



UNIVERSITY *of* NEW HAMPSHIRE



WMUR / UNH 2008 NH Election Tracking Poll Methodology

WMUR / UNH 2008 NH Election Tracking Poll results are based on telephone interviews with likely voters throughout New Hampshire. Each day between October 24 and November 1, 2008, approximately 200 likely voters will be interviewed -- approximately 100 likely voters in each Congressional district. The results from three days of interviewing are then combined to produce a rolling average. Rolling averages focus on the most recent polling data and reduce the impact of daily fluctuations in survey results.

For results based on samples of this size (approximately 600 likely voters), one can say with 95 percent confidence that the error attributable to sampling and other random effects would be ± 4.0 percent. The sampling error for each Congressional District sub-sample (about 300 likely voters) would be ± 5.6 percent. In addition to sampling error, question wording and practical difficulties in conducting surveys can introduce error into the findings of public opinion polls. The data reported have been weighted to adjust for the number of voters in the household, the gender of the respondent and the region of New Hampshire. The questionnaire used in these surveys can be found below.

Allocation of Undecided Voters

As in any poll, a percentage of the electorate will remain undecided as to who they will vote for. The UNH Survey Center has developed the following model for allocating undecided voters.

1. An index is created that ranges from 0 to 100 based on responses to a party ID question (question D2), a question about which party the respondent has voted for in the past 5

years (D3), and which party they are planning to vote for in this years election for President, U.S. Senate, U.S. Congress, NH Governor, and NH House and Senate.

Respondents who score between 0 and 33 are core Republicans, those who score between 34 and 66 are swing voters, and those scoring 68 or higher are core Democrats.

2. Undecided core Republicans are allocated in the same percentage as decided core Republicans and undecided core Democrats are allocated in the same percentage as decided core Democrats. For example, core Democrats support Obama by a 97% to 3% margin so 97% of the undecided core Democrats are allocated to Obama.
3. Undecided swing voters are allocated in slightly different ways depending on whether there is an incumbent in the race. In races where there is no incumbent, undecided swing voters are allocated in the same proportion as decided swing voters, identical to the allocation of core Republicans and core Democrats. But in elections where there is an incumbent (U.S. Senate, U.S. House, and NH Governor), two-thirds of undecided voters are allocated to the challenger and one-third to the incumbent. This is based on research done by Nick Panagakis who has found that most undecided voters go to the challenger on the principle that the election is a referendum on the incumbent.

WMUR 2008 NH General Election Poll
UNH Survey Center
October/November 2008

10/24 – 11/2 2008

11. **INTRODUCTION:** "Hello, this is _____ calling from the University of New Hampshire Survey Center. This month, the University is conducting a very short CONFIDENTIAL study about the about the upcoming election, and we'd really appreciate your help and cooperation."

12. "In order to determine who to interview, could you tell me, of the adults who currently live in your household -- including yourself -- who had the most recent birthday? I don't mean who is the youngest but rather, WHO HAD THE MOST RECENT BIRTHDAY?"

1. INFORMANT → SKIP TO SEX
2. SOMEONE ELSE (SPECIFY): _____ → SKIPTO I4
3. DON'T KNOW ALL BIRTHDAYS, ONLY SOME → SKIPTO I3
4. DON'T KNOW ANY BIRTHDAYS OTHER THAN OWN -- SKIPTO SEX
5. NO REGISTERED VOTERS → SKIPTO CHKVOTE
9. REFUSED → SKIPTO CHKVOTE

13. "Of the ones that you do know, which adult had the most recent birthday?"

- 1 INFORMANT → SKIP TO SEX
- 2 SOMEONE ELSE (SPECIFY): _____ ASK TO SPEAK TO THAT PERSON
- 98 DON'T / NOT SURE → TERMINATE
- 99 NA / REFUSED → TERMINATE

INT4

"Hello, this is _____ calling from the University of New Hampshire. This month, the University is conducting a very short survey about the November election, and we'd really appreciate your help and cooperation."

- 1 CONTINUE WITH SURVEY
- 2 BUSY NOW, MAKE APPOINTMENT
- 99 REFUSAL

SEX

"Thank you very much for helping us with this important study. We really appreciate your help. Before we begin I want to assure you that all of your answers are strictly confidential. They will be combined with answers from other people from across the state. Your telephone number was randomly selected from all families in New Hampshire."

