LABOR UNION?

Page 152.....Banner V  
25 IN THE 2004 PRESIDENTIAL ELECTION, DID YOU VOTE FOR JOHN KERRY, GEORGE BUSH, OR RALPH NADER?

Page 153.....Banner V  
26 GENDER

Banner I  
REGION

	GENDER		LIKELY TO VOTE			REGISTERED TO VOTE				REGION				AGE GROUP					
	TOTAL	MALE	FEMALE	VERY	SMWT	VOTED	DEM	REP	IND	REG	CNTRL	WST/N	HLLSB	RCKHM	18-35	36-45	46-55	56-65	65+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)
TOTAL ANSWERING	600	290	310	566	5	29	181	189	225	5	147	137	175	141	63	81	136	138	179
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Central	147	70	77	139	2	6	50	47	47	3	147	-	-	-	16	14	30	38	49
	24%	24%	25%	25%	40%	21%	28%	25%	21%	60%	100%				25%	17%	22%	28%	27%
										i								p	p
West/North	137	65	72	128	1	8	42	41	54	-	-	137	-	-	12	13	28	30	54
	23%	22%	23%	23%	20%	28%	23%	22%	24%			100%			19%	16%	21%	22%	30%
																			oPQr
Hillsborough	175	86	89	165	1	9	48	58	68	1	-	-	175	-	25	26	43	36	44
	29%	30%	29%	29%	20%	31%	27%	31%	30%	20%			100%		40%	32%	32%	26%	25%
															rS				
Rockingham	141	69	72	134	1	6	41	43	56	1	-	-	-	141	10	28	35	34	32
	24%	24%	23%	24%	20%	21%	23%	23%	25%	20%				100%	16%	35%	26%	25%	18%
															OS	OS			

Comparison Groups: BC/DEF/GHIJ/KLMN/OPQRS  
 Independent T-Test for Means, Independent Z-Test for Percentages  
 Upper case letters indicate significance at the 95% level.  
 Lower case letters indicate significance at the 90% level.

Banner I  
AREA

	GENDER		LIKELY TO VOTE			REGISTERED TO VOTE					REGION				AGE GROUP				
	TOTAL	MALE	FEMALE	VERY	SMWT	VOTED	DEM	REP	IND	REG	CNTRL	WST/N	HLLSB	RCKHM	18-35	36-45	46-55	56-65	65+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)
TOTAL ANSWERING	600	290	310	566	5	29	181	189	225	5	147	137	175	141	63	81	136	138	179
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Belknap	29	18	11	27	-	2	8	11	10	-	29	-	-	-	2	2	6	10	9
	5%	6%	4%	5%		7%	4%	6%	4%		20%				3%	2%	4%	7%	5%
																			p
Strafford	50	26	24	46	1	3	20	12	16	2	50	-	-	-	4	5	11	7	23
	8%	9%	8%	8%	20%	10%	11%	6%	7%	40%	34%				6%	6%	8%	5%	13%
																			pR
Merrimack	68	26	42	66	1	1	22	24	21	1	68	-	-	-	10	7	13	21	17
	11%	9%	14%	12%	20%	3%	12%	13%	9%	20%	46%				16%	9%	10%	15%	9%
			b	F															
Carroll	25	8	17	22	-	3	5	12	8	-	-	25	-	-	2	2	3	9	9
	4%	3%	5%	4%		10%	3%	6%	4%			18%			3%	2%	2%	7%	5%
			b					g											q
Cheshire	37	15	22	36	-	1	17	8	12	-	-	37	-	-	3	3	8	9	14
	6%	5%	7%	6%		3%	9%	4%	5%			27%			5%	4%	6%	7%	8%
							H												
Coos	15	9	6	14	-	1	3	4	8	-	-	15	-	-	2	2	3	5	3
	2%	3%	2%	2%		3%	2%	2%	4%			11%			3%	2%	2%	4%	2%
Grafton	39	23	16	35	1	3	13	11	15	-	-	39	-	-	3	2	10	5	19
	6%	8%	5%	6%	20%	10%	7%	6%	7%			28%			5%	2%	7%	4%	11%
																	p		oPR
Sullivan	21	10	11	21	-	-	4	6	11	-	-	21	-	-	2	4	4	2	9
	4%	3%	4%	4%			2%	3%	5%			15%			3%	5%	3%	1%	5%
																			r
Hillsborough	175	86	89	165	1	9	48	58	68	1	-	-	175	-	25	26	43	36	44
	29%	30%	29%	29%	20%	31%	27%	31%	30%	20%			100%		40%	32%	32%	26%	25%
															rS				

Comparison Groups: BC/DEF/GHIJ/KLMN/OPQRS  
 Independent T-Test for Means, Independent Z-Test for Percentages  
 Upper case letters indicate significance at the 95% level.  
 Lower case letters indicate significance at the 90% level.

Banner I  
AREA

	GENDER		LIKELY TO VOTE			REGISTERED TO VOTE				REGION				AGE GROUP					
	TOTAL	MALE	FEMALE	VERY	SMWT	VOTED	DEM	REP	IND	REG	CNTRL	WST/N	HLLSB	RCKHM	18-35	36-45	46-55	56-65	65+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)
Rockingham	141	69	72	134	1	6	41	43	56	1	-	-	-	141	10	28	35	34	32
	24%	24%	23%	24%	20%	21%	23%	23%	25%	20%				100%	16%	35%	26%	25%	18%
																OS	OS		

Comparison Groups: BC/DEF/GHIJ/KLMN/OPQRS  
 Independent T-Test for Means, Independent Z-Test for Percentages  
 Upper case letters indicate significance at the 95% level.  
 Lower case letters indicate significance at the 90% level.

Banner I

1 HOW LIKELY ARE YOU TO VOTE IN THE PRESIDENTIAL ELECTION ON NOVEMBER 4TH?

	GENDER		LIKELY TO VOTE				REGISTERED TO VOTE				REGION				AGE GROUP				
	TOTAL	MALE	FEMALE	VERY	SMWT	VOTED	DEM	REP	IND	REG	CNTRL	WST/N	HLLSB	RCKHM	18-35	36-45	46-55	56-65	65+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)
TOTAL ANSWERING	600	290	310	566	5	29	181	189	225	5	147	137	175	141	63	81	136	138	179
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Very Likely	566	277	289	566	-	-	168	178	217	3	139	128	165	134	63	78	129	128	165
	94%	96%	93%	100%			93%	94%	96%	60%	95%	93%	94%	95%	100%	96%	95%	93%	92%
									j						pQRS				
Somewhat Likely	5	2	3	-	5	-	2	2	-	1	2	1	1	1	-	-	2	-	3
	1%	1%	1%		100%		1%	1%		20%	1%	1%	1%	1%			1%		2%
Already Voted	29	11	18	-	-	29	11	9	8	1	6	8	9	6	-	3	5	10	11
	5%	4%	6%			100%	6%	5%	4%	20%	4%	6%	5%	4%		4%	4%	7%	6%
Not Very Likely or Not at all Likely	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't Know/ Refused	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Comparison Groups: BC/DEF/GHIJ/KLMN/OPQRS  
 Independent T-Test for Means, Independent Z-Test for Percentages  
 Upper case letters indicate significance at the 95% level.  
 Lower case letters indicate significance at the 90% level.

Banner I  
2 AND HOW ARE YOU REGISTERED TO VOTE?

	GENDER		LIKELY TO VOTE			REGISTERED TO VOTE				REGION				AGE GROUP					
	TOTAL	MALE	FEMALE	VERY	SMWT	VOTED	DEM	REP	IND	REG	CNTRL	WST/N	HLLSB	RCKHM	18-35	36-45	46-55	56-65	65+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)
TOTAL ANSWERING	600	290	310	566	5	29	181	189	225	5	147	137	175	141	63	81	136	138	179
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Democrat	181	72	109	168	2	11	181	-	-	-	50	42	48	41	27	24	42	39	48
	30%	25%	35%	30%	40%	38%	100%				34%	31%	27%	29%	43%	30%	31%	28%	27%
			B												pRS				
Republican	189	100	89	178	2	9	-	189	-	-	47	41	58	43	15	29	37	45	63
	32%	34%	29%	31%	40%	31%		100%			32%	30%	33%	30%	24%	36%	27%	33%	35%
																			o
Independent/ Other	225	115	110	217	-	8	-	-	225	-	47	54	68	56	21	26	55	54	67
	38%	40%	35%	38%		28%			100%		32%	39%	39%	40%	33%	32%	40%	39%	37%
Not Registered Yet	5	3	2	3	1	1	-	-	-	5	3	-	1	1	-	2	2	-	1
	1%	1%	1%	1%	20%	3%				100%	2%		1%	1%		2%	1%		1%

Comparison Groups: BC/DEF/GHIJ/KLMN/OPQRS  
 Independent T-Test for Means, Independent Z-Test for Percentages  
 Upper case letters indicate significance at the 95% level.  
 Lower case letters indicate significance at the 90% level.

Banner I

3 WHICH OF THE FOLLOWING BEST DESCRIBES YOUR AGE CATEGORY?

	GENDER		LIKELY TO VOTE				REGISTERED TO VOTE				REGION				AGE GROUP				
	TOTAL	MALE	FEMALE	VERY	SMWT	VOTED	DEM	REP	IND	REG	CNTRL	WST/N	HLLSB	RCKHM	18-35	36-45	46-55	56-65	65+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)
TOTAL ANSWERING	600	290	310	566	5	29	181	189	225	5	147	137	175	141	63	81	136	138	179
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
18-25	21	8	13	21	-	-	9	2	10	-	6	5	8	2	21	-	-	-	-
	4%	3%	4%	4%			5%	1%	4%		4%	4%	5%	1%	33%				
							H		H				n						
26-35	42	23	19	42	-	-	18	13	11	-	10	7	17	8	42	-	-	-	-
	7%	8%	6%	7%			10%	7%	5%		7%	5%	10%	6%	67%				
							i												
26-45	81	38	43	78	-	3	24	29	26	2	14	13	26	28	-	81	-	-	-
	14%	13%	14%	14%		10%	13%	15%	12%	40%	10%	9%	15%	20%		100%			
														KL					
46-55	136	65	71	129	2	5	42	37	55	2	30	28	43	35	-	-	136	-	-
	23%	22%	23%	23%	40%	17%	23%	20%	24%	40%	20%	20%	25%	25%			100%		
56-64	138	72	66	128	-	10	39	45	54	-	38	30	36	34	-	-	-	138	-
	23%	25%	21%	23%		34%	22%	24%	24%		26%	22%	21%	24%				100%	
Over 65	179	83	96	165	3	11	48	63	67	1	49	54	44	32	-	-	-	-	179
	30%	29%	31%	29%	60%	38%	27%	33%	30%	20%	33%	39%	25%	23%					100%
											N	MN							
Refused	3	1	2	3	-	-	1	-	2	-	-	-	1	2	-	-	-	-	-
	0.5%	0.3%	0.3%	0.5%			0.3%		0.3%				0.3%	0.3%					

Comparison Groups: BC/DEF/GHIJ/KLMN/OPQRS  
 Independent T-Test for Means, Independent Z-Test for Percentages  
 Upper case letters indicate significance at the 95% level.  
 Lower case letters indicate significance at the 90% level.



Banner I

4 WHICH OF THE FOLLOWING BEST DESCRIBES YOUR RACE OR ETHNICITY?

	GENDER		LIKELY TO VOTE			REGISTERED TO VOTE				REGION				AGE GROUP					
	TOTAL	MALE	FEMALE	VERY	SMWT	VOTED	DEM	REP	IND	REG	CNTRL	WST/N	HLLSB	RCKHM	18-35	36-45	46-55	56-65	65+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)
TOTAL ANSWERING	600	290	310	566	5	29	181	189	225	5	147	137	175	141	63	81	136	138	179
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
White/Caucasian	571	274	297	537	5	29	167	181	218	5	144	131	166	130	57	72	130	136	174
	95%	94%	96%	95%	100%	100%	92%	96%	97%	100%	98%	96%	95%	92%	90%	89%	96%	99%	97%
					D	D			G	GHI	N						p	OP	oP
African-American	1	1	-	1	-	-	1	-	-	-	-	1	-	-	-	-	-	-	1
	%	%		%			1%					1%							1%
Asian	4	3	1	4	-	-	2	-	2	-	-	2	1	1	-	3	1	-	-
	1%	1%	%	1%			1%		1%			1%	1%	1%		4%	1%		
American Indian	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Hispanic	8	5	3	8	-	-	4	1	3	-	1	1	4	2	3	1	3	1	-
	1%	2%	1%	1%			2%	1%	1%		1%	1%	2%	1%	5%	1%	2%	1%	
Other/ Undecided	8	4	4	8	-	-	6	2	-	-	2	1	2	3	2	1	2	1	2
	1%	1%	1%	1%			3%	1%			1%	1%	1%	2%	3%	1%	1%	1%	1%
Refused	8	3	5	8	-	-	1	5	2	-	-	1	2	5	1	4	-	-	2
	1%	1%	2%	1%			1%	3%	1%			1%	1%	4%	2%	5%			1%

Comparison Groups: BC/DEF/GHIJ/KLMN/OPQRS  
 Independent T-Test for Means, Independent Z-Test for Percentages  
 Upper case letters indicate significance at the 95% level.  
 Lower case letters indicate significance at the 90% level.

Banner I

5 WERE YOU A HILLARY CLINTON SUPPORTER ORIGINALLY IN THE DEMOCRATIC PRIMARY?

	GENDER		LIKELY TO VOTE			REGISTERED TO VOTE				REGION				AGE GROUP					
	TOTAL	MALE	FEMALE	VERY	SMWT	VOTED	DEM	REP	IND	REG	CNTRL	WST/N	HLLSB	RCKHM	18-35	36-45	46-55	56-65	65+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)
TOTAL ANSWERING	600	290	310	566	5	29	181	189	225	5	147	137	175	141	63	81	136	138	179
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Yes	142	51	91	129	3	10	70	15	53	4	37	36	35	34	16	12	34	35	44
	24%	18%	29%	23%	60%	34%	39%	8%	24%	80%	25%	26%	20%	24%	25%	15%	25%	25%	25%
			B		d		HI		H	GHI							p	p	p
No	442	229	213	425	2	15	103	169	170	-	103	99	136	104	44	68	97	102	129
	74%	79%	69%	75%	40%	52%	57%	89%	76%		70%	72%	78%	74%	70%	84%	71%	74%	72%
		C		F			GI	G							OQrS				
Undecided/ Don't Know	16	10	6	12	-	4	8	5	2	1	7	2	4	3	3	1	5	1	6
	3%	3%	2%	2%		14%	4%	3%	1%	20%	5%	1%	2%	2%	5%	1%	4%	1%	3%
						d	I										r		r
Refused	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Comparison Groups: BC/DEF/GHIJ/KLMN/OPQRS  
 Independent T-Test for Means, Independent Z-Test for Percentages  
 Upper case letters indicate significance at the 95% level.  
 Lower case letters indicate significance at the 90% level.

Banner I

6 THERE ARE 5 MAJOR CANDIDATES FOR PRESIDENT, AT THIS POINT, FOR WHOM WILL YOU VOTE?

	GENDER		LIKELY TO VOTE				REGISTERED TO VOTE				REGION				AGE GROUP				
	TOTAL	MALE	FEMALE	VERY	SMWT	VOTED	DEM	REP	IND	REG	CNTRL	WST/N	HLLSB	RCKHM	18-35	36-45	46-55	56-65	65+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)
TOTAL ANSWERING	600	290	310	566	5	29	181	189	225	5	147	137	175	141	63	81	136	138	179
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Barack Obama - Democrat	311	131	180	291	4	16	163	22	122	4	73	81	92	65	40	36	75	70	89
	52%	45%	58%	51%	80%	55%	90%	12%	54%	80%	50%	59%	53%	46%	63%	44%	55%	51%	50%
			B				HI		H	H		N		Prs					
John McCain - Republican	229	126	103	217	1	11	6	151	71	1	58	42	71	58	14	33	47	62	72
	38%	43%	33%	38%	20%	38%	3%	80%	32%	20%	39%	31%	41%	41%	22%	41%	35%	45%	40%
			C				GIJ	G				1	1		O	o	Oq	O	
Bob Barr - Libertarian	5	3	2	5	-	-	-	2	3	-	-	-	2	3	1	2	-	1	1
	1%	1%	1%	1%				1%	1%				1%	2%	2%	2%		1%	1%
Ralph Nader - Independent	4	3	1	3	-	1	-	1	3	-	1	1	-	2	-	-	2	2	-
	1%	1%	*%	1%		3%		1%	1%		1%	1%		1%			1%	1%	
Cynthia McKinney - Green	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Undecided/ Don't Know	36	18	18	36	-	-	9	9	18	-	14	9	6	7	7	8	7	3	11
	6%	6%	6%	6%			5%	5%	8%		10%	7%	3%	5%	11%	10%	5%	2%	6%
											M			R	R				r
Refused	15	9	6	14	-	1	3	4	8	-	1	4	4	6	1	2	5	-	6
	2%	3%	2%	2%		3%	2%	2%	4%		1%	3%	2%	4%	2%	2%	4%		3%
														k					

Comparison Groups: BC/DEF/GHIJ/KLMN/OPQRS  
 Independent T-Test for Means, Independent Z-Test for Percentages  
 Upper case letters indicate significance at the 95% level.  
 Lower case letters indicate significance at the 90% level.

Banner I

7 IS YOUR MIND MADE UP OR DO YOU THINK YOU MIGHT CHANGE YOUR MIND BEFORE THE ELECTION?

	GENDER		LIKELY TO VOTE				REGISTERED TO VOTE				REGION				AGE GROUP				
	TOTAL	MALE	FEMALE	VERY	SMWT	VOTED	DEM	REP	IND	REG	CNTRL	WST/N	HLLSB	RCKHM	18-35	36-45	46-55	56-65	65+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)
TOTAL ANSWERING	549	263	286	516	5	28	169	176	199	5	132	124	165	128	55	71	124	135	162
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Mind Made Up	505	237	268	476	2	27	164	164	175	2	124	119	151	111	51	63	113	126	150
	92%	90%	94%	92%	40%	96%	97%	93%	88%	40%	94%	96%	92%	87%	93%	89%	91%	93%	93%
				E		E	hIJ	iJ	J		N	N							
Might Change	37	22	15	34	3	-	4	11	19	3	7	5	10	15	3	7	10	8	9
	7%	8%	5%	7%	60%		2%	6%	10%	60%	5%	4%	6%	12%	5%	10%	8%	6%	6%
					D			g	G	GHI				kLm					
Undecided/ Don't Know	6	3	3	6	-	-	1	1	4	-	1	-	3	2	1	-	1	1	3
	1%	1%	1%	1%			1%	1%	2%		1%		2%	2%	2%		1%	1%	2%
Refused	1	1	-	-	-	1	-	-	1	-	-	-	1	-	-	1	-	-	-
	*%	*%				4%			1%				1%			1%			

Comparison Groups: BC/DEF/GHIJ/KLMN/OPQRS  
 Independent T-Test for Means, Independent Z-Test for Percentages  
 Upper case letters indicate significance at the 95% level.  
 Lower case letters indicate significance at the 90% level.

Banner I  
8 AS OF TODAY, WHO ARE YOU LEANING TOWARD?

	GENDER		LIKELY TO VOTE			REGISTERED TO VOTE					REGION				AGE GROUP				
	TOTAL	MALE	FEMALE	VERY	SMWT	VOTED	DEM	REP	IND	REG	CNTRL	WST/N	HLLSB	RCKHM	18-35	36-45	46-55	56-65	65+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)
TOTAL ANSWERING	51	27	24	50	-	1	12	13	26	-	15	13	10	13	8	10	12	3	17
	100%	100%	100%	100%		100%	100%	100%	100%		100%	100%	100%	100%	100%	100%	100%	100%	100%
John McCain - Republican	12	6	6	12	-	-	2	4	6	-	8	1	1	2	1	4	2	1	4
	24%	22%	25%	24%			17%	31%	23%		53%	8%	10%	15%	12%	40%	17%	33%	24%
											LMN								
Barack Obama - Democrat	8	2	6	8	-	-	5	1	2	-	2	1	2	3	3	1	-	-	4
	16%	7%	25%	16%			42%	8%	8%		13%	8%	20%	23%	38%	10%			24%
			b				HI												
Ralph Nader - Independent	1	-	1	1	-	-	-	-	1	-	-	1	-	-	-	-	-	-	1
	2%		4%	2%					4%			8%							6%
Bob Barr - Libertarian	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Cynthia McKinney - Green	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Undecided/ Don't Know	17	11	6	17	-	-	4	4	9	-	5	5	4	3	3	3	6	2	3
	33%	41%	25%	34%			33%	31%	35%		33%	38%	40%	23%	38%	30%	50%	67%	18%
																	s	s	
Refused	13	8	5	12	-	1	1	4	8	-	-	5	3	5	1	2	4	-	5
	25%	30%	21%	24%		100%	8%	31%	31%			38%	30%	38%	12%	20%	33%		29%
						D			g										

Comparison Groups: BC/DEF/GHIJ/KLMN/OPQRS  
 Independent T-Test for Means, Independent Z-Test for Percentages  
 Upper case letters indicate significance at the 95% level.  
 Lower case letters indicate significance at the 90% level.

Banner I

9 WHICH OF THE FOLLOWING REASONS EXPLAINS YOUR VOTE FOR JOHN MCCAIN?

	GENDER		LIKELY TO VOTE			REGISTERED TO VOTE				REGION				AGE GROUP					
	TOTAL	MALE	FEMALE	VERY	SMWT	VOTED	DEM	REP	IND	REG	CNTRL	WST/N	HLLSB	RCKHM	18-35	36-45	46-55	56-65	65+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)
TOTAL ANSWERING	241	132	109	229	1	11	8	155	77	1	66	43	72	60	15	37	49	63	76
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
More of a vote for McCain	145	83	62	137	1	7	2	92	50	1	37	31	44	33	8	20	28	38	51
	60%	63%	57%	60%	100%	64%	25%	59%	65%	100%	56%	72%	61%	55%	53%	54%	57%	60%	67%
					DF			G	G	GHI		kn							
More of a vote against Obama	64	37	27	61	-	3	4	40	20	-	17	8	23	16	5	9	13	22	15
	27%	28%	25%	27%		27%	50%	26%	26%		26%	19%	32%	27%	33%	24%	27%	35%	20%
													1					S	
More of a vote for Palin	12	4	8	12	-	-	2	7	3	-	4	2	2	4	1	4	5	1	1
	5%	3%	7%	5%			25%	5%	4%		6%	5%	3%	7%	7%	11%	10%	2%	1%
																rs	rs		
Other	16	6	10	15	-	1	-	13	3	-	7	-	3	6	1	4	3	1	7
	7%	5%	9%	7%		9%		8%	4%		11%		4%	10%	7%	11%	6%	2%	9%
																r			R
Undecided/ Don't Know	4	2	2	4	-	-	-	3	1	-	1	2	-	1	-	-	-	1	2
	2%	2%	2%	2%				2%	1%		2%	5%		2%				2%	3%
Refused	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Comparison Groups: BC/DEF/GHIJ/KLMN/OPQRS  
 Independent T-Test for Means, Independent Z-Test for Percentages  
 Upper case letters indicate significance at the 95% level.  
 Lower case letters indicate significance at the 90% level.

Banner I

10 WHICH OF THE FOLLOWING REASONS EXPLAINS YOUR VOTE FOR BARACK OBAMA?

	GENDER		LIKELY TO VOTE			REGISTERED TO VOTE				REGION				AGE GROUP					
	TOTAL	MALE	FEMALE	VERY	SMWT	VOTED	DEM	REP	IND	REG	CNTRL	WST/N	HLLSB	RCKHM	18-35	36-45	46-55	56-65	65+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)
TOTAL ANSWERING	319	133	186	299	4	16	168	23	124	4	75	82	94	68	43	37	75	70	93
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
More of a vote for Obama	229	94	135	214	1	14	124	13	91	1	52	64	67	46	31	27	57	55	59
	72%	71%	73%	72%	25%	88%	74%	57%	73%	25%	69%	78%	71%	68%	72%	73%	76%	79%	63%
				E		dE	J		J								s	s	
More of a vote against Bush	34	11	23	30	2	2	15	6	12	1	9	7	14	4	3	4	9	5	12
	11%	8%	12%	10%	50%	12%	9%	26%	10%	25%	12%	9%	15%	6%	7%	11%	12%	7%	13%
								gi					n						
More of a vote against McCain	25	16	9	24	1	-	10	2	13	-	8	6	6	5	6	1	3	5	10
	8%	12%	5%	8%	25%		6%	9%	10%		11%	7%	6%	7%	14%	3%	4%	7%	11%
		C													pQ				pQ
More of a vote against Palin	6	2	4	6	-	-	3	-	2	1	1	1	1	3	-	2	2	1	1
	2%	2%	2%	2%			2%		2%	25%	1%	1%	1%	4%		5%	3%	1%	1%
More of a vote for Biden	4	1	3	4	-	-	2	1	1	-	1	1	2	-	-	1	1	1	1
	1%	1%	2%	1%			1%	4%	1%		1%	1%	2%			3%	1%	1%	1%
Other	13	7	6	13	-	-	10	1	2	-	2	2	3	6	2	1	3	1	6
	4%	5%	3%	4%			6%	4%	2%		3%	2%	3%	9%	5%	3%	4%	1%	6%
							I							1					r
Undecided/ Don't Know	7	2	5	7	-	-	4	-	2	1	2	1	1	3	1	1	-	2	3
	2%	2%	3%	2%			2%		2%	25%	3%	1%	1%	4%	2%	3%		3%	3%
Refused	1	-	1	1	-	-	-	-	1	-	-	-	-	1	-	-	-	-	1
	1%		1%	1%					1%					1%					1%

Comparison Groups: BC/DEF/GHIJ/KLMN/OPQRS  
 Independent T-Test for Means, Independent Z-Test for Percentages  
 Upper case letters indicate significance at the 95% level.  
 Lower case letters indicate significance at the 90% level.

Banner I

11 THERE ARE THREE CANDIDATES FOR U.S. SENATE, AT THIS POINT, FOR WHOM WILL YOU VOTE OR TOWARD WHOM WILL YOU LEAN?

	GENDER		LIKELY TO VOTE			REGISTERED TO VOTE				REGION				AGE GROUP					
	TOTAL	MALE	FEMALE	VERY	SMWT	VOTED	DEM	REP	IND	REG	CNTRL	WST/N	HLLSB	RCKHM	18-35	36-45	46-55	56-65	65+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)
TOTAL ANSWERING	600	290	310	566	5	29	181	189	225	5	147	137	175	141	63	81	136	138	179
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Jeanne Shaheen - Democrat	287	120	167	272	1	14	156	26	102	3	76	67	87	57	34	35	65	73	79
	48%	41%	54%	48%	20%	48%	86%	14%	45%	60%	52%	49%	50%	40%	54%	43%	48%	53%	44%
			B				HI		H	H	n		n						
John Sununu - Republican	231	123	108	222	1	8	11	146	73	1	58	41	68	64	18	29	51	56	76
	38%	42%	35%	39%	20%	28%	6%	77%	32%	20%	39%	30%	39%	45%	29%	36%	38%	41%	42%
		c						GIJ	G		1		1	L				o	O
Kenneth 'Ken' Blevens - Libertarian	17	9	8	14	2	1	3	4	10	-	3	3	6	5	1	6	5	2	3
	3%	3%	3%	2%	40%	3%	2%	2%	4%		2%	2%	3%	4%	2%	7%	4%	1%	2%
					df				g							ors			
Undecided/ Don't Know	55	32	23	49	1	5	10	9	35	1	10	21	13	11	9	11	11	6	17
	9%	11%	7%	9%	20%	17%	6%	5%	16%	20%	7%	15%	7%	8%	14%	14%	8%	4%	9%
									GH			KMN			R	R			r
Refused	10	6	4	9	-	1	1	4	5	-	-	5	1	4	1	-	4	1	4
	2%	2%	1%	2%		3%	1%	2%	2%			4%	1%	3%	2%		3%	1%	2%
												m							

Comparison Groups: BC/DEF/GHIJ/KLMN/OPQRS  
 Independent T-Test for Means, Independent Z-Test for Percentages  
 Upper case letters indicate significance at the 95% level.  
 Lower case letters indicate significance at the 90% level.



Banner I

11A THINKING ABOUT ALL THE TV ADS THAT HAVE BEEN RUN IN THE U.S. SENATE CAMPAIGN, WHICH CAMPAIGN - THE SUNUNU OR SHAHEEN CAMPAIGN - HAVE RUN THE MORE NEGATIVE ADS?

	GENDER		LIKELY TO VOTE				REGISTERED TO VOTE				REGION				AGE GROUP				
	TOTAL	MALE	FEMALE	VERY	SMWT	VOTED	DEM	REP	IND	REG	CNTRL	WST/N	HLLSB	RCKHM	18-35	36-45	46-55	56-65	65+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)
TOTAL ANSWERING	600	290	310	566	5	29	181	189	225	5	147	137	175	141	63	81	136	138	179
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Sununu Campaign	160	62	98	154	-	6	85	20	54	1	32	31	58	39	16	25	42	33	43
	27%	21%	32%	27%		21%	47%	11%	24%	20%	22%	23%	33%	28%	25%	31%	31%	24%	24%
			B				HI		H				KL						
Shaheen	116	65	51	108	2	6	15	68	33	-	31	23	31	31	11	16	28	31	28
	19%	22%	16%	19%	40%	21%	8%	36%	15%		21%	17%	18%	22%	17%	20%	21%	22%	16%
		c					GI		G										
Both Equally	191	93	98	181	1	9	37	63	88	3	49	36	56	50	18	30	39	50	54
	32%	32%	32%	32%	20%	31%	20%	33%	39%	60%	33%	26%	32%	35%	29%	37%	29%	36%	30%
							G		G	g				l					
Undecided/ Don't Know	125	66	59	116	2	7	41	37	46	1	35	44	28	18	16	10	26	22	51
	21%	23%	19%	20%	40%	24%	23%	20%	20%	20%	24%	32%	16%	13%	25%	12%	19%	16%	28%
											mN	MN		P					PQR
Refused	8	4	4	7	-	1	3	1	4	-	-	3	2	3	2	-	1	2	3
	1%	1%	1%	1%		3%	2%	1%	2%			2%	1%	2%	3%		1%	1%	2%

Comparison Groups: BC/DEF/GHIJ/KLMN/OPQRS  
 Independent T-Test for Means, Independent Z-Test for Percentages  
 Upper case letters indicate significance at the 95% level.  
 Lower case letters indicate significance at the 90% level.

Banner I

12 THERE ARE THREE CANDIDATES FOR GOVERNOR, AT THIS POINT, FOR WHOM WILL YOU VOTE?

	GENDER		LIKELY TO VOTE				REGISTERED TO VOTE				REGION				AGE GROUP				
	TOTAL	MALE	FEMALE	VERY	SMWT	VOTED	DEM	REP	IND	REG	CNTRL	WST/N	HLLSB	RCKHM	18-35	36-45	46-55	56-65	65+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)
TOTAL ANSWERING	600	290	310	566	5	29	181	189	225	5	147	137	175	141	63	81	136	138	179
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
John Lynch - Democrat	401	192	209	379	2	20	154	92	152	3	100	85	126	90	39	45	89	98	127
	67%	66%	67%	67%	40%	69%	85%	49%	68%	60%	68%	62%	72%	64%	62%	56%	65%	71%	71%
							HI		H				1					P	P
Joseph 'Joe' Kenney - Republican	89	50	39	86	-	3	1	63	25	-	22	18	25	24	4	12	20	27	26
	15%	17%	13%	15%		10%	1%	33%	11%		15%	13%	14%	17%	6%	15%	15%	20%	15%
							GI		G							o	o	o	o
Susan Newell - Libertarian	12	8	4	12	-	-	2	1	9	-	2	2	5	3	3	2	4	2	1
	2%	3%	1%	2%			1%	1%	4%		1%	1%	3%	2%	5%	2%	3%	1%	1%
									gH										
Undecided/ Don't Know	91	36	55	83	3	5	23	32	34	2	23	29	19	20	16	22	20	11	22
	15%	12%	18%	15%	60%	17%	13%	17%	15%	40%	16%	21%	11%	14%	25%	27%	15%	8%	12%
			b		Df							M			qRS	QRS	r		
Refused	7	4	3	6	-	1	1	1	5	-	-	3	-	4	1	-	3	-	3
	1%	1%	1%	1%		3%	1%	1%	2%			2%		3%	2%		2%		2%

Comparison Groups: BC/DEF/GHIJ/KLMN/OPQRS  
 Independent T-Test for Means, Independent Z-Test for Percentages  
 Upper case letters indicate significance at the 95% level.  
 Lower case letters indicate significance at the 90% level.

Banner I

13 DO YOU BELIEVE THE MEDIA HAS TREATED SARAH PALIN FAIRLY, HARSHLY, OR NEUTRAL?

	GENDER		LIKELY TO VOTE			REGISTERED TO VOTE				REGION				AGE GROUP					
	TOTAL	MALE	FEMALE	VERY	SMWT	VOTED	DEM	REP	IND	REG	CNTRL	WST/N	HLLSB	RCKHM	18-35	36-45	46-55	56-65	65+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)
TOTAL ANSWERING	600	290	310	566	5	29	181	189	225	5	147	137	175	141	63	81	136	138	179
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Fairly	174	80	94	161	2	11	94	23	54	3	45	42	49	38	18	16	45	34	60
	29%	28%	30%	28%	40%	38%	52%	12%	24%	60%	31%	31%	28%	27%	29%	20%	33%	25%	34%
							HI		H	H							P		Pr
Harshly	271	141	130	259	-	12	33	141	96	1	67	51	81	72	27	46	56	68	73
	45%	49%	42%	46%		41%	18%	75%	43%	20%	46%	37%	46%	51%	43%	57%	41%	49%	41%
		c						GIJ	G					L		oQS			
Neutral	127	56	71	120	1	6	41	22	64	-	25	37	41	24	14	16	30	30	36
	21%	19%	23%	21%	20%	21%	23%	12%	28%		17%	27%	23%	17%	22%	20%	22%	22%	20%
							H		H			KN							
Undecided/ Don't Know	24	12	12	22	2	-	11	3	9	1	8	7	4	5	4	3	4	5	8
	4%	4%	4%	4%	40%		6%	2%	4%	20%	5%	5%	2%	4%	6%	4%	3%	4%	4%
					d		H												
Refused	4	1	3	4	-	-	2	-	2	-	2	-	-	2	-	-	1	1	2
	1%	1%	1%	1%			1%		1%		1%			1%			1%	1%	1%

Comparison Groups: BC/DEF/GHIJ/KLMN/OPQRS  
 Independent T-Test for Means, Independent Z-Test for Percentages  
 Upper case letters indicate significance at the 95% level.  
 Lower case letters indicate significance at the 90% level.

Banner I

14 WHICH ONE OF THE FOLLOWING ISSUES MATTERS MOST IN DECIDING YOUR VOTE FOR PRESIDENT?

	GENDER		LIKELY TO VOTE				REGISTERED TO VOTE				REGION				AGE GROUP				
	TOTAL	MALE	FEMALE	VERY	SMWT	VOTED	DEM	REP	IND	REG	CNTRL	WST/N	HLLSB	RCKHM	18-35	36-45	46-55	56-65	65+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)
TOTAL ANSWERING	600	290	310	566	5	29	181	189	225	5	147	137	175	141	63	81	136	138	179
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Iraq War	97	43	54	91	-	6	34	29	33	1	20	30	30	17	12	14	20	23	28
	16%	15%	17%	16%		21%	19%	15%	15%	20%	14%	22%	17%	12%	19%	17%	15%	17%	16%
											kN								
Moral Values	91	44	47	87	1	3	24	25	42	-	22	14	29	26	13	10	22	15	31
	15%	15%	15%	15%	20%	10%	13%	13%	19%		15%	10%	17%	18%	21%	12%	16%	11%	17%
												l	L	r					r
Education	82	39	43	80	-	2	20	31	30	1	21	23	23	15	9	15	20	20	18
	14%	13%	14%	14%		7%	11%	16%	13%	20%	14%	17%	13%	11%	14%	19%	15%	14%	10%
															s				
Taxes	72	42	30	66	1	5	20	26	26	-	16	17	20	19	7	12	12	15	25
	12%	14%	10%	12%	20%	17%	11%	14%	12%		11%	12%	11%	13%	11%	15%	9%	11%	14%
		c																	
Terrorism	63	30	33	60	-	3	17	21	25	-	12	15	19	17	4	10	15	16	18
	10%	10%	11%	11%		10%	9%	11%	11%		8%	11%	11%	12%	6%	12%	11%	12%	10%
Economy and Jobs	61	31	30	56	2	3	23	18	20	-	17	11	21	12	6	4	13	22	16
	10%	11%	10%	10%	40%	10%	13%	10%	9%		12%	8%	12%	9%	10%	5%	10%	16%	9%
																		Ps	
Healthcare	54	26	28	50	1	3	13	15	25	1	18	9	19	8	5	7	15	10	17
	9%	9%	9%	9%	20%	10%	7%	8%	11%	20%	12%	7%	11%	6%	8%	9%	11%	7%	9%
											lN		n						
Other	52	24	28	52	-	-	20	17	15	-	17	10	8	17	4	8	13	13	13
	9%	8%	9%	9%			11%	9%	7%		12%	7%	5%	12%	6%	10%	10%	9%	7%
											M			M					
Don't Know/ Undecided	24	9	15	20	-	4	9	7	6	2	4	8	6	6	2	1	5	4	11
	4%	3%	5%	4%		14%	5%	4%	3%	40%	3%	6%	3%	4%	3%	1%	4%	3%	6%
										hi									P

Comparison Groups: BC/DEF/GHIJ/KLMN/OPQRS  
 Independent T-Test for Means, Independent Z-Test for Percentages  
 Upper case letters indicate significance at the 95% level.  
 Lower case letters indicate significance at the 90% level.

Banner I

14 WHICH ONE OF THE FOLLOWING ISSUES MATTERS MOST IN DECIDING YOUR VOTE FOR PRESIDENT?

	GENDER		LIKELY TO VOTE			REGISTERED TO VOTE				REGION				AGE GROUP					
	TOTAL	MALE	FEMALE	VERY	SMWT	VOTED	DEM	REP	IND	REG	CNTRL	WST/N	HLLSB	RCKHM	18-35	36-45	46-55	56-65	65+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)
Refused	4	2	2	4	-	-	1	-	3	-	-	-	-	4	1	-	1	-	2
	1%	1%	1%	1%			1%		1%					3%	2%		1%		1%

Comparison Groups: BC/DEF/GHIJ/KLMN/OPQRS  
 Independent T-Test for Means, Independent Z-Test for Percentages  
 Upper case letters indicate significance at the 95% level.  
 Lower case letters indicate significance at the 90% level.

