



**The Nelson A. Rockefeller Center at Dartmouth College**  
*The Center for Public Policy and the Social Sciences*

**For Immediate Release:  
April 18, 2012**

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**Nelson A. Rockefeller Center Completes 5th Annual New  
Hampshire State of the State Poll on Politics, Economic  
Issues, and Social Policies.**

**Voters less pessimistic about the economy and economic future.**

**Romney leads Obama by slim margin—NH remains a "battleground" state.**

**"Building a strong economy"—most important issue for NH government.**

**Voters split on expanded gambling and voting eligibility of college students.**

**Voters support same-sex marriage and cell phone ban while driving.**

**Voters oppose allowing guns on state college campuses, reduction of tobacco tax, and allowing employers to refuse to provide contraceptive health benefits.**

**Less than one-quarter of voters approve of the job performance of the NH legislature.**

HANOVER, NH—The Rockefeller Center's fifth annual New Hampshire State of the State Poll surveyed a sample of New Hampshire registered voters (N=403) on April 2-5, 2012 to get voter opinions on policy issues, elected officials, and the state of the economy in New Hampshire and

in the United States. Sample demographics and polling methodology are summarized at the end of this report.

The poll indicates that voters have perceived an improvement in the national economy since last year. The proportion of respondents rating the economy “excellent”, “good”, or “fair” has increased from 38.6 percent last year to 53.9 percent this year. The proportion of respondents expressing economic optimism has also increased. More than double the number of respondents would prefer that state legislators focus on building a strong economy before balancing the state budget and most respondents believe that the federal deficit should be resolved with a combination of spending cuts and tax increases. President Obama’s job approval rating has increased from 36.4 percent to 39.2 percent over the same period.

In a head-to-head matchup for president, Mitt Romney has a slight lead on Barack Obama, with Romney receiving support from 43.9 percent of respondents and Obama receiving support from 42.4 percent of respondents. The remaining 13.7 percent are unsure of the vote choice. This result is within the margin of error for the survey (+4.9 percent).

On many of the tabular presentations that follow, demographic variables are presented to provide additional information regarding voter preferences. Variables included are: party identification, ideology, sex, age, and income. For partisan identification, 27.2 percent of respondents identified as Democrats, 33.7 percent identified as Republicans, and 38.1 percent registered as undeclared or independent. Regarding respondents' ideology, 23.1 percent of respondents identified as liberals, 44.6 percent identified as moderates, and 32.1 percent identified as conservatives. The sample is divided roughly evenly on gender with 52.1 percent male and 47.9 percent female respondents. Regarding age, 29.2 percent of respondents are between the ages of 18 and 49 while 32.8 percent of respondents are between the ages of 50 and 64; the remaining respondents (28.0 percent) are 65 and older. Regarding household incomes of respondents for 2011, 18.9 percent of respondents earned less than \$40,000 and 41.3 percent of respondents earned between \$40,000 and \$100,000; the remaining 28.2 percent of respondents earned \$100,000 or more. The complete survey instrument is included in the Appendix.

## NATIONAL POLITICS AND POLICY ISSUES

New Hampshire voters have a slightly more favorable general opinion of President Barack Obama compared to last year. Just over 40 percent of respondents (40.4 percent) view President Obama favorably, up three percent from last year’s figure of 37 percent. However, President Obama’s unfavorable rating (43.2 percent) exceeds his favorable rating, and remains roughly unchanged from last year (43 percent).

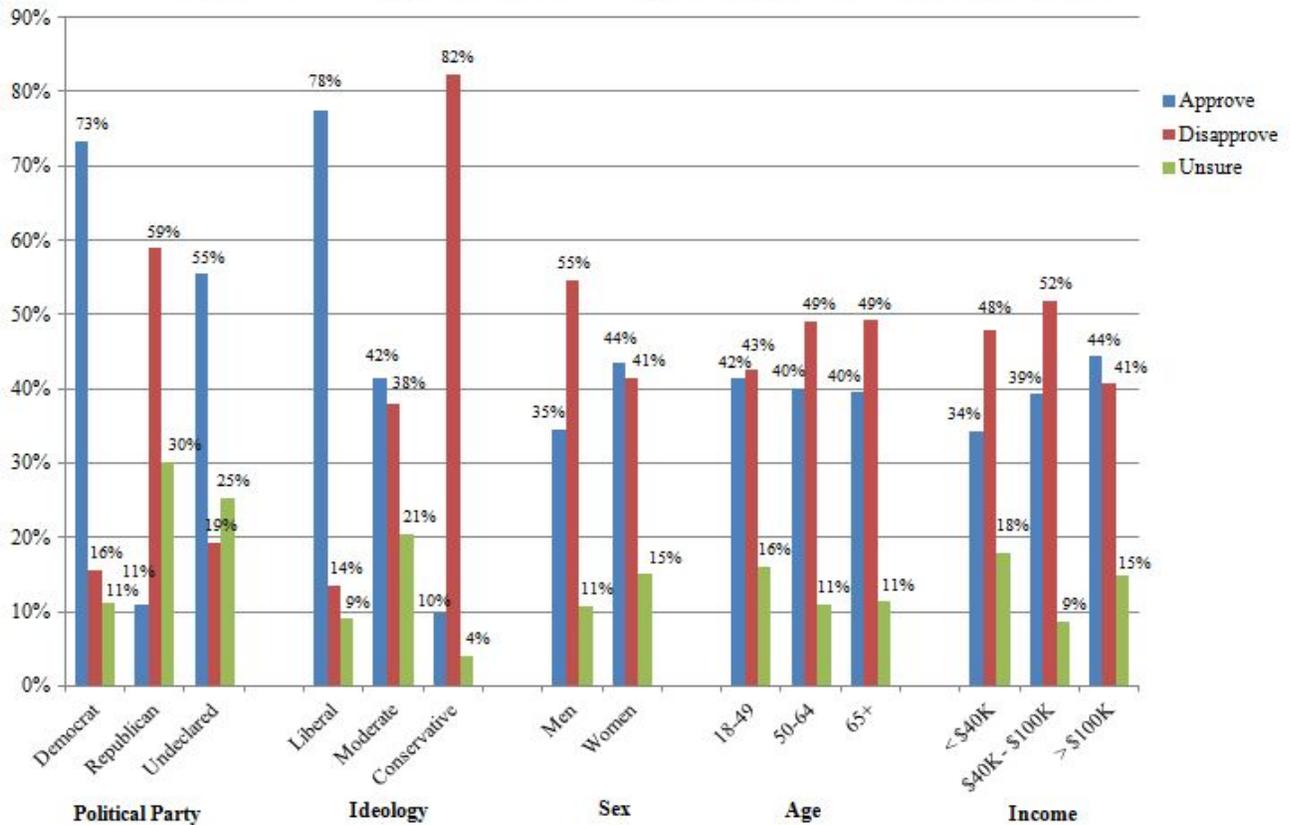
### *President Obama Job Approval Rating*

Respondents were also asked for their assessment of how President Obama is handling his job as President of the United States. President Obama’s approval rating increased slightly from 36.4

percent in 2011 to 39.2 percent in 2012. His disapproval rating similarly increased, moving from 46.8 percent in 2011 to 48.1 percent over the same period.

A more detailed analysis of President Obama’s job approval according to respondent demographics is included below:

**Obama Job Approval According to Respondent Demographics**



The majority of respondents who are registered Democrats and who self-identify as “liberal” approve of the way that Barack Obama is handling his job as President (73 percent and 78 percent, respectively), while the majority of respondents who are registered Republicans and who self-identify as “conservative” disapprove of President Obama’s job performance (59 percent and 82 percent, respectively). Undeclared voters are more than twice as likely to approve of President Obama’s job performance, while respondents who self-identified as having a “moderate” political ideology were evenly split on the issue (42 percent approve and 38 percent disapprove of President Obama’s job performance).