"Participation is voluntary. If you decide to participate, you may decline to answer any question or end the interview at any time. This call may be monitored for quality assurance."

"This survey will only take about 5 minutes to complete."

RECORD SEX OF RESPONDENT

1 MALE
2 FEMALE

* 99 NA

TOWN

"First, in what town do you live?" ENTER NUMBER OF TOWN FROM SHEET.

997 OTHER – TYPE IN _____
998 DK - DO NOT PROBE
* 999 NA / REFUSED

Q1

"Thinking about politics, are you registered to vote at your current address?"

IF YES: "Are you registered as a Democrat, Independent, Republican or something else?"

1 REGISTERED DEMOCRAT
2 REGISTERED INDEPENDENT / UNDECLARED
3 REGISTERED REPUBLICAN
4 REGISTERED - OTHER

98 NOT REGISTERED / DK (DO NOT PROBE)
99 NA / REFUSED

Q2

"As you know, the election for President is being held next week on November 4th. How interested would you say you are in the November election ... extremely interested ... very interested ... somewhat interested ... or not very interested?"

1 EXTREMELY INTERESTED
2 VERY INTERESTED
3 SOMEWHAT INTERESTED
4 NOT VERY INTERESTED

98 DK (DO NOT PROBE)
99 NA / REFUSED

Q3

"Which of the following statements best describes you ... (READ NUMBERS 1 TO 5)

- 1 I will probably NOT vote in the November election, → SKIPTO D1
- 2 I MAY vote,
- 3 Unless some emergency comes up, I WILL vote,
- 4 I will DEFINITELY vote in the November election, or
- 5 I just don't know at this time." → SKIPTO D1

* 99 NA/REFUSED → SKIPTO D1

PRES1

"Thinking about the presidential election in November, will you vote for Republicans John McCain and Sarah Palin ... Democrats Barack Obama and Joe Biden ... someone else ... or haven't you decided yet?"

ROTATE CANDIDATES

- 1 JOHN MCCAIN & SARAH PALIN → SKIPTO PRES2
- 2 BARACK OBAMA & JOE BIDEN → SKIPTO PRES2
- 3 OTHER → SPECIFY → SKIPTO PRES2
- 4 WILL NOT VOTE – VOLUNTEERED → SKIPTO MIPUS

98 DK / NOT SURE / UNDECIDED → SKIPTO PRES3

* 99 NA / REFUSED → SKIPTO PRES3

PRES2

"Are you firm in your choice or could you change your mind?"

- 1 FIRM CHOICE
- 2 COULD CHANGE MIND

98 DK / NOT SURE / UNDECIDED

* 99 NA / REFUSED

SKIPTO MIPUS

PRES3

"Would you say you are leaning toward Republicans John McCain and Sarah Palin or Democrats Barack Obama or Joe Biden?"

- 1 JOHN MCCAIN & SARAH PALIN
- 2 BARACK OBAMA & JOE BIDEN
- 3 OTHER
- 4 WILL NOT VOTE – VOLUNTEERED → SKIPTO MIPUS

98 DK / NOT SURE / UNDECIDED

* 99 NA / REFUSED

MIPUS

"Now I'd like to ask about some issues in the campaign."

"Of the following list, which one of these will be the single most important issue in your vote for president this year ... the U.S. campaign against terrorism ... the war in Iraq ... the economy and jobs ... education ... health care ... the stock market and financial situation ... Social Security ... gas and oil prices ... or something else?"

ROTATE RESPONSES

- 1 THE ECONOMY AND JOBS
- 2 IRAQ
- 3 CAMPAIGN AGAINST TERRORISM
- 4 EDUCATION
- 5 HEALTH CARE
- 6 STOCK MARKET AND FINANCIAL SITUATION
- 7 SOCIAL SECURITY
- 8 OIL AND GAS PRICES

- 9 OTHER - SPECIFY

- 98 DK / UNSURE (PROBE: REPEAT QUESTION)
- * 99 NA / REFUSED

SEN1

"Let's turn to the November election for U.S. Senate from New Hampshire ... will you vote for John Sununu the Republican ... Jeanne Shaheen the Democrat ... someone else ... or haven't you decided yet?"