Banner I

15 REGARDLESS OF HOW YOU WOULD VOTE, HOW COMFORTABLE WOULD YOU BE WITH BARACK OBAMA AS PRESIDENT?

	GENDER		LIKELY TO VOTE				REGISTERED TO VOTE				REGION				AGE GROUP				
	TOTAL	MALE	FEMALE	VERY	SMWT	VOTED	DEM	REP	IND	REG	CNTRL	WST/N	HLLSB	RCKHM	18-35	36-45	46-55	56-65	65+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)
TOTAL ANSWERING	600	290	310	566	5	29	181	189	225	5	147	137	175	141	63	81	136	138	179
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Extremely Comfortable	167	71	96	158	2	7	96	9	62	-	38	48	50	31	26	22	45	35	39
	28%	24%	31%	28%	40%	24%	53%	5%	28%		26%	35%	29%	22%	41%	27%	33%	25%	22%
			b				HI		H			kN		pRS			s		
Very Comfortable	142	58	84	132	1	9	62	25	52	3	34	32	40	36	15	18	25	34	49
	24%	20%	27%	23%	20%	31%	34%	13%	23%	60%	23%	23%	23%	26%	24%	22%	18%	25%	27%
			B				HI		H	Hi									q
Somewhat Comfortable	88	56	32	84	2	2	12	29	45	2	25	19	22	22	10	12	22	20	24
	15%	19%	10%	15%	40%	7%	7%	15%	20%	40%	17%	14%	13%	16%	16%	15%	16%	14%	13%
		C						G	G										
Not at All Comfortable	188	97	91	179	-	9	7	120	61	-	41	36	63	48	9	29	42	47	59
	31%	33%	29%	32%		31%	4%	63%	27%		28%	26%	36%	34%	14%	36%	31%	34%	33%
							GI		G				1		O	O	O	O	O
Undecided/ Don't Know	13	7	6	12	-	1	4	6	3	-	9	1	-	3	2	-	2	2	7
	2%	2%	2%	2%		3%	2%	3%	1%		6%	1%		2%	3%		1%	1%	4%
											Ln								
Refused	2	1	1	1	-	1	-	-	2	-	-	1	-	1	1	-	-	-	1
	0%	0%	0%	0%		3%			1%			1%		1%	2%				1%

Comparison Groups: BC/DEF/GHIJ/KLMN/OPQRS  
 Independent T-Test for Means, Independent Z-Test for Percentages  
 Upper case letters indicate significance at the 95% level.  
 Lower case letters indicate significance at the 90% level.

Banner I

16 REGARDLESS OF HOW YOU WOULD VOTE, HOW COMFORTABLE WOULD YOU BE WITH JOHN MCCAIN AS PRESIDENT?

	GENDER		LIKELY TO VOTE				REGISTERED TO VOTE				REGION				AGE GROUP				
	TOTAL	MALE	FEMALE	VERY	SMWT	VOTED	DEM	REP	IND	REG	CNTRL	WST/N	HLLSB	RCKHM	18-35	36-45	46-55	56-65	65+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)
TOTAL ANSWERING	600	290	310	566	5	29	181	189	225	5	147	137	175	141	63	81	136	138	179
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Extremely Comfortable	71	36	35	68	-	3	6	49	16	-	20	14	21	16	3	11	16	15	26
	12%	12%	11%	12%		10%	3%	26%	7%		14%	10%	12%	11%	5%	14%	12%	11%	15%
								GI	g							o	o		O
Very Comfortable	131	74	57	125	1	5	7	71	52	1	37	30	35	29	12	18	24	35	42
	22%	26%	18%	22%	20%	17%	4%	38%	23%	20%	25%	22%	20%	21%	19%	22%	18%	25%	23%
								GI	G										
Somewhat Comfortable	168	95	73	157	2	9	41	56	69	2	37	30	52	49	17	37	44	37	31
	28%	33%	24%	28%	40%	31%	23%	30%	31%	40%	25%	22%	30%	35%	27%	46%	32%	27%	17%
									g					kL		OqRS	s	s	
Not at All Comfortable	216	81	135	204	2	10	120	12	82	2	50	59	66	41	26	15	50	49	75
	36%	28%	44%	36%	40%	34%	66%	6%	36%	40%	34%	43%	38%	29%	41%	19%	37%	36%	42%
							HI		H			N			P		P	P	P
Undecided/ Don't Know	10	3	7	9	-	1	6	1	3	-	3	3	1	3	4	-	2	2	2
	2%	1%	2%	2%		3%	3%	1%	1%		2%	2%	1%	2%	6%		1%	1%	1%
							h								s				
Refused	4	1	3	3	-	1	1	-	3	-	-	1	-	3	1	-	-	-	3
	1%	*%	1%	1%		3%	1%		1%			1%		2%	2%				2%

Comparison Groups: BC/DEF/GHIJ/KLMN/OPQRS  
 Independent T-Test for Means, Independent Z-Test for Percentages  
 Upper case letters indicate significance at the 95% level.  
 Lower case letters indicate significance at the 90% level.

Banner I

17 WHICH OF THE FOLLOWING COMES CLOSEST TO YOUR OPINION OF THE UPCOMING PRESIDENTIAL ELECTION?

	GENDER		LIKELY TO VOTE				REGISTERED TO VOTE				REGION				AGE GROUP				
	TOTAL	MALE	FEMALE	VERY	SMWT	VOTED	DEM	REP	IND	REG	CNTRL	WST/N	HLLSB	RCKHM	18-35	36-45	46-55	56-65	65+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)
TOTAL ANSWERING	600	290	310	566	5	29	181	189	225	5	147	137	175	141	63	81	136	138	179
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
It's the most important election of my life	279	126	153	263	1	15	94	85	99	1	73	65	76	65	37	45	62	56	78
	46%	43%	49%	46%	20%	52%	52%	45%	44%	20%	50%	47%	43%	46%	59%	56%	46%	41%	44%
							j								qRS	Rs			
It's very important but not the most important	248	118	130	236	1	11	75	82	89	2	57	61	81	49	20	26	55	65	82
	41%	41%	42%	42%	20%	38%	41%	43%	40%	40%	39%	45%	46%	35%	32%	32%	40%	47%	46%
											n	N						OP	OP
It's no different than any other presidential election	62	40	22	56	3	3	9	21	30	2	14	10	14	24	4	9	17	16	16
	10%	14%	7%	10%	60%	10%	5%	11%	13%	40%	10%	7%	8%	17%	6%	11%	12%	12%	9%
		C			DF			G	G					kLM					
It's not really that important to me	2	1	1	2	-	-	1	-	1	-	1	-	1	-	-	-	1	1	-
	1%	1%	1%	1%			1%		1%		1%		1%				1%	1%	
Undecided/ Don't Know	7	4	3	7	-	-	2	1	4	-	2	1	2	2	1	1	-	-	3
	1%	1%	1%	1%			1%	1%	2%		1%	1%	1%	1%	2%	1%			2%
Refused	2	1	1	2	-	-	-	-	2	-	-	-	1	1	1	-	1	-	-
	1%	1%	1%	1%					1%				1%	1%	2%		1%		

Comparison Groups: BC/DEF/GHIJ/KLMN/OPQRS  
 Independent T-Test for Means, Independent Z-Test for Percentages  
 Upper case letters indicate significance at the 95% level.  
 Lower case letters indicate significance at the 90% level.



Banner I

18 WHICH POLITICAL PARTY - IF ANY - DO YOU BLAME FOR THE RECENT TURMOIL ON WALL STREET IN THE BANKING AND FINANCIAL SECTORS?

	GENDER		LIKELY TO VOTE			REGISTERED TO VOTE				REGION				AGE GROUP					
	TOTAL	MALE	FEMALE	VERY	SMWT	VOTED	DEM	REP	IND	REG	CNTRL	WST/N	HLLSB	RCKHM	18-35	36-45	46-55	56-65	65+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)
TOTAL ANSWERING	600	290	310	566	5	29	181	189	225	5	147	137	175	141	63	81	136	138	179
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Blame Democrats	107	64	43	102	1	4	4	68	35	-	24	18	40	25	6	17	23	25	35
	18%	22%	14%	18%	20%	14%	2%	36%	16%		16%	13%	23%	18%	10%	21%	17%	18%	20%
		C						GI	G				L		O		o	O	O
Blame Republicans	193	80	113	177	2	14	108	12	72	1	47	56	52	38	18	17	50	43	64
	32%	28%	36%	31%	40%	48%	60%	6%	32%	20%	32%	41%	30%	27%	29%	21%	37%	31%	36%
			B		d	HIJ			H		MN					P	P	P	P
Blame Neither	177	85	92	167	2	8	42	62	71	2	37	34	64	42	25	35	37	45	35
	30%	29%	30%	30%	40%	28%	23%	33%	32%	40%	25%	25%	37%	30%	40%	43%	27%	33%	20%
								G	g				KL		qS	QS		S	S
Undecided/ Don't Know	115	57	58	112	-	3	25	46	42	2	37	29	18	31	12	12	23	23	44
	19%	20%	19%	20%		10%	14%	24%	19%	40%	25%	21%	10%	22%	19%	15%	17%	17%	25%
								G			M	M		M					pqr
Refused	8	4	4	8	-	-	2	1	5	-	2	-	1	5	2	-	3	2	1
	1%	1%	1%	1%			1%	1%	2%		1%		1%	4%	3%		2%	1%	1%
													m						

Comparison Groups: BC/DEF/GHIJ/KLMN/OPQRS  
 Independent T-Test for Means, Independent Z-Test for Percentages  
 Upper case letters indicate significance at the 95% level.  
 Lower case letters indicate significance at the 90% level.

Banner I

19 DO YOU APPROVE OR DISAPPROVE OF THE JOB GEORGE W. BUSH IS DOING AS PRESIDENT?

	GENDER		LIKELY TO VOTE			REGISTERED TO VOTE				REGION				AGE GROUP					
	TOTAL	MALE	FEMALE	VERY	SMWT	VOTED	DEM	REP	IND	REG	CNTRL	WST/N	HLLSB	RCKHM	18-35	36-45	46-55	56-65	65+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)
TOTAL ANSWERING	600	290	310	566	5	29	181	189	225	5	147	137	175	141	63	81	136	138	179
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Approve	110	59	51	103	2	5	7	70	32	1	37	20	27	26	3	13	29	28	37
	18%	20%	16%	18%	40%	17%	4%	37%	14%	20%	25%	15%	15%	18%	5%	16%	21%	20%	21%
								GI	G		LM					O	O	O	O
Disapprove	431	199	232	408	2	21	167	87	174	3	98	111	127	95	54	58	99	102	117
	72%	69%	75%	72%	40%	72%	92%	46%	77%	60%	67%	81%	73%	67%	86%	72%	73%	74%	65%
			b				HI		H		KmN				PQRS			s	
Undecided/ Don't Know	55	30	25	51	1	3	7	31	16	1	12	6	20	17	5	9	7	8	24
	9%	10%	8%	9%	20%	10%	4%	16%	7%	20%	8%	4%	11%	12%	8%	11%	5%	6%	13%
								GI					L	L					QR
Refused	4	2	2	4	-	-	-	1	3	-	-	-	1	3	1	1	1	-	1
	1%	1%	1%	1%				1%	1%				1%	2%	2%	1%	1%		1%

Comparison Groups: BC/DEF/GHIJ/KLMN/OPQRS  
 Independent T-Test for Means, Independent Z-Test for Percentages  
 Upper case letters indicate significance at the 95% level.  
 Lower case letters indicate significance at the 90% level.

Banner I

20 WHEN ALL THE VOTES ARE COUNTED IN NOVEMBER OF 2008, YOU DO YOU THINK WILL BE OUR NEXT PRESIDENT? NOT NECESSARILY WHO YOU ARE VOTING FOR BUT WHO DO YOU THINK WILL BE THE NEXT PRESIDENT? BARACK OBAMA OR JOHN MCCAIN?

	GENDER		LIKELY TO VOTE				REGISTERED TO VOTE				REGION				AGE GROUP				
	TOTAL	MALE	FEMALE	VERY	SMWT	VOTED	DEM	REP	IND	REG	CNTRL	WST/N	HLLSB	RCKHM	18-35	36-45	46-55	56-65	65+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)
TOTAL ANSWERING	600	290	310	566	5	29	181	189	225	5	147	137	175	141	63	81	136	138	179
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Barack Obama	430	205	225	406	4	20	157	106	164	3	110	103	118	99	45	57	95	105	127
	72%	71%	73%	72%	80%	69%	87%	56%	73%	60%	75%	75%	67%	70%	71%	70%	70%	76%	71%
							HI												
John McCain	80	52	28	77	-	3	6	45	29	-	16	14	28	22	6	13	15	17	29
	13%	18%	9%	14%		10%	3%	24%	13%		11%	10%	16%	16%	10%	16%	11%	12%	16%
			C					GI	G										
Undecided/ Don't Know	86	32	54	79	1	6	18	37	29	2	20	20	27	19	11	11	23	16	23
	14%	11%	17%	14%	20%	21%	10%	20%	13%	40%	14%	15%	15%	13%	17%	14%	17%	12%	13%
			B					Gi											
Refused	4	1	3	4	-	-	-	1	3	-	1	-	2	1	1	-	3	-	-
	1%	*%	1%	1%				1%	1%		1%		1%	1%	2%		2%		

Comparison Groups: BC/DEF/GHIJ/KLMN/OPQRS  
 Independent T-Test for Means, Independent Z-Test for Percentages  
 Upper case letters indicate significance at the 95% level.  
 Lower case letters indicate significance at the 90% level.

Banner I

21 ARE YOU CONFIDENT THAT NEW HAMPSHIRE WILL RETAIN ITS FIRST-IN-THE-NATION PRESIDENTIAL PRIMARY STATUS IN THE YEAR 2012?

	GENDER		LIKELY TO VOTE				REGISTERED TO VOTE				REGION				AGE GROUP				
	TOTAL	MALE	FEMALE	VERY	SMWT	VOTED	DEM	REP	IND	REG	CNTRL	WST/N	HLLSB	RCKHM	18-35	36-45	46-55	56-65	65+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)
TOTAL ANSWERING	600	290	310	566	5	29	181	189	225	5	147	137	175	141	63	81	136	138	179
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Yes	357	160	197	339	3	15	114	115	126	2	92	74	111	80	42	47	77	85	104
	60%	55%	64%	60%	60%	52%	63%	61%	56%	40%	63%	54%	63%	57%	67%	58%	57%	62%	58%
				B									1						
No	123	70	53	117	-	6	33	39	50	1	26	35	37	25	8	23	32	28	31
	20%	24%	17%	21%		21%	18%	21%	22%	20%	18%	26%	21%	18%	13%	28%	24%	20%	17%
		C													Os	o			
Undecided/ Don't Know	118	59	59	108	2	8	34	35	47	2	29	28	26	35	12	11	26	25	44
	20%	20%	19%	19%	40%	28%	19%	19%	21%	40%	20%	20%	15%	25%	19%	14%	19%	18%	25%
														M					P
Refused	2	1	1	2	-	-	-	-	2	-	-	-	1	1	1	-	1	-	-
	*%	*%	*%	*%					1%				1%	1%	2%		1%		

Comparison Groups: BC/DEF/GHIJ/KLMN/OPQRS  
 Independent T-Test for Means, Independent Z-Test for Percentages  
 Upper case letters indicate significance at the 95% level.  
 Lower case letters indicate significance at the 90% level.

Banner I

22 DO YOU EXPECT THAT MASSACHUSETTS WILL PUT TOLLS UP ON ROUTE 93 FOR CARS TRAVELING TO AND FROM NEW HAMPSHIRE?

	GENDER		LIKELY TO VOTE				REGISTERED TO VOTE				REGION				AGE GROUP				
	TOTAL	MALE	FEMALE	VERY	SMWT	VOTED	DEM	REP	IND	REG	CNTRL	WST/N	HLLSB	RCKHM	18-35	36-45	46-55	56-65	65+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)
TOTAL ANSWERING	600	290	310	566	5	29	181	189	225	5	147	137	175	141	63	81	136	138	179
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Yes	227	105	122	217	3	7	53	77	96	1	54	48	68	57	29	41	56	52	49
	38%	36%	39%	38%	60%	24%	29%	41%	43%	20%	37%	35%	39%	40%	46%	51%	41%	38%	27%
				f				G	G						s	rS	S	s	
No	132	88	44	123	1	8	40	39	53	-	26	19	42	45	14	12	28	29	46
	22%	30%	14%	22%	20%	28%	22%	21%	24%		18%	14%	24%	32%	22%	15%	21%	21%	26%
		C											L	KL					P
Undecided/ Don't Know	237	95	142	222	1	14	87	73	73	4	67	70	62	38	18	28	50	57	84
	40%	33%	46%	39%	20%	48%	48%	39%	32%	80%	46%	51%	35%	27%	29%	35%	37%	41%	47%
			B				hI			gHI	mN	MN						o	OpQ
Refused	4	2	2	4	-	-	1	-	3	-	-	-	3	1	2	-	2	-	-
	1%	1%	1%	1%			1%		1%				2%	1%	3%		1%		

Comparison Groups: BC/DEF/GHIJ/KLMN/OPQRS  
 Independent T-Test for Means, Independent Z-Test for Percentages  
 Upper case letters indicate significance at the 95% level.  
 Lower case letters indicate significance at the 90% level.

Banner I

23 HAS ANYONE IN YOUR HOUSEHOLD EVER SERVED IN THE U.S. MILITARY?

	GENDER		LIKELY TO VOTE			REGISTERED TO VOTE				REGION				AGE GROUP					
	TOTAL	MALE	FEMALE	VERY	SMWT	VOTED	DEM	REP	IND	REG	CNTRL	WST/N	HLLSB	RCKHM	18-35	36-45	46-55	56-65	65+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)
TOTAL ANSWERING	600	290	310	566	5	29	181	189	225	5	147	137	175	141	63	81	136	138	179
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Yes	328	165	163	303	4	21	76	120	130	2	94	76	86	72	19	26	53	85	143
	55%	57%	53%	54%	80%	72%	42%	63%	58%	40%	64%	55%	49%	51%	30%	32%	39%	62%	80%
						D		G	G		MN							OPQ	OPQR
No	268	123	145	259	1	8	103	69	93	3	52	61	88	67	42	55	82	53	35
	45%	42%	47%	46%	20%	28%	57%	37%	41%	60%	35%	45%	50%	48%	67%	68%	60%	38%	20%
				F			HI						K	K	RS	RS	RS	S	
Undecided/ Don't Know	1	1	-	1	-	-	1	-	-	-	1	-	-	-	1	-	-	-	-
	*%	*%		*%			1%				1%				2%				
Refused	3	1	2	3	-	-	1	-	2	-	-	-	1	2	1	-	1	-	1
	*%	*%	1%	1%			1%		1%				1%	1%	2%		1%		1%

Comparison Groups: BC/DEF/GHIJ/KLMN/OPQRS  
 Independent T-Test for Means, Independent Z-Test for Percentages  
 Upper case letters indicate significance at the 95% level.  
 Lower case letters indicate significance at the 90% level.

Banner I

24 DOES ANYONE IN YOUR HOUSEHOLD BELONG TO A LABOR UNION?

	GENDER		LIKELY TO VOTE			REGISTERED TO VOTE				REGION				AGE GROUP					
	TOTAL	MALE	FEMALE	VERY	SMWT	VOTED	DEM	REP	IND	REG	CNTRL	WST/N	HLLSB	RCKHM	18-35	36-45	46-55	56-65	65+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)
TOTAL ANSWERING	600	290	310	566	5	29	181	189	225	5	147	137	175	141	63	81	136	138	179
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Yes	104	51	53	97	1	6	43	26	35	-	21	23	28	32	15	13	26	23	26
	17%	18%	17%	17%	20%	21%	24%	14%	16%		14%	17%	16%	23%	24%	16%	19%	17%	15%
							HI							k					
No	491	236	255	464	4	23	136	162	188	5	125	113	145	108	45	68	108	115	153
	82%	81%	82%	82%	80%	79%	75%	86%	84%	100%	85%	82%	83%	77%	71%	84%	79%	83%	85%
							G	G	GHI	n				o		o	o	o	o
Undecided/ Don't Know	3	2	1	3	-	-	2	1	-	-	1	1	1	-	2	-	1	-	-
	0.5%	0.7%	0.3%	0.5%			0.3%	0.5%			0.7%	0.7%	0.6%		0.3%		0.7%		
Refused	2	1	1	2	-	-	-	-	2	-	-	-	1	1	1	-	1	-	-
	0.3%	0.3%	0.3%	0.3%					0.3%				0.3%	0.3%	0.3%		0.3%		

Comparison Groups: BC/DEF/GHIJ/KLMN/OPQRS  
 Independent T-Test for Means, Independent Z-Test for Percentages  
 Upper case letters indicate significance at the 95% level.  
 Lower case letters indicate significance at the 90% level.

Banner I

25 IN THE 2004 PRESIDENTIAL ELECTION, DID YOU VOTE FOR JOHN KERRY, GEORGE BUSH, OR RALPH NADER?

	GENDER		LIKELY TO VOTE			REGISTERED TO VOTE					REGION				AGE GROUP				
	TOTAL	MALE	FEMALE	VERY	SMWT	VOTED	DEM	REP	IND	REG	CNTRL	WST/N	HLLSB	RCKHM	18-35	36-45	46-55	56-65	65+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)
TOTAL ANSWERING	600	290	310	566	5	29	181	189	225	5	147	137	175	141	63	81	136	138	179
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
John Kerry - Democrat	252	102	150	239	-	13	146	12	92	2	64	68	68	52	26	31	59	58	77
	42%	35%	48%	42%		45%	81%	6%	41%	40%	44%	50%	39%	37%	41%	38%	43%	42%	43%
			B				HIj		H			mN							
George Bush	272	149	123	260	1	11	11	166	95	-	70	49	87	66	17	42	59	67	86
	45%	51%	40%	46%	20%	38%	6%	88%	42%		48%	36%	50%	47%	27%	52%	43%	49%	48%
		C						GI	G		L		L	l		O	O	O	O
Ralph Nader - Reform	11	8	3	9	-	2	1	2	8	-	2	5	3	1	1	-	2	5	3
	2%	3%	1%	2%		7%	1%	1%	4%		1%	4%	2%	1%	2%		1%	4%	2%
									Gh			n							
Did Not Vote	34	13	21	31	3	-	12	3	16	3	8	6	11	9	14	6	8	3	3
	6%	4%	7%	5%	60%		7%	2%	7%	60%	5%	4%	6%	6%	22%	7%	6%	2%	2%
					D		H		H		GHI				PQRS	rs	s		
Undecided/ Don't Know	17	12	5	13	1	3	7	5	5	-	2	7	4	4	2	1	2	4	8
	3%	4%	2%	2%	20%	10%	4%	3%	2%		1%	5%	2%	3%	3%	1%	1%	3%	4%
		c										k							
Refused	14	6	8	14	-	-	4	1	9	-	1	2	2	9	3	1	6	1	2
	2%	2%	3%	2%			2%	1%	4%		1%	1%	1%	6%	5%	1%	4%	1%	1%
									H					KLM			rs		

Comparison Groups: BC/DEF/GHIJ/KLMN/OPQRS  
 Independent T-Test for Means, Independent Z-Test for Percentages  
 Upper case letters indicate significance at the 95% level.  
 Lower case letters indicate significance at the 90% level.



Banner I  
26 GENDER

	GENDER		LIKELY TO VOTE			REGISTERED TO VOTE				REGION				AGE GROUP					
	TOTAL	MALE	FEMALE	VERY	SMWT	VOTED	DEM	REP	IND	REG	CNTRL	WST/N	HLLSB	RCKHM	18-35	36-45	46-55	56-65	65+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)
TOTAL ANSWERING	600	290	310	566	5	29	181	189	225	5	147	137	175	141	63	81	136	138	179
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Male	290	290	-	277	2	11	72	100	115	3	70	65	86	69	31	38	65	72	83
	48%	100%		49%	40%	38%	40%	53%	51%	60%	48%	47%	49%	49%	49%	47%	48%	52%	46%
								G	G										
Female	310	-	310	289	3	18	109	89	110	2	77	72	89	72	32	43	71	66	96
	52%		100%	51%	60%	62%	60%	47%	49%	40%	52%	53%	51%	51%	51%	53%	52%	48%	54%
							HI												

Comparison Groups: BC/DEF/GHIJ/KLMN/OPQRS  
 Independent T-Test for Means, Independent Z-Test for Percentages  
 Upper case letters indicate significance at the 95% level.  
 Lower case letters indicate significance at the 90% level.

Banner II  
REGION

TOTAL	SUPPORTED HILLARY					VOTE PRESIDENT				MIND MADE UP			VOTE MCCAIN			VOTE OBAMA			US SENATE			NEGATIVE TV ADS	
	YES	NO	OBAMA	MCCN	UNDC	MADE	UP	CHNG	UNDC	MCCN	PALN	OBAMA	OBAMA	MCCN	BUSH	SUNU	SHEN	UNDC	SUNU	SHEN			
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)			
TOTAL ANSWERING	600	142	442	319	241	18	505	37	6	145	12	64	229	25	34	231	287	55	160	116			
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%			
Central	147	37	103	75	66	5	124	7	1	37	4	17	52	8	9	58	76	10	32	31			
	24%	26%	23%	24%	27%	28%	25%	19%	17%	26%	33%	27%	23%	32%	26%	25%	26%	18%	20%	27%			
West/North	137	36	99	82	43	6	119	5	-	31	2	8	64	6	7	41	67	21	31	23			
	23%	25%	22%	26%	18%	33%	24%	14%		21%	17%	12%	28%	24%	21%	18%	23%	38%	19%	20%			
				E			h			l								PQ					
Hillsborough	175	35	136	94	72	4	151	10	3	44	2	23	67	6	14	68	87	13	58	31			
	29%	25%	31%	29%	30%	22%	30%	27%	50%	30%	17%	36%	29%	24%	41%	29%	30%	24%	36%	27%			
																			t				
Rockingham	141	34	104	68	60	3	111	15	2	33	4	16	46	5	4	64	57	11	39	31			
	24%	24%	24%	21%	25%	17%	22%	41%	33%	23%	33%	25%	20%	20%	12%	28%	20%	20%	24%	27%			
									G											Q			

Comparison Groups: BC/DEF/GHI/JKL/MNO/PQR/ST  
 Independent T-Test for Means, Independent Z-Test for Percentages  
 Upper case letters indicate significance at the 95% level.  
 Lower case letters indicate significance at the 90% level.

Banner II  
AREA

	SUPPORTED HILLARY						MIND MADE UP			VOTE MCCAIN			VOTE OBAMA			US SENATE			NEGATIVE TV ADS	
	HILLARY		VOTE PRESIDENT		MADE			FOR FOR AGST			FOR AGST AGST						TV ADS			
	YES	NO	OBMA	MCCN	UNDC	UP	CHNG	UNDC	MCCN	PALN	OBMA	OBMA	MCCN	BUSH	SUNU	SHEN	UNDC	SUNU	SHEN	
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	
TOTAL ANSWERING	600	142	442	319	241	18	505	37	6	145	12	64	229	25	34	231	287	55	160	116
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Belknap	29	3	24	9	17	3	25	-	-	11	-	2	6	1	1	12	12	4	5	10
	5%	2%	5%	3%	7%	17%	5%			8%		3%	3%	4%	3%	5%	4%	7%	3%	9%
			B		D															s
Strafford	50	21	26	29	19	1	41	5	-	12	-	7	17	4	5	18	27	3	11	6
	8%	15%	6%	9%	8%	6%	8%	14%		8%		11%	7%	16%	15%	8%	9%	5%	7%	5%
			C																	
Merrimack	68	13	53	37	30	1	58	2	1	14	4	8	29	3	3	28	37	3	16	15
	11%	9%	12%	12%	12%	6%	11%	5%	17%	10%	33%	12%	13%	12%	9%	12%	13%	5%	10%	13%
											j					r	R			
Carroll	25	6	19	14	9	1	21	2	-	8	-	1	13	1	-	7	15	2	7	6
	4%	4%	4%	4%	4%	6%	4%	5%		6%		2%	6%	4%		3%	5%	4%	4%	5%
Cheshire	37	15	22	27	8	2	34	1	-	6	-	2	19	2	2	9	22	5	12	3
	6%	11%	5%	8%	3%	11%	7%	3%		4%		3%	8%	8%	6%	4%	8%	9%	8%	3%
			C		E												p		t	
Coos	15	4	11	8	5	1	12	1	-	4	-	-	7	-	1	5	5	4	2	3
	2%	3%	2%	3%	2%	6%	2%	3%		3%			3%		3%	2%	2%	7%	1%	3%
Grafton	39	7	30	22	13	1	34	1	-	8	1	4	18	2	2	11	18	6	7	6
	6%	5%	7%	7%	5%	6%	7%	3%		6%	8%	6%	8%	8%	6%	5%	6%	11%	4%	5%
Sullivan	21	4	17	11	8	1	18	-	-	5	1	1	7	1	2	9	7	4	3	5
	4%	3%	4%	3%	3%	6%	4%			3%	8%	2%	3%	4%	6%	4%	2%	7%	2%	4%
Hillsborough	175	35	136	94	72	4	151	10	3	44	2	23	67	6	14	68	87	13	58	31
	29%	25%	31%	29%	30%	22%	30%	27%	50%	30%	17%	36%	29%	24%	41%	29%	30%	24%	36%	27%
																			t	
Rockingham	141	34	104	68	60	3	111	15	2	33	4	16	46	5	4	64	57	11	39	31
	24%	24%	24%	21%	25%	17%	22%	41%	33%	23%	33%	25%	20%	20%	12%	28%	20%	20%	24%	27%
								G								Q				

Comparison Groups: BC/DEF/GHI/JKL/MNO/PQR/ST  
 Independent T-Test for Means, Independent Z-Test for Percentages  
 Upper case letters indicate significance at the 95% level.  
 Lower case letters indicate significance at the 90% level.

Banner II

1 HOW LIKELY ARE YOU TO VOTE IN THE PRESIDENTIAL ELECTION ON NOVEMBER 4TH?

	SUPPORTED						MIND MADE UP			VOTE MCCAIN			VOTE OBAMA			US SENATE			NEGATIVE	
	HILLARY		VOTE PRESIDENT		MADE			FOR		FOR	AGST	FOR		AGST	AGST	US SENATE			TV ADS	
	TOTAL	YES	NO	OBMA	MCCN	UNDC	UP	CHNG	UNDC	MCCN	PALN	OBMA	OBMA	MCCN	BUSH	SUNU	SHEN	UNDC	SUNU	SHEN
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	
TOTAL ANSWERING	600	142	442	319	241	18	505	37	6	145	12	64	229	25	34	231	287	55	160	116
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Very Likely	566	129	425	299	229	18	476	34	6	137	12	61	214	24	30	222	272	49	154	108
	94%	91%	96%	94%	95%	100%	94%	92%	100%	94%	100%	95%	93%	96%	88%	96%	95%	89%	96%	93%
			B			DE			Gh			Jl								
Somewhat Likely	5	3	2	4	1	-	2	3	-	1	-	-	1	1	2	1	1	1	-	2
	1%	2%	*%	1%	*%		*%	8%		1%			*%	4%	6%	*%	*%	2%		2%
								g												
Already Voted	29	10	15	16	11	-	27	-	-	7	-	3	14	-	2	8	14	5	6	6
	5%	7%	3%	5%	5%		5%			5%		5%	6%		6%	3%	5%	9%	4%	5%
Not Very Likely or Not at all Likely	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't Know/ Refused	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Comparison Groups: BC/DEF/GHI/JKL/MNO/PQR/ST  
 Independent T-Test for Means, Independent Z-Test for Percentages  
 Upper case letters indicate significance at the 95% level.  
 Lower case letters indicate significance at the 90% level.

Banner II  
2 AND HOW ARE YOU REGISTERED TO VOTE?

	SUPPORTED HILLARY VOTE PRESIDENT						MIND MADE UP			VOTE MCCAIN			VOTE OBAMA			US SENATE			NEGATIVE TV ADS	
	TOTAL	YES	NO	OBAMA	MCCN	UNDC	MADE UP	CHNG	UNDC	MCCN	PALN	OBAMA	OBAMA	MCCN	BUSH	SUNU	SHEN	UNDC	SUNU	SHEN
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
TOTAL ANSWERING	600	142	442	319	241	18	505	37	6	145	12	64	229	25	34	231	287	55	160	116
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Democrat	181	70	103	168	8	4	164	4	1	2	2	4	124	10	15	11	156	10	85	15
	30%	49%	23%	53%	3%	22%	32%	11%	17%	1%	17%	6%	54%	40%	44%	5%	54%	18%	53%	13%
		C		EF		e	H										PR	P	T	
Republican	189	15	169	23	155	4	164	11	1	92	7	40	13	2	6	146	26	9	20	68
	32%	11%	38%	7%	64%	22%	32%	30%	17%	63%	58%	62%	6%	8%	18%	63%	9%	16%	12%	59%
			B		DF										m	QR				S
Independent/ Other	225	53	170	124	77	10	175	19	4	50	3	20	91	13	12	73	102	35	54	33
	38%	37%	38%	39%	32%	56%	35%	51%	67%	34%	25%	31%	40%	52%	35%	32%	36%	64%	34%	28%
				e		e		G	g									PQ		
Not Registered Yet	5	4	-	4	1	-	2	3	-	1	-	-	1	-	1	1	3	1	1	-
	1%	3%		1%	*%		*%	8%		1%			*%		3%	*%	1%	2%	1%	
								g												

Comparison Groups: BC/DEF/GHI/JKL/MNO/PQR/ST  
 Independent T-Test for Means, Independent Z-Test for Percentages  
 Upper case letters indicate significance at the 95% level.  
 Lower case letters indicate significance at the 90% level.

Banner II

3 WHICH OF THE FOLLOWING BEST DESCRIBES YOUR AGE CATEGORY?

	SUPPORTED HILLARY VOTE PRESIDENT						MIND MADE UP			VOTE MCCAIN			VOTE OBAMA			US SENATE			NEGATIVE TV ADS	
	HILLARY		VOTE PRESIDENT		MADE			FOR		FOR	AGST	FOR		AGST	AGST	US SENATE			NEGATIVE TV ADS	
	TOTAL	YES	NO	OBMA	MCCN	UNDC	UP	CHNG	UNDC	MCCN	PALN	OBMA	OBMA	MCCN	BUSH	SUNU	SHEN	UNDC	SUNU	SHEN
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	
TOTAL ANSWERING	600	142	442	319	241	18	505	37	6	145	12	64	229	25	34	231	287	55	160	116
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
18-25	21	5	15	15	5	1	17	1	-	4	1	-	11	2	1	7	10	4	4	5
	4%	4%	3%	5%	2%	6%	3%	3%		3%	8%		5%	8%	3%	3%	3%	7%	2%	4%
				e																
26-35	42	11	29	28	10	2	34	2	1	4	-	5	20	4	2	11	24	5	12	6
	7%	8%	7%	9%	4%	11%	7%	5%	17%	3%		8%	9%	16%	6%	5%	8%	9%	8%	5%
				E													P			
26-45	81	12	68	37	37	3	63	7	-	20	4	9	27	1	4	29	35	11	25	16
	14%	8%	15%	12%	15%	17%	12%	19%		14%	33%	14%	12%	4%	12%	13%	12%	20%	16%	14%
				B									n							
46-55	136	34	97	75	49	6	113	10	1	28	5	13	57	3	9	51	65	11	42	28
	23%	24%	22%	24%	20%	33%	22%	27%	17%	19%	42%	20%	25%	12%	26%	22%	23%	20%	26%	24%
													n							
56-64	138	35	102	70	63	2	126	8	1	38	1	22	55	5	5	56	73	6	33	31
	23%	25%	23%	22%	26%	11%	25%	22%	17%	26%	8%	34%	24%	20%	15%	24%	25%	11%	21%	27%
				f						K		K				R	R			
Over 65	179	44	129	93	76	4	150	9	3	51	1	15	59	10	12	76	79	17	43	28
	30%	31%	29%	29%	32%	22%	30%	24%	50%	35%	8%	23%	26%	40%	35%	33%	28%	31%	27%	24%
										K1										
Refused	3	1	2	1	1	-	2	-	-	-	-	-	-	-	1	1	1	1	1	2
	0.5%	1%	0.5%	0.5%	0.5%		0.5%								3%	0.5%	0.5%	2%	1%	2%

Comparison Groups: BC/DEF/GHI/JKL/MNO/PQR/ST  
 Independent T-Test for Means, Independent Z-Test for Percentages  
 Upper case letters indicate significance at the 95% level.  
 Lower case letters indicate significance at the 90% level.

Banner II

4 WHICH OF THE FOLLOWING BEST DESCRIBES YOUR RACE OR ETHNICITY?

	SUPPORTED HILLARY VOTE PRESIDENT						MIND MADE UP			VOTE MCCAIN			VOTE OBAMA			US SENATE			NEGATIVE TV ADS	
	HILLARY		VOTE PRESIDENT		MADE			FOR FOR AGST			FOR AGST AGST									
	YES	NO	OBAMA	MCCN	UNDC	UP	CHNG	UNDC	MCCN	PALN	OBAMA	OBAMA	MCCN	BUSH	SUNU	SHEN	UNDC	SUNU	SHEN	
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	
TOTAL ANSWERING	600	142	442	319	241	18	505	37	6	145	12	64	229	25	34	231	287	55	160	116
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
White/Caucasian	571	134	421	302	234	16	480	36	6	143	12	62	218	24	33	223	271	52	153	112
	95%	94%	95%	95%	97%	89%	95%	97%	100%	99%	100%	97%	95%	96%	97%	97%	94%	95%	96%	97%
African-American	1	-	1	1	-	-	1	-	-	-	-	-	1	-	-	-	1	-	-	-
	*%		*%	*%			*%						*%				*%			
Asian	4	1	3	3	-	-	3	1	-	-	-	-	3	-	-	1	2	-	1	1
	1%	1%	1%	1%			1%	3%					1%			*%	1%		1%	1%
American Indian	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Hispanic	8	3	5	5	1	1	6	-	-	-	-	1	2	1	-	1	5	1	2	1
	1%	2%	1%	2%	*%	6%	1%					2%	1%	4%		*%	2%	2%	1%	1%
Other/ Undecided	8	2	6	5	1	1	7	-	-	1	-	-	3	-	1	2	6	-	1	1
	1%	1%	1%	2%	*%	6%	1%			1%			1%		3%	1%	2%		1%	1%
Refused	8	2	6	3	5	-	8	-	-	1	-	1	2	-	-	4	2	2	3	1
	1%	1%	1%	1%	2%		2%			1%		2%	1%			2%	1%	4%	2%	1%

Comparison Groups: BC/DEF/GHI/JKL/MNO/PQR/ST  
 Independent T-Test for Means, Independent Z-Test for Percentages  
 Upper case letters indicate significance at the 95% level.  
 Lower case letters indicate significance at the 90% level.

Banner II

5 WERE YOU A HILLARY CLINTON SUPPORTER ORIGINALLY IN THE DEMOCRATIC PRIMARY?

	SUPPORTED HILLARY			VOTE PRESIDENT			MIND MADE UP			VOTE MCCAIN			VOTE OBAMA			US SENATE			NEGATIVE TV ADS	
	TOTAL	YES	NO	OBAMA	MCCN	UNDC	UP	CHNG	UNDC	MCCN	PALN	OBAMA	OBAMA	MCCN	BUSH	SUNU	SHEN	UNDC	SUNU	SHEN
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
TOTAL ANSWERING	600	142	442	319	241	18	505	37	6	145	12	64	229	25	34	231	287	55	160	116
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Yes	142	142	-	116	19	4	112	11	3	7	2	9	75	11	14	14	105	18	59	13
	24%	100%		36%	8%	22%	22%	30%	50%	5%	17%	14%	33%	44%	41%	6%	37%	33%	37%	11%
				E								J					P	P	T	
No	442	-	442	194	219	12	382	24	3	136	10	55	149	13	18	213	172	36	100	101
	74%		100%	61%	91%	67%	76%	65%	50%	94%	83%	86%	65%	52%	53%	92%	60%	65%	62%	87%
				DF												QR				S
Undecided/ Don't Know	16	-	-	9	3	2	11	2	-	2	-	-	5	1	2	4	10	1	1	2
	3%			3%	1%	11%	2%	5%		1%			2%	4%	6%	2%	3%	2%	1%	2%
Refused	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Comparison Groups: BC/DEF/GHI/JKL/MNO/PQR/ST  
 Independent T-Test for Means, Independent Z-Test for Percentages  
 Upper case letters indicate significance at the 95% level.  
 Lower case letters indicate significance at the 90% level.