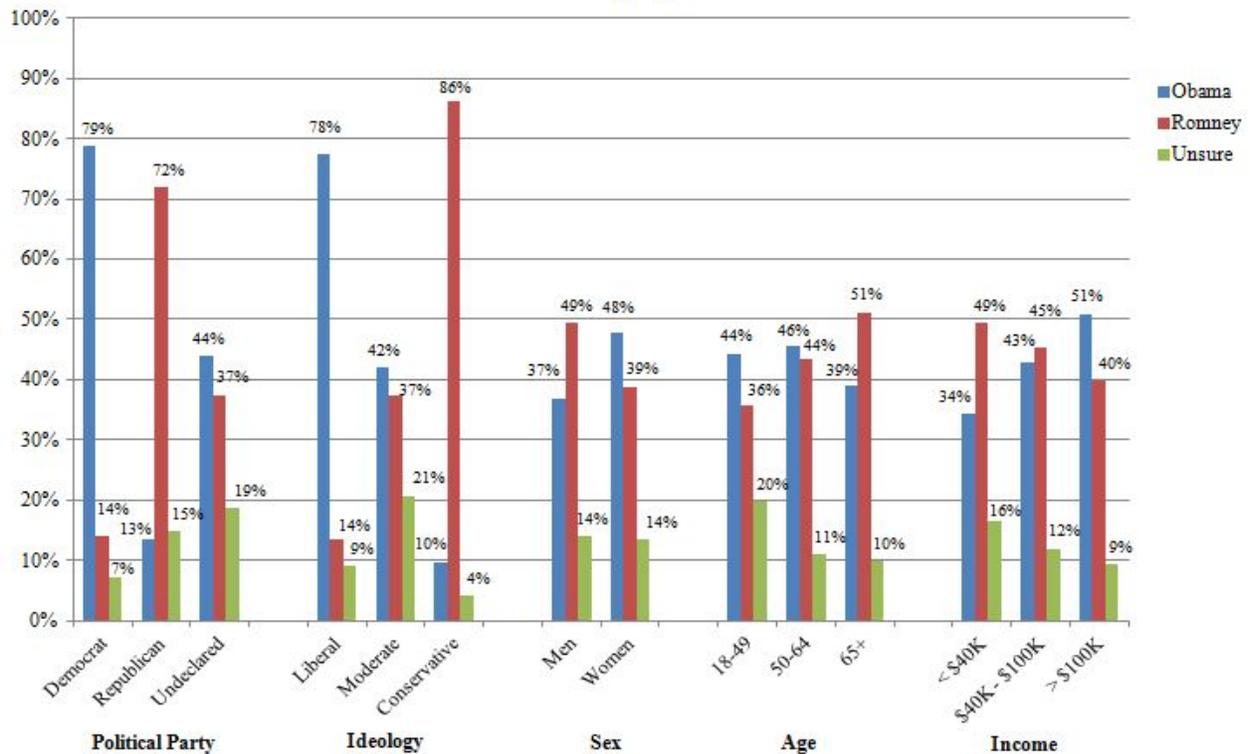
*2012 Presidential Election*

To gauge the current political landscape in the state of New Hampshire regarding the upcoming Presidential Election, respondents were asked – if the election were held today – whether they would vote for Barack Obama, Mitt Romney, or whether they are unsure whom they would vote for. The results were close, though Romney had a slight edge: 42.4 percent of respondents would

vote for Barack Obama, 43.9 percent would vote for Mitt Romney, and 13.7 percent are unsure as to whom they would elect. When asked a similar question last year, 39 percent of respondents said they would have voted for Obama, 47 percent responded that they would vote for Romney, and 15 percent were unsure.

The following chart illustrates how the Obama-Romney election results break down according to demographic information, including political party identification, political ideology, sex, age, and income.

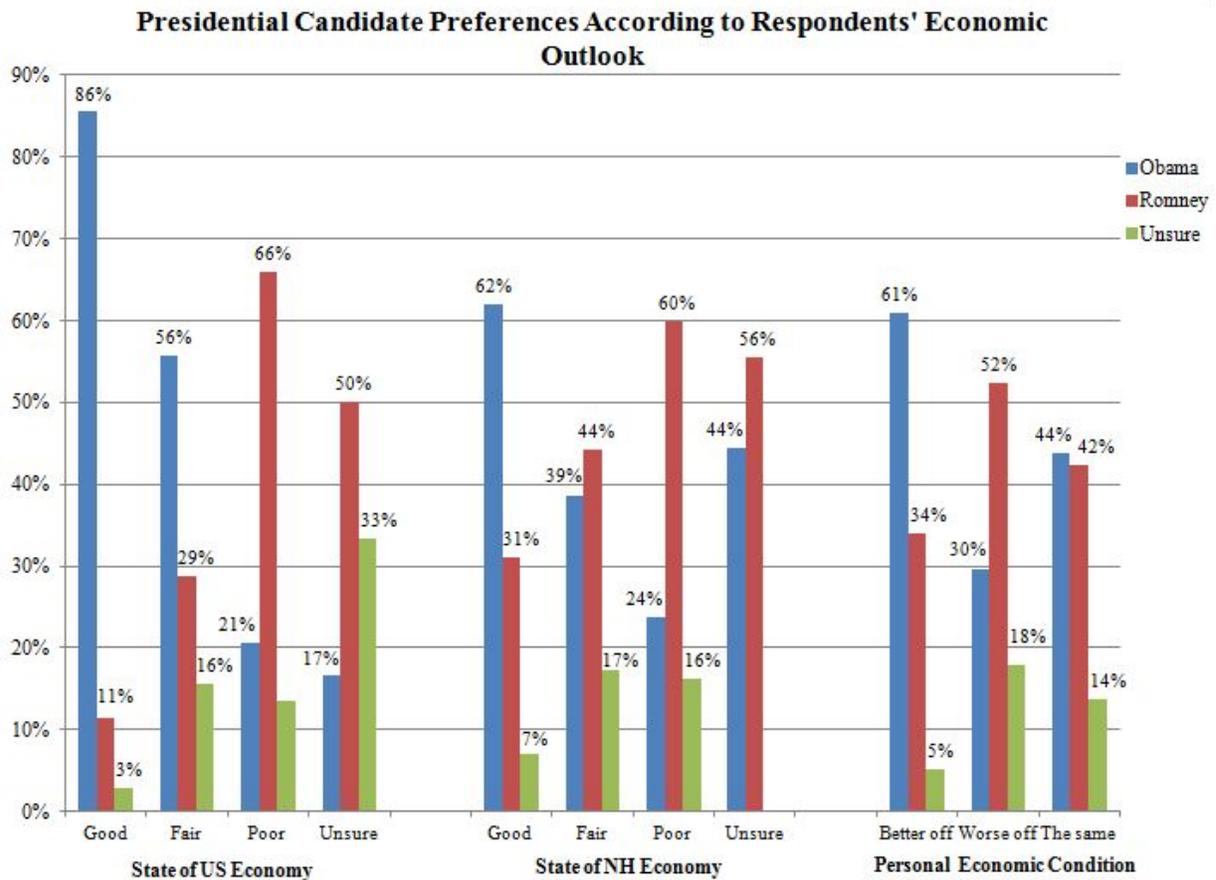
**Presidential Candidate Preferences According to Respondent Demographics**



Nearly four-fifths of respondents who are registered Democrats indicated that they would vote for President Obama in the upcoming election. Similarly, 78 percent of those respondents who self-identified as “liberal” said that they would vote to re-elect President Obama. Almost three-quarters of those respondents who are registered Republicans answered that they would vote for Governor Romney, while 86 percent of those who self-identified as “conservative” indicated that they would cast their ballot for Romney. President Obama has a slight advantage among undeclared voters and with those respondents who self-identified as having a “moderate” political ideology. Almost half the men surveyed said that they would vote for Mitt Romney, while nearly half of the women respondents indicated that they would vote for Barack Obama. However, the gap between female and male supporters of President Obama (48 percent and 37 percent, respectively) is greater than the gap between male and female supporters of Governor Romney (49 percent and 39 percent, respectively). Those with household incomes of \$100,000

or greater tend to support President Obama, while those with household incomes below that figure tend to support Governor Romney.

The following chart depicts voter preferences according to their assessment of current conditions of the United States economy, the New Hampshire economy, and their current personal economic condition compared to that of one year ago.



Respondents who believe that the United States economy is in “good” or “fair” shape tend to support President Obama over Governor Romney, while the majority who believe the national economy is either in “poor” shape or are unsure as to the state of the U.S. economy indicate that they would vote for Romney over Obama. With regard to the New Hampshire state economy, almost two-thirds of those who believe that the state’s economic condition is “good” support President Obama in the 2012 presidential election. However, Romney has a slight edge over Obama with those who believe New Hampshire’s state economy is in “fair” condition, and enjoys the support of the majority of those who responded that the state economy is in “poor” condition or that they are unsure as to the state of New Hampshire’s economy. Similarly, the majority of those who responded that they are “better off” with respect to their personal economic situation this year as opposed to last year said that they would vote for President Obama, while the majority of those who believe they are “worse off” support Governor Romney.

The proportion of respondents who answered that they believed their economic condition was “about the same” as last year divided their support nearly evenly between the two candidates, although President Obama has a slight edge with this cohort.

#### *United States Economic Condition and Budgetary Policy*

Respondents’ assessments of the national economy have improved since last year. Nine percent of respondents rate the United States economy as “excellent” or “good,” compared to 3.5 percent in 2011. Forty-five percent believe that the national economy is in “fair” condition, up from 35.1 percent in 2011; whereas 44 percent believe that the U.S. economy is in a “poor” state – down from 60.4 percent in 2011.