ROTATE CANDIDATES

- 1 JOHN SUNUNU → SKIPTO SEN2
- 2 JEANNE SHAHEEN → SKIPTO SEN2
- 3 OTHER → SKIPTO SEN2
- 4 WILL NOT VOTE – VOLUNTEERED → SKIPTO GOV1

- 98 DK / NOT SURE / UNDECIDED → SKIPTO SEN3
- * 99 NA / REFUSED → SKIPTO SEN3

SEN2

"Are you firm in your choice or could you change your mind?"

- 1 FIRM CHOICE
- 2 COULD CHANGE MIND

- 98 DK / NOT SURE / UNDECIDED
- * 99 NA / REFUSED

SKIPTO GOV1

SEN3

"Would you say you are leaning toward Republican John Sununu or Democrat Jeanne Shaheen?"

- 1 JOHN SUNUNU
- 2 JEANNE SHAHEEN
- 3 OTHER
- 4 WILL NOT VOTE – VOLUNTEERED

- 98 DK / NOT SURE / UNDECIDED
- * 99 NA / REFUSED

GOV1

"And turning to the November election for New Hampshire Governor, will you vote Joe Kenney, the Republican ... John Lynch, the Democrat ... someone else ... or haven't you decided yet?" ROTATE CANDIDATES

- 1 JOE KENNEY → SKIPTO CKDIST
- 2 JOHN LYNCH → SKIPTO CKDIST
- 3 OTHER → SKIPTO CKDIST
- 4 WILL NOT VOTE (VOLUNTEERED) → SKIPTO CKDIST

- 98 DK / UNSURE / UNDECIDED
- * 99 NA / REFUSED

GOV2

"Would you say you are leaning toward Republican Joe Kenney or Democrat John Lynch?"

- 1 JOHN SUNUNU
- 2 JEANNE SHAHEEN
- 3 OTHER
- 4 WILL NOT VOTE – VOLUNTEERED

- 98 DK / NOT SURE / UNDECIDED
- * 99 NA / REFUSED

MIPNH

"Of the following list, which one of these will be the single most important issue in your vote for New Hampshire governor this year ... education funding ... taxes ... the state budget ... jobs and the economy ... the cost of health care ...the cost of oil and gas ... or something else?"

RORATE RESPONSES

- 1 EDUCATION FUNDING
- 2 TAXES
- 3 STATE BUDGET
- 4 JOBS AND THE ECONOMY
- 5 COST OF HEALTH CARE
- 6 COST OF OIL AND GAS

- 7 OTHER - SPECIFY

- 98 DK / UNSURE (PROBE: REPEAT QUESTION)
- 99 NA / REFUSED

Q:CKDIST

CHECK FOR DISTRICT

IF (DIST = 1) SKIPTO CONG1A

IF (DIST = 2) SKIPTO CONG2A

PAUSE 0

CONG1A

"Let's turn to the November election for the U.S. House of Representatives from the FIRST DISTRICT. Will you vote for Jeb Bradley, the Republican ... Carol Shea-Porter, the Democrat ... someone else ... or haven't you decided yet?" ROTATE CANDIDATES

- 1 JEB BRADLEY → SKIPTO NHHOUSE
- 2 CAROL SHEA-PORTER → SKIPTO NHHOUSE
- 3 OTHER → SKIPTO NHHOUSE
- 4 WILL NOT VOTE (VOLUNTEERED) SKIPTO NHHOUSE

- 98 DK / UNSURE / UNDECIDED
- * 99 NA / REFUSED

CONG1B

"Would you say you are leaning toward Republican Jeb Bradley or Democrat Carol Shea-Porter?"