Banner II

6 THERE ARE 5 MAJOR CANDIDATES FOR PRESIDENT, AT THIS POINT, FOR WHOM WILL YOU VOTE?

	SUPPORTED						MIND MADE UP			VOTE MCCAIN			VOTE OBAMA			US SENATE			NEGATIVE	
	HILLARY		VOTE PRESIDENT		MADE			FOR			FOR			FOR			TV ADS			
	YES	NO	OBAMA	MCCN	UNDC	UP	CHNG	UNDC	MCCN	PALN	OBAMA	OBAMA	MCCN	BUSH	SUNU	SHEN	UNDC	SUNU	SHEN	
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	
TOTAL ANSWERING	600	142	442	319	241	18	505	37	6	145	12	64	229	25	34	231	287	55	160	116
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Barack Obama - Democrat	311	111	191	311	-	-	288	18	5	-	-	-	227	25	34	23	255	29	138	23
	52%	78%	43%	97%			57%	49%	83%				99%	100%	100%	10%	89%	53%	86%	20%
			C						gH								PR	P	T	
John McCain - Republican	229	14	212	-	229	-	213	14	1	139	9	62	-	-	-	191	19	12	12	79
	38%	10%	48%		95%		42%	38%	17%	96%	75%	97%				83%	7%	22%	8%	68%
			B				i			k		k				QR	Q		S	
Bob Barr - Libertarian	5	-	5	-	-	-	3	2	-	-	-	-	-	-	-	3	-	1	1	1
	1%		1%				1%	5%								1%		2%	1%	1%
Ralph Nader - Independent	4	1	2	-	-	-	1	3	-	-	-	-	-	-	-	2	-	-	-	1
	1%	1%	1%				1%	8%							1%					1%
			*				*	g												
Cynthia McKinney - Green	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Undecided/ Don't Know	36	12	22	7	11	17	-	-	-	5	3	2	2	-	-	11	11	9	7	11
	6%	8%	5%	2%	5%	94%				3%	25%	3%	1%			5%	4%	16%	4%	9%
						DE					jl							PQ		
Refused	15	4	10	1	1	1	-	-	-	1	-	-	-	-	-	1	2	4	2	1
	2%	3%	2%	1%	1%	6%				1%						1%	1%	7%	1%	1%
																		pq		

Comparison Groups: BC/DEF/GHI/JKL/MNO/PQR/ST  
 Independent T-Test for Means, Independent Z-Test for Percentages  
 Upper case letters indicate significance at the 95% level.  
 Lower case letters indicate significance at the 90% level.

Banner II

7 IS YOUR MIND MADE UP OR DO YOU THINK YOU MIGHT CHANGE YOUR MIND BEFORE THE ELECTION?

	SUPPORTED					MIND MADE UP				VOTE MCCAIN			VOTE OBAMA			US SENATE			NEGATIVE	
	TOTAL	HILLARY YES	NO	VOTE OBAMA	PRESIDENT MCCN	UNDC	MADE UP	CHNG	UNDC	FOR MCCN	FOR PALN	AGST OBAMA	FOR OBAMA	AGST MCCN	AGST BUSH	SUNU	SHEN	UNDC	SUNU	SHEN
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
TOTAL ANSWERING	549	126	410	311	229	-	505	37	6	139	9	62	227	25	34	219	274	42	151	104
	100%	100%	100%	100%	100%		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Mind Made Up	505	112	382	288	213	-	505	-	-	129	9	58	222	22	27	202	258	35	143	95
	92%	89%	93%	93%	93%		100%			93%	100%	94%	98%	88%	79%	92%	94%	83%	95%	91%
											JL		O				r			
Might Change	37	11	24	18	14	-	-	37	-	9	-	4	5	2	4	16	11	6	6	8
	7%	9%	6%	6%	6%			100%		6%		6%	2%	8%	12%	7%	4%	14%	4%	8%
														m			q			
Undecided/ Don't Know	6	3	3	5	1	-	-	-	6	-	-	-	-	1	3	1	5	-	2	-
	1%	2%	1%	2%	1%				100%					4%	9%	1%	2%		1%	
Refused	1	-	1	-	1	-	-	-	-	1	-	-	-	-	-	-	-	1	-	1
	1%		1%		1%					1%								2%		1%

Comparison Groups: BC/DEF/GHI/JKL/MNO/PQR/ST  
 Independent T-Test for Means, Independent Z-Test for Percentages  
 Upper case letters indicate significance at the 95% level.  
 Lower case letters indicate significance at the 90% level.

Banner II  
8 AS OF TODAY, WHO ARE YOU LEANING TOWARD?

	SUPPORTED HILLARY VOTE PRESIDENT						MIND MADE UP			VOTE MCCAIN			VOTE OBAMA			US SENATE			NEGATIVE TV ADS	
	HILLARY		VOTE PRESIDENT				MADE			FOR FOR AGST			FOR AGST AGST							
	YES	NO	OBAMA	MCCN	UNDC	UNDC	UP	CHNG	UNDC	MCCN	PALN	OBAMA	OBAMA	MCCN	BUSH	SUNU	SHEN	UNDC	SUNU	SHEN
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	
TOTAL ANSWERING	51	16	32	8	12	18	-	-	-	6	3	2	2	-	-	12	13	13	9	12
	100%	100%	100%	100%	100%	100%				100%	100%	100%	100%			100%	100%	100%	100%	100%
John McCain - Republican	12	5	7	-	12	-	-	-	-	6	3	2	-	-	-	5	3	3	3	5
	24%	31%	22%		100%					100%	100%	100%				42%	23%	23%	33%	42%
Barack Obama - Democrat	8	5	3	8	-	-	-	-	-	-	-	-	2	-	-	-	4	3	3	1
	16%	31%	9%	100%									100%				31%	23%	33%	8%
			c																	
Ralph Nader - Independent	1	-	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1
	2%		3%																	8%
Bob Barr - Libertarian	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Cynthia McKinney - Green	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Undecided/ Don't Know	17	3	12	-	-	17	-	-	-	-	-	-	-	-	-	7	4	4	1	4
	33%	19%	38%			94%										58%	31%	31%	11%	33%
Refused	13	3	9	-	-	1	-	-	-	-	-	-	-	-	-	-	2	3	2	1
	25%	19%	28%			6%											15%	23%	22%	8%

Comparison Groups: BC/DEF/GHI/JKL/MNO/PQR/ST  
 Independent T-Test for Means, Independent Z-Test for Percentages  
 Upper case letters indicate significance at the 95% level.  
 Lower case letters indicate significance at the 90% level.

Banner II

9 WHICH OF THE FOLLOWING REASONS EXPLAINS YOUR VOTE FOR JOHN MCCAIN?

	SUPPORTED			HILLARY			VOTE PRESIDENT			MIND MADE UP			VOTE MCCAIN			VOTE OBAMA			US SENATE			NEGATIVE	
	TOTAL	YES	NO	OBAMA	MCCN	UNDC	MADE	UP	CHNG	UNDC	MCCN	PALN	OBAMA	OBAMA	MCCN	BUSH	SUNU	SHEN	UNDC	SUNU	SHEN	TV	ADS
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)			
TOTAL ANSWERING	241	19	219	-	241	-	213	14	1	145	12	64	-	-	-	196	22	15	15	84			
	100%	100%	100%		100%		100%	100%	100%	100%	100%	100%				100%	100%	100%	100%	100%	100%	100%	
More of a vote for McCain	145	7	136	-	145	-	129	9	-	145	-	-	-	-	-	121	9	10	8	52			
	60%	37%	62%		60%		61%	64%		100%						62%	41%	67%	53%	62%			
			B													q							
More of a vote against Obama	64	9	55	-	64	-	58	4	-	-	-	64	-	-	-	49	7	5	2	21			
	27%	47%	25%		27%		27%	29%				100%				25%	32%	33%	13%	25%			
			c																				
More of a vote for Palin	12	2	10	-	12	-	9	-	-	-	12	-	-	-	-	9	3	-	3	4			
	5%	11%	5%		5%		4%				100%					5%	14%		20%	5%			
Other	16	1	14	-	16	-	14	-	1	-	-	-	-	-	-	14	2	-	2	5			
	7%	5%	6%		7%		7%		100%							7%	9%		13%	6%			
									G														
Undecided/ Don't Know	4	-	4	-	4	-	3	1	-	-	-	-	-	-	-	3	1	-	-	2			
	2%		2%		2%		1%	7%								2%	5%			2%			
Refused	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-			

Comparison Groups: BC/DEF/GHI/JKL/MNO/PQR/ST  
 Independent T-Test for Means, Independent Z-Test for Percentages  
 Upper case letters indicate significance at the 95% level.  
 Lower case letters indicate significance at the 90% level.

Banner II

10 WHICH OF THE FOLLOWING REASONS EXPLAINS YOUR VOTE FOR BARACK OBAMA?

	SUPPORTED						MIND MADE UP			VOTE MCCAIN			VOTE OBAMA			US SENATE			NEGATIVE	
	HILLARY		VOTE PRESIDENT		MADE			FOR		FOR	AGST	FOR		AGST	AGST	US SENATE			TV ADS	
	TOTAL	YES	NO	OBAMA	MCCN	UNDC	UP	CHNG	UNDC	MCCN	PALN	OBAMA	OBAMA	MCCN	BUSH	SUNU	SHEN	UNDC	SUNU	SHEN
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	
TOTAL ANSWERING	319	116	194	319	-	-	288	18	5	-	-	-	229	25	34	23	259	32	141	24
	100%	100%	100%	100%			100%	100%	100%				100%	100%	100%	100%	100%	100%	100%	100%
More of a vote for Obama	229	75	149	229	-	-	222	5	-	-	-	-	229	-	-	13	192	23	111	14
	72%	65%	77%	72%			77%	28%					100%			57%	74%	72%	79%	58%
			B				H									P			t	
More of a vote against Bush	34	14	18	34	-	-	27	4	3	-	-	-	-	-	34	4	24	3	11	4
	11%	12%	9%	11%			9%	22%	60%						100%	17%	9%	9%	8%	17%
									G											
More of a vote against McCain	25	11	13	25	-	-	22	2	1	-	-	-	-	25	-	2	21	2	10	2
	8%	9%	7%	8%			8%	11%	20%					100%		9%	8%	6%	7%	8%
More of a vote against Palin	6	3	3	6	-	-	2	2	-	-	-	-	-	-	-	1	3	1	1	2
	2%	3%	2%	2%			1%	11%								4%	1%	3%	1%	8%
More of a vote for Biden	4	3	1	4	-	-	2	2	-	-	-	-	-	-	-	1	3	-	2	-
	1%	3%	1%	1%			1%	11%								4%	1%		1%	
Other	13	4	9	13	-	-	9	2	-	-	-	-	-	-	-	1	10	2	4	2
	4%	3%	5%	4%			3%	11%								4%	4%	6%	3%	8%
Undecided/ Don't Know	7	5	1	7	-	-	4	1	-	-	-	-	-	-	-	1	5	1	2	-
	2%	4%	1%	2%			1%	6%								4%	2%	3%	1%	
			c																	
Refused	1	1	-	1	-	-	-	-	1	-	-	-	-	-	-	-	1	-	-	-
	1%	1%		1%					20%								1%			

Comparison Groups: BC/DEF/GHI/JKL/MNO/PQR/ST  
 Independent T-Test for Means, Independent Z-Test for Percentages  
 Upper case letters indicate significance at the 95% level.  
 Lower case letters indicate significance at the 90% level.

Banner II

11 THERE ARE THREE CANDIDATES FOR U.S. SENATE, AT THIS POINT, FOR WHOM WILL YOU VOTE OR TOWARD WHOM WILL YOU LEAN?

	SUPPORTED						MIND MADE UP			VOTE MCCAIN			VOTE OBAMA			US SENATE			NEGATIVE	
	HILLARY		VOTE PRESIDENT		MADE			FOR		FOR	AGST	FOR		AGST	AGST				TV ADS	
	TOTAL	YES	NO	OBAMA	MCCN	UNDC	UP	CHNG	UNDC	MCCN	PALN	OBAMA	OBAMA	MCCN	BUSH	SUNU	SHEN	UNDC	SUNU	SHEN
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	
TOTAL ANSWERING	600	142	442	319	241	18	505	37	6	145	12	64	229	25	34	231	287	55	160	116
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Jeanne Shaheen - Democrat	287	105	172	259	22	5	258	11	5	9	3	7	192	21	24	-	287	-	137	18
	48%	74%	39%	81%	9%	28%	51%	30%	83%	6%	25%	11%	84%	84%	71%		100%		86%	16%
		C		EF		e	H		GH										T	
John Sununu - Republican	231	14	213	23	196	7	202	16	1	121	9	49	13	2	4	231	-	-	12	86
	38%	10%	48%	7%	81%	3%	40%	43%	17%	83%	75%	77%	6%	8%	12%	100%			8%	74%
			B		DF	D													S	
Kenneth 'Ken' Eblevens - Libertarian	17	2	15	5	6	2	8	4	-	4	-	2	1	-	3	-	-	-	3	5
	3%	1%	3%	2%	2%	11%	2%	11%		3%		3%	*%		9%				2%	4%
								g							m					
Undecided/ Don't Know	55	18	36	32	15	4	35	6	-	10	-	5	23	2	3	-	-	55	8	7
	9%	13%	8%	10%	6%	22%	7%	16%		7%		8%	10%	8%	9%			100%	5%	6%
				e																
Refused	10	3	6	-	2	-	2	-	-	1	-	1	-	-	-	-	-	-	-	-
	2%	2%	1%		1%		*%			1%		2%								

Comparison Groups: BC/DEF/GHI/JKL/MNO/PQR/ST  
 Independent T-Test for Means, Independent Z-Test for Percentages  
 Upper case letters indicate significance at the 95% level.  
 Lower case letters indicate significance at the 90% level.

Banner II

11A THINKING ABOUT ALL THE TV ADS THAT HAVE BEEN RUN IN THE U.S. SENATE CAMPAIGN, WHICH CAMPAIGN - THE SUNUNU OR SHAHEEN CAMPAIGN - HAVE RUN THE MORE NEGATIVE ADS?

	SUPPORTED		HILLARY VOTE PRESIDENT			MIND MADE UP			VOTE MCCAIN			VOTE OBAMA			US SENATE			NEGATIVE TV ADS		
	TOTAL	YES	NO	OBMA	MCCN	UNDC	MADE UP	CHNG	UNDC	MCCN	PALN	OBMA	OBMA	MCCN	BUSH	SUNU	SHEN	UNDC	SUNU	SHEN
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)
TOTAL ANSWERING	600	142	442	319	241	18	505	37	6	145	12	64	229	25	34	231	287	55	160	116
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Sununu Campaign	160	59	100	141	15	2	143	6	2	8	3	2	111	10	11	12	137	8	160	-
	27%	42%	23%	44%	6%	11%	28%	16%	33%	6%	25%	3%	48%	40%	32%	5%	48%	15%	100%	
		C		EF			h				l		o				PR	p		
Shaheen	116	13	101	24	84	4	95	8	-	52	4	21	14	2	4	86	18	7	-	116
	19%	9%	23%	8%	35%	22%	19%	22%		36%	33%	33%	6%	8%	12%	37%	6%	13%		100%
			B		D											QR				
Both Equally	191	38	147	83	91	7	151	19	3	54	3	28	50	11	11	85	73	21	-	-
	32%	27%	33%	26%	38%	39%	30%	51%	50%	37%	25%	44%	22%	44%	32%	37%	25%	38%		
					D			G						M		Q		q		
Undecided/ Don't Know	125	30	90	69	49	4	112	4	1	30	2	12	53	2	7	46	57	19	-	-
	21%	21%	20%	22%	20%	22%	22%	11%	17%	21%	17%	19%	23%	8%	21%	20%	20%	35%		
							H						N					PQ		
Refused	8	2	4	2	2	1	4	-	-	1	-	1	1	-	1	2	2	-	-	-
	1%	1%	1%	1%	1%	6%	1%			1%		2%	*%		3%	1%	1%			

Comparison Groups: BC/DEF/GHI/JKL/MNO/PQR/ST  
 Independent T-Test for Means, Independent Z-Test for Percentages  
 Upper case letters indicate significance at the 95% level.  
 Lower case letters indicate significance at the 90% level.

Banner II

12 THERE ARE THREE CANDIDATES FOR GOVERNOR, AT THIS POINT, FOR WHOM WILL YOU VOTE?

	SUPPORTED						MIND MADE UP			VOTE MCCAIN			VOTE OBAMA			US SENATE			NEGATIVE	
	HILLARY		VOTE PRESIDENT		MADE		FOR	FOR	AGST	FOR	AGST	AGST	US SENATE			TV ADS				
TOTAL	YES	NO	OBAMA	MCCN	UNDC	UP	CHNG	UNDC	MCCN	PALN	OBAMA	OBAMA	MCCN	BUSH	SUNU	SHEN	UNDC	SUNU	SHEN	
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	
TOTAL ANSWERING	600	142	442	319	241	18	505	37	6	145	12	64	229	25	34	231	287	55	160	116
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
John Lynch - Democrat	401	113	278	269	116	10	345	27	6	73	6	26	196	20	29	115	258	20	137	63
	67%	80%	63%	84%	48%	56%	68%	73%	100%	50%	50%	41%	86%	80%	85%	50%	90%	36%	86%	54%
		C		EF					GH						r	PR			T	
Joseph 'Joe' Kenney - Republican	89	1	87	4	83	-	83	2	-	49	5	23	3	-	-	80	3	4	6	38
	15%	1%	20%	1%	34%		16%	5%		34%	42%	36%	1%			35%	1%	7%	4%	33%
		B		D			H								QR		q		S	
Susan Newell - Libertarian	12	2	10	3	5	1	8	2	-	2	-	3	1	1	1	3	2	1	-	2
	2%	1%	2%	1%	2%	6%	2%	5%		1%		5%	*%	4%	3%	1%	1%	2%		2%
Undecided/ Don't Know	91	24	63	43	36	7	68	6	-	20	1	12	29	4	4	33	24	30	17	13
	15%	17%	14%	13%	15%	39%	13%	16%		14%	8%	19%	13%	16%	12%	14%	8%	55%	11%	11%
						DE									Q		PQ			
Refused	7	2	4	-	1	-	1	-	-	1	-	-	-	-	-	-	-	-	-	-
	1%	1%	1%		*%		*%			1%										

Comparison Groups: BC/DEF/GHI/JKL/MNO/PQR/ST  
 Independent T-Test for Means, Independent Z-Test for Percentages  
 Upper case letters indicate significance at the 95% level.  
 Lower case letters indicate significance at the 90% level.



Banner II

13 DO YOU BELIEVE THE MEDIA HAS TREATED SARAH PALIN FAIRLY, HARSHLY, OR NEUTRAL?

	SUPPORTED HILLARY						MIND MADE UP			VOTE MCCAIN			VOTE OBAMA			US SENATE			NEGATIVE TV ADS	
	HILLARY		VOTE PRESIDENT		MADE			FOR FOR AGST			FOR AGST AGST			SUNU SHEN UNDC			SUNU SHEN			
	YES	NO	OBAMA	MCCN	UNDC	UP	CHNG	UNDC	MCCN	PALN	OBAMA	OBAMA	MCCN	BUSH	SUNU	SHEN	UNDC	SUNU	SHEN	
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	
TOTAL ANSWERING	600	142	442	319	241	18	505	37	6	145	12	64	229	25	34	231	287	55	160	116
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Fairly	174	53	114	155	15	2	161	5	2	9	1	2	119	12	13	19	137	15	78	14
	29%	37%	26%	49%	6%	11%	32%	14%	33%	6%	8%	3%	52%	48%	38%	8%	48%	27%	49%	12%
		C		EF			H										PR	P	T	
Harshly	271	36	230	54	192	13	218	22	1	116	10	53	34	3	9	176	56	25	34	84
	45%	25%	52%	17%	80%	72%	43%	59%	17%	80%	83%	83%	15%	12%	26%	76%	20%	45%	21%	72%
		B		D	D		i	gI								QR	Q			S
Neutral	127	40	84	90	30	1	106	6	3	17	1	8	65	8	10	31	76	12	41	18
	21%	28%	19%	28%	12%	6%	21%	16%	50%	12%	8%	12%	28%	32%	29%	13%	26%	22%	26%	16%
		C		EF													P		T	
Undecided/ Don't Know	24	10	13	18	3	2	18	3	-	2	-	1	11	2	2	4	17	2	7	-
	4%	7%	3%	6%	1%	11%	4%	8%		1%		2%	5%	8%	6%	2%	6%	4%	4%	
		c		E													P			
Refused	4	3	1	2	1	-	2	1	-	1	-	-	-	-	-	1	1	1	-	-
	1%	2%	*%	1%	*%		*%	3%		1%						*%	*%	2%		

Comparison Groups: BC/DEF/GHI/JKL/MNO/PQR/ST  
 Independent T-Test for Means, Independent Z-Test for Percentages  
 Upper case letters indicate significance at the 95% level.  
 Lower case letters indicate significance at the 90% level.

Banner II

14 WHICH ONE OF THE FOLLOWING ISSUES MATTERS MOST IN DECIDING YOUR VOTE FOR PRESIDENT?

	SUPPORTED						MIND MADE UP			VOTE MCCAIN			VOTE OBAMA			US SENATE			NEGATIVE	
	HILLARY		VOTE PRESIDENT		MADE			FOR	FOR	AGST	FOR	AGST	AGST				TV ADS			
	YES	NO	OBMA	MCCN	UNDC	UP	CHNG	UNDC	MCCN	PALN	OBMA	OBMA	MCCN	BUSH	SUNU	SHEN	UNDC	SUNU	SHEN	
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	
TOTAL ANSWERING	600	142	442	319	241	18	505	37	6	145	12	64	229	25	34	231	287	55	160	116
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Iraq War	97	25	70	58	36	3	86	5	-	21	2	9	40	5	8	35	53	7	36	21
	16%	18%	16%	18%	15%	17%	17%	14%		14%	17%	14%	17%	20%	24%	15%	18%	13%	22%	18%
Moral Values	91	28	61	54	34	-	78	6	1	16	2	16	35	10	5	33	41	16	22	17
	15%	20%	14%	17%	14%		15%	16%	17%	11%	17%	25%	15%	40%	15%	14%	14%	29%	14%	15%
												J		MO				PQ		
Education	82	25	55	42	30	5	62	5	-	15	1	12	31	2	4	29	38	7	25	19
	14%	18%	12%	13%	12%	28%	12%	14%		10%	8%	19%	14%	8%	12%	13%	13%	13%	16%	16%
Taxes	72	8	63	34	31	4	62	2	1	21	2	6	26	2	5	29	32	7	18	20
	12%	6%	14%	11%	13%	22%	12%	5%	17%	14%	17%	9%	11%	8%	15%	13%	11%	13%	11%	17%
			B				h													
Terrorism	63	12	49	29	28	2	54	-	2	17	2	5	24	-	3	23	32	4	19	13
	10%	8%	11%	9%	12%	11%	11%		33%	12%	17%	8%	10%		9%	10%	11%	7%	12%	11%
Economy and Jobs	61	12	49	32	28	1	54	6	-	19	1	7	20	3	4	26	27	6	12	11
	10%	8%	11%	10%	12%	6%	11%	16%		13%	8%	11%	9%	12%	12%	11%	9%	11%	8%	9%
Healthcare	54	13	41	26	24	-	41	6	2	16	2	3	19	1	3	25	23	3	12	6
	9%	9%	9%	8%	10%		8%	16%	33%	11%	17%	5%	8%	4%	9%	11%	8%	5%	8%	5%
									1											
Other	52	11	38	29	19	2	44	5	-	13	-	4	24	-	2	22	26	2	12	6
	9%	8%	9%	9%	8%	11%	9%	14%		9%		6%	10%		6%	10%	9%	4%	8%	5%
															r	r				
Don't Know/ Undecided	24	7	13	14	9	1	21	2	-	5	-	2	10	2	-	6	15	3	4	3
	4%	5%	3%	4%	4%	6%	4%	5%		3%		3%	4%	8%		3%	5%	5%	2%	3%
Refused	4	1	3	1	2	-	3	-	-	2	-	-	-	-	-	3	-	-	-	-
	1%	1%	1%	*%	1%		1%			1%						1%				

Comparison Groups: BC/DEF/GHI/JKL/MNO/PQR/ST  
 Independent T-Test for Means, Independent Z-Test for Percentages  
 Upper case letters indicate significance at the 95% level.  
 Lower case letters indicate significance at the 90% level.

Banner II

15 REGARDLESS OF HOW YOU WOULD VOTE, HOW COMFORTABLE WOULD YOU BE WITH BARACK OBAMA AS PRESIDENT?

	SUPPORTED HILLARY VOTE PRESIDENT						MIND MADE UP			VOTE MCCAIN			VOTE OBAMA			US SENATE			NEGATIVE TV ADS	
	HILLARY		VOTE PRESIDENT		MADE			FOR FOR		AGST	FOR AGST		AGST	US SENATE			NEGATIVE TV ADS			
	TOTAL	YES	NO	OBAMA	MCCN	UNDC	UP	CHNG	UNDC	MCCN	PALN	OBAMA	OBAMA	MCCN	BUSH	SUNU	SHEN	UNDC	SUNU	SHEN
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	
TOTAL ANSWERING	600	142	442	319	241	18	505	37	6	145	12	64	229	25	34	231	287	55	160	116
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Extremely Comfortable	167	51	110	160	3	2	159	1	-	2	1	-	129	10	17	11	138	12	77	13
	28%	36%	25%	50%	1%	11%	31%	3%		1%	8%		56%	40%	50%	5%	48%	22%	48%	11%
		C		EF			H										PR	P	T	
Very Comfortable	142	51	88	120	15	3	118	12	1	12	1	-	86	8	10	20	101	18	60	12
	24%	36%	20%	38%	6%	17%	23%	32%	17%	8%	8%		38%	32%	29%	9%	35%	33%	38%	10%
		C		EF													P	P	T	
Somewhat Comfortable	88	24	62	33	44	7	54	15	4	30	2	11	13	7	6	40	33	10	18	16
	15%	17%	14%	10%	18%	39%	11%	41%	67%	21%	17%	17%	6%	28%	18%	17%	11%	18%	11%	14%
				D	De		G	G					M	m	q					
Not at All Comfortable	188	9	176	1	174	4	168	7	-	100	8	51	-	-	-	153	13	12	5	74
	31%	6%	40%	1%	72%	22%	33%	19%		69%	67%	80%				66%	5%	22%	3%	64%
			B	DF	D	H						j				QR		Q	S	
Undecided/ Don't Know	13	6	5	5	5	2	6	2	1	1	-	2	1	-	1	7	2	3	-	1
	2%	4%	1%	2%	2%	11%	1%	5%	17%	1%		3%	1%		3%	3%	1%	5%		1%
		c											*		q					
Refused	2	1	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	0.3%	0.2%	0.2%																	

Comparison Groups: BC/DEF/GHI/JKL/MNO/PQR/ST  
 Independent T-Test for Means, Independent Z-Test for Percentages  
 Upper case letters indicate significance at the 95% level.  
 Lower case letters indicate significance at the 90% level.

Banner II

16 REGARDLESS OF HOW YOU WOULD VOTE, HOW COMFORTABLE WOULD YOU BE WITH JOHN MCCAIN AS PRESIDENT?

	SUPPORTED HILLARY VOTE PRESIDENT						MIND MADE UP			VOTE MCCAIN			VOTE OBAMA			US SENATE			NEGATIVE TV ADS	
	HILLARY		VOTE PRESIDENT		MADE			FOR FOR AGST		FOR AGST AGST		US SENATE			NEGATIVE TV ADS					
	YES	NO	OBAMA	MCCN	UNDC	UP	CHNG	UNDC	MCCN	PALN	OBAMA	OBAMA	MCCN	BUSH	SUNU	SHEN	UNDC	SUNU	SHEN	
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	
TOTAL ANSWERING	600	142	442	319	241	18	505	37	6	145	12	64	229	25	34	231	287	55	160	116
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Extremely Comfortable	71	5	63	4	63	3	64	1	-	50	1	6	3	1	-	57	9	4	5	27
	12%	4%	14%	1%	26%	17%	13%	3%		34%	8%	9%	1%	4%		25%	3%	7%	3%	23%
			B		D	d	H			KL						QR				S
Very Comfortable	131	15	114	13	108	6	107	8	-	72	4	24	10	-	1	93	20	13	12	40
	22%	11%	26%	4%	45%	33%	21%	22%		50%	33%	38%	4%		3%	40%	7%	24%	8%	34%
			B		D	D				l						QR		Q		S
Somewhat Comfortable	168	33	130	86	66	7	128	20	3	23	6	31	64	3	8	68	70	19	32	35
	28%	23%	29%	27%	27%	39%	25%	54%	50%	16%	50%	48%	28%	12%	24%	29%	24%	35%	20%	30%
								G			J	J	N							s
Not at All Comfortable	216	81	130	208	4	-	202	6	2	-	1	3	151	21	23	11	183	16	110	14
	36%	57%	29%	65%	2%		40%	16%	33%		8%	5%	66%	84%	68%	5%	64%	29%	69%	12%
		C		E			H							M			PR	P	T	
Undecided/ Don't Know	10	6	3	7	-	2	3	2	1	-	-	-	1	-	2	1	5	3	1	-
	2%	4%	1%	2%		11%	1%	5%	17%				1%		6%	1%	2%	5%	1%	
		C											1%		6%	1%	2%	5%	1%	
Refused	4	2	2	1	-	-	1	-	-	-	-	-	-	-	-	1	-	-	-	-
	1%	1%	1%	1%			1%									1%				

Comparison Groups: BC/DEF/GHI/JKL/MNO/PQR/ST  
 Independent T-Test for Means, Independent Z-Test for Percentages  
 Upper case letters indicate significance at the 95% level.  
 Lower case letters indicate significance at the 90% level.

Banner II

17 WHICH OF THE FOLLOWING COMES CLOSEST TO YOUR OPINION OF THE UPCOMING PRESIDENTIAL ELECTION?

	SUPPORTED HILLARY VOTE PRESIDENT						MIND MADE UP			VOTE MCCAIN			VOTE OBAMA			US SENATE			NEGATIVE TV ADS	
	HILLARY		VOTE PRESIDENT		MADE			FOR FOR AGST			FOR AGST AGST			SUNU SHEN UNDC			SUNU SHEN			
	YES	NO	OBAMA	MCCN	UNDC	UP	CHNG	UNDC	MCCN	PALN	OBAMA	OBAMA	MCCN	BUSH	SUNU	SHEN	UNDC	SUNU	SHEN	
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	
TOTAL ANSWERING	600	142	442	319	241	18	505	37	6	145	12	64	229	25	34	231	287	55	160	116
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
It's the most important election of my life	279	67	205	165	105	3	247	12	4	57	6	32	121	11	22	100	138	31	78	66
	46%	47%	46%	52%	44%	17%	49%	32%	67%	39%	50%	50%	53%	44%	65%	43%	48%	56%	49%	57%
			eF	F			H		h									p		
It's very important but not the most important	248	60	183	130	102	11	207	15	2	64	5	27	96	12	9	92	131	15	71	33
	41%	42%	41%	41%	42%	61%	41%	41%	33%	44%	42%	42%	42%	48%	26%	40%	46%	27%	44%	28%
					d								o	o		r	R		T	
It's no different than any other presidential election	62	14	46	21	30	2	44	10	-	21	1	5	12	1	2	35	15	6	11	15
	10%	10%	10%	7%	12%	11%	9%	27%		14%	8%	8%	5%	4%	6%	15%	5%	11%	7%	13%
					D			G								Q				
It's not really that important to me	2	1	1	1	1	-	2	-	-	1	-	-	-	-	1	1	1	-	-	-
	0.3%	0.7%	0.2%	0.3%	0.4%		0.3%			0.7%					0.4%	0.3%	0.3%			
Undecided/ Don't Know	7	-	5	2	2	2	4	-	-	1	-	-	-	1	-	2	2	3	-	2
	1%		1%	1%	1%	11%	1%			1%				4%		1%	1%	5%		2%
Refused	2	-	2	-	1	-	1	-	-	1	-	-	-	-	-	1	-	-	-	-
	0.3%		0.3%		0.2%		0.2%			0.2%						0.3%				

Comparison Groups: BC/DEF/GHI/JKL/MNO/PQR/ST  
 Independent T-Test for Means, Independent Z-Test for Percentages  
 Upper case letters indicate significance at the 95% level.  
 Lower case letters indicate significance at the 90% level.

Banner II

18 WHICH POLITICAL PARTY - IF ANY - DO YOU BLAME FOR THE RECENT TURMOIL ON WALL STREET IN THE BANKING AND FINANCIAL SECTORS?

	SUPPORTED						MIND MADE UP			VOTE MCCAIN			VOTE OBAMA			US SENATE			NEGATIVE	
	HILLARY		VOTE PRESIDENT		MADE			FOR	FOR	AGST	FOR	AGST	AGST				TV ADS			
	YES	NO	OBAMA	MCCN	UNDC	UP	CHNG	UNDC	MCCN	PALN	OBAMA	OBAMA	MCCN	BUSH	SUNU	SHEN	UNDC	SUNU	SHEN	
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	
TOTAL ANSWERING	600	142	442	319	241	18	505	37	6	145	12	64	229	25	34	231	287	55	160	116
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Blame Democrats	107	5	98	5	95	2	93	6	1	51	7	31	3	-	2	88	7	3	5	47
	18%	4%	22%	2%	39%	11%	18%	16%	17%	35%	58%	48%	1%		6%	38%	2%	5%	3%	41%
			B		DF							j				QR				S
Blame Republicans	193	76	113	181	8	2	176	7	3	4	-	3	130	17	17	17	159	14	90	20
	32%	54%	26%	57%	3%	11%	35%	19%	50%	3%		5%	57%	68%	50%	7%	55%	25%	56%	17%
		C		EF			H										PR	P	T	
Blame Neither	177	37	136	87	78	6	145	13	1	53	3	16	67	4	9	70	80	17	44	33
	30%	26%	31%	27%	32%	33%	29%	35%	17%	37%	25%	25%	29%	16%	26%	30%	28%	31%	28%	28%
										l			n							
Undecided/ Don't Know	115	23	89	44	57	6	87	11	-	34	2	14	28	4	6	52	39	20	21	15
	19%	16%	20%	14%	24%	33%	17%	30%		23%	17%	22%	12%	16%	18%	23%	14%	36%	13%	13%
					D	d										Q		PQ		
Refused	8	1	6	2	3	2	4	-	1	3	-	-	1	-	-	4	2	1	-	1
	1%	1%	1%	1%	1%	11%	1%		17%	2%			1%			2%	1%	2%		1%

Comparison Groups: BC/DEF/GHI/JKL/MNO/PQR/ST  
 Independent T-Test for Means, Independent Z-Test for Percentages  
 Upper case letters indicate significance at the 95% level.  
 Lower case letters indicate significance at the 90% level.

Banner II

19 DO YOU APPROVE OR DISAPPROVE OF THE JOB GEORGE W. BUSH IS DOING AS PRESIDENT?

	SUPPORTED HILLARY VOTE PRESIDENT						MIND MADE UP			VOTE MCCAIN			VOTE OBAMA			US SENATE			NEGATIVE TV ADS	
	TOTAL	YES	NO	OBAMA	MCCN	UNDC	UP	CHNG	UNDC	MCCN	PALN	OBAMA	OBAMA	MCCN	BUSH	SUNU	SHEN	UNDC	SUNU	SHEN
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
TOTAL ANSWERING	600	142	442	319	241	18	505	37	6	145	12	64	229	25	34	231	287	55	160	116
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Approve	110	7	102	9	95	3	99	2	1	59	6	20	6	1	2	91	8	8	6	35
	18%	5%	23%	3%	39%	17%	20%	5%	17%	41%	50%	31%	3%	4%	6%	39%	3%	15%	4%	30%
			B		DF		H									QR		Q		S
Disapprove	431	130	287	306	98	14	359	32	5	54	5	33	222	24	32	96	275	41	152	61
	72%	92%	65%	96%	41%	78%	71%	86%	83%	37%	42%	52%	97%	96%	94%	42%	96%	75%	95%	53%
		C		Ef		E		G				j					PR	P	T	
Undecided/ Don't Know	55	5	49	4	46	1	45	3	-	31	1	10	1	-	-	42	4	6	2	19
	9%	4%	11%	1%	19%	6%	9%	8%		21%	8%	16%	*%			18%	1%	11%	1%	16%
			B		DF											Q		Q		S
Refused	4	-	4	-	2	-	2	-	-	1	-	1	-	-	-	2	-	-	-	1
	1%		1%		1%		*%			1%		2%				1%				1%

Comparison Groups: BC/DEF/GHI/JKL/MNO/PQR/ST  
 Independent T-Test for Means, Independent Z-Test for Percentages  
 Upper case letters indicate significance at the 95% level.  
 Lower case letters indicate significance at the 90% level.

Banner II

20 WHEN ALL THE VOTES ARE COUNTED IN NOVEMBER OF 2008, YOU DO YOU THINK WILL BE OUR NEXT PRESIDENT? NOT NECESSARILY WHO YOU ARE VOTING FOR BUT WHO DO YOU THINK WILL BE THE NEXT PRESIDENT? BARACK OBAMA OR JOHN MCCAIN?

	SUPPORTED					MIND MADE UP			VOTE MCCAIN			VOTE OBAMA			US SENATE			NEGATIVE		
	HILLARY		VOTE PRESIDENT			MADE			FOR			FOR AGST			AGST			TV ADS		
	YES	NO	OBAMA	MCCN	UNDC	UP	CHNG	UNDC	MCCN	PALN	OBAMA	OBAMA	MCCN	BUSH	SUNU	SHEN	UNDC	SUNU	SHEN	
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	
TOTAL ANSWERING	600	142	442	319	241	18	505	37	6	145	12	64	229	25	34	231	287	55	160	116
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Barack Obama	430	122	297	283	125	12	365	27	4	70	8	39	205	23	29	122	253	37	142	69
	72%	86%	67%	89%	52%	67%	72%	73%	67%	48%	67%	61%	90%	92%	85%	53%	88%	67%	89%	59%
		C		Ef								j					PR	P	T	
John McCain	80	6	73	3	72	1	72	3	-	47	3	15	2	-	-	66	7	6	6	30
	13%	4%	17%	1%	30%	6%	14%	8%		32%	25%	23%	1%			29%	2%	11%	4%	26%
			B		DF											QR		Q		S
Undecided/ Don't Know	86	13	69	33	42	5	66	6	2	27	1	9	22	2	5	41	27	12	12	17
	14%	9%	16%	10%	17%	28%	13%	16%	33%	19%	8%	14%	10%	8%	15%	18%	9%	22%	8%	15%
			B		D											Q		Q		s
Refused	4	1	3	-	2	-	2	1	-	1	-	1	-	-	-	2	-	-	-	-
	1%	1%	1%		1%		1%	3%		1%		2%				1%				

Comparison Groups: BC/DEF/GHI/JKL/MNO/PQR/ST  
 Independent T-Test for Means, Independent Z-Test for Percentages  
 Upper case letters indicate significance at the 95% level.  
 Lower case letters indicate significance at the 90% level.



Banner II

21 ARE YOU CONFIDENT THAT NEW HAMPSHIRE WILL RETAIN ITS FIRST-IN-THE-NATION PRESIDENTIAL PRIMARY STATUS IN THE YEAR 2012?