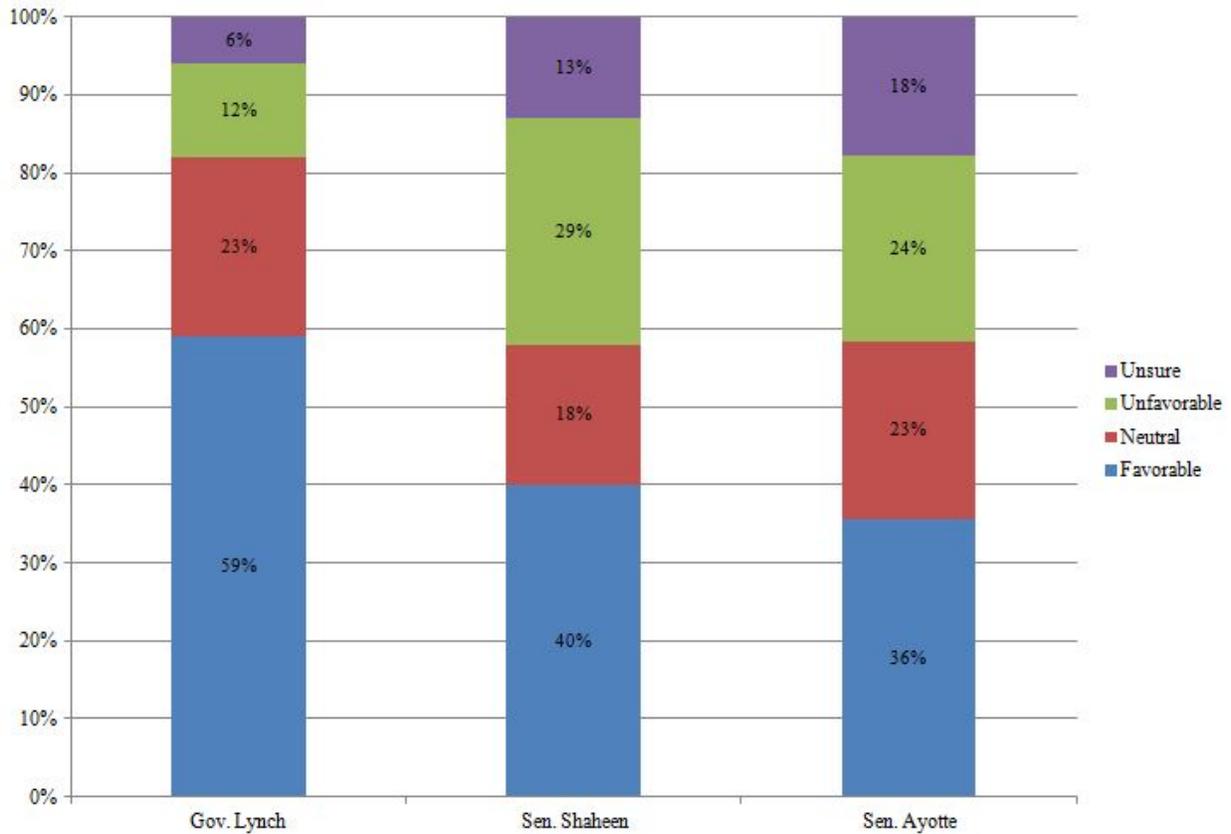
When asked “if you were to advise policymakers in Washington” regarding the federal budget deficit situation in Washington, D.C., just over one third of the respondents supported only cutting programs (36 percent), while just under one half of the respondents supported a combination of cutting programs and raising taxes (45.9 percent); 8.2 percent of responded that they would advise policymakers to “raise taxes” only.

## NEW HAMPSHIRE STATE POLITICS AND POLICY ISSUES

#### *New Hampshire Politicians*

Respondents were asked for their assessments of elected officials in New Hampshire. Governor Lynch’s favorability rating jumped to 58.9 percent from 51.6 percent last year. Senators Shaheen and Ayotte similarly enjoy higher approval ratings over last, moving from 38 percent in 2011 to 39.7 percent this year and from 35 percent to 36.2 percent, respectively. The chart below summarizes the results in detail.

### Opinions of Elected Officials

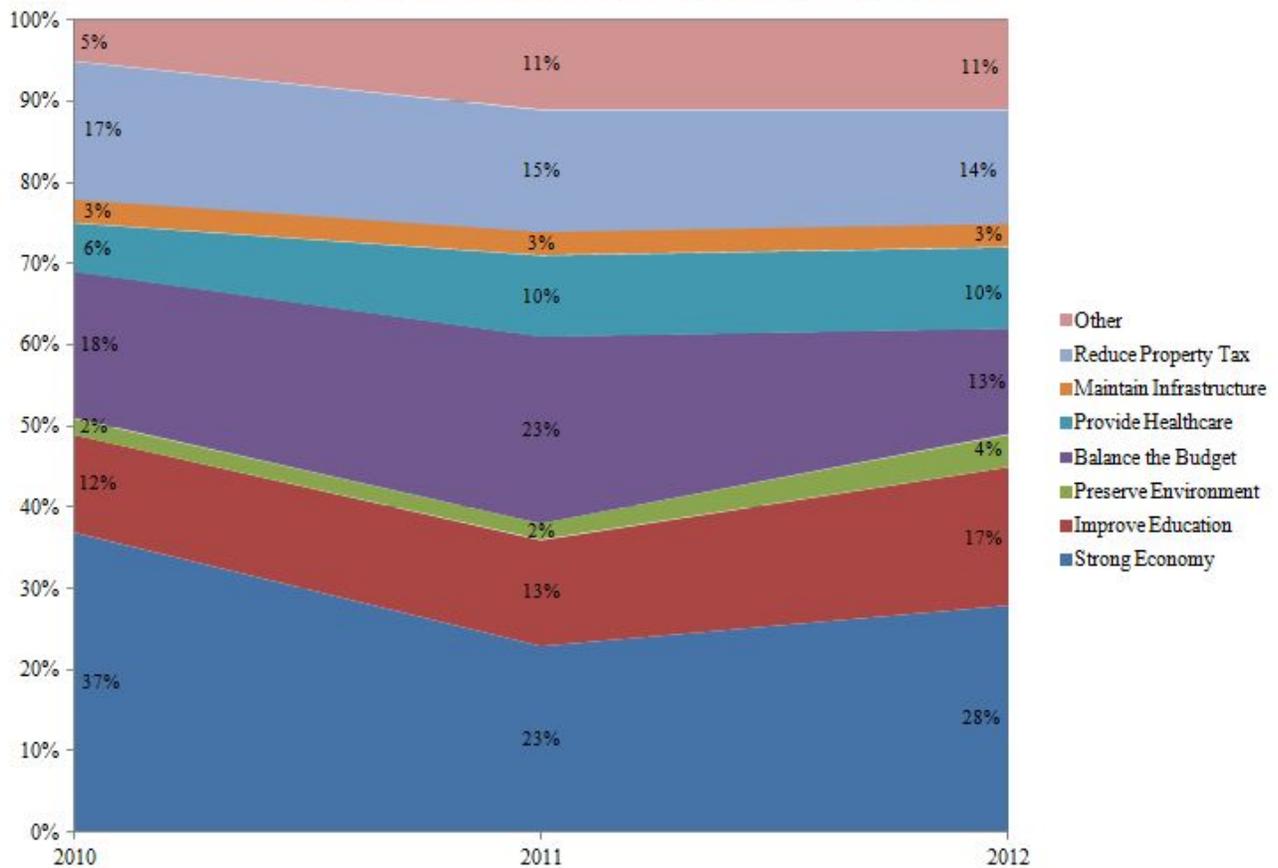


Nearly two-thirds of respondents (65.4 percent) approve of the way that Governor Lynch is handling his job as Governor of New Hampshire, up from 59.6 percent last year; 14.5 percent of respondents said that they did not approve of Governor Lynch’s job performance, and 20.1 percent responded that they were unsure. Less than one quarter of respondents (21.9 percent) approve of the New Hampshire Legislature’s job performance, down from last year’s approval rating of 24.0 percent. The proportion of respondents that disapprove of the State Legislature’s job performance is down slightly from 37.8 percent in 2011 to 36.1 percent this year.

#### *State Policy Priorities and Social Issues*

Registered voters answered a number of questions about policy issues facing the state of New Hampshire. This year, respondents identified “building a strong economy” as the top priority issue for state lawmakers, a shift from last year’s top priority of “balancing the budget.” The following chart depicts what respondents identified as the top policy priorities from the 2010, 2011, and 2012 State of the State polls, conducted by the Rockefeller Center.

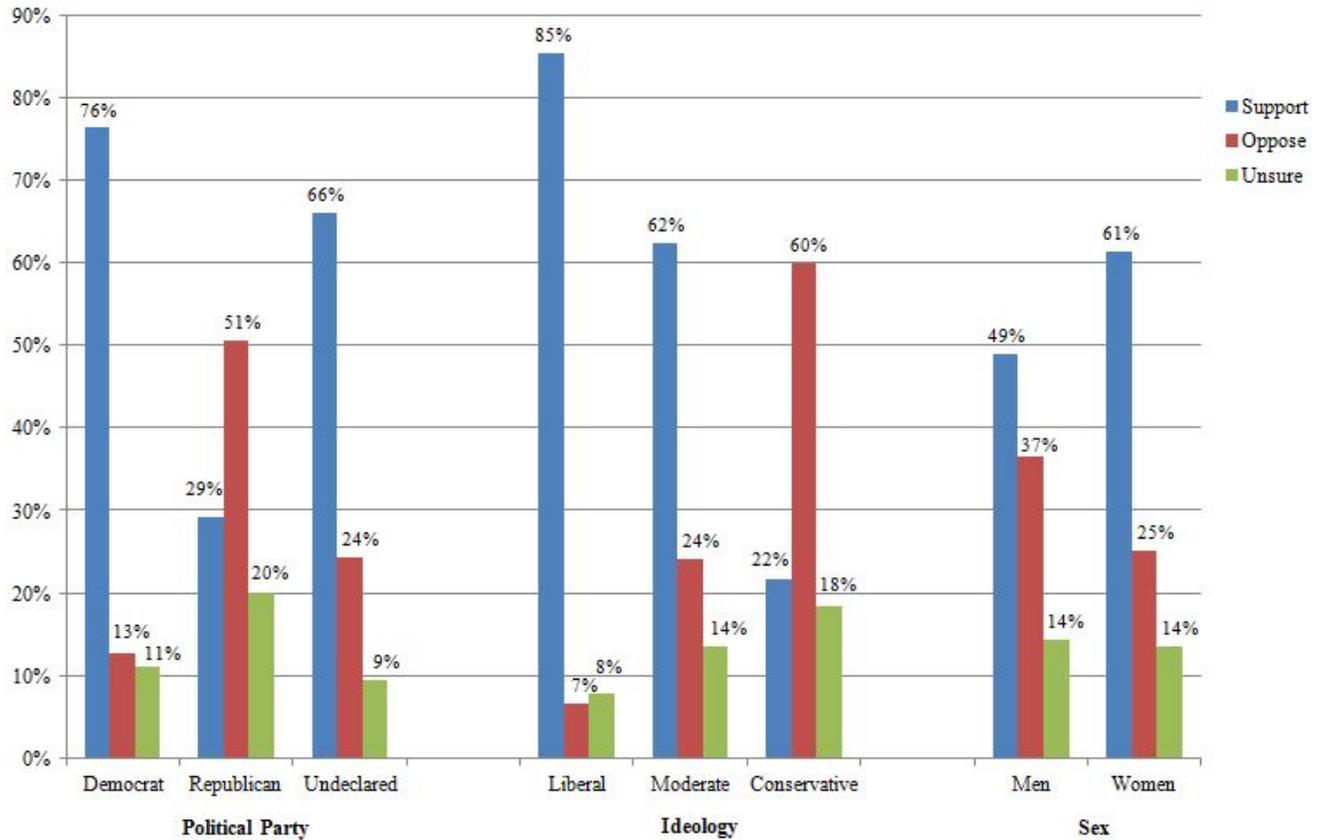
### Top Priority for New Hampshire Policymakers