- 1 JEB BRADLEY
- 2 CAROL SHEA-PORTER
- 3 OTHER
- 4 WILL NOT VOTE – VOLUNTEERED

- 98 DK / NOT SURE / UNDECIDED
- * 99 NA / REFUSED

SKIPTO NHHOUSE

CONG2A

"Let's turn to the November election for the U.S. House of Representatives from the FIRST DISTRICT. Will you vote for Jennifer Horn, the Republican ... Paul Hodes, the Democrat ... someone else ... or haven't you decided yet?" ROTATE CANDIDATES

- 1 JEB BRADLEY → SKIPTO NHHOUSE
- 2 CAROL SHEA-PORTER → SKIPTO NHHOUSE
- 3 OTHER → SKIPTO NHHOUSE
- 4 WILL NOT VOTE (VOLUNTEERED) SKIPTO NHHOUSE

- 98 DK / UNSURE / UNDECIDED
- * 99 NA / REFUSED

CONG2B

"Would you say you are leaning toward Republican Jennifer Horn or Democrat Paul Hodes?"

- 1 JENNIFER HORN
- 2 PAUL HODES
- 3 OTHER
- 4 WILL NOT VOTE – VOLUNTEERED

- 98 DK / NOT SURE / UNDECIDED
- * 99 NA / REFUSED

NHHOUSE

"Please think about the November election for your representative to the New Hampshire House of Representatives. Do you plan to vote for the Democratic or Republican candidate for the New Hampshire House of Representatives ... or do you plan to skip the election for New Hampshire House of Representatives this time?"

ROTATE PARTIES

- 1 REPUBLICAN → SKIPTO NHSEN
- 2 DEMOCRAT → SKIPTO NHSEN
- 3 OTHER → SKIPTO NHSEN
- 4 SOME DEMOCRAT, SOME REPUBLICAN – VOLUNTEERED → SKIPTO NHSEN
- 5 WILL NOT VOTE IN NH HOUSE ELECTION → SKIPTO NHSEN

- 98 DK / NOT SURE
- * 99 NA / REFUSED

NHHOUSE2

"Are you leaning toward voting for the Democratic candidate to the New Hampshire House or for the Republican candidate?"

- 1 REPUBLICAN
- 2 DEMOCRAT
- 3 OTHER / NEITHER
- 4 SOME DEMOCRAT, SOME REPUBLICAN -- VOLUNTEERED
- 5 WILL NOT VOTE IN NH HOUSE ELECTION

- 98 DK / NOT SURE
- * 99 NA / REFUSED

NHSEN

"Please think about the November election for your representative to the New Hampshire Senate. Do you plan to vote for the Democratic or Republican candidate for the New Hampshire Senate ... or do you plan to skip the election for New Hampshire Senate this time?"

- 1 REPUBLICAN → SKIPTO D1
- 2 DEMOCRAT → SKIPTO D1
- 3 OTHER → SKIPTO D1
- 4 WILL NOT VOTE IN NH SENATE ELECTION → SKIPTO D1

- 98 DK / NOT SURE
- * 99 NA / REFUSED

NHSEN2

"Are you leaning toward voting for the Democratic candidate to the New Hampshire Senate or for the Republican candidate?"

- 1 REPUBLICAN
- 2 DEMOCRAT
- 3 OTHER / NEITHER
- 4 WILL NOT VOTE IN NH SENATE ELECTION

- 98 DK / NOT SURE
- * 99 NA / REFUSED

D1

"Now, a few final questions ..."

"What is the highest grade in school, or level of education that you've completed and got credit for ..." [READ RESPONSES]

- 1 Eighth grade or less,
- 2 Some high school,
- 3 High school graduate, (INCLUDES G.E.D.)
- 4 Technical school,
- 5 Some college,
- 6 College graduate,
- 7 Or postgraduate work?"

- 98 DK (DO NOT PROBE)
- 99 NA / REFUSED

D2

"GENERALLY SPEAKING, do you usually think of yourself as a Republican, a Democrat, an Independent or what?"

(IF REPUBLICAN): "Would you call yourself a STRONG Republican or a NOT VERY STRONG Republican?"

(IF DEMOCRAT): "Would you call yourself a STRONG Democrat or a NOT VERY STRONG Democrat?"

(IF INDEPENDENT, NO PREFERENCE, OR OTHER): "Do you think of yourself as closer to the Republican or to the Democratic party?"