	SUPPORTED		HILLARY VOTE PRESIDENT			MIND MADE UP			VOTE MCCAIN			VOTE OBAMA			US SENATE			NEGATIVE TV ADS		
	YES	NO	OBAMA	MCCN	UNDC	UP	CHNG	UNDC	MCCN	PALN	OBAMA	OBAMA	MCCN	BUSH	SUNU	SHEN	UNDC	SUNU	SHEN	
TOTAL	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
TOTAL ANSWERING	600	142	442	319	241	18	505	37	6	145	12	64	229	25	34	231	287	55	160	116
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Yes	357	87	260	193	142	13	300	24	4	88	9	33	133	16	26	144	174	30	107	73
	60%	61%	59%	61%	59%	72%	59%	65%	67%	61%	75%	52%	58%	64%	76%	62%	61%	55%	67%	63%
											1				M					
No	123	24	97	59	56	3	107	5	-	32	1	21	44	6	3	51	53	11	31	31
	20%	17%	22%	18%	23%	17%	21%	14%		22%	8%	33%	19%	24%	9%	22%	18%	20%	19%	27%
												K	o							
Undecided/ Don't Know	118	31	83	67	42	2	97	8	2	24	2	10	52	3	5	35	60	14	22	12
	20%	22%	19%	21%	17%	11%	19%	22%	33%	17%	17%	16%	23%	12%	15%	15%	21%	25%	14%	10%
																	P			
Refused	2	-	2	-	1	-	1	-	-	1	-	-	-	-	-	1	-	-	-	-
	0.3%		0.3%		0.3%		0.3%			0.3%						0.3%				

Comparison Groups: BC/DEF/GHI/JKL/MNO/PQR/ST  
 Independent T-Test for Means, Independent Z-Test for Percentages  
 Upper case letters indicate significance at the 95% level.  
 Lower case letters indicate significance at the 90% level.

Banner II

22 DO YOU EXPECT THAT MASSACHUSETTS WILL PUT TOLLS UP ON ROUTE 93 FOR CARS TRAVELING TO AND FROM NEW HAMPSHIRE?

	SUPPORTED			HILLARY			VOTE PRESIDENT			MIND MADE UP			VOTE MCCAIN			VOTE OBAMA			US SENATE			NEGATIVE	
	TOTAL	YES	NO	OBAMA	MCCN	UNDC	MADE	UP	CHNG	UNDC	MCCN	PALN	OBAMA	OBAMA	MCCN	BUSH	SUNU	SHEN	UNDC	SUNU	SHEN	TV ADS	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)			
TOTAL ANSWERING	600	142	442	319	241	18	505	37	6	145	12	64	229	25	34	231	287	55	160	116			
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
Yes	227	51	173	100	111	10	194	10	3	66	7	32	69	10	12	104	89	24	58	57			
	38%	36%	39%	31%	46%	56%	38%	27%	50%	46%	58%	50%	30%	40%	35%	45%	31%	44%	36%	49%			
					D	D										Q		q		S			
No	132	28	100	69	54	2	104	11	2	32	2	12	52	6	7	48	68	11	34	31			
	22%	20%	23%	22%	22%	11%	21%	30%	33%	22%	17%	19%	23%	24%	21%	21%	24%	20%	21%	27%			
Undecided/ Don't Know	237	63	166	149	74	6	204	16	1	45	3	20	107	9	15	77	129	20	68	28			
	40%	44%	38%	47%	31%	33%	40%	43%	17%	31%	25%	31%	47%	36%	44%	33%	45%	36%	42%	24%			
					E												P		T				
Refused	4	-	3	1	2	-	3	-	-	2	-	-	1	-	-	2	1	-	-	-			
	1%		1%	*%	1%		1%			1%			*%			1%	*%						

Comparison Groups: BC/DEF/GHI/JKL/MNO/PQR/ST  
 Independent T-Test for Means, Independent Z-Test for Percentages  
 Upper case letters indicate significance at the 95% level.  
 Lower case letters indicate significance at the 90% level.

Banner II

23 HAS ANYONE IN YOUR HOUSEHOLD EVER SERVED IN THE U.S. MILITARY?

	SUPPORTED HILLARY VOTE PRESIDENT						MIND MADE UP			VOTE MCCAIN			VOTE OBAMA			US SENATE			NEGATIVE TV ADS	
	TOTAL	YES	NO	OBMA	MCCN	UNDC	MADE UP	CHNG	UNDC	MCCN	PALN	OBMA	OBMA	MCCN	BUSH	SUNU	SHEN	UNDC	SUNU	SHEN
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
TOTAL ANSWERING	600	142	442	319	241	18	505	37	6	145	12	64	229	25	34	231	287	55	160	116
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Yes	328	78	240	154	149	10	269	21	5	94	6	38	103	17	20	141	138	32	73	68
	55%	55%	54%	48%	62%	56%	53%	57%	83%	65%	50%	59%	45%	68%	59%	61%	48%	58%	46%	59%
					D				g					M		Q				S
No	268	63	200	164	91	7	234	16	1	50	6	26	126	8	14	88	149	22	87	48
	45%	44%	45%	51%	38%	39%	46%	43%	17%	34%	50%	41%	55%	32%	41%	38%	52%	40%	54%	41%
				E			i						N			Pr		T		
Undecided/ Don't Know	1	-	-	-	-	1	-	-	-	-	-	-	-	-	-	-	-	-	1	-
	*%					6%													2%	
Refused	3	1	2	1	1	-	2	-	-	1	-	-	-	-	-	2	-	-	-	-
	*%	1%	*%	*%	*%		*%			1%						1%				

Comparison Groups: BC/DEF/GHI/JKL/MNO/PQR/ST  
 Independent T-Test for Means, Independent Z-Test for Percentages  
 Upper case letters indicate significance at the 95% level.  
 Lower case letters indicate significance at the 90% level.

Banner II

24 DOES ANYONE IN YOUR HOUSEHOLD BELONG TO A LABOR UNION?

	SUPPORTED						MIND MADE UP			VOTE MCCAIN			VOTE OBAMA			US SENATE			NEGATIVE	
	HILLARY		VOTE PRESIDENT		MADE		UP	CHNG	UNDC	FOR	FOR	AGST	FOR	AGST	AGST	SUNU	SHEN	UNDC	SUNU	SHEN
TOTAL	YES	NO	OBMA	MCCN	UNDC	UP	CHNG	UNDC	MCCN	PALN	OBMA	OBMA	MCCN	BUSH	SUNU	SHEN	UNDC	SUNU	SHEN	
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	
TOTAL ANSWERING	600	142	442	319	241	18	505	37	6	145	12	64	229	25	34	231	287	55	160	116
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Yes	104	34	66	62	33	5	77	13	2	20	1	9	41	10	7	29	57	12	33	20
	17%	24%	15%	19%	14%	28%	15%	35%	33%	14%	8%	14%	18%	40%	21%	13%	20%	22%	21%	17%
		C		e				G					M			P				
No	491	108	372	256	207	12	426	24	4	124	11	55	188	15	26	201	229	42	127	96
	82%	76%	84%	80%	86%	67%	84%	65%	67%	86%	92%	86%	82%	60%	76%	87%	80%	76%	79%	83%
		B		df		H						N			Qr					
Undecided/ Don't Know	3	-	2	1	-	1	1	-	-	-	-	-	-	-	1	-	1	1	-	-
	*%		*%	*%		6%	*%								3%		*%	2%		
Refused	2	-	2	-	1	-	1	-	-	1	-	-	-	-	-	1	-	-	-	-
	*%		*%		*%		*%			1%						*%				

Comparison Groups: BC/DEF/GHI/JKL/MNO/PQR/ST  
 Independent T-Test for Means, Independent Z-Test for Percentages  
 Upper case letters indicate significance at the 95% level.  
 Lower case letters indicate significance at the 90% level.

Banner II

25 IN THE 2004 PRESIDENTIAL ELECTION, DID YOU VOTE FOR JOHN KERRY, GEORGE BUSH, OR RALPH NADER?

	SUPPORTED						MIND MADE UP			VOTE MCCAIN			VOTE OBAMA			US SENATE			NEGATIVE	
	HILLARY		VOTE PRESIDENT		MADE			FOR			FOR			AGST			TV ADS			
	YES	NO	OBAMA	MCCN	UNDC	UP	CHNG	UNDC	MCCN	PALN	OBAMA	OBAMA	MCCN	BUSH	SUNU	SHEN	UNDC	SUNU	SHEN	
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	
TOTAL ANSWERING	600	142	442	319	241	18	505	37	6	145	12	64	229	25	34	231	287	55	160	116
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
John Kerry - Democrat	252	101	143	232	14	2	225	13	1	8	2	3	179	18	18	17	213	16	120	20
	42%	71%	32%	73%	6%	11%	45%	35%	17%	6%	17%	5%	78%	72%	53%	7%	74%	29%	75%	17%
		C		EF			i					O					PR	P	T	
George Bush	272	17	251	40	212	12	227	17	3	129	9	56	23	1	11	196	41	22	25	85
	45%	12%	57%	13%	88%	67%	45%	46%	50%	89%	75%	88%	10%	4%	32%	85%	14%	40%	16%	73%
			B		DF	D									MN	QR		Q		S
Ralph Nader - Reform	11	2	8	6	3	-	10	-	-	1	-	2	4	1	-	4	5	1	2	2
	2%	1%	2%	2%	1%		2%			1%		3%	2%	4%		2%	2%	2%	1%	2%
Did Not Vote	34	13	20	26	7	1	25	4	2	5	-	2	14	3	4	7	20	6	8	5
	6%	9%	5%	8%	3%	6%	5%	11%	33%	3%		3%	6%	12%	12%	3%	7%	11%	5%	4%
		c		E													P	P		
Undecided/ Don't Know	17	7	9	12	3	1	12	2	-	1	1	1	7	2	1	2	6	9	5	3
	3%	5%	2%	4%	1%	6%	2%	5%		1%	8%	2%	3%	8%	3%	1%	2%	16%	3%	3%
				E														PQ		
Refused	14	2	11	3	2	2	6	1	-	1	-	-	2	-	-	5	2	1	-	1
	2%	1%	2%	1%	1%	11%	1%	3%		1%			1%			2%	1%	2%		1%

Comparison Groups: BC/DEF/GHI/JKL/MNO/PQR/ST  
 Independent T-Test for Means, Independent Z-Test for Percentages  
 Upper case letters indicate significance at the 95% level.  
 Lower case letters indicate significance at the 90% level.

Banner II  
26 GENDER

	SUPPORTED		HILLARY			VOTE PRESIDENT			MIND MADE UP			VOTE MCCAIN			VOTE OBAMA			US SENATE			NEGATIVE	
	TOTAL	YES	NO	OBAMA	MCCN	UNDC	UP	CHNG	UNDC	MCCN	PALN	OBAMA	OBAMA	MCCN	BUSH	SUNU	SHEN	UNDC	SUNU	SHEN		
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)		
TOTAL ANSWERING	600	142	442	319	241	18	505	37	6	145	12	64	229	25	34	231	287	55	160	116		
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%		
Male	290	51	229	133	132	11	237	22	3	83	4	37	94	16	11	123	120	32	62	65		
	48%	36%	52%	42%	55%	61%	47%	59%	50%	57%	33%	58%	41%	64%	32%	53%	42%	58%	39%	56%		
			B		D					k				MO		Q		Q		S		
Female	310	91	213	186	109	7	268	15	3	62	8	27	135	9	23	108	167	23	98	51		
	52%	64%	48%	58%	45%	39%	53%	41%	50%	43%	67%	42%	59%	36%	68%	47%	58%	42%	61%	44%		
		C		E						j			N		N		PR		T			

Comparison Groups: BC/DEF/GHI/JKL/MNO/PQR/ST  
 Independent T-Test for Means, Independent Z-Test for Percentages  
 Upper case letters indicate significance at the 95% level.  
 Lower case letters indicate significance at the 90% level.

Banner III  
REGION

	PRESIDENTIAL ELECTION																ETHNICITY		
	ISSUES PRESIDENT				COMFORTABLE OBAMA PRSDNT				COMFORTABLE MCCAIN PRSDT				MOST	VERY	NO	NOT			
	TOTAL	IRAQ	MORALS	EDU	EXRLY	VERY	SMWHT	NOT	ALL	EXRLY	VERY	SMWHT	NOT	ALL	IMPRT	IMPRT	DFRNT	IMPRT	WHITE
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)		
TOTAL ANSWERING	600	97	91	82	167	142	88	188	71	131	168	216	279	248	62	2	571	21	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Central	147	20	22	21	38	34	25	41	20	37	37	50	73	57	14	1	144	3	
	24%	21%	24%	26%	23%	24%	28%	22%	28%	28%	22%	23%	26%	23%	23%	50%	25%	14%	
West/North	137	30	14	23	48	32	19	36	14	30	30	59	65	61	10	-	131	5	
	23%	31%	15%	28%	29%	23%	22%	19%	20%	23%	18%	27%	23%	25%	16%		23%	24%	
		C		C	H							K							
Hillsborough	175	30	29	23	50	40	22	63	21	35	52	66	76	81	14	1	166	7	
	29%	31%	32%	28%	30%	28%	25%	34%	30%	27%	31%	31%	27%	33%	23%	50%	29%	33%	
														O					
Rockingham	141	17	26	15	31	36	22	48	16	29	49	41	65	49	24	-	130	6	
	24%	18%	29%	18%	19%	25%	25%	26%	23%	22%	29%	19%	23%	20%	39%		23%	29%	
			b								L				MN				

Comparison Groups: BCD/EFGH/IJKL/MNOP/QR  
 Independent T-Test for Means, Independent Z-Test for Percentages  
 Upper case letters indicate significance at the 95% level.  
 Lower case letters indicate significance at the 90% level.

Banner III  
AREA

	PRESIDENTIAL ELECTION																ETHNICITY	
	ISSUES PRESIDENT				COMFORTABLE OBAMA PRSDNT				COMFORTABLE MCCAIN PRSDT				MOST	VERY	NO	NOT	WHITE	OTHER
	TOTAL	IRAQ	MORALS	EDU	EXRLY	VERY	SMWHT	NOT ALL	EXRLY	VERY	SMWHT	NOT ALL	IMPRT	IMPRT	DFRNT	IMPRT	(Q)	(R)
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	
TOTAL ANSWERING	600	97	91	82	167	142	88	188	71	131	168	216	279	248	62	2	571	21
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Belknap	29	8	-	2	6	4	6	10	7	7	5	8	20	5	3	-	29	-
	5%	8%		2%	4%	3%	7%	5%	10%	5%	3%	4%	7%	2%	5%		5%	
		d							k				N					
Strafford	50	9	9	8	9	15	10	13	6	15	13	16	18	23	8	-	47	3
	8%	9%	10%	10%	5%	11%	11%	7%	8%	11%	8%	7%	6%	9%	13%		8%	14%
						e												
Merrimack	68	3	13	11	23	15	9	18	7	15	19	26	35	29	3	1	68	-
	11%	3%	14%	13%	14%	11%	10%	10%	10%	11%	11%	12%	13%	12%	5%	50%	12%	
			B	B									O	O				
Carroll	25	4	2	1	10	4	2	8	4	5	4	10	14	8	3	-	23	2
	4%	4%	2%	1%	6%	3%	2%	4%	6%	4%	2%	5%	5%	3%	5%		4%	10%
Cheshire	37	8	2	8	13	13	4	7	4	4	7	21	22	13	2	-	35	1
	6%	8%	2%	10%	8%	9%	5%	4%	6%	3%	4%	10%	8%	5%	3%		6%	5%
		c		C		h						JK	o					
Coos	15	1	3	5	4	4	3	4	-	5	5	5	6	8	-	-	15	-
	2%	1%	3%	6%	2%	3%	3%	2%		4%	3%	2%	2%	3%			3%	
				b														
Grafton	39	10	6	6	15	7	7	9	3	11	8	16	15	21	3	-	37	2
	6%	10%	7%	7%	9%	5%	8%	5%	4%	8%	5%	7%	5%	8%	5%		6%	10%
Sullivan	21	7	1	3	6	4	3	8	3	5	6	7	8	11	2	-	21	-
	4%	7%	1%	4%	4%	3%	3%	4%	4%	4%	4%	3%	3%	4%	3%		4%	
		C																
Hillsborough	175	30	29	23	50	40	22	63	21	35	52	66	76	81	14	1	166	7
	29%	31%	32%	28%	30%	28%	25%	34%	30%	27%	31%	31%	27%	33%	23%	50%	29%	33%
														o				

Comparison Groups: BCD/EFHG/IJKL/MNOP/QR  
 Independent T-Test for Means, Independent Z-Test for Percentages  
 Upper case letters indicate significance at the 95% level.  
 Lower case letters indicate significance at the 90% level.



Banner III  
AREA

TOTAL	ISSUES PRESIDENT COMFORTABLE OBAMA PRSDNT COMFORTABLE MCCAIN PRSDT											PRESIDENTIAL ELECTION				ETHNICITY			
	IRAQ	MORALS	EDU	EXRLY	VERY	SMWHT	NOT	ALL	EXRLY	VERY	SMWHT	NOT	ALL	IMPRT	IMPRT	DFRNT	IMPRT	WHITE	OTHER
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	
141	17	26	15	31	36	22	48	16	29	49	41	65	49	24	-	130	6		
24%	18%	29%	18%	19%	25%	25%	26%	23%	22%	29%	19%	23%	20%	39%		23%	29%		
		b									L			MN					

Comparison Groups: BCD/EF GH/IJKL/MNOP/QR  
 Independent T-Test for Means, Independent Z-Test for Percentages  
 Upper case letters indicate significance at the 95% level.  
 Lower case letters indicate significance at the 90% level.

Banner III

1 HOW LIKELY ARE YOU TO VOTE IN THE PRESIDENTIAL ELECTION ON NOVEMBER 4TH?

	ISSUES PRESIDENT												COMFORTABLE OBAMA PRSDNT				COMFORTABLE MCCAIN PRSDT				PRESIDENTIAL ELECTION				ETHNICITY							
	IRAQ		MORALS		EDU		EXRLY		VERY		SMWHT		NOT		ALL		EXRLY		VERY		SMWHT		NOT		ALL		IMPRT	IMPRT	DFRNT	IMPRT	WHITE	OTHER
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)														
TOTAL ANSWERING	600	97	91	82	167	142	88	188	71	131	168	216	279	248	62	2	571	21														
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%														
Very Likely	566	91	87	80	158	132	84	179	68	125	157	204	263	236	56	2	537	21														
	94%	94%	96%	98%	95%	93%	95%	95%	96%	95%	93%	94%	94%	95%	90%	100%	94%	100%														
																MNO		Q														
Somewhat Likely	5	-	1	-	2	1	2	-	-	1	2	2	1	1	3	-	5	-														
	1%		1%		1%	1%	2%			1%	1%	1%	*%	*%	5%		1%															
Already Voted	29	6	3	2	7	9	2	9	3	5	9	10	15	11	3	-	29	-														
	5%	6%	3%	2%	4%	6%	2%	5%	4%	4%	5%	5%	5%	4%	5%		5%															
Not Very Likely or Not at all Likely	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-														
Don't Know/ Refused	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-														

Comparison Groups: BCD/EFGH/IJKL/MNOP/QR  
 Independent T-Test for Means, Independent Z-Test for Percentages  
 Upper case letters indicate significance at the 95% level.  
 Lower case letters indicate significance at the 90% level.

Banner III  
2 AND HOW ARE YOU REGISTERED TO VOTE?

	PRESIDENTIAL ELECTION																ETHNICITY		
	ISSUES PRESIDENT				COMFORTABLE OBAMA PRSDNT				COMFORTABLE MCCAIN PRSDT				MOST	VERY	NO	NOT	WHITE	OTHER	
	TOTAL	IRAQ	MORALS	EDU	EXRLY	VERY	SMWHT	NOT	ALL	EXRLY	VERY	SMWHT	NOT	ALL	IMPRT	IMPRT	DFRNT	IMPRT	(Q)
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)				
TOTAL ANSWERING	600	97	91	82	167	142	88	188	71	131	168	216	279	248	62	2	571	21	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Democrat	181	34	24	20	96	62	12	7	6	7	41	120	94	75	9	1	167	13	
	30%	35%	26%	24%	57%	44%	14%	4%	8%	5%	24%	56%	34%	30%	15%	50%	29%	62%	
					FGH	GH	H				IJ	IJK	O	O				Q	
Republican	189	29	25	31	9	25	29	120	49	71	56	12	85	82	21	-	181	3	
	32%	30%	27%	38%	5%	18%	33%	64%	69%	54%	33%	6%	30%	33%	34%		32%	14%	
					E	EF	EF	EFG	JKL	KL	L						R		
Independent/ Other	225	33	42	30	62	52	45	61	16	52	69	82	99	89	30	1	218	5	
	38%	34%	46%	37%	37%	37%	51%	32%	23%	40%	41%	38%	35%	36%	48%	50%	38%	24%	
			b				EFH			I	I	I			mn				
Not Registered Yet	5	1	-	1	-	3	2	-	-	1	2	2	1	2	2	-	5	-	
	1%	1%		1%		2%	2%			1%	1%	1%	*%	1%	3%		1%		

Comparison Groups: BCD/EFH/IJKL/MNOP/QR  
 Independent T-Test for Means, Independent Z-Test for Percentages  
 Upper case letters indicate significance at the 95% level.  
 Lower case letters indicate significance at the 90% level.

Banner III

3 WHICH OF THE FOLLOWING BEST DESCRIBES YOUR AGE CATEGORY?

	PRESIDENTIAL ELECTION																ETHNICITY		
	ISSUES PRESIDENT				COMFORTABLE OBAMA PRSDNT				COMFORTABLE MCCAIN PRSDT				MOST	VERY	NO	NOT	WHITE	OTHER	
	TOTAL	IRAQ	MORALS	EDU	EXRLY	VERY	SMWHT	NOT	ALL	EXRLY	VERY	SMWHT	NOT	ALL	IMPRT	IMPRT	DFRNT	IMPRT	(Q)
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(Q)	(R)
TOTAL ANSWERING	600	97	91	82	167	142	88	188	71	131	168	216	279	248	62	2	571	21	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
18-25	21	6	2	5	9	6	4	-	1	2	5	10	12	7	1	-	20	1	
	4%	6%	2%	6%	5%	4%	5%		1%	2%	3%	5%	4%	3%	2%		4%	5%	
												j							
26-35	42	6	11	4	17	9	6	9	2	10	12	16	25	13	3	-	37	4	
	7%	6%	12%	5%	10%	6%	7%	5%	3%	8%	7%	7%	9%	5%	5%		6%	19%	
			d		h							i	n						
26-45	81	14	10	15	22	18	12	29	11	18	37	15	45	26	9	-	72	5	
	14%	14%	11%	18%	13%	13%	14%	15%	15%	14%	22%	7%	16%	10%	15%		13%	24%	
									1	1	jL		n						
46-55	136	20	22	20	45	25	22	42	16	24	44	50	62	55	17	1	130	6	
	23%	21%	24%	24%	27%	18%	25%	22%	23%	18%	26%	23%	22%	22%	27%	50%	23%	29%	
					F														
56-64	138	23	15	20	35	34	20	47	15	35	37	49	56	65	16	1	136	2	
	23%	24%	16%	24%	21%	24%	23%	25%	21%	27%	22%	23%	20%	26%	26%	50%	24%	10%	
													m				R		
Over 65	179	28	31	18	39	49	24	59	26	42	31	75	78	82	16	-	174	3	
	30%	29%	34%	22%	23%	35%	27%	31%	37%	32%	18%	35%	28%	33%	26%		30%	14%	
			d			E		e	K	K		K					R		
Refused	3	-	-	-	-	1	-	2	-	-	2	1	1	-	-	-	2	-	
	*%					1%		1%			1%	*%	*%				*%		

Comparison Groups: BCD/EFGH/IJKL/MNOP/QR  
 Independent T-Test for Means, Independent Z-Test for Percentages  
 Upper case letters indicate significance at the 95% level.  
 Lower case letters indicate significance at the 90% level.

Banner III

4 WHICH OF THE FOLLOWING BEST DESCRIBES YOUR RACE OR ETHNICITY?

	PRESIDENTIAL ELECTION																ETHNICITY		
	ISSUES PRESIDENT				COMFORTABLE OBAMA PRSDNT				COMFORTABLE MCCAIN PRSDT				MOST	VERY	NO	NOT	WHITE	OTHER	
	TOTAL	IRAQ	MORALS	EDU	EXRLY	VERY	SMWHT	NOT	ALL	EXRLY	VERY	SMWHT	NOT	ALL	IMPRT	IMPRT	DFRNT	IMPRT	(Q)
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)				
TOTAL ANSWERING	600	97	91	82	167	142	88	188	71	131	168	216	279	248	62	2	571	21	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
White/Caucasian	571	95	87	78	157	135	84	181	67	129	158	205	261	242	58	2	571	-	
	95%	98%	96%	95%	94%	95%	95%	96%	94%	98%	94%	95%	94%	98%	94%	100%	100%	100%	
									Kl				M		MNO				
African-American	1	-	-	-	-	1	-	-	-	-	-	1	1	-	-	-	-	1	
	*%					1%						*%	*%					5%	
Asian	4	1	-	1	2	-	1	1	-	-	3	1	2	1	1	-	-	4	
	1%	1%		1%	1%		1%	1%			2%	*%	1%	*%	2%			19%	
American Indian	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Hispanic	8	-	2	2	3	1	2	1	1	1	1	4	6	1	1	-	-	8	
	1%		2%	2%	2%	1%	2%	1%	1%	1%	1%	2%	2%	*%	2%			38%	
												n							
Other/ Undecided	8	1	-	1	3	3	1	1	1	1	3	3	4	2	2	-	-	8	
	1%	1%		1%	2%	2%	1%	1%	1%	1%	2%	1%	1%	1%	3%			38%	
Refused	8	-	2	-	2	2	-	4	2	-	3	2	5	2	-	-	-	-	
	1%		2%		1%	1%		2%	3%		2%	1%	2%	1%					

Comparison Groups: BCD/EFHG/IJKL/MNOP/QR  
 Independent T-Test for Means, Independent Z-Test for Percentages  
 Upper case letters indicate significance at the 95% level.  
 Lower case letters indicate significance at the 90% level.

Banner III

5 WERE YOU A HILLARY CLINTON SUPPORTER ORIGINALLY IN THE DEMOCRATIC PRIMARY?

	ISSUES PRESIDENT COMFORTABLE OBAMA PRSDNT COMFORTABLE MCCAIN PRSDT												PRESIDENTIAL ELECTION				ETHNICITY			
	TOTAL	IRAQ	MORALS	EDU	EXRLY	VERY	SMWHT	NOT	ALL	EXRLY	VERY	SMWHT	NOT	ALL	IMPRT	IMPRT	DFRNT	IMPRT	WHITE	OTHER
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)		
TOTAL ANSWERING	600	97	91	82	167	142	88	188	71	131	168	216	279	248	62	2	571	21		
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Yes	142	25	28	25	51	51	24	9	5	15	33	81	67	60	14	1	134	6		
	24%	26%	31%	30%	31%	36%	27%	5%	7%	11%	20%	38%	24%	24%	23%	50%	23%	29%		
					H	H	H				IJ	IJK								
No	442	70	61	55	110	88	62	176	63	114	130	130	205	183	46	1	421	15		
	74%	72%	67%	67%	66%	62%	70%	94%	89%	87%	77%	60%	73%	74%	74%	50%	74%	71%		
								EFG	KL	KL	L									
Undecided/ Don't Know	16	2	2	2	6	3	2	3	3	2	5	5	7	5	2	-	16	-		
	3%	2%	2%	2%	4%	2%	2%	2%	4%	2%	3%	2%	3%	2%	3%		3%			
Refused	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-		

Comparison Groups: BCD/EFGH/IJKL/MNOP/QR  
 Independent T-Test for Means, Independent Z-Test for Percentages  
 Upper case letters indicate significance at the 95% level.  
 Lower case letters indicate significance at the 90% level.

Banner III

6 THERE ARE 5 MAJOR CANDIDATES FOR PRESIDENT, AT THIS POINT, FOR WHOM WILL YOU VOTE?

	PRESIDENTIAL ELECTION																ETHNICITY		
	ISSUES PRESIDENT				COMFORTABLE OBAMA PRSDNT				COMFORTABLE MCCAIN PRSDT				MOST	VERY	NO	NOT	WHITE	OTHER	
	TOTAL	IRAQ	MORALS	EDU	EXRLY	VERY	SMWHT	NOT	ALL	EXRLY	VERY	SMWHT	NOT	ALL	IMPRT	IMPRT	DFRNT	IMPRT	(Q)
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(Q)	(R)
TOTAL ANSWERING	600	97	91	82	167	142	88	188	71	131	168	216	279	248	62	2	571	21	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Barack Obama - Democrat	311	57	52	40	159	116	31	1	4	12	84	204	163	125	20	1	294	14	
	52%	59%	57%	49%	95%	82%	35%	1%	6%	9%	50%	94%	58%	50%	32%	50%	51%	67%	
					FGH	GH	H				IJ	IJK	nO	O					
John McCain - Republican	229	35	32	25	1	14	40	169	62	102	61	4	100	97	28	1	222	2	
	38%	36%	35%	30%	1%	10%	45%	90%	87%	78%	36%	2%	36%	39%	45%	50%	39%	10%	
					E	EF	EFH	EFG	jKL	KL	L						R		
Bob Barr - Libertarian	5	-	-	2	-	1	2	2	-	1	4	-	-	1	4	-	3	2	
	1%			2%		1%	2%	1%		1%	2%			1%	6%		1%	10%	
														n					
Ralph Nader - Independent	4	-	1	-	-	-	-	4	-	-	2	2	-	1	3	-	4	-	
	1%		1%					2%			1%	1%		1%	5%		1%		
Cynthia McKinney - Green	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Undecided/ Don't Know	36	4	4	11	3	8	14	8	3	12	15	3	10	19	5	-	35	1	
	6%	4%	4%	13%	2%	6%	16%	4%	4%	9%	9%	1%	4%	8%	8%		6%	5%	
				BC		e	EFH			L	L			M					
Refused	15	1	2	4	4	3	1	4	2	4	2	3	6	5	2	-	13	2	
	2%	1%	2%	5%	2%	2%	1%	2%	3%	3%	1%	1%	2%	2%	3%		2%	10%	

Comparison Groups: BCD/EFH/IJKL/MNOP/QR  
 Independent T-Test for Means, Independent Z-Test for Percentages  
 Upper case letters indicate significance at the 95% level.  
 Lower case letters indicate significance at the 90% level.

Banner III

7 IS YOUR MIND MADE UP OR DO YOU THINK YOU MIGHT CHANGE YOUR MIND BEFORE THE ELECTION?

	PRESIDENTIAL ELECTION																ETHNICITY	
	ISSUES PRESIDENT				COMFORTABLE OBAMA PRSDNT				COMFORTABLE MCCAIN PRSDT				MOST	VERY	NO	NOT	WHITE	OTHER
	TOTAL	IRAQ	MORALS	EDU	EXRLY	VERY	SMWHT	NOT ALL	EXRLY	VERY	SMWHT	NOT ALL	IMPRT	IMPRT	DFRNT	IMPRT	(Q)	(R)
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	
TOTAL ANSWERING	549	92	85	67	160	131	73	176	66	115	151	210	263	224	55	2	523	18
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Mind Made Up	505	86	78	62	159	118	54	168	64	107	128	202	247	207	44	2	480	17
	92%	93%	92%	93%	99%	90%	74%	95%	97%	93%	85%	96%	94%	92%	80%	100%	92%	94%
					FGH	G		fg	K	K		K	O	O		MNO		
Might Change	37	5	6	5	1	12	15	7	1	8	20	6	12	15	10	-	36	1
	7%	5%	7%	7%	1%	9%	21%	4%	2%	7%	13%	3%	5%	7%	18%		7%	6%
						Eh	EFH	E		i	IjL				MN			
Undecided/ Don't Know	6	-	1	-	-	1	4	-	-	-	3	2	4	2	-	-	6	-
	1%		1%			1%	5%				2%	1%	2%	1%			1%	
							f											
Refused	1	1	-	-	-	-	-	1	1	-	-	-	-	-	1	-	1	-
	*%	1%						1%	2%						2%		*%	

Comparison Groups: BCD/EFHG/IJKL/MNOP/QR  
 Independent T-Test for Means, Independent Z-Test for Percentages  
 Upper case letters indicate significance at the 95% level.  
 Lower case letters indicate significance at the 90% level.



Banner III  
 8 AS OF TODAY, WHO ARE YOU LEANING TOWARD?

	ISSUES PRESIDENT												COMFORTABLE OBAMA PRSDNT				COMFORTABLE MCCAIN PRSDT				PRESIDENTIAL ELECTION				ETHNICITY	
	TOTAL	IRAQ	MORALS	EDU	EXRLY	VERY	SMWHT	NOT	ALL	EXRLY	VERY	SMWHT	NOT	ALL	IMPRT	IMPRT	DFRNT	IMPRT	NOT	WHITE	OTHER					
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)						
TOTAL ANSWERING	51	5	6	15	7	11	15	12	5	16	17	6	16	24	7	-	48	3								
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%						
John McCain - Republican	12	1	2	5	2	1	4	5	1	6	5	-	5	5	2	-	12	-								
	24%	20%	33%	33%	29%	9%	27%	42%	20%	38%	29%		31%	21%	29%		25%									
								f																		
Barack Obama - Democrat	8	1	2	2	1	4	2	-	-	1	2	4	2	5	1	-	8	-								
	16%	20%	33%	13%	14%	36%	13%			6%	12%	67%	12%	21%	14%		17%									
												JK														
Ralph Nader - Independent	1	-	-	-	-	-	1	-	-	-	1	-	1	-	-	-	1	-								
	2%						7%				6%		6%				2%									
Bob Barr - Libertarian	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-								
Cynthia McKinney - Green	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-								
Undecided/ Don't Know	17	3	-	5	2	3	6	4	3	6	7	-	3	10	2	-	15	2								
	33%	60%		33%	29%	27%	40%	33%	60%	38%	41%		19%	42%	29%		31%	67%								
Refused	13	-	2	3	2	3	2	3	1	3	2	2	5	4	2	-	12	1								
	25%		33%	20%	29%	27%	13%	25%	20%	19%	12%	33%	31%	17%	29%		25%	33%								

Comparison Groups: BCD/EFHG/IJKL/MNOP/QR  
 Independent T-Test for Means, Independent Z-Test for Percentages  
 Upper case letters indicate significance at the 95% level.  
 Lower case letters indicate significance at the 90% level.

Banner III

9 WHICH OF THE FOLLOWING REASONS EXPLAINS YOUR VOTE FOR JOHN MCCAIN?

	PRESIDENTIAL ELECTION																ETHNICITY	
	ISSUES PRESIDENT				COMFORTABLE OBAMA PRSDNT				COMFORTABLE MCCAIN PRSDT				MOST	VERY	NO	NOT	WHITE	OTHER
	TOTAL	IRAQ	MORALS	EDU	EXRLY	VERY	SMWHT	NOT ALL	EXRLY	VERY	SMWHT	NOT ALL	IMPRT	IMPRT	DFRNT	IMPRT	(Q)	(R)
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	
TOTAL ANSWERING	241	36	34	30	3	15	44	174	63	108	66	4	105	102	30	1	234	2
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
More of a vote for McCain	145	21	16	15	2	12	30	100	50	72	23	-	57	64	21	1	143	1
	60%	58%	47%	50%	67%	80%	68%	57%	79%	67%	35%		54%	63%	70%	100%	61%	50%
						H			jK	K						MNO		
More of a vote against Obama	64	9	16	12	-	-	11	51	6	24	31	3	32	27	5	-	62	1
	27%	25%	47%	40%			25%	29%	10%	22%	47%	75%	30%	26%	17%		26%	50%
			B						I	IJ	IJ	IJ	o					
More of a vote for Palin	12	2	2	1	1	1	2	8	1	4	6	1	6	5	1	-	12	-
	5%	6%	6%	3%	33%	7%	5%	5%	2%	4%	9%	25%	6%	5%	3%		5%	
										i								
Other	16	3	-	1	-	2	-	13	5	7	4	-	9	4	3	-	14	-
	7%	8%		3%		13%		7%	8%	6%	6%		9%	4%	10%		6%	
Undecided/ Don't Know	4	1	-	1	-	-	1	2	1	1	2	-	1	2	-	-	3	-
	2%	3%		3%			2%	1%	2%	1%	3%		1%	2%			1%	
Refused	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Comparison Groups: BCD/EF GH/IJKL/MNOP/QR  
 Independent T-Test for Means, Independent Z-Test for Percentages  
 Upper case letters indicate significance at the 95% level.  
 Lower case letters indicate significance at the 90% level.

Banner III

10 WHICH OF THE FOLLOWING REASONS EXPLAINS YOUR VOTE FOR BARACK OBAMA?

	PRESIDENTIAL ELECTION																ETHNICITY					
	ISSUES PRESIDENT								COMFORTABLE OBAMA PRSDNT				COMFORTABLE MCCAIN PRSDT				MOST	VERY	NO	NOT	WHITE	OTHER
	TOTAL	IRAQ	MORALS	EDU	EXRLY	VERY	SMWHT	NOT ALL	EXRLY	VERY	SMWHT	NOT ALL	IMPRT	IMPRT	DFRNT	IMPRT	(Q)	(R)				
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)					
TOTAL ANSWERING	319	58	54	42	160	120	33	1	4	13	86	208	165	130	21	1	302	14				
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%				
More of a vote for Obama	229	40	35	31	129	86	13	-	3	10	64	151	121	96	12	-	218	9				
	72%	69%	65%	74%	81%	72%	39%		75%	77%	74%	73%	73%	74%	57%		72%	64%				
					fg	G																
More of a vote against Bush	34	8	5	4	17	10	6	-	-	1	8	23	22	9	2	1	33	1				
	11%	14%	9%	10%	11%	8%	18%			8%	9%	11%	13%	7%	10%	100%	11%	7%				
												n			MNO							
More of a vote against McCain	25	5	10	2	10	8	7	-	1	-	3	21	11	12	1	-	24	1				
	8%	9%	19%	5%	6%	7%	21%		25%		3%	10%	7%	5%			8%	7%				
			D				Ef				K											
More of a vote against Palin	6	-	2	3	-	5	1	-	-	-	3	2	2	2	2	-	6	-				
	2%		4%	7%		4%	3%				3%	1%	1%	2%	10%		2%					
More of a vote for Biden	4	1	-	-	-	2	1	-	-	1	2	1	2	2	-	-	4	-				
	1%	2%				2%	3%			8%	2%	*%	1%	2%			1%					
Other	13	3	1	-	2	7	2	1	-	1	2	8	4	7	2	-	10	2				
	4%	5%	2%		1%	6%	6%	100%		8%	2%	4%	2%	5%	10%		3%	14%				
						E		EFG														
Undecided/ Don't Know	7	1	1	2	2	2	2	-	-	-	3	2	2	2	2	-	6	1				
	2%	2%	2%	5%	1%	2%	6%				3%	1%	1%	2%	10%		2%	7%				
Refused	1	-	-	-	-	-	1	-	-	-	1	-	1	-	-	-	1	-				
	*%						3%				1%		1%				*%					

Comparison Groups: BCD/EFGH/IJKL/MNOP/QR  
 Independent T-Test for Means, Independent Z-Test for Percentages  
 Upper case letters indicate significance at the 95% level.  
 Lower case letters indicate significance at the 90% level.