Respondents also answered questions regarding a number of social issues facing the state, including same-sex marriage, the expansion of gambling in the state, reducing the rate of the tobacco tax levied on the purchase of cigarettes, whether an employer can refuse to provide contraceptive coverage in insurance plans on religious grounds, out-of-state student voting rights, and a ban on cellular phone use while driving.

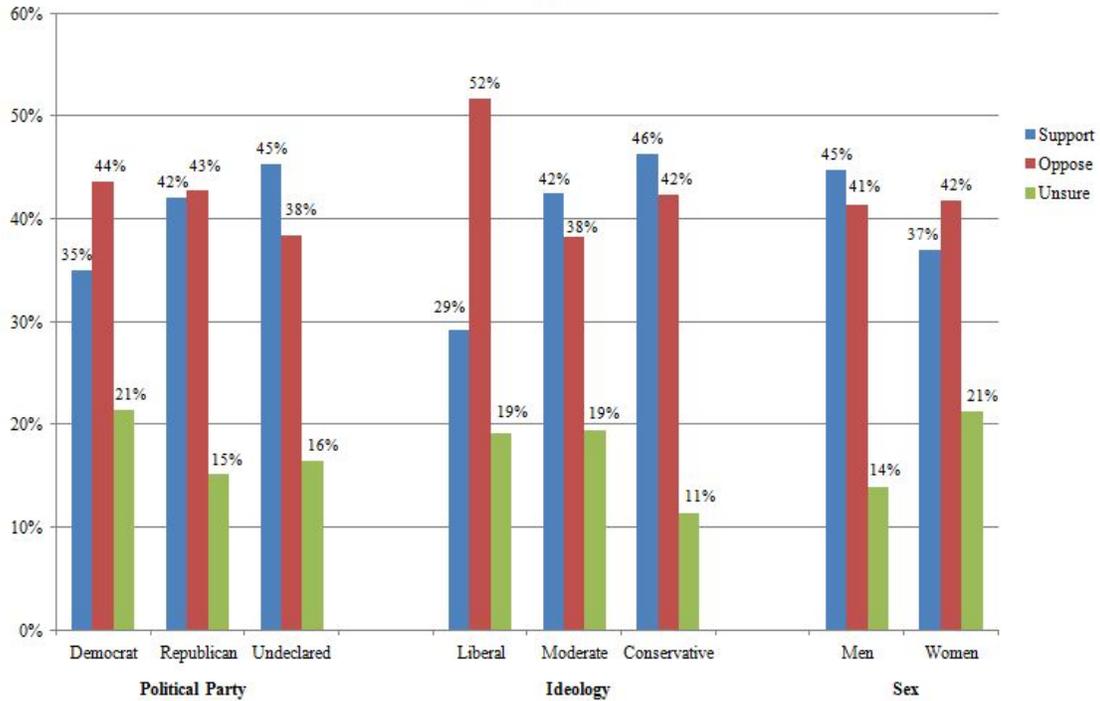
The proportion of respondents in support of same-sex marriage in the state of New Hampshire increased from 41.5 percent in 2011 to 55.1 percent this year. The rate of opposition decreased from 42.2 percent last year to under one-third (30.9 percent) in this year’s survey. The majority of registered Democrats or Undeclared voters are in support of same-sex marriage (76 percent and 66 percent, respectively). Under one-third (29 percent) of Republicans surveyed support the measure. The majority of respondents who self-identified as “liberal” or “moderate” support same-sex marriage, while the majority of those who self-identified as “conservative” are in opposition. The following chart depicts support and opposition to same-sex marriage according to respondent demographic information.

## Same Sex Marriage According to Respondent Demographics



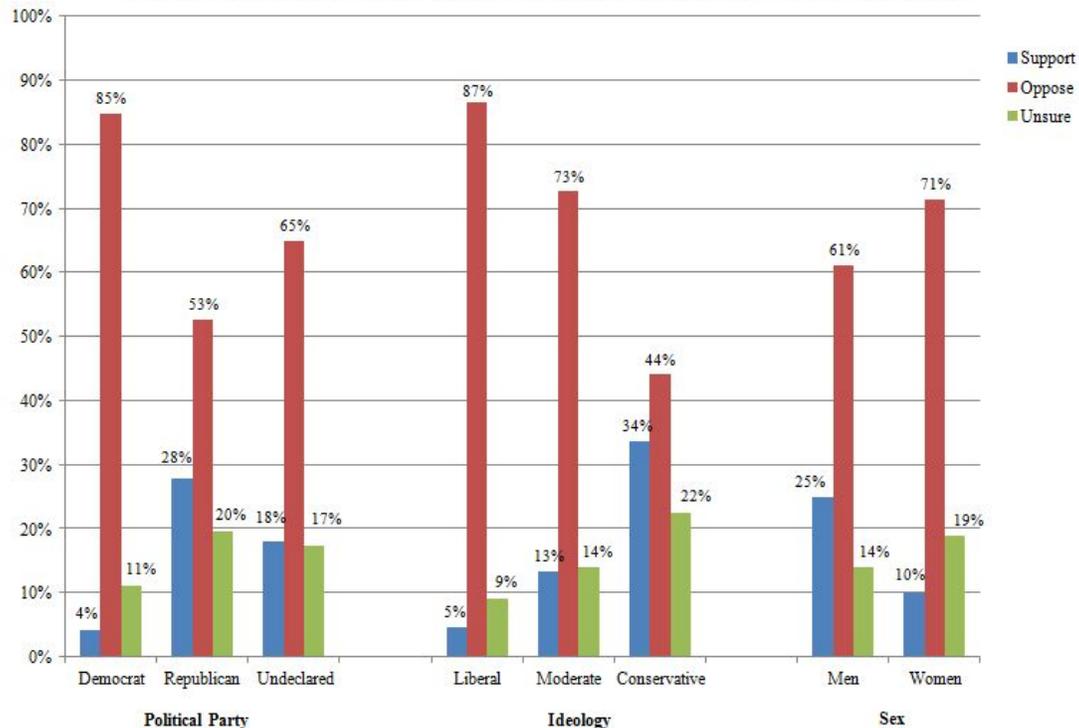
Asked whether they supported or opposed the expansion of gambling, including video slot machines and casinos, 40.9 percent of respondents were in support, 41.6 percent were in opposition, and 17.5 percent were unsure. This year's results are essentially unchanged from last year's, with 41.5 percent in support, 41.3 percent in opposition, and 16.9 percent unsure in 2011. Self-identified liberals have the highest rate of opposition, while self-identified conservatives have the highest rate of support – though the proportions of those in favor of expanding gambling in the state and those opposed to it are near evenly split. The following chart illustrates the breakdown of support and opposition for expanding gambling according to the demographic factors of party identification, political ideology, and sex.