- 1 STRONG DEMOCRAT
- 2 NOT VERY STRONG DEMOCRAT
- 3 INDEPENDENT, BUT CLOSER TO DEMOCRATS
- 4 INDEPENDENT--CLOSER TO NEITHER
- 5 INDEPENDENT, BUT CLOSER TO REPUBLICANS
- 6 NOT VERY STRONG REPUBLICAN
- 7 STRONG REPUBLICAN

- 98 OTHER PARTY
- 99 DK / NA / REFUSED

D3

"Now, please think about elections you have voted in over the last five years . . . including local, state, and national elections. Would you say you have voted for more Democrats . . . more Republicans . . . or that you have voted for almost exactly the same number of each?"

IF DEMOCRATS--"Have you voted only for Democrats, mostly for Democrats, or for slightly more Democrats than Republicans?"

IF REPUBLICANS--"Have you voted only for Republicans, mostly for Republicans, or for slightly more Republicans than Democrats?"

- 1 ONLY DEMOCRATS
- 2 MOSTLY DEMOCRATS
- 3 SLIGHTLY MORE DEMOCRATS
- 4 ALMOST SAME DEMOCRATS AND REPUBLICANS
- 5 SLIGHTLY MORE REPUBLICANS
- 6 MOSTLY REPUBLICANS
- 7 ONLY REPUBLICANS

- 98 DK
- 99 NA

D4

"How often do you attend religious services apart from occasional weddings, baptisms, or funerals ... more than once a week ... once a week ... once or twice a month ... a few times a year ... or never?"

- 1 MORE THAN ONCE A WEEK
- 2 ONCE A WEEK
- 3 ONCE OR TWICE A MONTH
- 4 A FEW TIMES A YEAR
- 5 NEVER

- 98 DK (DO NOT PROBE)
- 99 NA

D5

"What is your current age?"

RECORD EXACT NUMBER OF YEARS OLD -- E.G., 45

- 96 NINETY-SIX YEARS OF AGE OR OLDER
- 97 REFUSED
- 98 DK
- 99 NA

D6

"How many years have you lived in the State of New Hampshire?"

IF "ALL MY LIFE" ASK -- "About how many years is that?"

RECORD EXACT NUMBER OF YEARS OF RESIDENCE

- 1 ONE YEAR OR LESS
- 96 96 YEARS OF MORE
- 97 REFUSED
- 98 DK
- * 99 NA

D7

"Not counting business lines, cell phones, or extension phones -- on how many different telephone NUMBERS can your household be reached?"

- 1 ONE
 - 2 TWO
 - 3 THREE
 - 4 FOUR
 - 5 FIVE
 - 6 SIX
 - 7 SEVEN OR MORE
 - 98 DK
 - 99 NA / REFUSED
- NOTE
IF THIS NUMBER WAS NOT REACHABLE ON THE ORIGINAL NUMBER, ADD ONE LINE TO CODE

D8

"Including yourself, how many registered voters CURRENTLY live in your household?"

RECORD NUMBER OF REGISTERED VOTERS

- 7 SEVEN OR MORE
- 98 DK -- (DO NOT PROBE)
- 99 NA / REFUSED

D9

"How much TOTAL income did you and your family receive in 2007, not just from wages or salaries but from ALL sources -- that is, before taxes and other deductions were made? Was it ... (READ CATEGORIES)

- | | <u>ANNUAL</u> | <u>MONTHLY EQUIVALENT</u> |
|------|-------------------------------------|---------------------------|
| 1 | Less than \$15,000, | LESS THAN \$1,250 |
| 2 | \$15,000 - \$29,999, | \$1,250 - \$2,499 |
| 3 | \$30,000 - \$44,999, | \$2,500 - \$3,749 |
| 4 | \$45,000 - \$59,999, | \$3,750 - \$4,999 |
| 5 | \$60,000 - \$74,999, | \$5,000 - \$6,249 |
| 6 | \$75,000 - \$99,999, or | \$6,250 - \$8,333 |
| 7 | \$100,000 and over?" | \$8,334 AND OVER |
| 97 | REFUSED -- "Just approximately ..." | |
| 98 | DK | |
| * 99 | NA | |

D10

"Finally, would you be willing to be contacted by a newspaper reporter to discuss your reactions to some of the topics we've been talking about?"

1 YES → "Could I have just your first name in case a reporter wants to call you?"

2 NO / DK (DO NOT PROBE)

99 NA / REFUSED

"That's all the questions I have. You've been very helpful. Thank you for your cooperation. Goodbye."