Banner III

11 THERE ARE THREE CANDIDATES FOR U.S. SENATE, AT THIS POINT, FOR WHOM WILL YOU VOTE OR TOWARD WHOM WILL YOU LEAN?

	PRESIDENTIAL ELECTION																ETHNICITY	
	ISSUES PRESIDENT				COMFORTABLE OBAMA PRSDNT				COMFORTABLE MCCAIN PRSDT				MOST	VERY	NO	NOT	WHITE	OTHER
	TOTAL	IRAQ	MORALS	EDU	EXRLY	VERY	SMWHT	NOT ALL	EXRLY	VERY	SMWHT	NOT ALL	IMPRT	IMPRT	DFRNT	IMPRT	(Q)	(R)
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	
TOTAL ANSWERING	600	97	91	82	167	142	88	188	71	131	168	216	279	248	62	2	571	21
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Jeanne Shaheen - Democrat	287	53	41	38	138	101	33	13	9	20	70	183	138	131	15	1	271	14
	48%	55%	45%	46%	83%	71%	38%	7%	13%	15%	42%	85%	49%	53%	24%	50%	47%	67%
					FGH	GH	H				IJ	IJK	O	O				q
John Sununu - Republican	231	35	33	29	11	20	40	153	57	93	68	11	100	92	35	1	223	4
	38%	36%	36%	35%	7%	14%	45%	81%	80%	71%	40%	5%	36%	37%	56%	50%	39%	19%
					E	EF	EF	EFG	KL	KL	L				MN		R	
Kenneth 'Ken' Eblevens - Libertarian	17	1	-	5	4	2	3	8	-	3	10	4	6	7	4	-	16	1
	3%	1%		6%	2%	1%	3%	4%		2%	6%	2%	2%	3%	6%		3%	5%
				b							L							
Undecided/ Don't Know	55	7	16	7	12	18	10	12	4	13	19	16	31	15	6	-	52	1
	9%	7%	18%	9%	7%	13%	11%	6%	6%	10%	11%	7%	11%	6%	10%		9%	5%
			Bd			h							N					
Refused	10	1	1	3	2	1	2	2	1	2	1	2	4	3	2	-	9	1
	2%	1%	1%	4%	1%	1%	2%	1%	1%	2%	1%	1%	1%	1%	3%		2%	5%

Comparison Groups: BCD/EFHG/IJKL/MNOP/QR  
 Independent T-Test for Means, Independent Z-Test for Percentages  
 Upper case letters indicate significance at the 95% level.  
 Lower case letters indicate significance at the 90% level.

Banner III

11A THINKING ABOUT ALL THE TV ADS THAT HAVE BEEN RUN IN THE U.S. SENATE CAMPAIGN, WHICH CAMPAIGN - THE SUNUNU OR SHAHEEN CAMPAIGN - HAVE RUN THE MORE NEGATIVE ADS?

	PRESIDENTIAL ELECTION																ETHNICITY	
	ISSUES PRESIDENT				COMFORTABLE OBAMA PRSDNT				COMFORTABLE MCCAIN PRSDT				MOST	VERY	NO	NOT	WHITE	OTHER
	TOTAL	IRAQ	MORALS	EDU	EXRLY	VERY	SMWHT	NOT ALL	EXRLY	VERY	SMWHT	NOT ALL	IMPRT	IMPRT	DFRNT	IMPRT		
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	
TOTAL ANSWERING	600	97	91	82	167	142	88	188	71	131	168	216	279	248	62	2	571	21
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Sununu Campaign	160	36	22	25	77	60	18	5	5	12	32	110	78	71	11	-	153	4
	27%	37%	24%	30%	46%	42%	20%	3%	7%	9%	19%	51%	28%	29%	18%		27%	19%
		c			GH	GH	H				IJ	IJK	o	o				
Shaheen	116	21	17	19	13	12	16	74	27	40	35	14	66	33	15	-	112	3
	19%	22%	19%	23%	8%	8%	18%	39%	38%	31%	21%	6%	24%	13%	24%		20%	14%
							EF	EFG	KL	kL	L		N		n			
Both Equally	191	25	29	26	39	40	33	73	18	53	65	48	81	83	22	1	184	5
	32%	26%	32%	32%	23%	28%	38%	39%	25%	40%	39%	22%	29%	33%	35%	50%	32%	24%
							E	EF		IL	IL							
Undecided/ Don't Know	125	12	23	12	36	29	20	34	20	25	33	43	51	58	13	1	114	9
	21%	12%	25%	15%	22%	20%	23%	18%	28%	19%	20%	20%	18%	23%	21%	50%	20%	43%
			Bd															Q
Refused	8	3	-	-	2	1	1	2	1	1	3	1	3	3	1	-	8	-
	1%	3%			1%	1%	1%	1%	1%	1%	2%	*%	1%	1%	2%		1%	

Comparison Groups: BCD/EFHG/IJKL/MNOP/QR  
 Independent T-Test for Means, Independent Z-Test for Percentages  
 Upper case letters indicate significance at the 95% level.  
 Lower case letters indicate significance at the 90% level.

Banner III

12 THERE ARE THREE CANDIDATES FOR GOVERNOR, AT THIS POINT, FOR WHOM WILL YOU VOTE?

	ISSUES PRESIDENT COMFORTABLE OBAMA PRSDNT COMFORTABLE MCCAIN PRSDT												PRESIDENTIAL ELECTION				ETHNICITY			
	TOTAL	IRAQ	MORALS	EDU	EXRLY	VERY	SMWHT	NOT	ALL	EXRLY	VERY	SMWHT	NOT	ALL	IMPRT	IMPRT	DFRNT	IMPRT	WHITE	OTHER
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)		
TOTAL ANSWERING	600	97	91	82	167	142	88	188	71	131	168	216	279	248	62	2	571	21		
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
John Lynch - Democrat	401	73	56	48	144	114	58	79	32	71	106	184	184	170	42	-	382	15		
	67%	75%	62%	59%	86%	80%	66%	42%	45%	54%	63%	85%	66%	69%	68%		67%	71%		
		CD			GH	GH	H				I	IJK								
Joseph 'Joe' Kenney - Republican	89	11	15	9	1	3	11	73	27	35	26	1	41	36	11	1	86	2		
	15%	11%	16%	11%	1%	2%	12%	39%	38%	27%	15%	*	15%	15%	18%	50%	15%	10%		
							EF	EFG	KL	KL	L									
Susan Newell - Libertarian	12	1	1	2	2	-	3	7	-	1	6	5	6	3	2	1	11	1		
	2%	1%	1%	2%	1%		3%	4%		1%	4%	2%	2%	1%	3%	50%	2%	5%		
											j									
Undecided/ Don't Know	91	11	18	22	18	24	15	28	11	23	30	24	45	37	6	-	85	3		
	15%	11%	20%	27%	11%	17%	17%	15%	15%	18%	18%	11%	16%	15%	10%		15%	14%		
				B							l									
Refused	7	1	1	1	2	1	1	1	1	1	-	2	3	2	1	-	7	-		
	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%		1%	1%	1%	2%		1%			

Comparison Groups: BCD/EFGH/IJKL/MNOP/QR  
 Independent T-Test for Means, Independent Z-Test for Percentages  
 Upper case letters indicate significance at the 95% level.  
 Lower case letters indicate significance at the 90% level.

Banner III

13 DO YOU BELIEVE THE MEDIA HAS TREATED SARAH PALIN FAIRLY, HARSHLY, OR NEUTRAL?

	ISSUES PRESIDENT COMFORTABLE OBAMA PRSDNT COMFORTABLE MCCAIN PRSDT												PRESIDENTIAL ELECTION				ETHNICITY			
	TOTAL	IRAQ	MORALS	EDU	EXRLY	VERY	SMWHT	NOT	ALL	EXRLY	VERY	SMWHT	NOT	ALL	IMPRT	IMPRT	DFRNT	IMPRT	WHITE	OTHER
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)		
TOTAL ANSWERING	600	97	91	82	167	142	88	188	71	131	168	216	279	248	62	2	571	21		
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Fairly	174	37	25	17	93	62	13	4	5	13	43	112	92	72	8	1	167	6		
	29%	38%	27%	21%	56%	44%	15%	2%	7%	10%	26%	52%	33%	29%	13%	50%	29%	29%		
		D			FGH	GH	H				IJ	IJK	O	O						
Harshly	271	35	41	46	19	35	48	164	57	102	79	28	121	108	37	1	260	8		
	45%	36%	45%	56%	11%	25%	55%	87%	80%	78%	47%	13%	43%	44%	60%	50%	46%	38%		
			B		E	EF		EFG	KL	KL	L				MN					
Neutral	127	22	22	16	46	36	23	17	7	14	39	63	55	57	13	-	117	7		
	21%	23%	24%	20%	28%	25%	26%	9%	10%	11%	23%	29%	20%	23%	21%		20%	33%		
					H	H	H				IJ	IJ								
Undecided/ Don't Know	24	3	3	3	8	8	4	1	2	1	7	11	9	10	3	-	23	-		
	4%	3%	3%	4%	5%	6%	5%	1%	3%	1%	4%	5%	3%	4%	5%		4%			
					H	H	h				J	J								
Refused	4	-	-	-	1	1	-	2	-	1	-	2	2	1	1	-	4	-		
	1%				1%	1%		1%		1%		1%	1%	1%	2%		1%			

Comparison Groups: BCD/EFHG/IJKL/MNOP/QR  
 Independent T-Test for Means, Independent Z-Test for Percentages  
 Upper case letters indicate significance at the 95% level.  
 Lower case letters indicate significance at the 90% level.

Banner III

14 WHICH ONE OF THE FOLLOWING ISSUES MATTERS MOST IN DECIDING YOUR VOTE FOR PRESIDENT?

	PRESIDENTIAL ELECTION																ETHNICITY		
	ISSUES PRESIDENT				COMFORTABLE OBAMA PRSDNT				COMFORTABLE MCCAIN PRSDT				MOST	VERY	NO	NOT	WHITE	OTHER	
	TOTAL	IRAQ	MORALS	EDU	EXRLY	VERY	SMWHT	NOT	ALL	EXRLY	VERY	SMWHT	NOT	ALL	IMPRT	IMPRT	DFRNT	IMPRT	(Q)
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(Q)	(R)
TOTAL ANSWERING	600	97	91	82	167	142	88	188	71	131	168	216	279	248	62	2	571	21	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Iraq War	97	97	-	-	32	24	14	27	9	18	24	44	52	37	8	-	95	2	
	16%	100%			19%	17%	16%	14%	13%	14%	14%	20%	19%	15%	13%		17%	10%	
Moral Values	91	-	91	-	28	18	17	26	11	18	25	36	42	39	9	-	87	2	
	15%		100%		17%	13%	19%	14%	15%	14%	15%	17%	15%	16%	15%		15%	10%	
Education	82	-	-	82	19	24	14	23	5	23	28	23	29	44	7	-	78	4	
	14%			100%	11%	17%	16%	12%	7%	18%	17%	11%	10%	18%	11%		14%	19%	
Taxes	72	-	-	-	25	7	10	27	8	15	24	24	39	25	7	-	70	1	
	12%				15%	5%	11%	14%	11%	11%	14%	11%	14%	10%	11%		12%	5%	
Terrorism	63	-	-	-	17	16	9	21	11	15	14	22	35	23	5	-	57	3	
	10%				10%	11%	10%	11%	15%	11%	8%	10%	13%	9%	8%		10%	14%	
Economy and Jobs	61	-	-	-	11	21	9	19	9	13	15	23	24	25	10	1	60	-	
	10%				7%	15%	10%	10%	13%	10%	9%	11%	9%	10%	16%	50%	11%		
Healthcare	54	-	-	-	12	12	9	17	1	16	15	19	33	13	8	-	52	2	
	9%				7%	8%	10%	9%	1%	12%	9%	9%	12%	5%	13%		9%	10%	
Other	52	-	-	-	12	15	5	19	14	8	16	14	21	24	6	1	46	6	
	9%				7%	11%	6%	10%	20%	6%	10%	6%	8%	10%	10%	50%	8%	29%	
Don't Know/ Undecided	24	-	-	-	10	5	-	8	1	5	7	11	4	16	1	-	22	1	
	4%				6%	4%		4%	1%	4%	4%	5%	1%	6%	2%		4%	5%	

Comparison Groups: BCD/EFHG/IJKL/MNOP/QR  
 Independent T-Test for Means, Independent Z-Test for Percentages  
 Upper case letters indicate significance at the 95% level.  
 Lower case letters indicate significance at the 90% level.



Banner III

14 WHICH ONE OF THE FOLLOWING ISSUES MATTERS MOST IN DECIDING YOUR VOTE FOR PRESIDENT?

	PRESIDENTIAL ELECTION																ETHNICITY		
	ISSUES PRESIDENT				COMFORTABLE OBAMA PRSDNT				COMFORTABLE MCCAIN PRSDT				=====				WHITE	OTHER	
	TOTAL	IRAQ	MORALS	EDU	EXRLY	VERY	SMWHT	NOT	ALL	EXRLY	VERY	SMWHT	NOT	ALL	IMPRT	IMPRT	DFRNT	IMPRT	WHITE
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
Refused	4	-	-	-	1	-	1	1	2	-	-	-	-	2	1	-	4	-	-
	1%				1%		1%	1%	3%					1%	2%		1%		

Comparison Groups: BCD/EF GH/IJKL/MNOP/QR  
 Independent T-Test for Means, Independent Z-Test for Percentages  
 Upper case letters indicate significance at the 95% level.  
 Lower case letters indicate significance at the 90% level.

Banner III

15 REGARDLESS OF HOW YOU WOULD VOTE, HOW COMFORTABLE WOULD YOU BE WITH BARACK OBAMA AS PRESIDENT?

	PRESIDENTIAL ELECTION																ETHNICITY		
	ISSUES PRESIDENT				COMFORTABLE OBAMA PRSDNT				COMFORTABLE MCCAIN PRSDT				MOST	VERY	NO	NOT	WHITE	OTHER	
	TOTAL	IRAQ	MORALS	EDU	EXRLY	VERY	SMWHT	NOT	ALL	EXRLY	VERY	SMWHT	NOT	ALL	IMPRT	IMPRT	DFRNT	IMPRT	(Q)
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(Q)	(R)
TOTAL ANSWERING	600	97	91	82	167	142	88	188	71	131	168	216	279	248	62	2	571	21	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Extremely Comfortable	167	32	28	19	167	-	-	-	7	5	32	120	99	53	13	1	157	8	
	28%	33%	31%	23%	100%				10%	4%	19%	56%	35%	21%	21%	50%	27%	38%	
										IJ	IJK	NO							
Very Comfortable	142	24	18	24	-	142	-	-	3	22	41	75	61	73	7	-	135	5	
	24%	25%	20%	29%		100%			4%	17%	24%	35%	22%	29%	11%		24%	24%	
										I	I	IJK	O	MO					
Somewhat Comfortable	88	14	17	14	-	-	88	-	11	22	38	14	30	42	15	-	84	4	
	15%	14%	19%	17%			100%		15%	17%	23%	6%	11%	17%	24%		15%	19%	
									1	L	L			M	M				
Not at All Comfortable	188	27	26	23	-	-	-	188	49	79	54	6	82	76	25	1	181	3	
	31%	28%	29%	28%				100%	69%	60%	32%	3%	29%	31%	40%	50%	32%	14%	
									KL	KL	L							R	
Undecided/ Don't Know	13	-	2	2	-	-	-	-	1	3	3	1	6	4	2	-	12	1	
	2%		2%	2%					1%	2%	2%	1%	2%	2%	3%		2%	5%	
												*	2%	2%	3%				
Refused	2	-	-	-	-	-	-	-	-	-	-	-	1	-	-	-	2	-	
	0.3%												0.3%				0.3%		

Comparison Groups: BCD/EFHG/IJKL/MNOP/QR  
 Independent T-Test for Means, Independent Z-Test for Percentages  
 Upper case letters indicate significance at the 95% level.  
 Lower case letters indicate significance at the 90% level.

Banner III

16 REGARDLESS OF HOW YOU WOULD VOTE, HOW COMFORTABLE WOULD YOU BE WITH JOHN MCCAIN AS PRESIDENT?

	ISSUES PRESIDENT COMFORTABLE OBAMA PRSDNT COMFORTABLE MCCAIN PRSDT												PRESIDENTIAL ELECTION				ETHNICITY	
	IRAQ MORALS EDU				EXRLY VERY SMWHT NOT ALL				EXRLY VERY SMWHT NOT ALL				MOST	VERY	NO	NOT	WHITE	OTHER
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)
TOTAL ANSWERING	600	97	91	82	167	142	88	188	71	131	168	216	279	248	62	2	571	21
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Extremely Comfortable	71	9	11	5	7	3	11	49	71	-	-	-	33	25	10	1	67	2
	12%	9%	12%	6%	4%	2%	12%	26%	100%				12%	10%	16%	50%	12%	10%
							EF	EFG										
Very Comfortable	131	18	18	23	5	22	22	79	-	131	-	-	50	63	17	-	129	2
	22%	19%	20%	28%	3%	15%	25%	42%		100%			18%	25%	27%		23%	10%
						E	Ef	EFG						M			R	
Somewhat Comfortable	168	24	25	28	32	41	38	54	-	-	168	-	71	73	22	-	158	7
	28%	25%	27%	34%	19%	29%	43%	29%			100%		25%	29%	35%		28%	33%
						E	EFH	E										
Not at All Comfortable	216	44	36	23	120	75	14	6	-	-	-	216	120	83	10	1	205	9
	36%	45%	40%	28%	72%	53%	16%	3%				100%	43%	33%	16%	50%	36%	43%
		D			FGH	GH	H						NO	O				
Undecided/ Don't Know	10	2	1	2	2	1	2	-	-	-	-	-	4	3	2	-	8	1
	2%	2%	1%	2%	1%	1%	2%						1%	1%	3%		1%	5%
Refused	4	-	-	1	1	-	1	-	-	-	-	-	1	1	1	-	4	-
	1%			1%	1%		1%						1%	1%	2%		1%	

Comparison Groups: BCD/EFHG/IJKL/MNOP/QR  
 Independent T-Test for Means, Independent Z-Test for Percentages  
 Upper case letters indicate significance at the 95% level.  
 Lower case letters indicate significance at the 90% level.

Banner III

17 WHICH OF THE FOLLOWING COMES CLOSEST TO YOUR OPINION OF THE UPCOMING PRESIDENTIAL ELECTION?

	ISSUES PRESIDENT COMFORTABLE OBAMA PRSDNT COMFORTABLE MCCAIN PRSDT												PRESIDENTIAL ELECTION				ETHNICITY			
	TOTAL	IRAQ	MORALS	EDU	EXRLY	VERY	SMWHT	NOT	ALL	EXRLY	VERY	SMWHT	NOT	ALL	IMPRT	IMPRT	DFRNT	IMPRT	WHITE	OTHER
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)		
TOTAL ANSWERING	600	97	91	82	167	142	88	188	71	131	168	216	279	248	62	2	571	21		
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
It's the most important election of my life	279	52	42	29	99	61	30	82	33	50	71	120	279	-	-	-	261	13		
	46%	54%	46%	35%	59%	43%	34%	44%	46%	38%	42%	56%	100%				46%	62%		
		D			FGH							JK								
It's very important but not the most important	248	37	39	44	53	73	42	76	25	63	73	83	-	248	-	-	242	4		
	41%	38%	43%	54%	32%	51%	48%	40%	35%	48%	43%	38%		100%			42%	19%		
				B		EH	E	e		il							R			
It's no different than any other presidential election	62	8	9	7	13	7	15	25	10	17	22	10	-	-	62	-	58	4		
	10%	8%	10%	9%	8%	5%	17%	13%	14%	13%	13%	5%			100%		10%	19%		
							EF	eF	L	L	L									
It's not really that important to me	2	-	-	-	1	-	-	1	1	-	-	1	-	-	-	2	2	-		
	1%				1%			1%	1%			1%				100%	1%			
Undecided/ Don't Know	7	-	1	2	1	1	1	3	1	1	2	2	-	-	-	-	6	-		
	1%		1%	2%	1%	1%	1%	2%	1%	1%	1%	1%					1%			
Refused	2	-	-	-	-	-	-	1	1	-	-	-	-	-	-	-	2	-		
	1%							1%	1%								1%			

Comparison Groups: BCD/EFHG/IJKL/MNOP/QR  
 Independent T-Test for Means, Independent Z-Test for Percentages  
 Upper case letters indicate significance at the 95% level.  
 Lower case letters indicate significance at the 90% level.

Banner III

18 WHICH POLITICAL PARTY - IF ANY - DO YOU BLAME FOR THE RECENT TURMOIL ON WALL STREET IN THE BANKING AND FINANCIAL SECTORS?

	PRESIDENTIAL ELECTION																ETHNICITY	
	ISSUES PRESIDENT				COMFORTABLE OBAMA PRSDNT				COMFORTABLE MCCAIN PRSDT				MOST	VERY	NO	NOT	WHITE	OTHER
	TOTAL	IRAQ	MORALS	EDU	EXRLY	VERY	SMWHT	NOT ALL	EXRLY	VERY	SMWHT	NOT ALL	IMPRT	IMPRT	DFRNT	IMPRT	(Q)	(R)
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	
TOTAL ANSWERING	600	97	91	82	167	142	88	188	71	131	168	216	279	248	62	2	571	21
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Blame Democrats	107	16	11	15	2	1	8	94	24	48	32	3	55	37	13	1	104	2
	18%	16%	12%	18%	1%	1%	9%	50%	34%	37%	19%	1%	20%	15%	21%	50%	18%	10%
							EF	EFG	KL	KL	L							
Blame Republicans	193	37	35	21	103	63	19	3	4	7	40	138	109	73	8	1	185	7
	32%	38%	38%	26%	62%	44%	22%	2%	6%	5%	24%	64%	39%	29%	13%	50%	32%	33%
		d	d		FGH	GH	H				IJ	IJK	NO	O				
Blame Neither	177	30	25	28	47	46	35	47	25	43	59	46	74	79	22	-	171	5
	30%	31%	27%	34%	28%	32%	40%	25%	35%	33%	35%	21%	27%	32%	35%		30%	24%
							eH		L	L	L							
Undecided/ Don't Know	115	14	20	17	14	32	24	41	16	33	34	28	40	58	16	-	104	6
	19%	14%	22%	21%	8%	23%	27%	22%	23%	25%	20%	13%	14%	23%	26%		18%	29%
						E	E	E	l	L	l			M	m			
Refused	8	-	-	1	1	-	2	3	2	-	3	1	1	1	3	-	7	1
	1%			1%	1%		2%	2%	3%		2%	1%	1%	1%	5%		1%	1%

Comparison Groups: BCD/EFGH/IJKL/MNOP/QR  
 Independent T-Test for Means, Independent Z-Test for Percentages  
 Upper case letters indicate significance at the 95% level.  
 Lower case letters indicate significance at the 90% level.

Banner III

19 DO YOU APPROVE OR DISAPPROVE OF THE JOB GEORGE W. BUSH IS DOING AS PRESIDENT?

	PRESIDENTIAL ELECTION																ETHNICITY	
	ISSUES PRESIDENT				COMFORTABLE OBAMA PRSDNT				COMFORTABLE MCCAIN PRSDT				MOST VERY NO NOT				WHITE	OTHER
	TOTAL	IRAQ	MORALS	EDU	EXRLY	VERY	SMWHT	NOT ALL	EXRLY	VERY	SMWHT	NOT ALL	IMPRT	IMPRT	DFRNT	IMPRT	(Q)	(R)
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	
TOTAL ANSWERING	600	97	91	82	167	142	88	188	71	131	168	216	279	248	62	2	571	21
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Approve	110	13	17	9	4	13	15	74	36	48	23	2	43	49	16	1	107	2
	18%	13%	19%	11%	2%	9%	17%	39%	51%	37%	14%	1%	15%	20%	26%	50%	19%	10%
					E	Ef	EFG	JKL	KL	L				m				
Disapprove	431	77	65	59	162	123	66	72	21	61	128	212	213	176	38	1	409	18
	72%	79%	71%	72%	97%	87%	75%	38%	30%	47%	76%	98%	76%	71%	61%	50%	72%	86%
					FGH	GH	H			I	IJ	IJK	O					q
Undecided/ Don't Know	55	7	9	12	1	6	6	40	13	22	16	2	22	22	8	-	51	1
	9%	7%	10%	15%	1%	4%	7%	21%	18%	17%	10%	1%	8%	9%	13%		9%	5%
					E	E	EFG	kL	kL	L								
Refused	4	-	-	2	-	-	1	2	1	-	1	-	1	1	-	-	4	-
	1%			2%			1%	1%	1%		1%		1%	1%			1%	

Comparison Groups: BCD/EFGH/IJKL/MNOP/QR  
 Independent T-Test for Means, Independent Z-Test for Percentages  
 Upper case letters indicate significance at the 95% level.  
 Lower case letters indicate significance at the 90% level.

Banner III

20 WHEN ALL THE VOTES ARE COUNTED IN NOVEMBER OF 2008, YOU DO YOU THINK WILL BE OUR NEXT PRESIDENT? NOT NECESSARILY WHO YOU ARE VOTING FOR BUT WHO DO YOU THINK WILL BE THE NEXT PRESIDENT? BARACK OBAMA OR JOHN MCCAIN?

	PRESIDENTIAL ELECTION																ETHNICITY				
	ISSUES PRESIDENT							COMFORTABLE OBAMA PRSDNT				COMFORTABLE MCCAIN PRSDT				MOST	VERY	NO	NOT	WHITE	OTHER
	TOTAL	IRAQ	MORALS	EDU	EXRLY	VERY	SMWHT	NOT	ALL	EXRLY	VERY	SMWHT	NOT	ALL	IMPRT	IMPRT	DFRNT	IMPRT			
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)				
TOTAL ANSWERING	600	97	91	82	167	142	88	188	71	131	168	216	279	248	62	2	571	21			
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%		
Barack Obama	430	79	68	58	150	121	73	79	29	69	132	193	213	170	43	2	412	15			
	72%	81%	75%	71%	90%	85%	83%	42%	41%	53%	79%	89%	76%	69%	69%	100%	72%	71%			
		d			H	H	H			IJ	IJK		N		MNO						
John McCain	80	6	12	11	2	3	8	66	25	40	12	3	38	34	8	-	76	2			
	13%	6%	13%	13%	1%	2%	9%	35%	35%	31%	7%	1%	14%	14%	13%		13%	10%			
							EF	EFG	KL	KL	L										
Undecided/ Don't Know	86	12	10	13	15	18	7	40	15	22	24	19	27	43	11	-	79	4			
	14%	12%	11%	16%	9%	13%	8%	21%	21%	17%	14%	9%	10%	17%	18%		14%	19%			
								EFG	L	L	1			M							
Refused	4	-	1	-	-	-	-	3	2	-	-	1	1	1	-	-	4	-			
	1%		1%					2%	3%			1%	1%	1%			1%				

Comparison Groups: BCD/EFGH/IJKL/MNOP/QR  
 Independent T-Test for Means, Independent Z-Test for Percentages  
 Upper case letters indicate significance at the 95% level.  
 Lower case letters indicate significance at the 90% level.

Banner III

21 ARE YOU CONFIDENT THAT NEW HAMPSHIRE WILL RETAIN ITS FIRST-IN-THE-NATION PRESIDENTIAL PRIMARY STATUS IN THE YEAR 2012?

	PRESIDENTIAL ELECTION																ETHNICITY		
	ISSUES PRESIDENT				COMFORTABLE OBAMA PRSDNT				COMFORTABLE MCCAIN PRSDT				MOST	VERY	NO	NOT	WHITE	OTHER	
	TOTAL	IRAQ	MORALS	EDU	EXRLY	VERY	SMWHT	NOT	ALL	EXRLY	VERY	SMWHT	NOT	ALL	IMPRT	IMPRT	DFRNT	IMPRT	(Q)
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)				
TOTAL ANSWERING	600	97	91	82	167	142	88	188	71	131	168	216	279	248	62	2	571	21	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Yes	357	55	57	43	102	86	52	111	46	71	105	132	171	153	29	2	341	11	
	60%	57%	63%	52%	61%	61%	59%	59%	65%	54%	62%	61%	61%	62%	47%	100%	60%	52%	
													O	O		MNO			
No	123	19	19	23	33	25	23	40	15	30	35	40	62	44	15	-	117	4	
	20%	20%	21%	28%	20%	18%	26%	21%	21%	23%	21%	19%	22%	18%	24%		20%	19%	
Undecided/ Don't Know	118	23	15	16	32	31	13	36	9	30	28	44	46	51	18	-	111	6	
	20%	24%	16%	20%	19%	22%	15%	19%	13%	23%	17%	20%	16%	21%	29%		19%	29%	
										i					M				
Refused	2	-	-	-	-	-	-	1	1	-	-	-	-	-	-	-	2	-	
	*%							1%	1%								*%		

Comparison Groups: BCD/EFGH/IJKL/MNOP/QR  
 Independent T-Test for Means, Independent Z-Test for Percentages  
 Upper case letters indicate significance at the 95% level.  
 Lower case letters indicate significance at the 90% level.



Banner III

22 DO YOU EXPECT THAT MASSACHUSETTS WILL PUT TOLLS UP ON ROUTE 93 FOR CARS TRAVELING TO AND FROM NEW HAMPSHIRE?

	PRESIDENTIAL ELECTION																ETHNICITY		
	ISSUES PRESIDENT				COMFORTABLE OBAMA PRSDNT				COMFORTABLE MCCAIN PRSDT				MOST	VERY	NO	NOT	WHITE	OTHER	
	TOTAL	IRAQ	MORALS	EDU	EXRLY	VERY	SMWHT	NOT	ALL	EXRLY	VERY	SMWHT	NOT	ALL	IMPRT	IMPRT	DFRNT	IMPRT	(Q)
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)				
TOTAL ANSWERING	600	97	91	82	167	142	88	188	71	131	168	216	279	248	62	2	571	21	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Yes	227	33	34	32	51	42	39	93	23	57	74	70	109	89	26	2	217	6	
	38%	34%	37%	39%	31%	30%	44%	49%	32%	44%	44%	32%	39%	36%	42%	100%	38%	29%	
							EF	EF		L	iL					MNO			
No	132	23	14	20	32	38	18	42	12	35	40	43	62	50	17	-	128	3	
	22%	24%	15%	24%	19%	27%	20%	22%	17%	27%	24%	20%	22%	20%	27%		22%	14%	
										i									
Undecided/ Don't Know	237	40	43	30	83	62	31	51	35	38	53	103	107	108	19	-	222	12	
	40%	41%	47%	37%	50%	44%	35%	27%	49%	29%	32%	48%	38%	44%	31%		39%	57%	
					GH	H			JK			JK		o				q	
Refused	4	1	-	-	1	-	-	2	1	1	1	-	1	1	-	-	4	-	
	1%	1%			1%			1%	1%	1%	1%		1%	1%			1%		

Comparison Groups: BCD/EFHG/IJKL/MNOP/QR  
 Independent T-Test for Means, Independent Z-Test for Percentages  
 Upper case letters indicate significance at the 95% level.  
 Lower case letters indicate significance at the 90% level.

Banner III

23 HAS ANYONE IN YOUR HOUSEHOLD EVER SERVED IN THE U.S. MILITARY?

	PRESIDENTIAL ELECTION																ETHNICITY	
	ISSUES PRESIDENT				COMFORTABLE OBAMA PRSDNT				COMFORTABLE MCCAIN PRSDT				MOST	VERY	NO	NOT	WHITE	OTHER
	TOTAL	IRAQ	MORALS	EDU	EXRLY	VERY	SMWHT	NOT ALL	EXRLY	VERY	SMWHT	NOT ALL	IMPRT	IMPRT	DFRNT	IMPRT	(Q)	(R)
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	
TOTAL ANSWERING	600	97	91	82	167	142	88	188	71	131	168	216	279	248	62	2	571	21
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Yes	328	58	46	40	69	79	56	114	44	82	84	108	158	128	39	-	320	5
	55%	60%	51%	49%	41%	56%	64%	61%	62%	63%	50%	50%	57%	52%	63%		56%	24%
					E	E		E	k1	KL							R	
No	268	39	45	41	97	63	32	73	26	49	84	108	121	120	22	2	247	16
	45%	40%	49%	50%	58%	44%	36%	39%	37%	37%	50%	50%	43%	48%	35%	100%	43%	76%
					FGH						iJ	IJ		o		MNO		Q
Undecided/ Don't Know	1	-	-	1	-	-	-	-	-	-	-	-	-	-	-	-	1	-
	*%			1%													*%	
Refused	3	-	-	-	1	-	-	1	1	-	-	-	-	-	1	-	3	-
	*%				1%			1%	1%					2%			1%	

Comparison Groups: BCD/EFHG/IJKL/MNOP/QR  
 Independent T-Test for Means, Independent Z-Test for Percentages  
 Upper case letters indicate significance at the 95% level.  
 Lower case letters indicate significance at the 90% level.

Banner III

24 DOES ANYONE IN YOUR HOUSEHOLD BELONG TO A LABOR UNION?

	PRESIDENTIAL ELECTION																ETHNICITY		
	ISSUES PRESIDENT				COMFORTABLE OBAMA PRSDNT				COMFORTABLE MCCAIN PRSDT				MOST	VERY	NO	NOT	WHITE	OTHER	
	TOTAL	IRAQ	MORALS	EDU	EXRLY	VERY	SMWHT	NOT	ALL	EXRLY	VERY	SMWHT	NOT	ALL	IMPRT	IMPRT	DFRNT	IMPRT	(Q)
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)				
TOTAL ANSWERING	600	97	91	82	167	142	88	188	71	131	168	216	279	248	62	2	571	21	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Yes	104	18	23	12	28	27	25	24	12	17	30	41	47	45	11	-	96	4	
	17%	19%	25%	15%	17%	19%	28%	13%	17%	13%	18%	19%	17%	18%	18%		17%	19%	
			d				EH												
No	491	79	68	69	138	115	63	163	58	114	138	174	231	203	50	2	471	16	
	82%	81%	75%	84%	83%	81%	72%	87%	82%	87%	82%	81%	83%	82%	81%	100%	82%	76%	
					G			G								MNO			
Undecided/ Don't Know	3	-	-	1	1	-	-	-	-	-	-	1	1	-	1	-	2	1	
	*%			1%	1%							*%	*%		2%		*%	5%	
Refused	2	-	-	-	-	-	-	1	1	-	-	-	-	-	-	-	2	-	
	*%							1%	1%								*%		

Comparison Groups: BCD/EFGH/IJKL/MNOP/QR  
 Independent T-Test for Means, Independent Z-Test for Percentages  
 Upper case letters indicate significance at the 95% level.  
 Lower case letters indicate significance at the 90% level.

Banner III

25 IN THE 2004 PRESIDENTIAL ELECTION, DID YOU VOTE FOR JOHN KERRY, GEORGE BUSH, OR RALPH NADER?

	PRESIDENTIAL ELECTION																ETHNICITY		
	ISSUES PRESIDENT				COMFORTABLE OBAMA PRSDNT				COMFORTABLE MCCAIN PRSDT				MOST VERY NO NOT				WHITE	OTHER	
	TOTAL	IRAQ	MORALS	EDU	EXRLY	VERY	SMWHT	NOT	ALL	EXRLY	VERY	SMWHT	NOT	ALL	IMPRT	IMPRT	DFRNT	IMPRT	(Q)
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)				
TOTAL ANSWERING	600	97	91	82	167	142	88	188	71	131	168	216	279	248	62	2	571	21	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
John Kerry - Democrat	252	46	36	32	131	84	26	8	6	12	61	167	128	106	17	-	239	10	
	42%	47%	40%	39%	78%	59%	30%	4%	8%	9%	36%	77%	46%	43%	27%		42%	48%	
					FGH	GH	H				IJ	IJK	O	O					
George Bush	272	43	40	42	17	38	46	164	61	108	85	17	113	119	36	1	264	4	
	45%	44%	44%	51%	10%	27%	52%	87%	86%	82%	51%	8%	41%	48%	58%	50%	46%	19%	
					E	EF	EF	EFG	KL	KL	L			m	M		R		
Ralph Nader - Reform	11	2	3	-	2	3	3	3	-	2	6	3	6	3	1	-	11	-	
	2%	2%	3%		1%	2%	3%	2%		2%	4%	1%	2%	1%	2%		2%		
Did Not Vote	34	2	9	4	9	10	8	5	1	6	10	15	22	9	3	-	29	5	
	6%	2%	10%	5%	5%	7%	9%	3%	1%	5%	6%	7%	8%	4%	5%		5%	24%	
			B			h	h				I	I	N					Q	
Undecided/ Don't Know	17	4	3	1	4	5	3	4	1	1	3	11	7	7	1	1	17	-	
	3%	4%	3%	1%	2%	4%	3%	2%	1%	1%	2%	5%	3%	3%	2%	50%	3%		
												iJk							
Refused	14	-	-	3	4	2	2	4	2	2	3	3	3	4	4	-	11	2	
	2%			4%	2%	1%	2%	2%	3%	2%	2%	1%	1%	2%	6%		2%	10%	
														m					

Comparison Groups: BCD/EFHG/IJKL/MNOP/QR  
 Independent T-Test for Means, Independent Z-Test for Percentages  
 Upper case letters indicate significance at the 95% level.  
 Lower case letters indicate significance at the 90% level.

Banner III  
26 GENDER

	ISSUES PRESIDENT												COMFORTABLE OBAMA PRSDNT				COMFORTABLE MCCAIN PRSDT				PRESIDENTIAL ELECTION				ETHNICITY	
	TOTAL	IRAQ	MORALS	EDU	EXRLY	VERY	SMWHT	NOT	ALL	EXRLY	VERY	SMWHT	NOT	ALL	IMPRT	IMPRT	DFRNT	IMPRT	WHITE	OTHER						
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)								
TOTAL ANSWERING	600	97	91	82	167	142	88	188	71	131	168	216	279	248	62	2	571	21								
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%							
Male	290	43	44	39	71	58	56	97	36	74	95	81	126	118	40	1	274	13								
	48%	44%	48%	48%	43%	41%	64%	52%	51%	56%	57%	38%	45%	48%	65%	50%	48%	62%								
							EFh	ef	l	L	L				MN											
Female	310	54	47	43	96	84	32	91	35	57	73	135	153	130	22	1	297	8								
	52%	56%	52%	52%	57%	59%	36%	48%	49%	44%	43%	62%	55%	52%	35%	50%	52%	38%								
					Gh	Gh		g				iJK	O	O												

Comparison Groups: BCD/EFHG/IJKL/MNOP/QR  
 Independent T-Test for Means, Independent Z-Test for Percentages  
 Upper case letters indicate significance at the 95% level.  
 Lower case letters indicate significance at the 90% level.

Banner IV  
REGION

	BLAME PARTY				BUSH PRSDNT				NEXT PRSDT		NH RETAIN		MASS TOLLS		HOUSEHOLD		HOUSEHOLD		VOTE IN 2004		
	=====				=====				=====		=====		=====		=====		=====				
	TOTAL	DEMS	REPS	NTHR	APPRV	DSPRV	OBAMA	MCCN	YES	NO	YES	NO	YES	NO	YES	NO	KERRY	BUSH	NOT		
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)			
TOTAL ANSWERING	600	107	193	177	110	431	430	80	357	123	227	132	328	268	104	491	252	272	34		
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%		
Central	147	24	47	37	37	98	110	16	92	26	54	26	94	52	21	125	64	70	8		
	24%	22%	24%	21%	34%	23%	26%	20%	26%	21%	24%	20%	29%	19%	20%	25%	25%	26%	24%		
					F								N								
West/North	137	18	56	34	20	111	103	14	74	35	48	19	76	61	23	113	68	49	6		
	23%	17%	29%	19%	18%	26%	24%	18%	21%	28%	21%	14%	23%	23%	22%	23%	27%	18%	18%		
			BD			e			i		l						R				
Hillsborough	175	40	52	64	27	127	118	28	111	37	68	42	86	88	28	145	68	87	11		
	29%	37%	27%	36%	25%	29%	27%	35%	31%	30%	30%	32%	26%	33%	27%	30%	27%	32%	32%		
		c		c										m							
Rockingham	141	25	38	42	26	95	99	22	80	25	57	45	72	67	32	108	52	66	9		
	24%	23%	20%	24%	24%	22%	23%	28%	22%	20%	25%	34%	22%	25%	31%	22%	21%	24%	26%		
											k				p						

Comparison Groups: BCD/EF/GH/IJ/KL/MN/OP/QRS  
 Independent T-Test for Means, Independent Z-Test for Percentages  
 Upper case letters indicate significance at the 95% level.  
 Lower case letters indicate significance at the 90% level.