### Expansion of Gambling Results According to Respondent Demographics

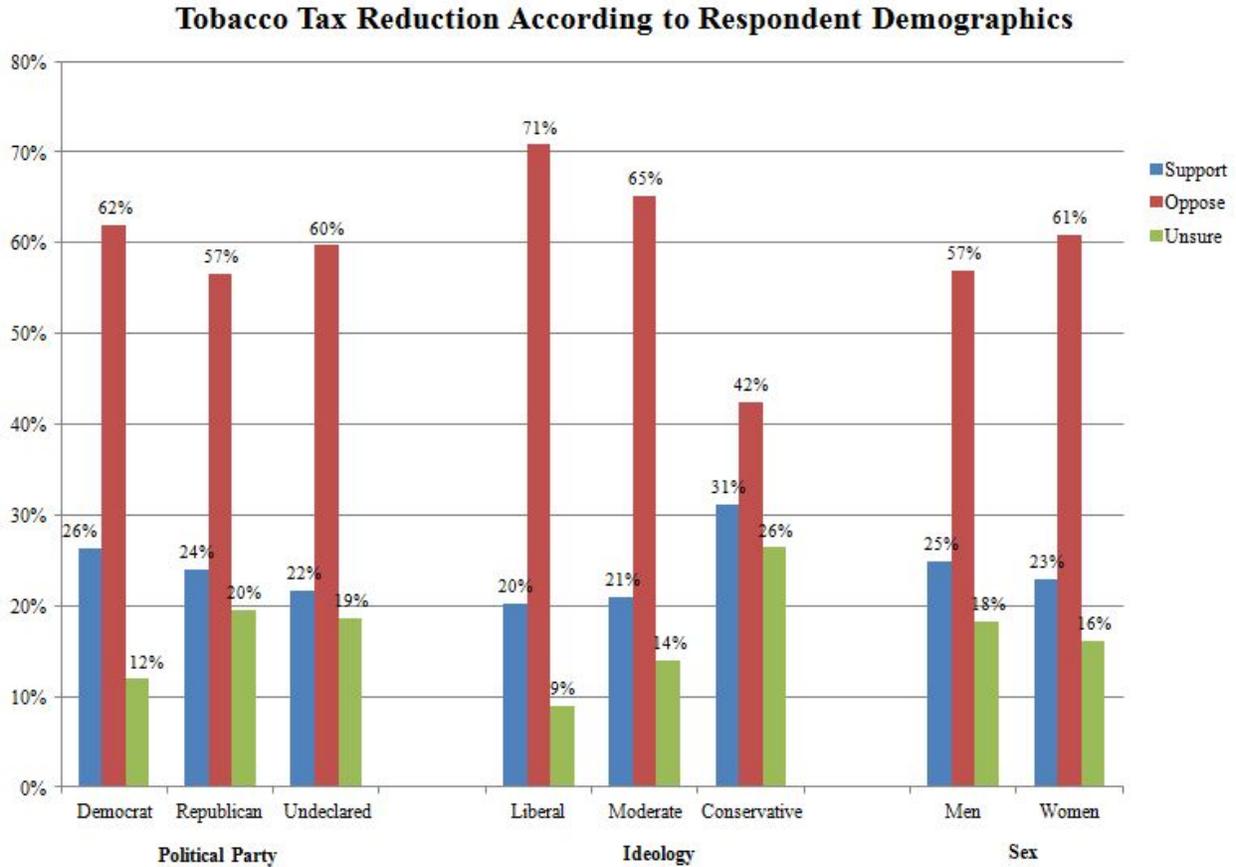


The majority of respondents (66.2 percent) opposed allowing guns on college campuses or any other properties owned by the state; 17.7 percent of respondents were in support of the measure, while roughly the same proportion (16.2 percent) were unsure on the matter. The following chart details respondent support and opposition to the policy according to demographic factors.

### Guns on NH State Property According to Respondent Demographics

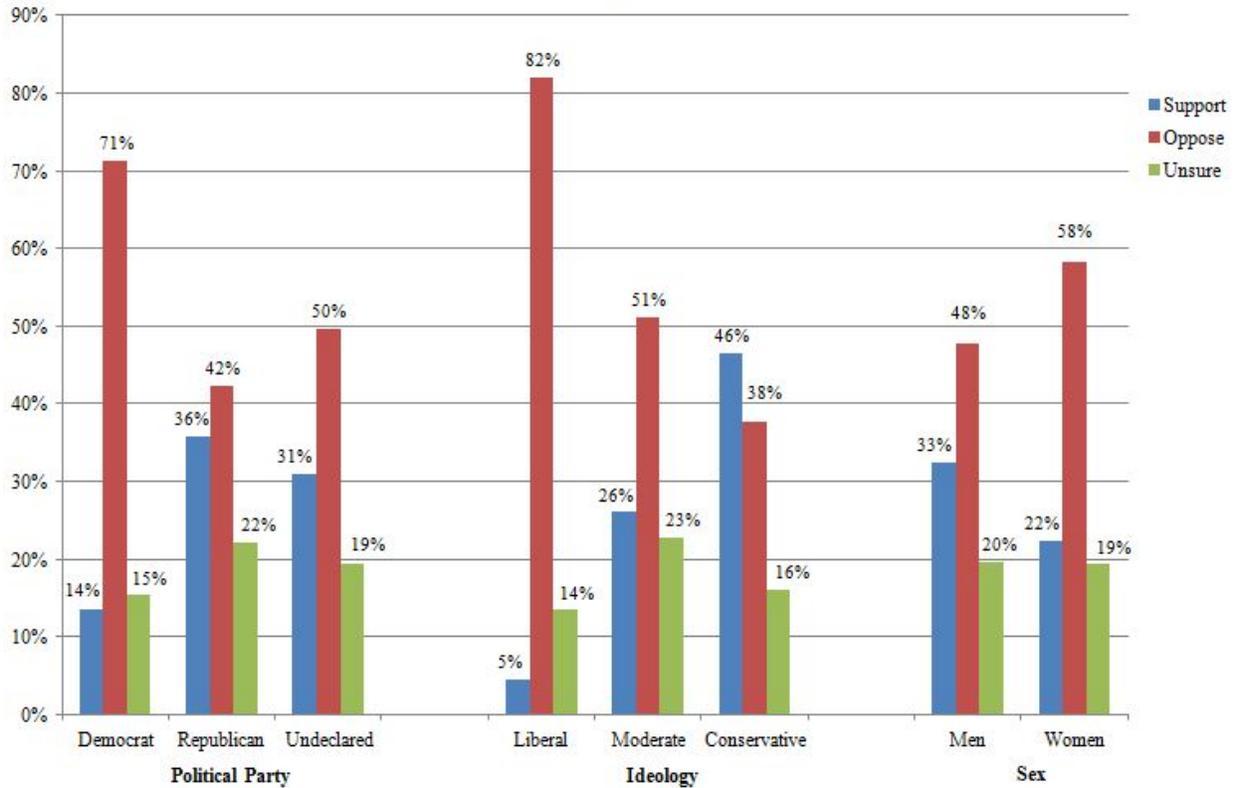


Respondents were also asked whether they supported or opposed reducing the rate of the tobacco tax levied on the purchase of cigarettes. The majority of respondents (59.1 percent) opposed the measure, while 23.8 percent supported the tax reduction. Opposition was consistent across several demographic cohorts, as the chart below demonstrates.



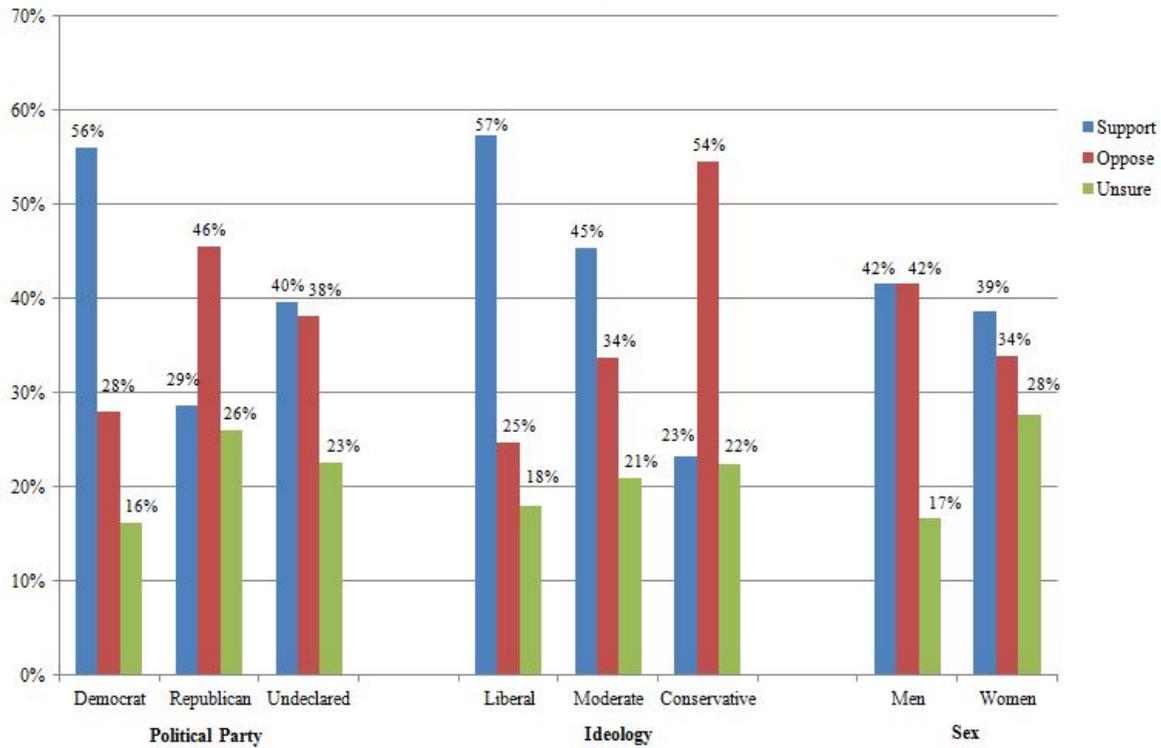
The survey asked respondents whether they “support or oppose allowing an employer to refuse to provide contraceptive coverage in insurance plans on religious grounds.” Over half of those surveyed (52.1 percent) opposed the measure, while 27.5 percent supported it, and 19.4 percent were unsure as to whether they supported or opposed it. The majority of Democrats, Undeclared voters, liberals, moderates and women oppose the measure (71 percent, 50 percent, 82 percent, 51 percent, and 58 percent, respectively). More Republicans and men oppose the measure than support it. Self-identified conservatives, however, support the policy in greater proportions than oppose it (46 percent to 38 percent). The following chart outlines the respective support and opposition of various demographic cohorts.

## Employer Refusal of Contraception According to Respondent Demographics



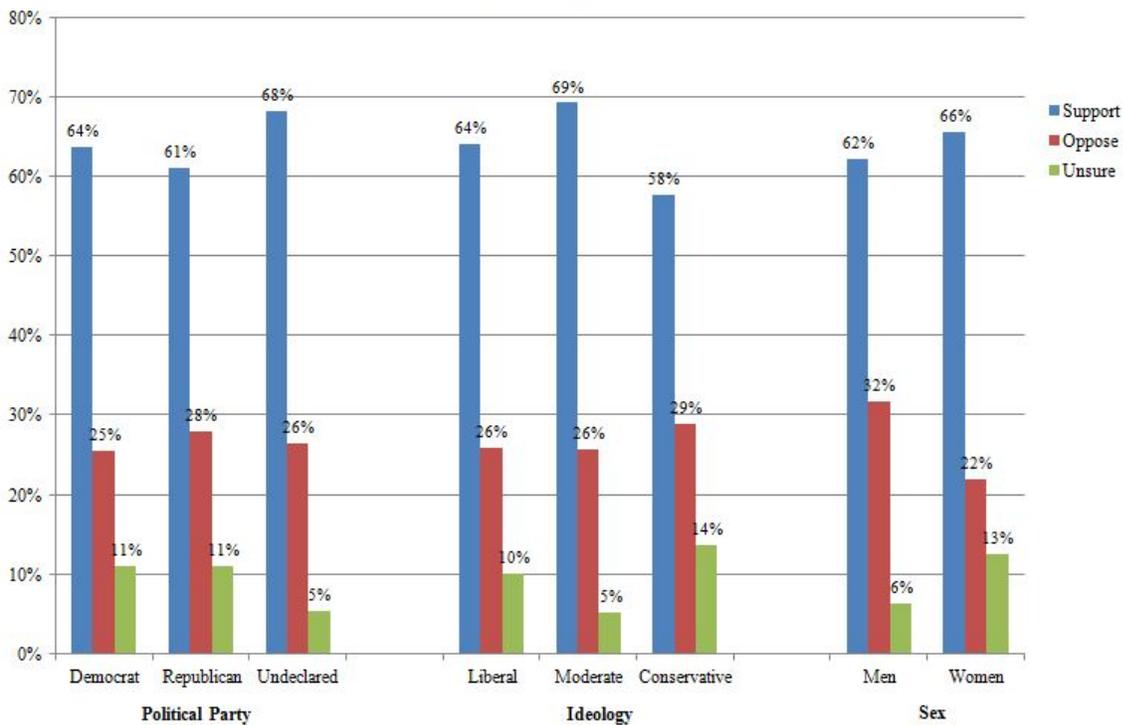
The opinions of respondents were near evenly split regarding whether they supported or opposed allowing eligible students who attend New Hampshire colleges and universities to vote, regardless of their residence prior to enrolling in school. Roughly four in ten respondents (40.2 percent) are in favor of the measure, while 38.0 percent oppose it; 21.8 percent are unsure as to whether they support or oppose the policy. The majority of Democrats and liberals support the policy, while the majority of conservatives oppose it. Undeclared voters are split on the issue, with 40 percent in support and 38 percent in opposition to the policy. The chart below outlines responses according to several demographic considerations.

### NH College/University Student Voters According to Respondent Demographics



Lastly, respondents were asked if they support or oppose a ban on cellular phone use while driving in the New Hampshire. The majority of respondents (63.8 percent) are in support of the ban, while 27.1 percent are opposed to the measure. The graph below depicts how opinions break down along party, ideological, and gender lines.

### Ban on Cell Phone Use While Driving According to Respondent Demographics



### *New Hampshire Economy and Budgetary Policy*

Respondents' impressions of New Hampshire's economic situation have improved from last year as 27.1 percent of respondents believe that the condition of New Hampshire's economy is "excellent" or "good," compared to 21.1 percent last year. Almost half of respondents (49.8 percent) assessed the state economy as being in "fair" shape, up slightly from 47.7 last year. The proportion of respondents who believe that the state economy is "poor" is down from 29.3 percent in 2011 to 20.7 percent this year.

New Hampshire voters are less concerned about the state of the budget this year than they were last year. The proportion of respondents who view New Hampshire's budget problems as "very serious" are down from 30.5 percent in 2011 to 19.1 percent this year. There was a small uptick in the proportion of respondents who believe the budget problems to be "somewhat serious" (up from 51.0 percent in 2011 to 54.8 percent this year), although the increase likely indicates that voters are growing more optimistic about the budget, and find the situation less serious than they did last year. In general, respondents indicate that they would rather have reduced services than higher taxes. When asked about measures to help resolve local budget problems, 43.2 percent favor "maintaining taxes, decreasing services." 36.5 percent of respondents support "increasing taxes, maintaining services," and 14.1 percent said that their answer "depends" on the taxes being levied and the services being cut.

### *Respondents' Personal Finances*

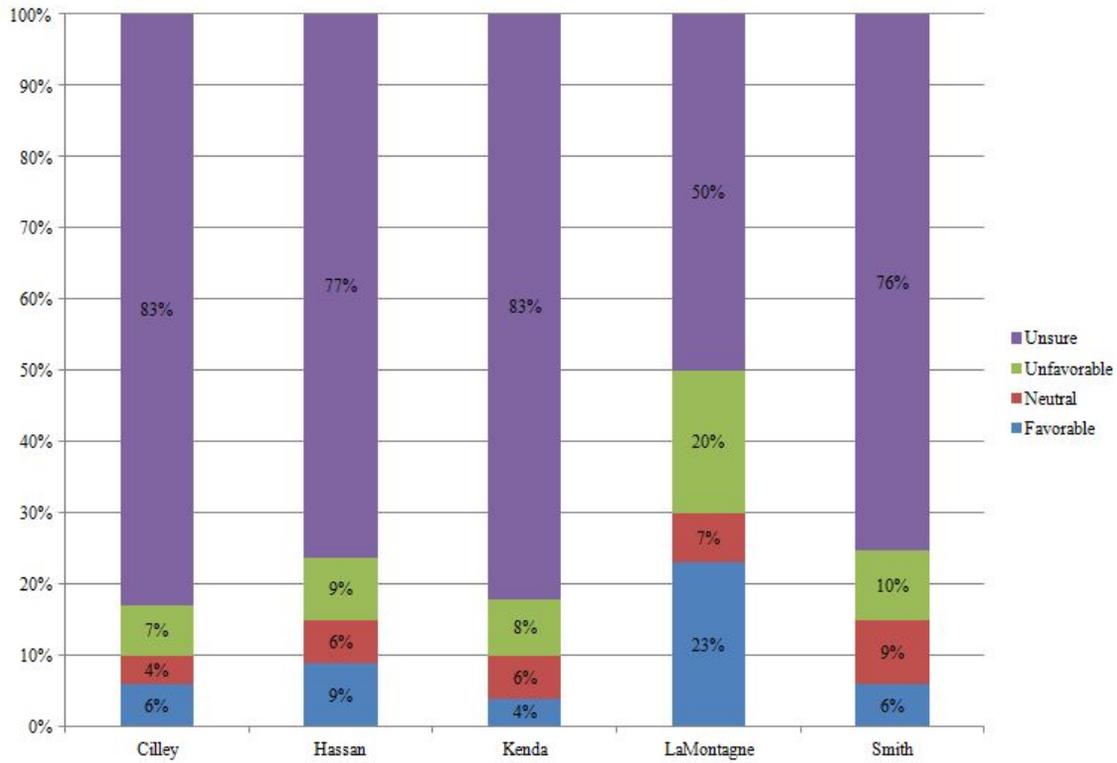
Compared to results from 2011 and 2010, respondents' assessments of their personal financial situations have improved. When asked to compare their current personal economic situation to one year ago, 14.9 percent believe that they are "better off" and 55.2 of respondents say they are "about the same." The proportion of respondents who believe their personal economic situation is "about the same" as it was last year is up from 55.2 percent and 49.6 percent in 2011 and 2010, respectively; 28.8 percent of respondents believe they are worse off economically than they were one year ago, down from 34 percent in 2011 and 38 percent in 2010. Respondents were similarly more optimistic about their future economic well-being. While 22.1 percent of those surveyed last year believed that their financial situation would be "better" in one year, this year 31.2 percent of respondents believe that next year will be "better" financially (this figure is similar to those reported in 2010 and 2009: 31.7 percent and 32.5 percent, respectively).

The number of respondents who report that they or a family member has been negatively affected by the mortgage crisis increased slightly from last year (22.1 percent this year from 20.0 percent last year); 20.6 percent of voters list credit card debt as a "top personal financial concern."