Banner IV  
AREA

	BLAME PARTY				BUSH PRSDNT		NEXT PRSDT		NH RETAIN		MASS TOLLS		HOUSEHOLD		HOUSEHOLD		VOTE IN 2004		
	=====				=====		=====		=====		=====		=====		=====		=====		
	TOTAL	DEMS	REPS	NTHR	APPRV	DSPRV	OBAMA	MCCN	YES	NO	YES	NO	YES	NO	YES	NO	KERRY	BUSH	VOTE
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	
TOTAL ANSWERING	600	107	193	177	110	431	430	80	357	123	227	132	328	268	104	491	252	272	34
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Belknap	29	6	8	8	8	17	21	5	20	5	7	5	22	6	4	24	9	17	1
	5%	6%	4%	5%	7%	4%	5%	6%	6%	4%	3%	4%	7%	2%	4%	5%	4%	6%	3%
													N						
Strafford	50	7	18	12	14	35	39	5	27	10	20	7	32	18	10	40	25	20	3
	8%	7%	9%	7%	13%	8%	9%	6%	8%	8%	9%	5%	10%	7%	10%	8%	10%	7%	9%
Merrimack	68	11	21	17	15	46	50	6	45	11	27	14	40	28	7	61	30	33	4
	11%	10%	11%	10%	14%	11%	12%	8%	13%	9%	12%	11%	12%	10%	7%	12%	12%	12%	12%
																O			
Carroll	25	5	11	6	3	20	19	-	14	3	9	3	15	10	6	18	11	9	2
	4%	5%	6%	3%	3%	5%	4%		4%	2%	4%	2%	5%	4%	6%	4%	4%	3%	6%
Cheshire	37	1	15	12	3	34	29	2	18	13	12	4	21	16	7	30	23	10	1
	6%	1%	8%	7%	3%	8%	7%	2%	5%	11%	5%	3%	6%	6%	7%	6%	9%	4%	3%
			B	B		E	H			i							Rs		
Coos	15	1	6	5	1	13	11	2	7	5	6	1	12	3	4	11	7	6	1
	2%	1%	3%	3%	1%	3%	3%	2%	2%	4%	3%	1%	4%	1%	4%	2%	3%	2%	3%
						e							N						
Grafton	39	7	18	6	8	30	28	5	23	9	15	7	18	21	4	35	16	16	2
	6%	7%	9%	3%	7%	7%	7%	6%	6%	7%	7%	5%	5%	8%	4%	7%	6%	6%	6%
			D																
Sullivan	21	4	6	5	5	14	16	5	12	5	6	4	10	11	2	19	11	8	-
	4%	4%	3%	3%	5%	3%	4%	6%	3%	4%	3%	3%	3%	4%	2%	4%	4%	3%	
Hillsborough	175	40	52	64	27	127	118	28	111	37	68	42	86	88	28	145	68	87	11
	29%	37%	27%	36%	25%	29%	27%	35%	31%	30%	30%	32%	26%	33%	27%	30%	27%	32%	32%
		c		c										m					

Comparison Groups: BCD/EF/GH/IJ/KL/MN/OP/QRS  
 Independent T-Test for Means, Independent Z-Test for Percentages  
 Upper case letters indicate significance at the 95% level.  
 Lower case letters indicate significance at the 90% level.

Banner IV  
AREA

TOTAL	BLAME PARTY			BUSH PRSDNT		NEXT PRSDT		NH RETAIN		MASS TOLLS		HOUSEHOLD		HOUSEHOLD		VOTE IN 2004		
	DEMS	REPS	NTHR	APPRV	DSPRV	OBAMA	MCCN	YES	NO	YES	NO	YES	NO	YES	NO	KERRY	BUSH	VOTE
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)
141	25	38	42	26	95	99	22	80	25	57	45	72	67	32	108	52	66	9
24%	23%	20%	24%	24%	22%	23%	28%	22%	20%	25%	34%	22%	25%	31%	22%	21%	24%	26%
											k				p			

Comparison Groups: BCD/EF/GH/IJ/KL/MN/OP/QRS  
 Independent T-Test for Means, Independent Z-Test for Percentages  
 Upper case letters indicate significance at the 95% level.  
 Lower case letters indicate significance at the 90% level.



Banner IV

1 HOW LIKELY ARE YOU TO VOTE IN THE PRESIDENTIAL ELECTION ON NOVEMBER 4TH?

	BLAME PARTY				BUSH PRSDNT		NEXT PRSDT		NH RETAIN		MASS TOLLS		HOUSEHOLD		HOUSEHOLD		VOTE IN 2004		
	=====				=====		=====		=====		=====		=====		=====		=====		
	TOTAL	DEMS	REPS	NTHR	APPRV	DSPRV	OBAMA	MCCN	YES	NO	YES	NO	YES	NO	YES	NO	KERRY	BUSH	VOTE
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	
TOTAL ANSWERING	600	107	193	177	110	431	430	80	357	123	227	132	328	268	104	491	252	272	34
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Very Likely	566	102	177	167	103	408	406	77	339	117	217	123	303	259	97	464	239	260	31
	94%	95%	92%	94%	94%	95%	94%	96%	95%	95%	96%	93%	92%	97%	93%	95%	95%	96%	91%
														M					
Somewhat Likely	5	1	2	2	2	2	4	-	3	-	3	1	4	1	1	4	-	1	3
	1%	1%	1%	1%	2%	*%	1%		1%		1%	1%	1%	*%	1%	1%		*%	9%
																			r
Already Voted	29	4	14	8	5	21	20	3	15	6	7	8	21	8	6	23	13	11	-
	5%	4%	7%	5%	5%	5%	5%	4%	4%	5%	3%	6%	6%	3%	6%	5%	5%	4%	
														N					
Not Very Likely or Not at all Likely	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't Know/ Refused	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Comparison Groups: BCD/EF/GH/IJ/KL/MN/OP/QRS  
 Independent T-Test for Means, Independent Z-Test for Percentages  
 Upper case letters indicate significance at the 95% level.  
 Lower case letters indicate significance at the 90% level.

Banner IV  
2 AND HOW ARE YOU REGISTERED TO VOTE?

	BLAME PARTY				BUSH PRSDNT		NEXT PRSDT		NH RETAIN		MASS TOLLS		HOUSEHOLD		HOUSEHOLD		VOTE IN 2004		
	=====				=====		=====		=====		=====		=====		=====		=====		
	TOTAL	DEMS	REPS	NTHR	APPRV	DSPRV	OBAMA	MCCN	YES	NO	YES	NO	YES	NO	YES	NO	KERRY	BUSH	NOT VOTE
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	
TOTAL ANSWERING	600	107	193	177	110	431	430	80	357	123	227	132	328	268	104	491	252	272	34
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Democrat	181	4	108	42	7	167	157	6	114	33	53	40	76	103	43	136	146	11	12
	30%	4%	56%	24%	6%	39%	37%	8%	32%	27%	23%	30%	23%	38%	41%	28%	58%	4%	35%
			BD	B		E	H							M	P		RS		R
Republican	189	68	12	62	70	87	106	45	115	39	77	39	120	69	26	162	12	166	3
	32%	64%	6%	35%	64%	20%	25%	56%	32%	32%	34%	30%	37%	26%	25%	33%	5%	61%	9%
		CD		C	F		G						N		o		QS		
Independent/ Other	225	35	72	71	32	174	164	29	126	50	96	53	130	93	35	188	92	95	16
	38%	33%	37%	40%	29%	40%	38%	36%	35%	41%	42%	40%	40%	35%	34%	38%	37%	35%	47%
					E														
Not Registered Yet	5	-	1	2	1	3	3	-	2	1	1	-	2	3	-	5	2	-	3
	1%		1%	1%	1%	1%	1%		1%	1%	1%		1%	1%		1%	1%		9%

Comparison Groups: BCD/EF/GH/IJ/KL/MN/OP/QRS  
 Independent T-Test for Means, Independent Z-Test for Percentages  
 Upper case letters indicate significance at the 95% level.  
 Lower case letters indicate significance at the 90% level.

Banner IV

3 WHICH OF THE FOLLOWING BEST DESCRIBES YOUR AGE CATEGORY?

	BLAME PARTY				BUSH PRSDNT		NEXT PRSDT		NH RETAIN		MASS TOLLS		HOUSEHOLD		HOUSEHOLD		VOTE IN 2004		
	=====				=====		=====		=====		=====		=====		=====				
	TOTAL	DEMS	REPS	NTHR	APPRV	DSPRV	OBAMA	MCCN	YES	NO	YES	NO	YES	NO	YES	NO	KERRY	BUSH	NOT VOTE
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	
TOTAL ANSWERING	600	107	193	177	110	431	430	80	357	123	227	132	328	268	104	491	252	272	34
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
18-25	21	1	4	13	2	17	15	1	18	1	7	8	9	11	4	15	6	4	8
	4%	1%	2%	7%	2%	4%	3%	1%	5%	1%	3%	6%	3%	4%	4%	3%	2%	1%	24%
				BC					J										QR
26-35	42	5	14	12	1	37	30	5	24	7	22	6	10	31	11	30	20	13	6
	7%	5%	7%	7%	1%	9%	7%	6%	7%	6%	10%	5%	3%	12%	11%	6%	8%	5%	18%
						E					l			M					r
26-45	81	17	17	35	13	58	57	13	47	23	41	12	26	55	13	68	31	42	6
	14%	16%	9%	20%	12%	13%	13%	16%	13%	19%	18%	9%	8%	21%	12%	14%	12%	15%	18%
		c		C							L			M					
46-55	136	23	50	37	29	99	95	15	77	32	56	28	53	82	26	108	59	59	8
	23%	21%	26%	21%	26%	23%	22%	19%	22%	26%	25%	21%	16%	31%	25%	22%	23%	22%	24%
														M					
56-64	138	25	43	45	28	102	105	17	85	28	52	29	85	53	23	115	58	67	3
	23%	23%	22%	25%	25%	24%	24%	21%	24%	23%	23%	22%	26%	20%	22%	23%	23%	25%	9%
													n				S	S	
Over 65	179	35	64	35	37	117	127	29	104	31	49	46	143	35	26	153	77	86	3
	30%	33%	33%	20%	34%	27%	30%	36%	29%	25%	22%	35%	44%	13%	25%	31%	31%	32%	9%
		D	D									K	N				S	S	
Refused	3	1	1	-	-	1	1	-	2	1	-	3	2	1	1	2	1	1	-
	0.5%	1%	1%			0.5%	0.5%		1%	1%		2%	1%	0.5%	1%	0.5%	0.5%	0.5%	

Comparison Groups: BCD/EF/GH/IJ/KL/MN/OP/QRS  
 Independent T-Test for Means, Independent Z-Test for Percentages  
 Upper case letters indicate significance at the 95% level.  
 Lower case letters indicate significance at the 90% level.

Banner IV

4 WHICH OF THE FOLLOWING BEST DESCRIBES YOUR RACE OR ETHNICITY?

	BLAME PARTY		BUSH PRSDNT		NEXT PRSDT		NH RETAIN		MASS TOLLS		HOUSEHOLD		HOUSEHOLD		VOTE IN 2004				
	=====		=====		=====		=====		=====		=====		=====		=====				
	TOTAL	DEMS	REPS	NTHR	APPRV	DSPRV	OBAMA	MCCN	1ST	STATUS	ROUTE	93	US	MILITRY	LABR	UNION	KERRY	BUSH	NOT
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	
TOTAL ANSWERING	600	107	193	177	110	431	430	80	357	123	227	132	328	268	104	491	252	272	34
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
White/Caucasian	571	104	185	171	107	409	412	76	341	117	217	128	320	247	96	471	239	264	29
	95%	97%	96%	97%	97%	95%	96%	95%	96%	95%	96%	97%	98%	92%	92%	96%	95%	97%	85%
													N					S	
African-American	1	-	-	-	-	1	1	-	-	1	-	-	-	1	-	1	1	-	-
	*					*	*			1%				*		*	*		
Asian	4	1	2	-	-	4	3	-	2	1	-	2	-	4	-	4	2	1	1
	1%	1%	1%			1%	1%		1%	1%		2%		1%		1%	1%	*	3%
American Indian	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Hispanic	8	1	2	3	-	7	5	1	4	2	3	1	4	4	2	5	1	1	4
	1%	1%	1%	2%		2%	1%	1%	1%	2%	1%	1%	1%	1%	2%	1%	*	*	12%
																			QR
Other/ Undecided	8	-	3	2	2	6	6	1	5	-	3	-	1	7	2	6	6	2	-
	1%		2%	1%	2%	1%	1%	1%	1%		1%		*	3%	2%	1%	2%	1%	
													M						
Refused	8	1	1	1	1	4	3	2	5	2	4	1	3	5	4	4	3	4	-
	1%	1%	1%	1%	1%	1%	1%	2%	1%	2%	2%	1%	1%	2%	4%	1%	1%	1%	

Comparison Groups: BCD/EF/GH/IJ/KL/MN/OP/QRS  
 Independent T-Test for Means, Independent Z-Test for Percentages  
 Upper case letters indicate significance at the 95% level.  
 Lower case letters indicate significance at the 90% level.

Banner IV

5 WERE YOU A HILLARY CLINTON SUPPORTER ORIGINALLY IN THE DEMOCRATIC PRIMARY?

	BLAME PARTY				BUSH PRSDNT				NEXT PRSDT		NH RETAIN		MASS TOLLS		HOUSEHOLD		HOUSEHOLD		VOTE IN 2004		
	=====				=====				=====		=====		=====		=====		=====		=====		
	TOTAL	DEMS	REPS	NTHR	APPRV	DSPRV	OBAMA	MCCN	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	KERRY	BUSH	VOTE
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
TOTAL ANSWERING	600	107	193	177	110	431	430	80	357	123	227	132	328	268	104	491	252	272	34		
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Yes	142	5	76	37	7	130	122	6	87	24	51	28	78	63	34	108	101	17	13		
	24%	5%	39%	21%	6%	30%	28%	8%	24%	20%	22%	21%	24%	24%	33%	22%	40%	6%	38%		
			BD	B		E	H								P		R		R		
No	442	98	113	136	102	287	297	73	260	97	173	100	240	200	66	372	143	251	20		
	74%	92%	59%	77%	93%	67%	69%	91%	73%	79%	76%	76%	73%	75%	63%	76%	57%	92%	59%		
		CD		C	F		G								O		QS				
Undecided/ Don't Know	16	4	4	4	1	14	11	1	10	2	3	4	10	5	4	11	8	4	1		
	3%	4%	2%	2%	1%	3%	3%	1%	3%	2%	1%	3%	3%	2%	4%	2%	3%	1%	3%		
					e																
Refused	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Comparison Groups: BCD/EF/GH/IJ/KL/MN/OP/QRS  
 Independent T-Test for Means, Independent Z-Test for Percentages  
 Upper case letters indicate significance at the 95% level.  
 Lower case letters indicate significance at the 90% level.

Banner IV

6 THERE ARE 5 MAJOR CANDIDATES FOR PRESIDENT, AT THIS POINT, FOR WHOM WILL YOU VOTE?

	BLAME PARTY				BUSH PRSDNT		NEXT PRSDT		NH RETAIN		MASS TOLLS		HOUSEHOLD		HOUSEHOLD		VOTE IN 2004		
	=====				=====		=====		=====		=====		=====		=====		=====		
	TOTAL	DEMS	REPS	NTHR	APPRV	DSPRV	OBAMA	MCCN	YES	NO	YES	NO	YES	NO	YES	NO	KERRY	BUSH	NOT VOTE
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	
TOTAL ANSWERING	600	107	193	177	110	431	430	80	357	123	227	132	328	268	104	491	252	272	34
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Barack Obama - Democrat	311	5	178	85	9	299	276	3	189	58	97	68	149	161	61	249	227	39	25
	52%	5%	92%	48%	8%	69%	64%	4%	53%	47%	43%	52%	45%	60%	59%	51%	90%	14%	74%
			BD	B		E	H							M		RS		R	
John McCain - Republican	229	93	8	72	92	90	115	71	134	54	107	46	141	87	30	198	10	205	6
	38%	87%	4%	41%	84%	21%	27%	89%	38%	44%	47%	35%	43%	32%	29%	40%	4%	75%	18%
		CD		C	F		G				L		N		O		QS	Q	
Bob Barr - Libertarian	5	1	-	2	1	3	2	2	4	-	2	1	3	2	-	5	1	3	-
	1%	1%		1%	1%	1%	*%	2%	1%		1%	1%	1%	1%		1%	*%	1%	
Ralph Nader - Independent	4	1	-	1	-	4	3	-	2	-	2	2	3	1	2	2	1	1	-
	1%	1%		1%		1%	1%		1%		1%	2%	1%	*%	2%	*%	*%	*%	
Cynthia McKinney - Green	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Undecided/ Don't Know	36	4	5	13	6	27	27	2	24	5	17	11	21	14	8	27	9	20	3
	6%	4%	3%	7%	5%	6%	6%	2%	7%	4%	7%	8%	6%	5%	8%	5%	4%	7%	9%
				C			h											q	
Refused	15	3	2	4	2	8	7	2	4	6	2	4	11	3	3	10	4	4	-
	2%	3%	1%	2%	2%	2%	2%	2%	1%	5%	1%	3%	3%	1%	3%	2%	2%	1%	
										i			n						

Comparison Groups: BCD/EF/GH/IJ/KL/MN/OP/QRS  
 Independent T-Test for Means, Independent Z-Test for Percentages  
 Upper case letters indicate significance at the 95% level.  
 Lower case letters indicate significance at the 90% level.

Banner IV

7 IS YOUR MIND MADE UP OR DO YOU THINK YOU MIGHT CHANGE YOUR MIND BEFORE THE ELECTION?

	BLAME PARTY				BUSH PRSDNT		NEXT PRSDT		NH RETAIN		MASS TOLLS		HOUSEHOLD		HOUSEHOLD		VOTE IN 2004		
	=====				=====		=====		=====		=====		=====		=====		=====		
	TOTAL	DEMS	REPS	NTHR	APPRV	DSPRV	OBAMA	MCCN	YES	NO	YES	NO	YES	NO	YES	NO	KERRY	BUSH	VOTE
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	
TOTAL ANSWERING	549	100	186	160	102	396	396	76	329	112	208	117	296	251	93	454	239	248	31
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Mind Made Up	505	93	176	145	99	359	365	72	300	107	194	104	269	234	77	426	225	227	25
	92%	93%	95%	91%	97%	91%	92%	95%	91%	96%	93%	89%	91%	93%	83%	94%	94%	92%	81%
					F					i					O		s		
Might Change	37	6	7	13	2	32	27	3	24	5	10	11	21	16	13	24	13	17	4
	7%	6%	4%	8%	2%	8%	7%	4%	7%	4%	5%	9%	7%	6%	14%	5%	5%	7%	13%
				c		E									P				
Undecided/ Don't Know	6	1	3	1	1	5	4	-	4	-	3	2	5	1	2	4	1	3	2
	1%	1%	2%	1%	1%	1%	1%		1%		1%	2%	2%	1%	2%	1%	1%	1%	6%
Refused	1	-	-	1	-	-	-	1	1	-	1	-	1	-	1	-	-	1	-
	1%			1%				1%	1%		1%		1%		1%			1%	

Comparison Groups: BCD/EF/GH/IJ/KL/MN/OP/QRS  
 Independent T-Test for Means, Independent Z-Test for Percentages  
 Upper case letters indicate significance at the 95% level.  
 Lower case letters indicate significance at the 90% level.

Banner IV  
8 AS OF TODAY, WHO ARE YOU LEANING TOWARD?

	BLAME PARTY				BUSH PRSDNT		NEXT PRSDT		NH RETAIN		MASS TOLLS		HOUSEHOLD		HOUSEHOLD		VOTE IN 2004		
	=====				=====		=====		=====		=====		=====		=====		=====		
	TOTAL	DEMS	REPS	NTHR	APPRV	DSPRV	OBAMA	MCCN	1ST	STATUS	ROUTE	93	US	MILITRY	LABR	UNION	KERRY	BUSH	NOT
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	
TOTAL ANSWERING	51	7	7	17	8	35	34	4	28	11	19	15	32	17	11	37	13	24	3
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
John McCain - Republican	12	2	-	6	3	8	10	1	8	2	4	8	8	4	3	9	4	7	1
	24%	29%		35%	38%	23%	29%	25%	29%	18%	21%	53%	25%	24%	27%	24%	31%	29%	33%
Barack Obama - Democrat	8	-	3	2	-	7	7	-	4	1	3	1	5	3	1	7	5	1	1
	16%		43%	12%		20%	21%		14%	9%	16%	7%	16%	18%	9%	19%	38%	4%	33%
Ralph Nader - Independent	1	-	1	-	-	1	1	-	1	-	-	1	1	-	-	1	-	-	-
	2%		14%			3%	3%		4%			7%	3%			3%			
Bob Barr - Libertarian	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Cynthia McKinney - Green	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Undecided/ Don't Know	17	2	1	6	3	13	11	1	12	3	9	2	9	7	4	12	1	12	1
	33%	29%	14%	35%	38%	37%	32%	25%	43%	27%	47%	13%	28%	41%	36%	32%	8%	50%	33%
Refused	13	3	2	3	2	6	5	2	3	5	3	3	9	3	3	8	3	4	-
	25%	43%	29%	18%	25%	17%	15%	50%	11%	45%	16%	20%	28%	18%	27%	22%	23%	17%	

Comparison Groups: BCD/EF/GH/IJ/KL/MN/OP/QRS  
 Independent T-Test for Means, Independent Z-Test for Percentages  
 Upper case letters indicate significance at the 95% level.  
 Lower case letters indicate significance at the 90% level.



Banner IV

9 WHICH OF THE FOLLOWING REASONS EXPLAINS YOUR VOTE FOR JOHN MCCAIN?

	BLAME PARTY		BUSH PRSDNT		NEXT PRSDT		NH RETAIN		MASS TOLLS		HOUSEHOLD		HOUSEHOLD		VOTE IN 2004				
	=====		=====		=====		=====		=====		=====		=====		=====				
	TOTAL	DEMS	REPS	NTHR	APPRV	DSPRV	OBAMA	MCCN	YES	NO	YES	NO	YES	NO	YES	NO	KERRY	BUSH	VOTE
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	
TOTAL ANSWERING	241	95	8	78	95	98	125	72	142	56	111	54	149	91	33	207	14	212	7
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
More of a vote for McCain	145	51	4	53	59	54	70	47	88	32	66	32	94	50	20	124	8	129	5
	60%	54%	50%	68%	62%	55%	56%	65%	62%	57%	59%	59%	63%	55%	61%	60%	57%	61%	71%
				b															
More of a vote against Obama	64	31	3	16	20	33	39	15	33	21	32	12	38	26	9	55	3	56	2
	27%	33%	38%	21%	21%	34%	31%	21%	23%	38%	29%	22%	26%	29%	27%	27%	21%	26%	29%
		d				E			i										
More of a vote for Palin	12	7	-	3	6	5	8	3	9	1	7	2	6	6	1	11	2	9	-
	5%	7%		4%	6%	5%	6%	4%	6%	2%	6%	4%	4%	7%	3%	5%	14%	4%	
									j										
Other	16	6	-	5	9	4	5	7	9	1	6	6	9	7	1	15	1	15	-
	7%	6%		6%	9%	4%	4%	10%	6%	2%	5%	11%	6%	8%	3%	7%	7%	7%	
									j										
Undecided/ Don't Know	4	-	1	1	1	2	3	-	3	1	-	2	2	2	2	2	-	3	-
	2%		12%	1%	1%	2%	2%		2%	2%		4%	1%	2%	6%	1%		1%	
Refused	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Comparison Groups: BCD/EF/GH/IJ/KL/MN/OP/QRS  
 Independent T-Test for Means, Independent Z-Test for Percentages  
 Upper case letters indicate significance at the 95% level.  
 Lower case letters indicate significance at the 90% level.

Banner IV

10 WHICH OF THE FOLLOWING REASONS EXPLAINS YOUR VOTE FOR BARACK OBAMA?

	BLAME PARTY				BUSH PRSDNT		NEXT PRSDT		NH RETAIN		MASS TOLLS		HOUSEHOLD		HOUSEHOLD		VOTE IN 2004		
	=====				=====		=====		=====		=====		=====		=====		=====		
	TOTAL	DEMS	REPS	NTHR	APPRV	DSPRV	OBAMA	MCCN	YES	NO	YES	NO	YES	NO	YES	NO	KERRY	BUSH	NOT
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	
TOTAL ANSWERING	319	5	181	87	9	306	283	3	193	59	100	69	154	164	62	256	232	40	26
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
More of a vote for Obama	229	3	130	67	6	222	205	2	133	44	69	52	103	126	41	188	179	23	14
	72%	60%	72%	77%	67%	73%	72%	67%	69%	75%	69%	75%	67%	77%	66%	73%	77%	58%	54%
														M			RS		
More of a vote against Bush	34	2	17	9	2	32	29	-	26	3	12	7	20	14	7	26	18	11	4
	11%	40%	9%	10%	22%	10%	10%		13%	5%	12%	10%	13%	9%	11%	10%	8%	28%	15%
									J								Q		
More of a vote against McCain	25	-	17	4	1	24	23	-	16	6	10	6	17	8	10	15	18	1	3
	8%		9%	5%	11%	8%	8%		8%	10%	10%	9%	11%	5%	16%	6%	8%	2%	12%
													N		P		r		
More of a vote against Palin	6	-	4	2	-	5	6	-	4	1	3	-	2	4	2	4	4	1	-
	2%		2%	2%		2%	2%		2%	2%	3%		1%	2%	3%	2%	2%	2%	
More of a vote for Biden	4	-	3	1	-	4	4	-	2	1	1	1	-	4	-	4	1	2	1
	1%		2%	1%		1%	1%		1%	2%	1%	1%		2%		2%	1%	5%	4%
Other	13	-	9	1	-	13	10	1	7	4	4	1	8	5	2	11	10	1	1
	4%		5%	1%		4%	4%	33%	4%	7%	4%	1%	5%	3%	3%	4%	4%	2%	4%
			d																
Undecided/ Don't Know	7	-	1	3	-	5	5	-	4	-	1	1	3	3	-	7	2	1	2
	2%		1%	3%		2%	2%		2%		1%	1%	2%	2%		3%	1%	2%	8%
Refused	1	-	-	-	-	1	1	-	1	-	-	1	1	-	-	1	-	-	1
	1%					1%	1%		1%			1%	1%			1%			4%

Comparison Groups: BCD/EF/GH/IJ/KL/MN/OP/QRS  
 Independent T-Test for Means, Independent Z-Test for Percentages  
 Upper case letters indicate significance at the 95% level.  
 Lower case letters indicate significance at the 90% level.

Banner IV

11 THERE ARE THREE CANDIDATES FOR U.S. SENATE, AT THIS POINT, FOR WHOM WILL YOU VOTE OR TOWARD WHOM WILL YOU LEAN?

	BLAME PARTY				BUSH PRSDNT		NEXT PRSDT		NH RETAIN		MASS TOLLS		HOUSEHOLD		HOUSEHOLD		VOTE IN 2004		
	=====				=====		=====		=====		=====		=====		=====		=====		
	TOTAL	DEMS	REPS	NTHR	APPRV	DSPRV	OBAMA	MCCN	YES	NO	YES	NO	YES	NO	YES	NO	KERRY	BUSH	NOT VOTE
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	
TOTAL ANSWERING	600	107	193	177	110	431	430	80	357	123	227	132	328	268	104	491	252	272	34
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Jeanne Shaheen - Democrat	287	7	159	80	8	275	253	7	174	53	89	68	138	149	57	229	213	41	20
	48%	7%	82%	45%	7%	64%	59%	9%	49%	43%	39%	52%	42%	56%	55%	47%	85%	15%	59%
			BD	B		E	H					K		M		RS		R	
John Sununu - Republican	231	88	17	70	91	96	122	66	144	51	104	48	141	88	29	201	17	196	7
	38%	82%	9%	40%	83%	22%	28%	82%	40%	41%	46%	36%	43%	33%	28%	41%	7%	72%	21%
		CD		C	F		G				1		N		O		QS	q	
Kenneth 'Ken' Blevens - Libertarian	17	7	2	7	2	13	13	1	8	5	8	4	10	7	5	12	4	10	1
	3%	7%	1%	4%	2%	3%	3%	1%	2%	4%	4%	3%	3%	3%	5%	2%	2%	4%	3%
		C		c															
Undecided/ Don't Know	55	3	14	17	8	41	37	6	30	11	24	11	32	22	12	42	16	22	6
	9%	3%	7%	10%	7%	10%	9%	8%	8%	9%	11%	8%	10%	8%	12%	9%	6%	8%	18%
			b	B															q
Refused	10	2	1	3	1	6	5	-	1	3	2	1	7	2	1	7	2	3	-
	2%	2%	1%	2%	1%	1%	1%		*%	2%	1%	1%	2%	1%	1%	1%	1%	1%	

Comparison Groups: BCD/EF/GH/IJ/KL/MN/OP/QRS  
 Independent T-Test for Means, Independent Z-Test for Percentages  
 Upper case letters indicate significance at the 95% level.  
 Lower case letters indicate significance at the 90% level.

Banner IV

11A THINKING ABOUT ALL THE TV ADS THAT HAVE BEEN RUN IN THE U.S. SENATE CAMPAIGN, WHICH CAMPAIGN - THE SUNUNU OR SHAHEEN CAMPAIGN - HAVE RUN THE MORE NEGATIVE ADS?

	BLAME PARTY			BUSH PRSDNT		NEXT PRSDT		NH RETAIN		MASS TOLLS		HOUSEHOLD		HOUSEHOLD		VOTE IN 2004			
	TOTAL	DEMS	REPS	NTHR	APPRV	DSPRV	OBAMA	MCCN	1ST	STATUS	ROUTE	93	US	MILITRY	LABR	UNION	KERRY	BUSH	VOTE
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)
TOTAL ANSWERING	600	107	193	177	110	431	430	80	357	123	227	132	328	268	104	491	252	272	34
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Sununu Campaign	160	5	90	44	6	152	142	6	107	31	58	34	73	87	33	127	120	25	8
	27%	5%	47%	25%	5%	35%	33%	8%	30%	25%	26%	26%	22%	32%	32%	26%	48%	9%	24%
			BD	B		E	H							M			RS		r
Shaheen	116	47	20	33	35	61	69	30	73	31	57	31	68	48	20	96	20	85	5
	19%	44%	10%	19%	32%	14%	16%	38%	20%	25%	25%	23%	21%	18%	19%	20%	8%	31%	15%
		CD		C	F			G										QS	
Both Equally	191	37	43	61	35	132	136	26	101	45	80	43	112	78	27	161	60	105	10
	32%	35%	22%	34%	32%	31%	32%	32%	28%	37%	35%	33%	34%	29%	26%	33%	24%	39%	29%
		C		C						i								Q	
Undecided/ Don't Know	125	16	39	38	33	80	79	18	72	15	31	23	70	53	23	101	50	54	10
	21%	15%	20%	21%	30%	19%	18%	22%	20%	12%	14%	17%	21%	20%	22%	21%	20%	20%	29%
					F				J										
Refused	8	2	1	1	1	6	4	-	4	1	1	1	5	2	1	6	2	3	1
	1%	2%	1%	1%	1%	1%	1%		1%	1%	*	1%	2%	1%	1%	1%	1%	1%	3%

Comparison Groups: BCD/EF/GH/IJ/KL/MN/OP/QRS  
 Independent T-Test for Means, Independent Z-Test for Percentages  
 Upper case letters indicate significance at the 95% level.  
 Lower case letters indicate significance at the 90% level.

Banner IV

12 THERE ARE THREE CANDIDATES FOR GOVERNOR, AT THIS POINT, FOR WHOM WILL YOU VOTE?

	BLAME PARTY				BUSH PRSDNT				NEXT PRSDT		NH RETAIN		MASS TOLLS		HOUSEHOLD		HOUSEHOLD		VOTE IN 2004		
	=====				=====				=====		=====		=====		=====		=====		=====		
	TOTAL	DEMS	REPS	NTHR	APPRV	DSPRV	OBAMA	MCCN	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	KERRY	BUSH	VOTE
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)			
TOTAL ANSWERING	600	107	193	177	110	431	430	80	357	123	227	132	328	268	104	491	252	272	34		
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
John Lynch - Democrat	401	36	170	128	52	325	326	31	245	77	135	99	222	178	75	325	225	144	16		
	67%	34%	88%	72%	47%	75%	76%	39%	69%	63%	59%	75%	68%	66%	72%	66%	89%	53%	47%		
			BD	B		E	H					K					RS				
Joseph 'Joe' Kenney - Republican	89	55	2	16	41	30	39	32	56	22	45	16	52	37	12	77	2	82	1		
	15%	51%	1%	9%	37%	7%	9%	40%	16%	18%	20%	12%	16%	14%	12%	16%	1%	30%	3%		
			CD	C	F		G				L							QS			
Susan Newell - Libertarian	12	3	3	3	-	12	7	3	5	3	5	4	5	7	3	9	1	5	3		
	2%	3%	2%	2%		3%	2%	4%	1%	2%	2%	3%	2%	3%	3%	2%	*	2%	9%		
																					q
Undecided/ Don't Know	91	12	17	28	16	60	54	14	51	18	40	13	44	45	13	75	22	40	14		
	15%	11%	9%	16%	15%	14%	13%	18%	14%	15%	18%	10%	13%	17%	12%	15%	9%	15%	41%		
				C							L							Q	QR		
Refused	7	1	1	2	1	4	4	-	-	3	2	-	5	1	1	5	2	1	-		
	1%	1%	1%	1%	1%	1%	1%			2%	1%		2%	*	1%	1%	1%	*			

Comparison Groups: BCD/EF/GH/IJ/KL/MN/OP/QRS  
 Independent T-Test for Means, Independent Z-Test for Percentages  
 Upper case letters indicate significance at the 95% level.  
 Lower case letters indicate significance at the 90% level.

Banner IV

13 DO YOU BELIEVE THE MEDIA HAS TREATED SARAH PALIN FAIRLY, HARSHLY, OR NEUTRAL?

	BLAME PARTY				BUSH PRSDNT		NEXT PRSDT		NH RETAIN		MASS TOLLS		HOUSEHOLD		HOUSEHOLD		VOTE IN 2004		
	=====				=====		=====		=====		=====		=====		=====		=====		
	TOTAL	DEMS	REPS	NTHR	APPRV	DSPRV	OBAMA	MCCN	YES	NO	YES	NO	YES	NO	YES	NO	KERRY	BUSH	NOT VOTE
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	
TOTAL ANSWERING	600	107	193	177	110	431	430	80	357	123	227	132	328	268	104	491	252	272	34
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Fairly	174	2	103	48	9	163	158	1	112	22	52	43	87	87	29	145	128	28	8
	29%	2%	53%	27%	8%	38%	37%	1%	31%	18%	23%	33%	27%	32%	28%	30%	51%	10%	24%
			BD	B		E	H		J			k				RS		r	
Harshly	271	99	25	77	82	145	152	71	153	69	124	58	156	114	49	221	40	202	13
	45%	93%	13%	44%	75%	34%	35%	89%	43%	56%	55%	44%	48%	43%	47%	45%	16%	74%	38%
			CD	C	F		G		I		L						QS	Q	
Neutral	127	6	55	45	18	102	101	7	77	28	44	26	68	59	22	103	70	37	9
	21%	6%	28%	25%	16%	24%	23%	9%	22%	23%	19%	20%	21%	22%	21%	21%	28%	14%	26%
			B	B		e	H										R		
Undecided/ Don't Know	24	-	9	6	1	18	16	1	14	3	5	4	15	7	3	19	11	5	4
	4%		5%	3%	1%	4%	4%	1%	4%	2%	2%	3%	5%	3%	3%	4%	4%	2%	12%
						E											r		r
Refused	4	-	1	1	-	3	3	-	1	1	2	1	2	1	1	3	3	-	-
	1%		1%	1%		1%	1%		1%	1%	1%	1%	1%	1%	1%	1%	1%		

Comparison Groups: BCD/EF/GH/IJ/KL/MN/OP/QRS  
 Independent T-Test for Means, Independent Z-Test for Percentages  
 Upper case letters indicate significance at the 95% level.  
 Lower case letters indicate significance at the 90% level.

Banner IV

14 WHICH ONE OF THE FOLLOWING ISSUES MATTERS MOST IN DECIDING YOUR VOTE FOR PRESIDENT?

	BLAME PARTY				BUSH PRSDNT		NEXT PRSDT		NH RETAIN		MASS TOLLS		HOUSEHOLD		HOUSEHOLD		VOTE IN 2004		
	=====				=====		=====		=====		=====		=====		=====		=====		
	TOTAL	DEMS	REPS	NTHR	APPRV	DSPRV	OBAMA	MCCN	YES	NO	YES	NO	YES	NO	YES	NO	KERRY	BUSH	NOT VOTE
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)
TOTAL ANSWERING	600	107	193	177	110	431	430	80	357	123	227	132	328	268	104	491	252	272	34
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Iraq War	97	16	37	30	13	77	79	6	55	19	33	23	58	39	18	79	46	43	2
	16%	15%	19%	17%	12%	18%	18%	8%	15%	15%	15%	17%	18%	15%	17%	16%	18%	16%	6%
						e	H										S	S	
Moral Values	91	11	35	25	17	65	68	12	57	19	34	14	46	45	23	68	36	40	9
	15%	10%	18%	14%	15%	15%	16%	15%	16%	15%	15%	11%	14%	17%	22%	14%	14%	15%	26%
			b												P				
Education	82	15	21	28	9	59	58	11	43	23	32	20	40	41	12	69	32	42	4
	14%	14%	11%	16%	8%	14%	13%	14%	12%	19%	14%	15%	12%	15%	12%	14%	13%	15%	12%
						e				i									
Taxes	72	19	22	18	12	51	54	13	47	15	32	16	45	27	11	61	30	32	7
	12%	18%	11%	10%	11%	12%	13%	16%	13%	12%	14%	12%	14%	10%	11%	12%	12%	12%	21%
		d																	
Terrorism	63	14	15	24	18	41	41	13	39	12	33	13	38	25	10	53	24	33	1
	10%	13%	8%	14%	16%	10%	10%	16%	11%	10%	15%	10%	12%	9%	10%	11%	10%	12%	3%
			c	f													S	S	
Economy and Jobs	61	10	24	14	12	43	44	8	34	13	22	14	31	29	11	48	22	30	4
	10%	9%	12%	8%	11%	10%	10%	10%	10%	11%	10%	11%	9%	11%	11%	10%	9%	11%	12%
Healthcare	54	10	20	13	12	41	40	7	36	10	21	16	33	21	9	44	22	23	4
	9%	9%	10%	7%	11%	10%	9%	9%	10%	8%	9%	12%	10%	8%	9%	9%	9%	8%	12%
Other	52	9	10	19	13	35	34	6	33	7	14	11	26	26	5	47	27	21	2
	9%	8%	5%	11%	12%	8%	8%	8%	9%	6%	6%	8%	8%	10%	5%	10%	11%	8%	6%
			C												O				
Don't Know/ Undecided	24	2	9	5	2	19	10	3	12	4	5	5	10	14	4	20	13	6	1
	4%	2%	5%	3%	2%	4%	2%	4%	3%	3%	2%	4%	3%	5%	4%	4%	5%	2%	3%
																	r		

Comparison Groups: BCD/EF/GH/IJ/KL/MN/OP/QRS  
 Independent T-Test for Means, Independent Z-Test for Percentages  
 Upper case letters indicate significance at the 95% level.  
 Lower case letters indicate significance at the 90% level.

Banner IV

14 WHICH ONE OF THE FOLLOWING ISSUES MATTERS MOST IN DECIDING YOUR VOTE FOR PRESIDENT?

	BLAME PARTY		BUSH PRSDNT		NEXT PRSDT		NH RETAIN		MASS TOLLS		HOUSEHOLD		HOUSEHOLD		VOTE IN 2004				
	TOTAL	DEMS	REPS	NTHR	APPRV	DSPRV	OBAMA	MCCN	YES	NO	YES	NO	YES	NO	YES	NO	KERRY	BUSH	VOTE
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)
Refused	4	1	-	1	2	-	2	1	1	1	1	-	1	1	1	2	-	2	-
	1%	1%		1%	2%		1%	1%	1%	1%	1%		1%	1%	1%	1%		1%	

Comparison Groups: BCD/EF/GH/IJ/KL/MN/OP/QRS  
 Independent T-Test for Means, Independent Z-Test for Percentages  
 Upper case letters indicate significance at the 95% level.  
 Lower case letters indicate significance at the 90% level.