### *2012 Gubernatorial Election*

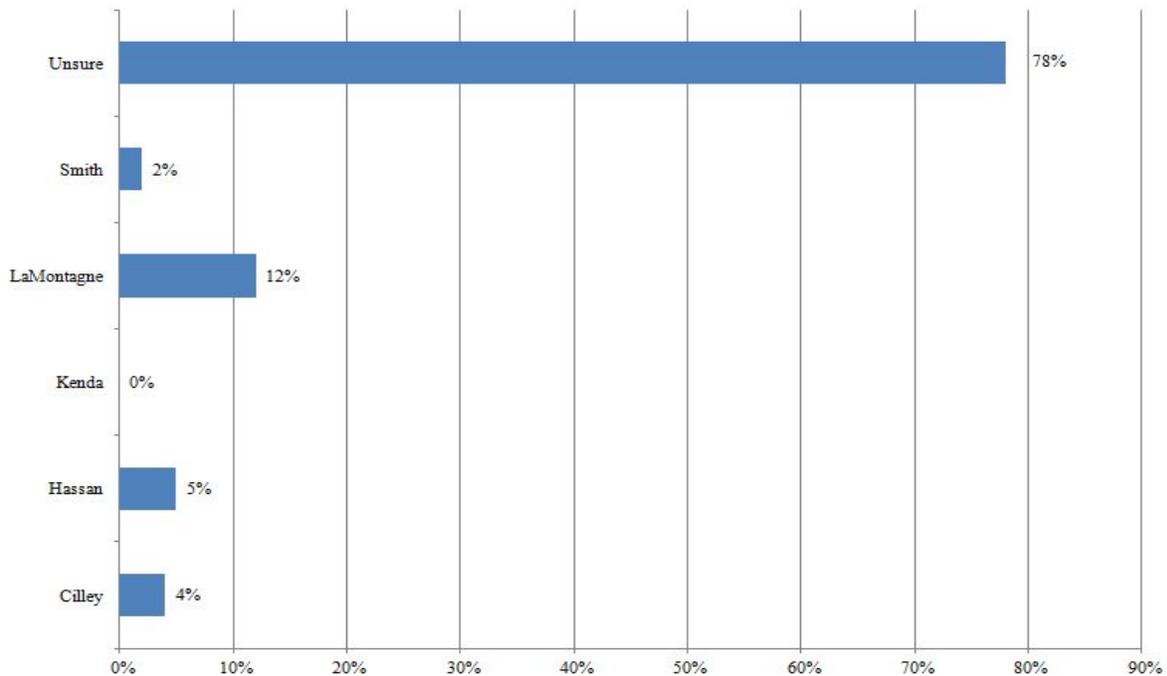
Lastly, respondents were asked about their views on the candidates in this year's gubernatorial election in New Hampshire. The responses revealed that voters are largely unsure of how they feel about each of the candidates for governor—Jackie Cilley, Maggie Hassan, Steve Kenda, Ovide LaMontagne, and Kevin Smith—though LaMontagne has the highest "favorable" and "unfavorable" ratings (22.8 percent and 19.7 percent, respectively). The following chart summarizes the results in detail.

### Opinions of Gubernatorial Candidates



The following chart details the responses to the question: “Please identify the candidate for whom you are most likely to vote in November.” LaMontagne has the most support with 12 percent of the vote. Most voters (78 percent) are still unsure as to whom they will vote for in November.

### Gubernatorial Election



## **SAMPLE DEMOGRAPHICS**

The 2012 New Hampshire State of the State poll respondents are representative of the registered voter population of the state. Respondents were split among males (52.1 percent) and females (47.9 percent). On the partisan identification measure, the respondents closely mirror the voting population in New Hampshire with the largest plurality of respondents identifying as “undeclared” or independent (38.1 percent), with 27.2 percent identifying as Democrats and 33.7 percent identifying as Republicans. Geographically, respondents were evenly split among congressional districts: 50.1 percent from the 1st Congressional District and 49.9 percent from the 2nd Congressional District. More than three-quarters of the respondents are married (76 percent), while 8.5 percent are divorced, 5.4 percent are widowed, and 10.1 percent are single. The sample respondents are more highly educated than the New Hampshire general population with more than 60 percent of the respondents having graduated college (60.2 percent), including 3.1 percent with doctoral degrees (e.g. M.D., J.D., Ph.D.). Regarding age, 29.2 percent of respondents are between the ages of 18 and 49 while 32.8 percent of respondents are between the ages of 50 and 64; the remaining respondents (28.0 percent) are 65 and older. We have no comparable age or education level data for registered voters in the state, however. Respondents reported their 2010 household income as follows: 18.9 percent earned less than \$40,000, 41.3 percent earned between \$40,000 and \$100,000, and 28.2 percent earned more than \$100,000. Additionally, respondents reported their occupational status, with 49.2 percent employed full-time, 11.7 percent employed part-time, and 6.5 percent unemployed, and 27.3 percent retired.

## **POLL METHODS**

During the week of April 2-5, 2012, students from The Nelson A. Rockefeller Center at Dartmouth College conducted a telephone survey of registered voters in New Hampshire. Drawn from a statewide data base of New Hampshire registered voters, the sample survey respondents were asked a wide range of questions relating to the current political, economic, and social state of affairs in New Hampshire and the country as a whole. In addition, respondents were asked to select candidates for president in the 2012 election. The 44-question survey took between eight and ten minutes to complete. Calls were made between the hours of 6:30 pm and 9:30 pm on Monday through Thursday evenings. Additional call-backs were made during daytime hours on Thursday, April 5 when specified by poll participants. Over the course of the week, callers made three attempts to contact each of the registered voters drawn in the sample. A total of 403 survey interviews were completed during the four-day calling period, yielding an error rate of +/-4.9 percent at a 95 percent confidence interval.

APPENDIX

ROCKEFELLER CENTER NH STATE OF THE STATE POLL: 2012

\_\_\_\_\_ SURVEY1

Caller: \_\_\_\_\_ Date Completed: ( ) Mon. ( ) Tues. ( ) Wed. ( ) Thurs.  
SEX: 1( ) M 2( ) F CD: 1 ( ) 2( ) PARTYID: 1( )D 2( )R 3( )Undeclared/Independent  
4( ) Other

Respondent Name: \_\_\_\_\_ Survey # \_\_\_\_\_ SURVEY2

Hello, is \_\_\_\_\_ at home?

Hello, my name is \_\_\_\_\_ and I am a student at Dartmouth College calling from our Nelson A. Rockefeller Center. We are conducting a statewide poll of New Hampshire citizens regarding the economy and political issues. The survey will take only a few minutes to complete. First, we would like to know your views regarding the state of the economy in New Hampshire, your own economic situation, and the state of the economy nationwide.

1. In general, how would you assess the current state of the economy in New Hampshire? Would you say it is excellent, good, fair, or poor?  
1 ( ) Excellent 2 ( ) Good 3 ( ) Fair 4 ( ) Poor 5 ( ) Unsure NHECON
2. Regarding your own personal economic situation, compared to one year ago, do you believe that you are better off financially, worse off financially, or about in the same financial situation you were in one year ago?  
1 ( ) Better Off 2 ( ) Worse Off 3 ( ) About the Same PERSECON
3. Have you or has any member of your family been negatively affected by the current mortgage crisis? 1 ( ) Yes 2 ( ) No MORTG
4. Today, many families have credit card debt to manage along with all of their other financial concerns. Would you consider your own personal credit card situation to be among your top personal financial concerns at the present time? 1( )Yes 2( )No CRD
5. Looking ahead a year from now, do you think that your own financial situation will be better than it is today, worse than it is today, or about the same as it is today?  
1 ( ) Better 2 ( ) Worse 3 ( ) About the same 4 ( ) Unsure FUTFIN
6. Now, thinking about the economic situation across the nation, how would you rate the current state of the national economy? Excellent, good, fair, or poor?  
1( ) Excellent 2( ) Good 3( ) Fair 4( ) Poor 5( ) Unsure USECON
7. Regarding the federal budget deficit situation in Washington, DC in this current fiscal year, the federal government is spending one trillion dollars more than it receives through taxes and other revenue generating sources. If you were to advise policy-makers in Washington, would you suggest either raising taxes in order to fund existing government programs or cutting government programs in order to balance the federal budget, or a combination of taxes and spending cuts, or are you unsure? FEDDEF  
1( ) Raise taxes 2( ) Cut programs 3( ) Both 4 ( ) Unsure

Next, we would like to discuss New Hampshire government and politics.

8. Which of the following issues do you think is most important for New Hampshire policy makers to focus on in Concord: 1. building and maintaining a strong economy, 2. improving education across the state, 3. working to achieve a more sustainable and livable environment, 4. balancing the state budget, 5. providing for the healthcare needs of New Hampshire citizens, 6. maintaining roads, highways, and bridges across the state, 7. relieving the property tax burdens on New Hampshire citizens, or something else? MOSTIMP

1 ( ) Strong economy 2 ( ) Improving education 3 ( ) Maintaining a clean environment 4 ( ) Balancing the state budget 5 ( ) Providing for healthcare needs 6 ( ) Maintaining roads/bridges 7 ( ) Relieving property tax burden 8 ( ) Other \_\_\_\_\_

9. In general, how serious do you think New Hampshire's budget problems are? Very serious, somewhat serious, not very serious, or not at all serious? Or are you unsure?

1 ( ) Very serious 2 ( ) Somewhat serious 3 ( ) Not very serious 4 ( ) Not at all serious 5 ( ) Unsure BUDGET

10. Regarding town governance in New Hampshire, many towns in New Hampshire are facing budget problems. In order to provide the same level of services, they might have to raise taxes. If you had to choose between raising taxes or cutting services, which would you choose?