Banner IV

15 REGARDLESS OF HOW YOU WOULD VOTE, HOW COMFORTABLE WOULD YOU BE WITH BARACK OBAMA AS PRESIDENT?

	VOTE IN 2004																				
	BLAME PARTY				BUSH PRSDNT				NEXT PRSDT		NH RETAIN		MASS TOLLS		HOUSEHOLD		HOUSEHOLD		VOTE IN 2004		
	TOTAL	DEMS	REPS	NTHR	APPRV	DSPRV	OBAMA	MCCN	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	KERRY	BUSH	NOT VOTE
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
TOTAL ANSWERING	600	107	193	177	110	431	430	80	357	123	227	132	328	268	104	491	252	272	34		
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Extremely Comfortable	167	2	103	47	4	162	150	2	102	33	51	32	69	97	28	138	131	17	9		
	28%	2%	53%	27%	4%	38%	35%	2%	29%	27%	22%	24%	21%	36%	27%	28%	52%	6%	26%		
			BD	B		E	H							M			RS		R		
Very Comfortable	142	1	63	46	13	123	121	3	86	25	42	38	79	63	27	115	84	38	10		
	24%	1%	33%	26%	12%	29%	28%	4%	24%	20%	19%	29%	24%	24%	26%	23%	33%	14%	29%		
			B	B		E	H					K					R		r		
Somewhat Comfortable	88	8	19	35	15	66	73	8	52	23	39	18	56	32	25	63	26	46	8		
	15%	7%	10%	20%	14%	15%	17%	10%	15%	19%	17%	14%	17%	12%	24%	13%	10%	17%	24%		
				BC			h						n		P		Q		q		
Not at All Comfortable	188	94	3	47	74	72	79	66	111	40	93	42	114	73	24	163	8	164	5		
	31%	88%	2%	27%	67%	17%	18%	82%	31%	33%	41%	32%	35%	27%	23%	33%	3%	60%	15%		
			CD	C	F		G				1		N		O		QS		q		
Undecided/ Don't Know	13	2	4	2	4	7	6	1	6	1	1	2	9	3	-	11	2	7	2		
	2%	2%	2%	1%	4%	2%	1%	1%	2%	1%	*%	2%	3%	1%		2%	1%	3%	6%		
Refused	2	-	1	-	-	1	1	-	-	1	1	-	1	-	-	1	1	-	-		
	*%		1%			*%	*%			1%	*%		*%			*%	*%				

Comparison Groups: BCD/EF/GH/IJ/KL/MN/OP/QRS  
 Independent T-Test for Means, Independent Z-Test for Percentages  
 Upper case letters indicate significance at the 95% level.  
 Lower case letters indicate significance at the 90% level.

Banner IV

16 REGARDLESS OF HOW YOU WOULD VOTE, HOW COMFORTABLE WOULD YOU BE WITH JOHN MCCAIN AS PRESIDENT?

	BLAME PARTY		BUSH PRSDNT		NEXT PRSDT		NH RETAIN		MASS TOLLS		HOUSEHOLD		HOUSEHOLD		VOTE IN 2004				
	=====		=====		=====		=====		=====		=====		=====		=====				
	TOTAL	DEMS	REPS	NTHR	APPRV	DSPRV	OBAMA	MCCN	YES	NO	YES	NO	YES	NO	YES	NO	KERRY	BUSH	NOT VOTE
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	
TOTAL ANSWERING	600	107	193	177	110	431	430	80	357	123	227	132	328	268	104	491	252	272	34
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Extremely Comfortable	71	24	4	25	36	21	29	25	46	15	23	12	44	26	12	58	6	61	1
	12%	22%	2%	14%	33%	5%	7%	31%	13%	12%	10%	9%	13%	10%	12%	12%	2%	22%	3%
		Cd		C	F			G										QS	
Very Comfortable	131	48	7	43	48	61	69	40	71	30	57	35	82	49	17	114	12	108	6
	22%	45%	4%	24%	44%	14%	16%	50%	20%	24%	25%	27%	25%	18%	16%	23%	5%	40%	18%
		CD		C	F			G					N			o		QS	q
Somewhat Comfortable	168	32	40	59	23	128	132	12	105	35	74	40	84	84	30	138	61	85	10
	28%	30%	21%	33%	21%	30%	31%	15%	29%	28%	33%	30%	26%	31%	29%	28%	24%	31%	29%
		c		C	E		H												q
Not at All Comfortable	216	3	138	46	2	212	193	3	132	40	70	43	108	108	41	174	167	17	15
	36%	3%	72%	26%	2%	49%	45%	4%	37%	33%	31%	33%	33%	40%	39%	35%	66%	6%	44%
			BD	B	E		H								m		RS		R
Undecided/ Don't Know	10	-	3	3	1	8	4	-	3	2	1	2	8	1	4	4	5	1	2
	2%		2%	2%	1%	2%	1%		1%	2%	*%	2%	2%	*%	4%	1%	2%	*%	6%
													N				r		
Refused	4	-	1	1	-	1	3	-	-	1	2	-	2	-	-	3	1	-	-
	1%		1%	1%		*%	1%			1%	1%		1%			1%	*%		

Comparison Groups: BCD/EF/GH/IJ/KL/MN/OP/QRS  
 Independent T-Test for Means, Independent Z-Test for Percentages  
 Upper case letters indicate significance at the 95% level.  
 Lower case letters indicate significance at the 90% level.

Banner IV

17 WHICH OF THE FOLLOWING COMES CLOSEST TO YOUR OPINION OF THE UPCOMING PRESIDENTIAL ELECTION?

	BLAME PARTY				BUSH PRSDNT		NEXT PRSDT		NH RETAIN MASS TOLLS		ROUTE 93		HOUSEHOLD US MILITRY		HOUSEHOLD LABR UNION		VOTE IN 2004		
	=====				=====		=====		=====		=====		=====		=====		=====		
	TOTAL	DEMS	REPS	NTHR	APPRV	DSPRV	OBAMA	MCCN	YES	NO	YES	NO	YES	NO	YES	NO	KERRY	BUSH	NOT VOTE
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	
TOTAL ANSWERING	600	107	193	177	110	431	430	80	357	123	227	132	328	268	104	491	252	272	34
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
It's the most important election of my life	279	55	109	74	43	213	213	38	171	62	109	62	158	121	47	231	128	113	22
	46%	51%	56%	42%	39%	49%	50%	48%	48%	50%	48%	47%	48%	45%	45%	47%	51%	42%	65%
			D			E											R		R
It's very important but not the most important	248	37	73	79	49	176	170	34	153	44	89	50	128	120	45	203	106	119	9
	41%	35%	38%	45%	45%	41%	40%	42%	43%	36%	39%	38%	39%	45%	43%	41%	42%	44%	26%
			b														s		S
It's no different than any other presidential election	62	13	8	22	16	38	43	8	29	15	26	17	39	22	11	50	17	36	3
	10%	12%	4%	12%	15%	9%	10%	10%	8%	12%	11%	13%	12%	8%	11%	10%	7%	13%	9%
			C																Q
It's not really that important to me	2	1	1	-	1	1	2	-	2	-	2	-	-	2	-	2	-	1	-
	0.3%	1%	1%		1%	0.3%	0.5%		1%		1%			1%		0.3%		1%	
Undecided/ Don't Know	7	1	2	2	1	3	2	-	2	2	1	3	3	3	1	5	1	3	-
	1%	1%	1%	1%	1%	1%	0.5%		1%	2%	0.5%	2%	1%	1%	1%	1%	0.5%	1%	
Refused	2	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	0.3%																		

Comparison Groups: BCD/EF/GH/IJ/KL/MN/OP/QRS  
 Independent T-Test for Means, Independent Z-Test for Percentages  
 Upper case letters indicate significance at the 95% level.  
 Lower case letters indicate significance at the 90% level.

Banner IV

18 WHICH POLITICAL PARTY - IF ANY - DO YOU BLAME FOR THE RECENT TURMOIL ON WALL STREET IN THE BANKING AND FINANCIAL SECTORS?

	BLAME PARTY				BUSH PRSDNT		NEXT PRSDT		NH RETAIN		MASS TOLLS		HOUSEHOLD		HOUSEHOLD		VOTE IN 2004		
	=====				=====		=====		=====		=====		=====		=====		=====		
	TOTAL	DEMS	REPS	NTHR	APPRV	DSPRV	OBAMA	MCCN	1ST	STATUS	ROUTE	93	US	MILITRY	LABR	UNION	KERRY	BUSH	NOT
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	
TOTAL ANSWERING	600	107	193	177	110	431	430	80	357	123	227	132	328	268	104	491	252	272	34
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Blame Democrats	107	107	-	-	44	38	52	38	59	27	53	25	64	43	14	93	6	95	2
	18%	100%			40%	9%	12%	48%	17%	22%	23%	19%	20%	16%	13%	19%	2%	35%	6%
					F			G										QS	
Blame Republicans	193	-	193	-	4	188	173	3	125	34	59	40	101	92	36	157	149	20	11
	32%		100%		4%	44%	40%	4%	35%	28%	26%	30%	31%	34%	35%	32%	59%	7%	32%
					E		H										RS		R
Blame Neither	177	-	-	177	35	125	131	17	104	40	71	44	94	83	35	141	61	94	11
	30%			100%	32%	29%	30%	21%	29%	33%	31%	33%	29%	31%	34%	29%	24%	35%	32%
							h												Q
Undecided/ Don't Know	115	-	-	-	26	76	71	21	67	22	42	22	68	46	18	96	35	61	8
	19%				24%	18%	17%	26%	19%	18%	19%	17%	21%	17%	17%	20%	14%	22%	24%
							g												Q
Refused	8	-	-	-	1	4	3	1	2	-	2	1	1	4	1	4	1	2	2
	1%				1%	1%	1%	1%	1%		1%	1%	*%	1%	1%	1%	*%	1%	6%

Comparison Groups: BCD/EF/GH/IJ/KL/MN/OP/QRS  
 Independent T-Test for Means, Independent Z-Test for Percentages  
 Upper case letters indicate significance at the 95% level.  
 Lower case letters indicate significance at the 90% level.

Banner IV

19 DO YOU APPROVE OR DISAPPROVE OF THE JOB GEORGE W. BUSH IS DOING AS PRESIDENT?

	BLAME PARTY				BUSH PRSDNT				NEXT PRSDT		NH RETAIN		MASS TOLLS		HOUSEHOLD		HOUSEHOLD		VOTE IN 2004		
	=====				=====				=====		=====		=====		=====		=====				
	TOTAL	DEMS	REPS	NTHR	APPRV	DSPRV	OBAMA	MCCN	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	KERRY	BUSH	VOTE
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)			
TOTAL ANSWERING	600	107	193	177	110	431	430	80	357	123	227	132	328	268	104	491	252	272	34		
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Approve	110	44	4	35	110	-	45	40	68	24	51	19	71	39	13	97	4	100	4		
	18%	41%	2%	20%	100%		10%	50%	19%	20%	22%	14%	22%	15%	12%	20%	2%	37%	12%		
		CD		C				G			1		N		o		QS	q			
Disapprove	431	38	188	125	-	431	362	20	256	89	156	96	223	208	84	345	246	125	26		
	72%	36%	97%	71%	100%	84%	25%	72%	72%	69%	73%	68%	78%	81%	70%	98%	46%	76%			
			BD	B			H						M	P		RS					
Undecided/ Don't Know	55	24	1	16	-	-	22	19	32	10	18	17	33	20	7	47	2	46	4		
	9%	22%	1%	9%			5%	24%	9%	8%	8%	13%	10%	7%	7%	10%	1%	17%	12%		
		CD		C				G										Q	Q		
Refused	4	1	-	1	-	-	1	1	1	-	2	-	1	1	-	2	-	1	-		
	1%	1%		1%			1%	1%	1%		1%		1%	1%		1%		1%			

Comparison Groups: BCD/EF/GH/IJ/KL/MN/OP/QRS  
 Independent T-Test for Means, Independent Z-Test for Percentages  
 Upper case letters indicate significance at the 95% level.  
 Lower case letters indicate significance at the 90% level.

Banner IV

20 WHEN ALL THE VOTES ARE COUNTED IN NOVEMBER OF 2008, YOU DO YOU THINK WILL BE OUR NEXT PRESIDENT? NOT NECESSARILY WHO YOU ARE VOTING FOR BUT WHO DO YOU THINK WILL BE THE NEXT PRESIDENT? BARACK OBAMA OR JOHN MCCAIN?

	BLAME PARTY				BUSH PRSDNT				NH RETAIN		MASS TOLLS		HOUSEHOLD		HOUSEHOLD		VOTE IN 2004		
	TOTAL	DEMS	REPS	NTHR	APPRV	DSPRV	OBAMA	MCCN	1ST	NO	YES	NO	YES	NO	YES	NO	KERRY	BUSH	VOTE
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)
TOTAL ANSWERING	600	107	193	177	110	431	430	80	357	123	227	132	328	268	104	491	252	272	34
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Barack Obama	430	52	173	131	45	362	430	-	256	93	159	95	226	203	75	354	225	153	22
	72%	49%	90%	74%	41%	84%	100%		72%	76%	70%	72%	69%	76%	72%	72%	89%	56%	65%
			BD	B		E								m			RS		
John McCain	80	38	3	17	40	20	-	80	58	14	41	19	52	28	12	68	4	69	5
	13%	36%	2%	10%	36%	5%		100%	16%	11%	18%	14%	16%	10%	12%	14%	2%	25%	15%
		CD		C	F								N					Q	Q
Undecided/ Don't Know	86	16	17	29	24	48	-	-	43	15	26	18	49	36	16	68	22	49	7
	14%	15%	9%	16%	22%	11%			12%	12%	11%	14%	15%	13%	15%	14%	9%	18%	21%
				C	F													Q	q
Refused	4	1	-	-	1	1	-	-	-	1	1	-	1	1	1	1	1	1	-
	1%	1%			1%	**				1%	**		**	**	1%	**	**	**	**

Comparison Groups: BCD/EF/GH/IJ/KL/MN/OP/QRS  
 Independent T-Test for Means, Independent Z-Test for Percentages  
 Upper case letters indicate significance at the 95% level.  
 Lower case letters indicate significance at the 90% level.

Banner IV

21 ARE YOU CONFIDENT THAT NEW HAMPSHIRE WILL RETAIN ITS FIRST-IN-THE-NATION PRESIDENTIAL PRIMARY STATUS IN THE YEAR 2012?

	BLAME PARTY				BUSH PRSDNT				NEXT PRSDT		NH RETAIN 1ST STATUS		MASS TOLLS ROUTE 93		HOUSEHOLD US MILITRY		HOUSEHOLD LABR UNION		VOTE IN 2004		
	TOTAL	DEMS	REPS	NTHR	APPRV	DSPRV	OBAMA	MCCN	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	KERRY	BUSH	NOT VOTE
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)		
TOTAL ANSWERING	600	107	193	177	110	431	430	80	357	123	227	132	328	268	104	491	252	272	34		
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Yes	357	59	125	104	68	256	256	58	357	-	131	89	195	162	65	291	148	159	23		
	60%	55%	65%	59%	62%	59%	60%	72%	100%		58%	67%	59%	60%	62%	59%	59%	58%	68%		
								G													
No	123	27	34	40	24	89	93	14	-	123	61	20	67	56	23	100	55	62	3		
	20%	25%	18%	23%	22%	21%	22%	18%		100%	27%	15%	20%	21%	22%	20%	22%	23%	9%		
											L						S	S			
Undecided/ Don't Know	118	21	34	33	18	86	81	8	-	-	35	23	66	50	16	100	49	51	8		
	20%	20%	18%	19%	16%	20%	19%	10%			15%	17%	20%	19%	15%	20%	19%	19%	24%		
								H													
Refused	2	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-		
	*%																				

Comparison Groups: BCD/EF/GH/IJ/KL/MN/OP/QRS  
 Independent T-Test for Means, Independent Z-Test for Percentages  
 Upper case letters indicate significance at the 95% level.  
 Lower case letters indicate significance at the 90% level.

Banner IV

22 DO YOU EXPECT THAT MASSACHUSETTS WILL PUT TOLLS UP ON ROUTE 93 FOR CARS TRAVELING TO AND FROM NEW HAMPSHIRE?

	BLAME PARTY				BUSH PRSDNT				NH RETAIN		MASS TOLLS		HOUSEHOLD		HOUSEHOLD		VOTE IN 2004		
	=====				=====				=====		=====		=====		=====		=====		
	TOTAL	DEMS	REPS	NTHR	APPRV	DSPRV	OBAMA	MCCN	YES	NO	YES	NO	YES	NO	YES	NO	KERRY	BUSH	NOT VOTE
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	
TOTAL ANSWERING	600	107	193	177	110	431	430	80	357	123	227	132	328	268	104	491	252	272	34
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Yes	227	53	59	71	51	156	159	41	131	61	227	-	111	116	45	182	78	126	11
	38%	50%	31%	40%	46%	36%	37%	51%	37%	50%	100%		34%	43%	43%	37%	31%	46%	32%
		C		c	f			G		I				M					Q
No	132	25	40	44	19	96	95	19	89	20	-	132	81	51	22	110	54	58	8
	22%	23%	21%	25%	17%	22%	22%	24%	25%	16%		100%	25%	19%	21%	22%	21%	21%	24%
									J				n						
Undecided/ Don't Know	237	28	94	61	39	178	175	20	135	42	-	-	136	99	37	197	119	87	15
	40%	26%	49%	34%	35%	41%	41%	25%	38%	34%			41%	37%	36%	40%	47%	32%	44%
			BD				H										R		
Refused	4	1	-	1	1	1	1	-	2	-	-	-	-	2	-	2	1	1	-
	1%	1%		1%	1%	1%	1%		1%					1%		1%	1%	1%	

Comparison Groups: BCD/EF/GH/IJ/KL/MN/OP/QRS  
 Independent T-Test for Means, Independent Z-Test for Percentages  
 Upper case letters indicate significance at the 95% level.  
 Lower case letters indicate significance at the 90% level.



Banner IV

23 HAS ANYONE IN YOUR HOUSEHOLD EVER SERVED IN THE U.S. MILITARY?

	BLAME PARTY				BUSH PRSDNT		NEXT PRSDT		NH RETAIN		MASS TOLLS		HOUSEHOLD		HOUSEHOLD		VOTE IN 2004		
	=====				=====		=====		=====		=====		=====		=====		=====		
	TOTAL	DEMS	REPS	NTHR	APPRV	DSPRV	OBAMA	MCCN	YES	NO	YES	NO	YES	NO	YES	NO	KERRY	BUSH	NOT VOTE
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	
TOTAL ANSWERING	600	107	193	177	110	431	430	80	357	123	227	132	328	268	104	491	252	272	34
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Yes	328	64	101	94	71	223	226	52	195	67	111	81	328	-	63	264	118	170	17
	55%	60%	52%	53%	65%	52%	53%	65%	55%	54%	49%	61%	100%		61%	54%	47%	62%	50%
					F			G				K							Q
No	268	43	92	83	39	208	203	28	162	56	116	51	-	268	41	226	134	102	17
	45%	40%	48%	47%	35%	48%	47%	35%	45%	46%	51%	39%		100%	39%	46%	53%	38%	50%
					E		H				L						R		
Undecided/ Don't Know	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	*%																		
Refused	3	-	-	-	-	-	1	-	-	-	-	-	-	-	-	1	-	-	-
	*%						*%									*%			

Comparison Groups: BCD/EF/GH/IJ/KL/MN/OP/QRS  
 Independent T-Test for Means, Independent Z-Test for Percentages  
 Upper case letters indicate significance at the 95% level.  
 Lower case letters indicate significance at the 90% level.

Banner IV

24 DOES ANYONE IN YOUR HOUSEHOLD BELONG TO A LABOR UNION?

	BLAME PARTY				BUSH PRSDNT		NEXT PRSDT		NH RETAIN MASS TOLLS		ROUTE 93		HOUSEHOLD US MILITRY		HOUSEHOLD LABR UNION		VOTE IN 2004		
	TOTAL	DEMS	REPS	NTHR	APPRV	DSPRV	OBAMA	MCCN	YES	NO	YES	NO	YES	NO	YES	NO	KERRY	BUSH	NOT VOTE
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)
TOTAL ANSWERING	600	107	193	177	110	431	430	80	357	123	227	132	328	268	104	491	252	272	34
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Yes	104	14	36	35	13	84	75	12	65	23	45	22	63	41	104	-	49	37	7
	17%	13%	19%	20%	12%	19%	17%	15%	18%	19%	20%	17%	19%	15%	100%		19%	14%	21%
						E											r		
No	491	93	157	141	97	345	354	68	291	100	182	110	264	226	-	491	203	235	26
	82%	87%	81%	80%	88%	80%	82%	85%	82%	81%	80%	83%	80%	84%	100%		81%	86%	76%
					F												q		
Undecided/ Don't Know	3	-	-	1	-	2	1	-	1	-	-	-	1	1	-	-	-	-	1
	*%			1%		*%	*%		*%				*%	*%					3%
Refused	2	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	*%																		

Comparison Groups: BCD/EF/GH/IJ/KL/MN/OP/QRS  
 Independent T-Test for Means, Independent Z-Test for Percentages  
 Upper case letters indicate significance at the 95% level.  
 Lower case letters indicate significance at the 90% level.

Banner IV

25 IN THE 2004 PRESIDENTIAL ELECTION, DID YOU VOTE FOR JOHN KERRY, GEORGE BUSH, OR RALPH NADER?

	BLAME PARTY				BUSH PRSDNT				NEXT PRSDT		NH RETAIN MASS TOLLS		HOUSEHOLD		HOUSEHOLD		VOTE IN 2004		
	=====				=====				=====		=====		=====		=====		=====		
	TOTAL	DEMS	REPS	NTHR	APPRV	DSPRV	OBAMA	MCCN	YES	NO	YES	NO	YES	NO	YES	NO	KERRY	BUSH	NOT VOTE
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	
TOTAL ANSWERING	600	107	193	177	110	431	430	80	357	123	227	132	328	268	104	491	252	272	34
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
John Kerry - Democrat	252	6	149	61	4	246	225	4	148	55	78	54	118	134	49	203	252	-	-
	42%	6%	77%	34%	4%	57%	52%	5%	41%	45%	34%	41%	36%	50%	47%	41%	100%		
			BD	B		E	H							M					
George Bush	272	95	20	94	100	125	153	69	159	62	126	58	170	102	37	235	-	272	-
	45%	89%	10%	53%	91%	29%	36%	86%	45%	50%	56%	44%	52%	38%	36%	48%		100%	
			CD	C	F		G				L		N		O				
Ralph Nader - Reform	11	2	6	3	-	11	11	-	9	1	4	3	7	4	2	9	-	-	-
	2%	2%	3%	2%		3%	3%		3%	1%	2%	2%	2%	1%	2%	2%			
Did Not Vote	34	2	11	11	4	26	22	5	23	3	11	8	17	17	7	26	-	-	34
	6%	2%	6%	6%	4%	6%	5%	6%	6%	2%	5%	6%	5%	6%	7%	5%			100%
			b	b					J										
Undecided/ Don't Know	17	2	7	4	1	15	12	2	12	1	5	6	10	6	4	12	-	-	-
	3%	2%	4%	2%	1%	3%	3%	2%	3%	1%	2%	5%	3%	2%	4%	2%			
						E			J										
Refused	14	-	-	4	1	8	7	-	6	1	3	3	6	5	5	6	-	-	-
	2%			2%	1%	2%	2%		2%	1%	1%	2%	2%	2%	5%	1%			
															P				

Comparison Groups: BCD/EF/GH/IJ/KL/MN/OP/QRS  
 Independent T-Test for Means, Independent Z-Test for Percentages  
 Upper case letters indicate significance at the 95% level.  
 Lower case letters indicate significance at the 90% level.

Banner IV  
26 GENDER

	BLAME PARTY		BUSH PRSDNT		NEXT PRSDT		NH RETAIN		MASS TOLLS		HOUSEHOLD		HOUSEHOLD		VOTE IN 2004				
	=====		=====		=====		=====		=====		=====		=====		=====				
	TOTAL	DEMS	REPS	NTHR	APPRV	DSPRV	OBAMA	MCCN	YES	NO	YES	NO	YES	NO	YES	NO	KERRY	BUSH	VOTE
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	
TOTAL ANSWERING	600	107	193	177	110	431	430	80	357	123	227	132	328	268	104	491	252	272	34
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Male	290	64	80	85	59	199	205	52	160	70	105	88	165	123	51	236	102	149	13
	48%	60%	41%	48%	54%	46%	48%	65%	45%	57%	46%	67%	50%	46%	49%	48%	40%	55%	38%
		Cd					G		I		K							Qs	
Female	310	43	113	92	51	232	225	28	197	53	122	44	163	145	53	255	150	123	21
	52%	40%	59%	52%	46%	54%	52%	35%	55%	43%	54%	33%	50%	54%	51%	52%	60%	45%	62%
			B	b			H		J		L						R		r

Comparison Groups: BCD/EF/GH/IJ/KL/MN/OP/QRS  
 Independent T-Test for Means, Independent Z-Test for Percentages  
 Upper case letters indicate significance at the 95% level.  
 Lower case letters indicate significance at the 90% level.

Banner V  
REGION

	GENDER AND AGE							GENDER AND REGION							
	TOTAL	MALE	FEMALE	MALE	FEMALE	MALE	FEMALE	MALE	FEMALE	MALE	FEMALE	MALE	FEMALE	MALE	FEMALE
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)
TOTAL ANSWERING	600	69	75	137	137	83	96	70	77	65	72	86	89	69	72
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Central	147	11	19	35	33	24	25	70	77	-	-	-	-	-	-
	24%	16%	25%	26%	24%	29%	26%	100%	100%						
				b		b									
West/North	137	13	12	27	31	25	29	-	-	65	72	-	-	-	-
	23%	19%	16%	20%	23%	30%	30%			100%	100%				
						Cd	bcd								
Hillsborough	175	26	25	42	37	17	27	-	-	-	-	86	89	-	-
	29%	38%	33%	31%	27%	20%	28%					100%	100%		
		F	f	f											
Rockingham	141	19	19	33	36	17	15	-	-	-	-	-	-	69	72
	24%	28%	25%	24%	26%	20%	16%							100%	100%
		g			G										

Comparison Groups: BCDEFG/HIJKLMNO  
 Independent T-Test for Means, Independent Z-Test for Percentages  
 Upper case letters indicate significance at the 95% level.  
 Lower case letters indicate significance at the 90% level.

Banner V  
AREA

	GENDER AND AGE							GENDER AND REGION							
	TOTAL	MALE	FEMALE	MALE	FEMALE	MALE	FEMALE	MALE	FEMALE	MALE	FEMALE	MALE	FEMALE	MALE	FEMALE
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)
TOTAL ANSWERING	600	69	75	137	137	83	96	70	77	65	72	86	89	69	72
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Belknap	29	2	2	9	7	7	2	18	11	-	-	-	-	-	-
	5%	3%	3%	7%	5%	8%	2%	26%	14%						
				g		g		i							
Strafford	50	3	6	12	6	11	12	26	24	-	-	-	-	-	-
	8%	4%	8%	9%	4%	13%	12%	37%	31%						
						BE	bE								
Merrimack	68	6	11	14	20	6	11	26	42	-	-	-	-	-	-
	11%	9%	15%	10%	15%	7%	11%	37%	55%						
					f				H						
Carroll	25	2	2	3	9	3	6	-	-	8	17	-	-	-	-
	4%	3%	3%	2%	7%	4%	6%			12%	24%				
					d						j				
Cheshire	37	3	3	5	12	7	7	-	-	15	22	-	-	-	-
	6%	4%	4%	4%	9%	8%	7%			23%	31%				
					d										
Coos	15	3	1	4	4	2	1	-	-	9	6	-	-	-	-
	2%	4%	1%	3%	3%	2%	1%			14%	8%				
Grafton	39	3	2	11	4	9	10	-	-	23	16	-	-	-	-
	6%	4%	3%	8%	3%	11%	10%			35%	22%				
				ce		CE	CE			k					
Sullivan	21	2	4	4	2	4	5	-	-	10	11	-	-	-	-
	4%	3%	5%	3%	1%	5%	5%			15%	15%				
Hillsborough	175	26	25	42	37	17	27	-	-	-	-	86	89	-	-
	29%	38%	33%	31%	27%	20%	28%					100%	100%		
		F	f	f											

Comparison Groups: BCDEFG/HIJKLMNO  
 Independent T-Test for Means, Independent Z-Test for Percentages  
 Upper case letters indicate significance at the 95% level.  
 Lower case letters indicate significance at the 90% level.

Banner V  
AREA

	GENDER AND AGE							GENDER AND REGION								
	MALE		FEMALE		MALE		FEMALE		MALE		FEMALE		MALE		FEMALE	
	18-45	18-45	46-65	46-65	65+	65+	CNTRL	CNTRL	WST/N	WST/N	HLSBR	HLSEB	RCKHM	RCKHM		
TOTAL	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	
Rockingham	141	19	19	33	36	17	15	-	-	-	-	-	-	69	72	
	24%	28%	25%	24%	26%	20%	16%							100%	100%	
		g			G											

Comparison Groups: BCDEFG/HIJKLMNO  
 Independent T-Test for Means, Independent Z-Test for Percentages  
 Upper case letters indicate significance at the 95% level.  
 Lower case letters indicate significance at the 90% level.

Banner V

1 HOW LIKELY ARE YOU TO VOTE IN THE PRESIDENTIAL ELECTION ON NOVEMBER 4TH?

	GENDER AND AGE							GENDER AND REGION								
	MALE		FEMALE		MALE		FEMALE		MALE		FEMALE		MALE		FEMALE	
	TOTAL	18-45	18-45	46-65	46-65	65+	65+	CNTRL	CNTRL	WST/N	WST/N	HLSBR	HLSBR	RCKHM	RCKHM	
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)		
TOTAL ANSWERING	600	69	75	137	137	83	96	70	77	65	72	86	89	69	72	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
Very Likely	566	68	73	129	128	79	86	66	73	59	69	83	82	69	65	
	94%	99%	97%	94%	93%	95%	90%	94%	95%	91%	96%	97%	92%	100%	90%	
		dEG	G											JklMO	HI	
Somewhat Likely	5	-	-	1	1	1	2	1	1	1	-	-	1	-	1	
	1%			1%	1%	1%	2%	1%	1%	2%			1%		1%	
Already Voted	29	1	2	7	8	3	8	3	3	5	3	3	6	-	6	
	5%	1%	3%	5%	6%	4%	8%	4%	4%	8%	4%	3%	7%		8%	
				b			Bc									
Not Very Likely or Not at all Likely	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Don't Know/ Refused	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	

Comparison Groups: BCDEFG/HIJKLMNO  
 Independent T-Test for Means, Independent Z-Test for Percentages  
 Upper case letters indicate significance at the 95% level.  
 Lower case letters indicate significance at the 90% level.



Banner V  
2 AND HOW ARE YOU REGISTERED TO VOTE?

	GENDER AND AGE							GENDER AND REGION							
	TOTAL	MALE	FEMALE	MALE	FEMALE	MALE	FEMALE	MALE	FEMALE	MALE	FEMALE	MALE	FEMALE	MALE	FEMALE
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)
TOTAL ANSWERING	600	69	75	137	137	83	96	70	77	65	72	86	89	69	72
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Democrat	181	19	32	36	45	17	31	20	30	15	27	20	28	17	24
	30%	28%	43%	26%	33%	20%	32%	29%	39%	23%	38%	23%	31%	25%	33%
			bDF		F		f		JLn		jln				
Republican	189	22	22	43	39	35	28	24	23	24	17	25	33	27	16
	32%	32%	29%	31%	28%	42%	29%	34%	30%	37%	24%	29%	37%	39%	22%
						cEg				ko			ko	KO	
Independent/ Other	225	27	20	56	53	31	36	24	23	26	28	41	27	24	32
	38%	39%	27%	41%	39%	37%	38%	34%	30%	40%	39%	48%	30%	35%	44%
				C	c							hIM			im
Not Registered Yet	5	1	1	2	-	-	1	2	1	-	-	-	1	1	-
	1%	1%	1%	1%			1%	3%	1%				1%	1%	

Comparison Groups: BCDEFG/HIJKLMNO  
 Independent T-Test for Means, Independent Z-Test for Percentages  
 Upper case letters indicate significance at the 95% level.  
 Lower case letters indicate significance at the 90% level.

Banner V

3 WHICH OF THE FOLLOWING BEST DESCRIBES YOUR AGE CATEGORY?

	GENDER AND AGE								GENDER AND REGION							
	TOTAL	MALE FEMALE		MALE FEMALE		MALE FEMALE		MALE FEMALE		MALE FEMALE		MALE FEMALE		MALE FEMALE		
		18-45	18-45	46-65	46-65	65+	65+	CNTRL	CNTRL	WST/N	WST/N	HLSBR	HLSBR	RCKHM	RCKHM	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	
TOTAL ANSWERING	600	69	75	137	137	83	96	70	77	65	72	86	89	69	72	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
18-25	21	8	13	-	-	-	-	2	4	2	3	4	4	-	2	
	4%	12%	17%					3%	5%	3%	4%	5%	4%		3%	
26-35	42	23	19	-	-	-	-	6	4	5	2	8	9	4	4	
	7%	33%	25%					9%	5%	8%	3%	9%	10%	6%	6%	
												k	K			
26-45	81	38	43	-	-	-	-	3	11	6	7	14	12	15	13	
	14%	55%	57%					4%	14%	9%	10%	16%	13%	22%	18%	
									H			H	H	HJK	H	
46-55	136	-	-	65	71	-	-	16	14	13	15	21	22	15	20	
	23%			47%	52%			23%	18%	20%	21%	24%	25%	22%	28%	
56-64	138	-	-	72	66	-	-	19	19	14	16	21	15	18	16	
	23%			53%	48%			27%	25%	22%	22%	24%	17%	26%	22%	
Over 65	179	-	-	-	-	83	96	24	25	25	29	17	27	17	15	
	30%					100%	100%	34%	32%	38%	40%	20%	30%	25%	21%	
								Lo	1	LnO	LNO					
Refused	3	-	-	-	-	-	-	-	-	-	-	1	-	-	2	
	*%											1%			3%	

Comparison Groups: BCDEFG/HIJKLMNO

Independent T-Test for Means, Independent Z-Test for Percentages

Upper case letters indicate significance at the 95% level.

Lower case letters indicate significance at the 90% level.

Banner V

4 WHICH OF THE FOLLOWING BEST DESCRIBES YOUR RACE OR ETHNICITY?

	GENDER AND AGE								GENDER AND REGION								
	TOTAL	MALE		FEMALE		MALE		FEMALE		MALE		FEMALE		MALE		FEMALE	
		18-45	18-45	46-65	46-65	65+	65+	CNTRL	CNTRL	WST/N	WST/N	HLSBR	HLSBR	RCKHM	RCKHM		
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)		
TOTAL ANSWERING	600	69	75	137	137	83	96	70	77	65	72	86	89	69	72		
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%		
White/Caucasian	571	58	71	133	133	82	92	68	76	62	69	80	86	64	66		
	95%	84%	95%	97%	97%	99%	96%	97%	99%	95%	96%	93%	97%	93%	92%		
			B	B	B	B	B		lnO								
African-American	1	-	-	-	-	1	-	-	-	1	-	-	-	-	-		
	*%					1%				2%							
Asian	4	2	1	1	-	-	-	-	-	1	1	1	-	1	-		
	1%	3%	1%	1%						2%	1%	1%		1%			
American Indian	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-		
Hispanic	8	4	-	1	3	-	-	1	-	-	1	4	-	-	2		
	1%	6%		1%	2%			1%			1%	5%			3%		
		d															
Other/ Undecided	8	2	1	2	1	-	2	1	1	-	1	1	1	2	1		
	1%	3%	1%	1%	1%		2%	1%	1%		1%	1%	1%	3%	1%		
Refused	8	3	2	-	-	-	2	-	-	1	-	-	2	2	3		
	1%	4%	3%				2%			2%			2%	3%	4%		

Comparison Groups: BCDEFG/HIJKLMNO

Independent T-Test for Means, Independent Z-Test for Percentages

Upper case letters indicate significance at the 95% level.

Lower case letters indicate significance at the 90% level.

Banner V

5 WERE YOU A HILLARY CLINTON SUPPORTER ORIGINALLY IN THE DEMOCRATIC PRIMARY?

	GENDER AND AGE							GENDER AND REGION									
	TOTAL	MALE		FEMALE		MALE		FEMALE		MALE		FEMALE		MALE		FEMALE	
		18-45	18-45	46-65	46-65	65+	65+	CNTRL	CNTRL	WST/N	WST/N	HLSBR	HLSBR	RCKHM	RCKHM		
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)		
TOTAL ANSWERING	600	69	75	137	137	83	96	70	77	65	72	86	89	69	72		
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%		
Yes	142	6	22	28	41	17	27	12	25	14	22	14	21	11	23		
	24%	9%	29%	20%	30%	20%	28%	17%	32%	22%	31%	16%	24%	16%	32%		
			B	B	Bd	B	B		HLN		hLN				HLN		
No	442	61	51	103	96	64	65	53	50	49	50	71	65	56	48		
	74%	88%	68%	75%	70%	77%	68%	76%	65%	75%	69%	83%	73%	81%	67%		
			CDEFG									IkO			IO		
Undecided/ Don't Know	16	2	2	6	-	2	4	5	2	2	-	1	3	2	1		
	3%	3%	3%	4%		2%	4%	7%	3%	3%		1%	3%	3%	1%		
								lo									
Refused	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-		

Comparison Groups: BCDEFG/HIJKLMNO

Independent T-Test for Means, Independent Z-Test for Percentages

Upper case letters indicate significance at the 95% level.

Lower case letters indicate significance at the 90% level.

Banner V

6 THERE ARE 5 MAJOR CANDIDATES FOR PRESIDENT, AT THIS POINT, FOR WHOM WILL YOU VOTE?

	GENDER AND AGE								GENDER AND REGION								
	TOTAL	MALE		FEMALE		MALE		FEMALE		MALE		FEMALE		MALE		FEMALE	
		18-45	18-45	46-65	46-65	65+	65+	CNTRL	CNTRL	WST/N	WST/N	HLSBR	HLSBR	RCKHM	RCKHM		
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)		
TOTAL ANSWERING	600	69	75	137	137	83	96	70	77	65	72	86	89	69	72		
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%		
Barack Obama - Democrat	311	28	48	69	76	34	55	28	45	34	47	41	51	28	37		
	52%	41%	64%	50%	55%	41%	57%	40%	58%	52%	65%	48%	57%	41%	51%		
			BdF		BF		BF		HN		HLNo		HN				
John McCain - Republican	229	28	19	57	52	41	31	34	24	24	18	35	36	33	25		
	38%	41%	25%	42%	38%	49%	32%	49%	31%	37%	25%	41%	40%	48%	35%		
		C		C	c	CeG		IKo				K	K	IK			
Bob Barr - Libertarian	5	2	1	1	-	-	1	-	-	-	-	2	-	1	2		
	1%	3%	1%	1%			1%					2%		1%	3%		
Ralph Nader - Independent	4	-	-	3	1	-	-	-	1	1	-	-	-	2	-		
	1%			2%	1%				1%	2%				3%			
Cynthia McKinney - Green	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-		
Undecided/ Don't Know	36	9	6	4	6	5	6	7	7	4	5	5	1	2	5		
	6%	13%	8%	3%	4%	6%	6%	10%	9%	6%	7%	6%	1%	3%	7%		
		DE						Mn	M		m	m			m		
Refused	15	2	1	3	2	3	3	1	-	2	2	3	1	3	3		
	2%	3%	1%	2%	1%	4%	3%	1%		3%	3%	3%	1%	4%	4%		

Comparison Groups: BCDEFG/HIJKLMNO  
 Independent T-Test for Means, Independent Z-Test for Percentages  
 Upper case letters indicate significance at the 95% level.  
 Lower case letters indicate significance at the 90% level.

Banner V

7 IS YOUR MIND MADE UP OR DO YOU THINK YOU MIGHT CHANGE YOUR MIND BEFORE THE ELECTION?

	GENDER AND AGE							GENDER AND REGION							
	TOTAL	MALE FEMALE		MALE FEMALE		MALE FEMALE		MALE FEMALE		MALE FEMALE		MALE FEMALE		MALE FEMALE	
		18-45	18-45	46-65	46-65	65+	65+	CNTRL	CNTRL	WST/N	WST/N	HLSBR	HLSBR	RCKHM	RCKHM
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)
TOTAL ANSWERING	549	58	68	130	129	75	87	62	70	59	65	78	87	64	64
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Mind Made Up	505	50	64	119	120	68	82	58	66	56	63	70	81	53	58
	92%	86%	94%	92%	93%	91%	94%	94%	94%	95%	97%	90%	93%	83%	91%
								n	N	N	1N		n		
Might Change	37	6	4	10	8	6	3	4	3	3	2	5	5	10	5
	7%	10%	6%	8%	6%	8%	3%	6%	4%	5%	3%	6%	6%	16%	8%
														IJKlm	
														h	
Undecided/ Don't Know	6	1	-	1	1	1	2	-	1	-	-	2	1	1	1
	1%	2%		1%	1%	1%	2%		1%			3%	1%	2%	2%
Refused	1	1	-	-	-	-	-	-	-	-	-	1	-	-	-
	*%	2%										1%			

Comparison Groups: BCDEFG/HIJKLMNO  
 Independent T-Test for Means, Independent Z-Test for Percentages  
 Upper case letters indicate significance at the 95% level.  
 Lower case letters indicate significance at the 90% level.

Banner V  
8 AS OF TODAY, WHO ARE YOU LEANING TOWARD?

	GENDER AND AGE							GENDER AND REGION							
	TOTAL	MALE	FMALE	MALE	FMALE	MALE	FMALE	MALE	FMALE	MALE	FMALE	MALE	FMALE	MALE	FMALE
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)
TOTAL ANSWERING	51	11	7	7	8	8	9	8	7	6	7	8	2	5	8
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
John McCain - Republican	12	3	2	-	3	3	1	4	4	-	1	1	-	1	1
	24%	27%	29%		38%	38%	11%	50%	57%		14%	12%		20%	12%
								lo	kLO						
Barack Obama - Democrat	8	2	2	-	-	-	4	1	1	-	1	1	1	-	3
	16%	18%	29%				44%	12%	14%		14%	12%	50%		38%
Ralph Nader - Independent	1	-	-	-	-	-	1	-	-	-	1	-	-	-	-
	2%						11%				14%				
Bob Barr - Libertarian	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Cynthia McKinney - Green	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Undecided/ Don't Know	17	4	2	4	4	3	-	3	2	4	1	3	1	1	2
	33%	36%	29%	57%	50%	38%		38%	29%	67%	14%	38%	50%	20%	25%
										Kno					
Refused	13	2	1	3	1	2	3	-	-	2	3	3	-	3	2
	25%	18%	14%	43%	12%	25%	33%			33%	43%	38%		60%	25%

Comparison Groups: BCDEFG/HIJKLMNO  
 Independent T-Test for Means, Independent Z-Test for Percentages  
 Upper case letters indicate significance at the 95% level.  
 Lower case letters indicate significance at the 90% level.

Banner V

9 WHICH OF THE FOLLOWING REASONS EXPLAINS YOUR VOTE FOR JOHN MCCAIN?

	GENDER AND AGE							GENDER AND REGION									
	TOTAL	MALE		FEMALE		MALE		FEMALE		MALE		FEMALE		MALE		FEMALE	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)		
TOTAL ANSWERING	241	31	21	57	55	44	32	38	28	24	19	36	36	34	26		
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%		
More of a vote for McCain	145	18	10	35	31	30	21	21	16	16	15	25	19	21	12		
	60%	58%	48%	61%	56%	68%	66%	55%	57%	67%	79%	69%	53%	62%	46%		
											hiMO	o					
More of a vote against Obama	64	8	6	19	16	10	5	13	4	6	2	8	15	10	6		
	27%	26%	29%	33%	29%	23%	16%	34%	14%	25%	11%	22%	42%	29%	23%		
				G				IK					IKL	k			
More of a vote for Palin	12	2	3	2	4	-	1	1	3	1	1	1	1	1	3		
	5%	6%	14%	4%	7%		3%	3%	11%	4%	5%	3%	3%	3%	12%		
Other	16	3	2	-	4	3	4	2	5	-	-	2	1	2	4		
	7%	10%	10%		7%	7%	12%	5%	18%			6%	3%	6%	15%		
								m							m		
Undecided/ Don't Know	4	-	-	1	-	1	1	1	-	1	1	-	-	-	1		
	2%			2%		2%	3%	3%		4%	5%				4%		
Refused	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-		

Comparison Groups: BCDEFG/HIJKLMNO

Independent T-Test for Means, Independent Z-Test for Percentages

Upper case letters indicate significance at the 95% level.

Lower case letters indicate significance at the 90% level.



Banner V

10 WHICH OF THE FOLLOWING REASONS EXPLAINS YOUR VOTE FOR BARACK OBAMA?

	GENDER AND AGE							GENDER AND REGION									
	TOTAL	MALE		FEMALE		MALE		FEMALE		MALE		FEMALE		MALE		FEMALE	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)		
TOTAL ANSWERING	319	30	50	69	76	34	59	29	46	34	48	42	52	28	40		
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%		
More of a vote for Obama	229	21	37	53	59	20	39	21	31	28	36	29	38	16	30		
	72%	70%	74%	77%	78%	59%	66%	72%	67%	82%	75%	69%	73%	57%	75%		
				f	f					N							
More of a vote against Bush	34	1	6	5	9	5	7	2	7	2	5	5	9	2	2		
	11%	3%	12%	7%	12%	15%	12%	7%	15%	6%	10%	12%	17%	7%	5%		
					b	b							jO				
More of a vote against McCain	25	4	3	7	1	5	5	3	5	3	3	5	1	5	-		
	8%	13%	6%	10%	1%	15%	8%	10%	11%	9%	6%	12%	2%	18%			
		e		E		E	e		m		m		M				
More of a vote against Palin	6	-	2	2	1	-	1	-	1	-	1	1	-	1	2		
	2%		4%	3%	1%		2%		2%		2%	2%		4%	5%		
More of a vote for Biden	4	-	1	-	2	1	-	1	-	-	1	-	2	-	-		
	1%		2%		3%	3%		3%			2%		4%				
Other	13	3	-	1	3	3	3	1	1	1	1	2	1	3	3		
	4%	10%		1%	4%	9%	5%	3%	2%	3%	2%	5%	2%	11%	8%		
Undecided/ Don't Know	7	1	1	1	1	-	3	1	1	-	1	-	1	1	2		
	2%	3%	2%	1%	1%		5%	3%	2%		2%		2%	4%	5%		
Refused	1	-	-	-	-	-	1	-	-	-	-	-	-	-	1		
	*%						2%								2%		

Comparison Groups: BCDEFG/HIJKLMNO  
 Independent T-Test for Means, Independent Z-Test for Percentages  
 Upper case letters indicate significance at the 95% level.  
 Lower case letters indicate significance at the 90% level.

Banner V

11 THERE ARE THREE CANDIDATES FOR U.S. SENATE, AT THIS POINT, FOR WHOM WILL YOU VOTE OR TOWARD WHOM WILL YOU LEAN?

	GENDER AND AGE							GENDER AND REGION							
	TOTAL	MALE FEMALE		MALE FEMALE		MALE FEMALE		MALE FEMALE		MALE FEMALE		MALE FEMALE		MALE FEMALE	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)
TOTAL ANSWERING	600	69	75	137	137	83	96	70	77	65	72	86	89	69	72
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Jeanne Shaheen - Democrat	287	27	42	63	75	30	49	29	47	27	40	41	46	23	34
	48%	39%	56%	46%	55%	36%	51%	41%	61%	42%	56%	48%	52%	33%	47%
			BF		BF		F		HJLNo		hJN	n	N		n
John Sununu - Republican	231	27	20	54	53	42	34	33	25	23	18	32	36	35	29
	38%	39%	27%	39%	39%	51%	35%	47%	32%	35%	25%	37%	40%	51%	40%
				c	c	CeG		iK				k	K	IjKl	K
Kenneth 'Ken' Blevens - Libertarian	17	4	3	4	3	1	2	2	1	-	3	3	3	4	1
	3%	6%	4%	3%	2%	1%	2%	3%	1%		4%	3%	3%	6%	1%
Undecided/ Don't Know	55	10	10	12	5	9	8	6	4	13	8	9	4	4	7
	9%	14%	13%	9%	4%	11%	8%	9%	5%	20%	11%	10%	4%	6%	10%
		E	E	e		e				hIMNo					
Refused	10	1	-	4	1	1	3	-	-	2	3	1	-	3	1
	2%	1%		3%	1%	1%	3%			3%	4%	1%		4%	1%

Comparison Groups: BCDEFG/HIJKLMNO  
 Independent T-Test for Means, Independent Z-Test for Percentages  
 Upper case letters indicate significance at the 95% level.  
 Lower case letters indicate significance at the 90% level.

Banner V

11A THINKING ABOUT ALL THE TV ADS THAT HAVE BEEN RUN IN THE U.S. SENATE CAMPAIGN, WHICH CAMPAIGN - THE SUNUNU OR SHAHEEN CAMPAIGN - HAVE RUN THE MORE NEGATIVE ADS?

	GENDER AND AGE							GENDER AND REGION							
	TOTAL	MALE FEMALE		MALE FEMALE		MALE FEMALE		MALE FEMALE		MALE FEMALE		MALE FEMALE		MALE FEMALE	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)
TOTAL ANSWERING	600	69	75	137	137	83	96	70	77	65	72	86	89	69	72
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Sununu Campaign	160	15	26	36	39	11	32	12	20	9	22	27	31	14	25
	27%	22%	35%	26%	28%	13%	33%	17%	26%	14%	31%	31%	35%	20%	35%
			bF	F	F		bF		j		hJ	HJ	HJN		HJn
Shaheen	116	14	13	33	26	17	11	19	12	11	12	17	14	18	13
	19%	20%	17%	24%	19%	20%	11%	27%	16%	17%	17%	20%	16%	26%	18%
				G				im							
Both Equally	191	23	25	42	47	28	26	21	28	17	19	29	27	26	24
	32%	33%	33%	31%	34%	34%	27%	30%	36%	26%	26%	34%	30%	38%	33%
Undecided/ Don't Know	125	15	11	25	23	26	25	18	17	27	17	12	16	9	9
	21%	22%	15%	18%	17%	31%	26%	26%	22%	42%	24%	14%	18%	13%	12%
						CDE	ce	lnO		KLMNO		o			
										HI					
Refused	8	2	-	1	2	1	2	-	-	1	2	1	1	2	1
	1%	3%		1%	1%	1%	2%			2%	3%	1%	1%	3%	1%

Comparison Groups: BCDEFG/HIJKLMNO  
 Independent T-Test for Means, Independent Z-Test for Percentages  
 Upper case letters indicate significance at the 95% level.  
 Lower case letters indicate significance at the 90% level.

Banner V

12 THERE ARE THREE CANDIDATES FOR GOVERNOR, AT THIS POINT, FOR WHOM WILL YOU VOTE?

	GENDER AND AGE							GENDER AND REGION							
	TOTAL	MALE	FEMALE	MALE	FEMALE	MALE	FEMALE	MALE	FEMALE	MALE	FEMALE	MALE	FEMALE	MALE	FEMALE
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)
TOTAL ANSWERING	600	69	75	137	137	83	96	70	77	65	72	86	89	69	72
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
John Lynch - Democrat	401	34	50	96	91	61	66	48	52	39	46	63	63	42	48
	67%	49%	67%	70%	66%	73%	69%	69%	68%	60%	64%	73%	71%	61%	67%
			B	B	B	B	B					j			
Joseph 'Joe' Kenney - Republican	89	13	3	21	26	16	10	13	9	10	8	12	13	15	9
	15%	19%	4%	15%	19%	19%	10%	19%	12%	15%	11%	14%	15%	22%	12%
		C		C	Cg	Cg	c							k	
Susan Newell - Libertarian	12	4	1	4	2	-	1	1	1	1	1	4	1	2	1
	2%	6%	1%	3%	1%		1%	1%	1%	2%	1%	5%	1%	3%	1%
Undecided/ Don't Know	91	17	21	13	18	6	16	8	15	14	15	7	12	7	13
	15%	25%	28%	9%	13%	7%	17%	11%	19%	22%	21%	8%	13%	10%	18%
		DeF	DEFg				F		L	Ln	Ln				1
Refused	7	1	-	3	-	-	3	-	-	1	2	-	-	3	1
	1%	1%		2%			3%			2%	3%			4%	1%

Comparison Groups: BCDEFG/HIJKLMNO

Independent T-Test for Means, Independent Z-Test for Percentages

Upper case letters indicate significance at the 95% level.

Lower case letters indicate significance at the 90% level.

Banner V

13 DO YOU BELIEVE THE MEDIA HAS TREATED SARAH PALIN FAIRLY, HARSHLY, OR NEUTRAL?

	GENDER AND AGE							GENDER AND REGION							
	TOTAL	MALE	FMALE	MALE	FMALE	MALE	FMALE	MALE	FMALE	MALE	FMALE	MALE	FMALE	MALE	FMALE
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)
TOTAL ANSWERING	600	69	75	137	137	83	96	70	77	65	72	86	89	69	72
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Fairly	174	12	22	43	36	25	35	20	25	18	24	25	24	17	21
	29%	17%	29%	31%	26%	30%	36%	29%	32%	28%	33%	29%	27%	25%	29%
			b	B		b	Be								
Harshly	271	36	37	67	57	37	36	33	34	29	22	39	42	40	32
	45%	52%	49%	49%	42%	45%	38%	47%	44%	45%	31%	45%	47%	58%	44%
		g		g				K	k	k		k	K	iK	k
Neutral	127	15	15	25	35	16	20	13	12	14	23	20	21	9	15
	21%	22%	20%	18%	26%	19%	21%	19%	16%	22%	32%	23%	24%	13%	21%
											hIN	n	n		
Undecided/ Don't Know	24	6	1	2	7	4	4	3	5	4	3	2	2	3	2
	4%	9%	1%	1%	5%	5%	4%	4%	6%	6%	4%	2%	2%	4%	3%
		CD			d										
Refused	4	-	-	-	2	1	1	1	1	-	-	-	-	-	2
	1%				1%	1%	1%	1%	1%						3%

Comparison Groups: BCDEFG/HIJKLMNO

Independent T-Test for Means, Independent Z-Test for Percentages

Upper case letters indicate significance at the 95% level.

Lower case letters indicate significance at the 90% level.

Banner V

14 WHICH ONE OF THE FOLLOWING ISSUES MATTERS MOST IN DECIDING YOUR VOTE FOR PRESIDENT?

	GENDER AND AGE							GENDER AND REGION							
	TOTAL	MALE		FEMALE		65+		CNTRL		WST/N		HLSBR		RCKHM	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)
TOTAL ANSWERING	600	69	75	137	137	83	96	70	77	65	72	86	89	69	72
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Iraq War	97	11	15	20	23	12	16	9	11	16	14	13	17	5	12
	16%	16%	20%	15%	17%	14%	17%	13%	14%	25%	19%	15%	19%	7%	17%
										hN	N		N		n
Moral Values	91	11	12	21	16	12	19	10	12	8	6	14	15	12	14
	15%	16%	16%	15%	12%	14%	20%	14%	16%	12%	8%	16%	17%	17%	19%
							e						k		k
Education	82	12	12	19	21	8	10	11	10	11	12	10	13	7	8
	14%	17%	16%	14%	15%	10%	10%	16%	13%	17%	17%	12%	15%	10%	11%
Taxes	72	12	7	17	10	12	13	11	5	6	11	11	9	14	5
	12%	17%	9%	12%	7%	14%	14%	16%	6%	9%	15%	13%	10%	20%	7%
			E					io			i			IjmO	
Terrorism	63	8	6	12	19	10	8	8	4	7	8	7	12	8	9
	10%	12%	8%	9%	14%	12%	8%	11%	5%	11%	11%	8%	13%	12%	12%
													i		
Economy and Jobs	61	4	6	16	19	11	5	11	6	4	7	11	10	5	7
	10%	6%	8%	12%	14%	13%	5%	16%	8%	6%	10%	13%	11%	7%	10%
				g	BG	g		j							
Healthcare	54	5	7	13	12	8	9	6	12	3	6	13	6	4	4
	9%	7%	9%	9%	9%	10%	9%	9%	16%	5%	8%	15%	7%	6%	6%
									JmnO			JmnO			
Other	52	4	8	14	12	6	7	4	13	5	5	6	2	9	8
	9%	6%	11%	10%	9%	7%	7%	6%	17%	8%	7%	7%	2%	13%	11%
								HjklM						M	M
Don't Know/ Undecided	24	1	2	5	4	3	8	-	4	5	3	1	5	3	3
	4%	1%	3%	4%	3%	4%	8%		5%	8%	4%	1%	6%	4%	4%
							Bce			l			l		

Comparison Groups: BCDEFG/HIJKLMNO  
 Independent T-Test for Means, Independent Z-Test for Percentages  
 Upper case letters indicate significance at the 95% level.  
 Lower case letters indicate significance at the 90% level.

Banner V

14 WHICH ONE OF THE FOLLOWING ISSUES MATTERS MOST IN DECIDING YOUR VOTE FOR PRESIDENT?

	GENDER AND AGE							GENDER AND REGION								
	MALE		FEMALE		MALE		FEMALE		MALE		FEMALE		MALE		FEMALE	
	18-45	18-45	46-65	46-65	65+	65+	CNTRL	CNTRL	WST/N	WST/N	HLSBR	HLSEB	RCKHM	RCKHM		
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)		
Refused	4	1	-	-	1	1	1	-	-	-	-	-	-	2	2	
	1%	1%			1%	1%	1%							3%	3%	

Comparison Groups: BCDEFG/HIJKLMNO  
 Independent T-Test for Means, Independent Z-Test for Percentages  
 Upper case letters indicate significance at the 95% level.  
 Lower case letters indicate significance at the 90% level.

Banner V

15 REGARDLESS OF HOW YOU WOULD VOTE, HOW COMFORTABLE WOULD YOU BE WITH BARACK OBAMA AS PRESIDENT?

	GENDER AND AGE							GENDER AND REGION							
	TOTAL	MALE	FEMALE	MALE	FEMALE	MALE	FEMALE	MALE	FEMALE	MALE	FEMALE	MALE	FEMALE	MALE	FEMALE
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)
TOTAL ANSWERING	600	69	75	137	137	83	96	70	77	65	72	86	89	69	72
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Extremely Comfortable	167	17	31	41	39	13	26	13	25	21	27	23	27	14	17
	28%	25%	41%	30%	28%	16%	27%	19%	32%	32%	38%	27%	30%	20%	24%
			BdeFg	F	F		f		Hn	h	HNo		h		
Very Comfortable	142	11	22	26	33	21	28	14	20	14	18	17	23	13	23
	24%	16%	29%	19%	24%	25%	29%	20%	26%	22%	25%	20%	26%	19%	32%
			bd				Bd								ln
Somewhat Comfortable	88	16	6	26	16	14	10	18	7	9	10	19	3	10	12
	15%	23%	8%	19%	12%	17%	10%	26%	9%	14%	14%	22%	3%	14%	17%
		CEG		Ceg		c		IjkMn		M	M	IM		M	M
Not at All Comfortable	188	23	15	43	46	30	29	20	21	21	15	27	36	29	19
	31%	33%	20%	31%	34%	36%	30%	29%	27%	32%	21%	31%	40%	42%	26%
		c		c	C	C							iKo	hiKO	
Undecided/ Don't Know	13	1	1	1	3	5	2	5	4	-	1	-	-	2	1
	2%	1%	1%	1%	2%	6%	2%	7%	5%		1%			3%	1%
						d		ko							
Refused	2	1	-	-	-	-	1	-	-	-	1	-	-	1	-
	*%	1%					1%				1%			1%	

Comparison Groups: BCDEFG/HIJKLMNO  
 Independent T-Test for Means, Independent Z-Test for Percentages  
 Upper case letters indicate significance at the 95% level.  
 Lower case letters indicate significance at the 90% level.



Banner V

16 REGARDLESS OF HOW YOU WOULD VOTE, HOW COMFORTABLE WOULD YOU BE WITH JOHN MCCAIN AS PRESIDENT?

	GENDER AND AGE							GENDER AND REGION							
	TOTAL	MALE		FEMALE		65+		CNTRL		WST/N		HLSBR		RCKHM	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)
TOTAL ANSWERING	600	69	75	137	137	83	96	70	77	65	72	86	89	69	72
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Extremely Comfortable	71	6	8	17	14	13	13	11	9	6	8	11	10	8	8
	12%	9%	11%	12%	10%	16%	14%	16%	12%	9%	11%	13%	11%	12%	11%
Very Comfortable	131	18	12	30	29	26	16	22	15	20	10	17	18	15	14
	22%	26%	16%	22%	21%	31%	17%	31%	19%	31%	14%	20%	20%	22%	19%
						CeG		iklo		K					
Somewhat Comfortable	168	29	25	46	35	19	12	20	17	15	15	32	20	28	21
	28%	42%	33%	34%	26%	23%	12%	29%	22%	23%	21%	37%	22%	41%	29%
		EFG	G	fG	G	g						IjKM		IJKM	
Not at All Comfortable	216	13	28	44	55	24	51	16	34	23	36	26	40	16	25
	36%	19%	37%	32%	40%	29%	53%	23%	44%	35%	50%	30%	45%	23%	35%
			B	B	Bf		BCDEF		HlN		HjLN		HLN		
Undecided/ Don't Know	10	2	2	-	4	1	1	1	2	1	2	-	1	1	2
	2%	3%	3%		3%	1%	1%	1%	3%	2%	3%		1%	1%	3%
Refused	4	1	-	-	-	-	3	-	-	-	1	-	-	1	2
	1%	1%					3%				1%			1%	3%

Comparison Groups: BCDEFG/HIJKLMNO  
 Independent T-Test for Means, Independent Z-Test for Percentages  
 Upper case letters indicate significance at the 95% level.  
 Lower case letters indicate significance at the 90% level.

Banner V

17 WHICH OF THE FOLLOWING COMES CLOSEST TO YOUR OPINION OF THE UPCOMING PRESIDENTIAL ELECTION?

	GENDER AND AGE								GENDER AND REGION								
	TOTAL	MALE		FEMALE		MALE		FEMALE		MALE		FEMALE		MALE		FEMALE	
		18-45	18-45	46-65	46-65	65+	65+	CNTRL	CNTRL	WST/N	WST/N	HLSBR	HLSBR	RCKHM	RCKHM		
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)		
TOTAL ANSWERING	600	69	75	137	137	83	96	70	77	65	72	86	89	69	72		
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%		
It's the most important election of my life	279	38	44	53	65	35	43	36	37	29	36	32	44	29	36		
	46%	55%	59%	39%	47%	42%	45%	51%	48%	45%	50%	37%	49%	42%	50%		
		D	DFg					1					1				
It's very important but not the most important	248	21	25	61	59	36	46	22	35	29	32	42	39	25	24		
	41%	30%	33%	45%	43%	43%	48%	31%	45%	45%	44%	49%	44%	36%	33%		
				B	b	b	Bc		h			HO					
It's no different than any other presidential election	62	7	6	22	11	11	5	11	3	6	4	10	4	13	11		
	10%	10%	8%	16%	8%	13%	5%	16%	4%	9%	6%	12%	4%	19%	15%		
				cEG		g		IKM				im		IKM	IkM		
It's not really that important to me	2	-	-	1	1	-	-	-	1	-	-	1	-	-	-		
	*%			1%	1%				1%			1%					
Undecided/ Don't Know	7	2	-	-	-	1	2	1	1	1	-	1	1	1	1		
	1%	3%				1%	2%	1%	1%	2%		1%	1%	1%	1%		
Refused	2	1	-	-	1	-	-	-	-	-	-	-	1	1	-		
	*%	1%			1%								1%	1%			

Comparison Groups: BCDEFG/HIJKLMNO

Independent T-Test for Means, Independent Z-Test for Percentages

Upper case letters indicate significance at the 95% level.

Lower case letters indicate significance at the 90% level.

Banner V

18 WHICH POLITICAL PARTY - IF ANY - DO YOU BLAME FOR THE RECENT TURMOIL ON WALL STREET IN THE BANKING AND FINANCIAL SECTORS?

	GENDER AND AGE								GENDER AND REGION								
	TOTAL	MALE		FEMALE		MALE		FEMALE		MALE		FEMALE		MALE		FEMALE	
		18-45	18-45	46-65	46-65	65+	65+	CNTRL	CNTRL	WST/N	WST/N	HLSBR	HLSBR	RCKHM	RCKHM		
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)		
TOTAL ANSWERING	600	69	75	137	137	83	96	70	77	65	72	86	89	69	72		
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%		
Blame Democrats	107	18	5	25	23	20	15	13	11	12	6	20	20	19	6		
	18%	26%	7%	18%	17%	24%	16%	19%	14%	18%	8%	23%	22%	28%	8%		
		C		C	C	C	c	ko		ko		KO	KO	IKO			
Blame Republicans	193	12	23	45	48	23	41	19	28	19	37	24	28	18	20		
	32%	17%	31%	33%	35%	28%	43%	27%	36%	29%	51%	28%	31%	26%	28%		
			b	B	B		BF				JLMNO						
											Hi						
Blame Neither	177	25	35	40	42	20	15	19	18	17	17	32	32	17	25		
	30%	36%	47%	29%	31%	24%	16%	27%	23%	26%	24%	37%	36%	25%	35%		
		G	DEFG	G	G							ikn	ik				
Undecided/ Don't Know	115	12	12	25	21	20	24	17	20	17	12	10	8	13	18		
	19%	17%	16%	18%	15%	24%	25%	24%	26%	26%	17%	12%	9%	19%	25%		
						e		LM	LM	LM				m	LM		
Refused	8	2	-	2	3	-	1	2	-	-	-	-	1	2	3		
	1%	3%		1%	2%		1%	3%					1%	3%	4%		

Comparison Groups: BCDEFG/HIJKLMNO  
 Independent T-Test for Means, Independent Z-Test for Percentages  
 Upper case letters indicate significance at the 95% level.  
 Lower case letters indicate significance at the 90% level.

Banner V

19 DO YOU APPROVE OR DISAPPROVE OF THE JOB GEORGE W. BUSH IS DOING AS PRESIDENT?

	GENDER AND AGE							GENDER AND REGION									
	TOTAL	MALE		FEMALE		MALE		FEMALE		MALE		FEMALE		MALE		FEMALE	
		18-45	18-45	46-65	46-65	65+	65+	CNTRL	CNTRL	WST/N	WST/N	HLSBR	HLSBR	RCKHM	RCKHM		
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)		
TOTAL ANSWERING	600	69	75	137	137	83	96	70	77	65	72	86	89	69	72		
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%		
Approve	110	8	8	27	30	24	13	19	18	12	8	16	11	12	14		
	18%	12%	11%	20%	22%	29%	14%	27%	23%	18%	11%	19%	12%	17%	19%		
				c	BCg	BCG		KM	Km								
Disapprove	431	50	62	102	99	47	70	43	55	51	60	57	70	48	47		
	72%	72%	83%	74%	72%	57%	73%	61%	71%	78%	83%	66%	79%	70%	65%		
		F	eF	F	F		F			Hlo	HiLnO		Hlo				
Undecided/ Don't Know	55	9	5	8	7	12	12	8	4	2	4	13	7	7	10		
	9%	13%	7%	6%	5%	14%	12%	11%	5%	3%	6%	15%	8%	10%	14%		
		e				DE	de	j				IJK		j	iJk		
Refused	4	2	-	-	1	-	1	-	-	-	-	-	1	2	1		
	1%	3%			1%		1%						1%	3%	1%		

Comparison Groups: BCDEFG/HIJKLMNO  
 Independent T-Test for Means, Independent Z-Test for Percentages  
 Upper case letters indicate significance at the 95% level.  
 Lower case letters indicate significance at the 90% level.

Banner V

20 WHEN ALL THE VOTES ARE COUNTED IN NOVEMBER OF 2008, YOU DO YOU THINK WILL BE OUR NEXT PRESIDENT? NOT NECESSARILY WHO YOU ARE VOTING FOR BUT WHO DO YOU THINK WILL BE THE NEXT PRESIDENT? BARACK OBAMA OR JOHN MCCAIN?

	GENDER AND AGE							GENDER AND REGION							
	TOTAL	MALE	FMAL	MALE	FMAL	MALE	FMAL	MALE	FMAL	MALE	FMAL	MALE	FMAL	MALE	FMAL
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)
TOTAL ANSWERING	600	69	75	137	137	83	96	70	77	65	72	86	89	69	72
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Barack Obama	430	42	60	104	96	59	68	54	56	45	58	57	61	49	50
	72%	61%	80%	76%	70%	71%	71%	77%	73%	69%	81%	66%	69%	71%	69%
			B	B							Lm				
John McCain	80	16	3	19	13	17	12	11	5	11	3	17	11	13	9
	13%	23%	4%	14%	9%	20%	12%	16%	6%	17%	4%	20%	12%	19%	12%
		CEg		C		CE	C	iK		iK		IK	k	IK	k
Undecided/ Don't Know	86	10	12	14	25	7	16	5	15	9	11	12	15	6	13
	14%	14%	16%	10%	18%	8%	17%	7%	19%	14%	15%	14%	17%	9%	18%
					dF		f		Hn				h		Hn
Refused	4	1	-	-	3	-	-	-	1	-	-	-	2	1	-
	1%	1%			2%				1%				2%	1%	

Comparison Groups: BCDEFG/HIJKLMNO  
 Independent T-Test for Means, Independent Z-Test for Percentages  
 Upper case letters indicate significance at the 95% level.  
 Lower case letters indicate significance at the 90% level.

Banner V

21 ARE YOU CONFIDENT THAT NEW HAMPSHIRE WILL RETAIN ITS FIRST-IN-THE-NATION PRESIDENTIAL PRIMARY STATUS IN THE YEAR 2012?

	GENDER AND AGE								GENDER AND REGION							
	TOTAL	MALE FEMALE		MALE FEMALE		MALE FEMALE		MALE FEMALE		MALE FEMALE		MALE FEMALE		MALE FEMALE		
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	
TOTAL ANSWERING	600	69	75	137	137	83	96	70	77	65	72	86	89	69	72	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
Yes	357	37	52	80	82	43	61	39	53	29	45	53	58	39	41	
	60%	54%	69%	58%	60%	52%	64%	56%	69%	45%	62%	62%	65%	57%	57%	
			bF						hJ		J	J	J			
No	123	18	13	33	27	18	13	17	9	19	16	21	16	13	12	
	20%	26%	17%	24%	20%	22%	14%	24%	12%	29%	22%	24%	18%	19%	17%	
		G		G				I		Io	i	I				
Undecided/ Don't Know	118	13	10	24	27	22	22	14	15	17	11	12	14	16	19	
	20%	19%	13%	18%	20%	27%	23%	20%	19%	26%	15%	14%	16%	23%	26%	
						C	c			l					kIm	
Refused	2	1	-	-	1	-	-	-	-	-	-	-	1	1	-	
	*%	1%			1%								1%	1%		

Comparison Groups: BCDEFG/HIJKLMNO  
 Independent T-Test for Means, Independent Z-Test for Percentages  
 Upper case letters indicate significance at the 95% level.  
 Lower case letters indicate significance at the 90% level.

Banner V

22 DO YOU EXPECT THAT MASSACHUSETTS WILL PUT TOLLS UP ON ROUTE 93 FOR CARS TRAVELING TO AND FROM NEW HAMPSHIRE?

	GENDER AND AGE								GENDER AND REGION								
	TOTAL	MALE		FEMALE		MALE		FEMALE		MALE		FEMALE		MALE		FEMALE	
		18-45	18-45	46-65	46-65	65+	65+	CNTRL	CNTRL	WST/N	WST/N	HLSBR	HLSBR	RCKHM	RCKHM		
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)		
TOTAL ANSWERING	600	69	75	137	137	83	96	70	77	65	72	86	89	69	72		
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%		
Yes	227	31	39	54	54	20	29	26	28	21	27	34	34	24	33		
	38%	45%	52%	39%	39%	24%	30%	37%	36%	32%	38%	40%	38%	35%	46%		
		Fg	deFG	F	F												
No	132	13	13	40	17	34	12	17	9	14	5	28	14	29	16		
	22%	19%	17%	29%	12%	41%	12%	24%	12%	22%	7%	33%	16%	42%	22%		
				bCEG		BCDEG		IK		K		IKM	k	IJKMO	iK		
														H			
Undecided/ Don't Know	237	23	23	43	64	29	55	27	40	30	40	23	39	15	23		
	40%	33%	31%	31%	47%	35%	57%	39%	52%	46%	56%	27%	44%	22%	32%		
					bCDf		BCDF	N	LNO	LNo	HLNO		LN				
Refused	4	2	-	-	2	-	-	-	-	-	-	1	2	1	-		
	1%	3%			1%							1%	2%	1%			

Comparison Groups: BCDEFG/HIJKLMNO  
 Independent T-Test for Means, Independent Z-Test for Percentages  
 Upper case letters indicate significance at the 95% level.  
 Lower case letters indicate significance at the 90% level.

Banner V

23 HAS ANYONE IN YOUR HOUSEHOLD EVER SERVED IN THE U.S. MILITARY?

	GENDER AND AGE							GENDER AND REGION									
	TOTAL	MALE		FEMALE		MALE		FEMALE		MALE		FEMALE		MALE		FEMALE	
		18-45	18-45	46-65	46-65	65+	65+	CNTRL	CNTRL	WST/N	WST/N	HLSBR	HLSBR	RCKHM	RCKHM		
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)		
TOTAL ANSWERING	600	69	75	137	137	83	96	70	77	65	72	86	89	69	72		
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%		
Yes	328	22	23	70	68	72	71	48	46	37	39	43	43	37	35		
	55%	32%	31%	51%	50%	87%	74%	69%	60%	57%	54%	50%	48%	54%	49%		
				BC	BC	BCDEG	BCDE	kLMnO									
No	268	45	52	67	68	11	24	21	31	28	33	43	45	31	36		
	45%	65%	69%	49%	50%	13%	25%	30%	40%	43%	46%	50%	51%	45%	50%		
		DEFG	DEFG	FG	FG		F				H	H	H	h	H		
Undecided/ Don't Know	1	1	-	-	-	-	-	1	-	-	-	-	-	-	-		
	*%	1%						1%									
Refused	3	1	-	-	1	-	1	-	-	-	-	-	1	1	1		
	*%	1%			1%		1%						1%	1%	1%		

Comparison Groups: BCDEFG/HIJKLMNO  
 Independent T-Test for Means, Independent Z-Test for Percentages  
 Upper case letters indicate significance at the 95% level.  
 Lower case letters indicate significance at the 90% level.



Banner V

24 DOES ANYONE IN YOUR HOUSEHOLD BELONG TO A LABOR UNION?

	GENDER AND AGE								GENDER AND REGION								
	TOTAL	MALE		FEMALE		MALE		FEMALE		MALE		FEMALE		MALE		FEMALE	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)		
TOTAL ANSWERING	600	69	75	137	137	83	96	70	77	65	72	86	89	69	72		
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%		
Yes	104	14	14	26	23	11	15	11	10	9	14	16	12	15	17		
	17%	20%	19%	19%	17%	13%	16%	16%	13%	14%	19%	19%	13%	22%	24%		
							b								i		
No	491	52	61	111	112	72	81	58	67	56	57	69	76	53	55		
	82%	75%	81%	81%	82%	87%	84%	83%	87%	86%	79%	80%	85%	77%	76%		
Undecided/ Don't Know	3	2	-	-	1	-	-	1	-	-	1	1	-	-	-		
	*%	3%			1%			1%			1%	1%					
Refused	2	1	-	-	1	-	-	-	-	-	-	-	1	1	-		
	*%	1%			1%								1%	1%			

Comparison Groups: BCDEFG/HIJKLMNO

Independent T-Test for Means, Independent Z-Test for Percentages

Upper case letters indicate significance at the 95% level.

Lower case letters indicate significance at the 90% level.

Banner V

25 IN THE 2004 PRESIDENTIAL ELECTION, DID YOU VOTE FOR JOHN KERRY, GEORGE BUSH, OR RALPH NADER?

	GENDER AND AGE							GENDER AND REGION							
	TOTAL	MALE		FEMALE		65+		CNTRL		WST/N		HLSBR		RCKHM	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)
TOTAL ANSWERING	600	69	75	137	137	83	96	70	77	65	72	86	89	69	72
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
John Kerry - Democrat	252	20	37	58	59	24	53	23	41	27	41	30	38	22	30
	42%	29%	49%	42%	43%	29%	55%	33%	53%	42%	57%	35%	43%	32%	42%
			BF	bF	BF		BdeF		HLN		jLmNo				H
George Bush	272	34	25	63	63	51	35	41	29	30	19	40	47	38	28
	45%	49%	33%	46%	46%	61%	36%	59%	38%	46%	26%	47%	53%	55%	39%
		Cg		c	c	CDEG		IKO		K		K	IKo	IKo	
Ralph Nader - Reform	11	1	-	5	2	2	1	2	-	2	3	3	-	1	-
	2%	1%		4%	1%	2%	1%	3%		3%	4%	3%		1%	
Did Not Vote	34	10	10	3	8	-	3	2	6	1	5	8	3	2	7
	6%	14%	13%	2%	6%		3%	3%	8%	2%	7%	9%	3%	3%	10%
		DeG	DeG						j			hJn			hJn
Undecided/ Don't Know	17	2	1	4	2	6	2	2	-	4	3	4	-	2	2
	3%	3%	1%	3%	1%	7%	2%	3%		6%	4%	5%		3%	3%
						ce									
Refused	14	2	2	4	3	-	2	-	1	1	1	1	1	4	5
	2%	3%	3%	3%	2%		2%		1%	2%	1%	1%	1%	6%	7%
															iklm

Comparison Groups: BCDEFG/HIJKLMNO  
 Independent T-Test for Means, Independent Z-Test for Percentages  
 Upper case letters indicate significance at the 95% level.  
 Lower case letters indicate significance at the 90% level.

Banner V  
26 GENDER

	GENDER AND AGE							GENDER AND REGION									
	MALE		FEMALE		MALE		FEMALE		MALE		FEMALE		MALE		FEMALE		
	18-45	18-45	46-65	46-65	65+	65+	CNTRL	CNTRL	WST/N	WST/N	HLSBR	HLSBR	RCKHM	RCKHM	RCKHM	RCKHM	
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)			
TOTAL ANSWERING	600	69	75	137	137	83	96	70	77	65	72	86	89	69	72		
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%		
Male	290	69	-	137	-	83	-	70	-	65	-	86	-	69	-		
	48%	100%		100%		100%		100%		100%		100%		100%			
Female	310	-	75	-	137	-	96	-	77	-	72	-	89	-	72		
	52%		100%		100%		100%		100%		100%		100%		100%		

Comparison Groups: BCDEFG/HIJKLMNO  
 Independent T-Test for Means, Independent Z-Test for Percentages  
 Upper case letters indicate significance at the 95% level.  
 Lower case letters indicate significance at the 90% level.