1 ( ) Increase taxes, maintain services 2 ( ) Maintain taxes, decrease services 3 ( ) Depends 4 ( ) Don't know/no opinion TAXSERVE

11. In general, do you believe that government in New Hampshire should be funded at state level through taxes and fees or do you believe that government should be funded primarily at the local level through property taxes?

1 ( ) State level 2 ( ) Local level 3 ( ) Both 4 ( ) Unsure STLOCAL

Regarding some of the specific issues currently being discussed in New Hampshire, what are your views on the following issues?

12. Do you support or oppose same-sex marriage in the State of New Hampshire?

Or, are you unsure? 1 ( ) Support 2 ( ) Oppose 3 ( ) Unsure SAMESEX

13. Do you support or oppose the expansion of gambling in New Hampshire to include video slot machines and casinos? Or, are you unsure?

1 ( ) Support 2 ( ) Oppose 3 ( ) Unsure CASINO

14. Do you support or oppose allowing guns on public college campuses and on any other properties owned by the state? Or, are you unsure?

1 ( ) Support 2 ( ) Oppose 3 ( ) Unsure GUNS

15. Do you support or oppose reducing the rate of the tobacco tax levied on the purchase of cigarettes? Or, are you unsure? 1 ( ) Support 2 ( ) Oppose 3 ( ) Unsure CIGAR

16. Do you support or oppose allowing an employer to refuse to provide contraceptive coverage in insurance plans on religious grounds? Or, are you unsure?

1 ( ) Support 2 ( ) Oppose 3 ( ) Unsure CONTRA

17. Do you support or oppose allowing eligible students who attend New Hampshire colleges and universities to register to vote in New Hampshire, regardless of their residence prior to enrolling in school? Or, are you unsure?

1 ( ) Support 2 ( ) Oppose 3 ( ) Unsure                      STUDENT

18. Do you support or oppose a ban on cellular phone use while driving in New Hampshire? Or, are you unsure? 1 ( ) Support 2 ( ) Oppose 3 ( ) Unsure      CELL

Now, I would like to ask you about your views on state politics and elected officials in the state of New Hampshire and in the nation. I am going to begin by asking your opinions about our national and statewide elected officials—

19. First, regarding GOVERNOR JOHN LYNCH, do you have a generally favorable, neutral or unfavorable opinion of Governor Lynch or are you not sure?

1 ( ) Favorable 2 ( ) Neutral 3 ( ) Unfavorable 4 ( ) Unsure              LYNCH

20. Next, SENATOR JEANNE SHAHEEN, do you have a generally favorable, neutral, or unfavorable opinion of Senator Shaheen or are you unsure?

1 ( ) Favorable 2 ( ) Neutral 3 ( ) Unfavorable 4 ( ) Unsure              SHAHEEN

21. And, SENATOR KELLY AYOTTE, do you have a generally favorable, neutral, or unfavorable opinion of Senator Ayotte or are you unsure?

1 ( ) Favorable 2 ( ) Neutral 3 ( ) Unfavorable 4 ( ) Unsure              AYOTTE

22. And now, PRESIDENT BARACK OBAMA, do you have a generally favorable, neutral, or unfavorable opinion of President Obama, or are you unsure?

1 ( ) Favorable 2 ( ) Neutral 3 ( ) Unfavorable 4 ( ) Unsure              OBAMA

23. Regarding the job performance of Governor Lynch, do you approve or disapprove of the way Governor Lynch is handling his job as Governor, or are you unsure?

1 ( ) Approve 2 ( ) Disapprove 3 ( ) Unsure                              GOVJOB

24. Do you approve or disapprove of the way the members of the New Hampshire Legislature are handling their jobs, or are you unsure?                              LEGJOB

1 ( ) Approve 2 ( ) Disapprove 3 ( ) Unsure

25. And President Obama, do you approve or disapprove of the way President Obama is handling his job as President, or are you unsure?

1 ( ) Approve 2 ( ) Disapprove 3 ( ) Unsure                              OBAMAJOB

In November we will be holding an election for governor in New Hampshire as well as for President of the United States, and for other federal and state offices. Currently there are five announced candidates for governor—two Democrats and three Republicans. I am going to read you the five names in alphabetical order, please let me know if you have a generally favorable, neutral, or unfavorable opinion of each of the candidates. If you do not know enough about each candidate to render a judgment, just say you are unsure.

26. First, JACKIE CILLEY, a Democrat. Do you have a generally favorable, neutral, or unfavorable opinion of Jackie Cilley, or are you unsure?                              CILLEY

1 ( ) Favorable 2 ( ) Neutral 3 ( ) Unfavorable 4 ( ) Unsure

27. Next, MAGGIE HASSAN, a Democrat. Do you have a generally favorable, neutral, or unfavorable opinion of Maggie Hassan, or are you unsure? HASSAN  
1 ( ) Favorable 2 ( ) Neutral 3 ( ) Unfavorable 4 ( ) Unsure

28. And next, STEVE KENDA, a Republican. Do you have a generally favorable, neutral, or unfavorable opinion of Steve Kenda, or are you unsure? KENDA  
1 ( ) Favorable 2 ( ) Neutral 3 ( ) Unfavorable 4 ( ) Unsure

29. And now, OVIDE LAMONTAGNE, a Republican. Do you have a generally favorable, neutral or unfavorable opinion of Ovide Lamontagne, or are you unsure? LAMONT  
1 ( ) Favorable 2 ( ) Neutral 3 ( ) Unfavorable 4 ( ) Unsure

30. And finally, KEVIN SMITH, a Republican. Favorable, neutral, or unfavorable, or are you unsure? SMITH  
1 ( ) Favorable 2 ( ) Neutral 3 ( ) Unfavorable 4 ( ) Unsure

31. Of these five candidates for Governor—Jackie Cilley, Maggie Hassan, Steve Kenda, Ovide Lamontagne, and Kevin Smith—please identify the candidate for whom you are most likely to vote in November. Or, are you unsure at this time? GOVRACE  
1 ( ) Cilley 2 ( ) Hassan 3 ( ) Kenda 4 ( ) Lamontagne 5 ( ) Smith 6 ( ) Unsure

32. In addition to the race for governor, we will have an election for President of the United States. If the election were held today, would you vote for BARACK OBAMA as the Democratic nominee or MITT ROMNEY as the Republican nominee? Or, are you unsure? OBROM  
1 ( ) OBAMA 2 ( ) ROMNEY 3 ( ) Unsure

33. If the election for President were held today, would you vote for BARACK OBAMA as the Democratic nominee or RICK SANTORUM as the Republican nominee? Or, are you unsure? 1 ( ) OBAMA 2 ( ) SANTORUM 3 ( ) Unsure OBSAN

Now, we would like to know a bit about your media viewing habits.

34. On average, how many days per week do you read a daily newspaper? PAPER  
1 ( ) never 2 ( ) 1-2 days 3 ( ) 3-4 days 4 ( ) 5-6 days 5 ( ) every day

35. On average, how many days per week do you watch a local evening television news broadcast? TVNEWS  
1 ( ) never 2 ( ) 1-2 days 3 ( ) 3-4 days 4 ( ) 5-6 days 5 ( ) every day

36. On a typical day, how much total time do you spend on the Internet? Include any time spent sending and receiving email, surfing web pages, chatting with others, watching video, blogging, downloading or sharing files. INTERNET  
1 ( ) No time 2 ( ) less than an hour 3 ( ) 1-2 hours 4 ( ) 3-4 hours  
5 ( ) more than four hours a day

Now, I have just a few more demographic questions to ask so that we can compare your responses with those of other New Hampshire citizens without identifying you.

37. First, what is your age? \_\_\_\_\_ AGE

38. Next, please stop me when I reach the educational level that best reflects your highest level of education:

- 1 ( ) elementary school 2 ( ) some high school 3 ( ) high school graduate  
4 ( ) some college or vocational/technical training 5 ( ) college graduate  
6 ( ) some graduate training 7 ( ) master's degree 8 ( ) some doctoral training  
9 ( ) doctoral degree (prompt only Ph.D./J.D./M.D./D.V.M) EDUC

39. What is your current marital status? Are you married, divorced or separated, widowed, or single (never married)? 1 ( ) married 2 ( ) divorced/separated

3 ( ) widowed 4 ( ) single MARITAL

40. Are there any labor union members living in your household? 1 ( ) Yes 2 ( ) No

UNION

41. What is your current occupational status? Are you employed full-time, employed part-time, not currently employed, retired, or are you a student attending school, or are you unable to work due to a disability? 1 ( ) Employed full-time 2 ( ) Employed part-time 3 ( ) Not currently employed 4 ( ) Retired 5 ( ) Student 6 ( ) Disabled OCCUP

42. Are you a registered voter in the State of New Hampshire as a Democrat, Republican or Undeclared?

1 ( ) Democrat 2 ( ) Republican 3 ( ) Undeclared/Ind.

4 ( ) Other \_\_\_\_\_ 5 ( ) Don't Remember/Claim not to be registered PARTYID2

43. In terms of your own personal views on politics, do you consider yourself to be liberal, moderate, or conservative?

1 ( ) Liberal 2 ( ) Moderate 3 ( ) Conservative

IDEO

44. Finally, please stop me when I reach the income level that best reflects your annual household income for 2011:

- 1 ( ) under \$20,000 5 ( ) 80,000 up to 100,000 9 ( ) No answer/refuse  
2 ( ) \$20,000 up to \$40,000 6 ( ) 100,000 up to 150,000  
3 ( ) \$40,000 up to 60,000 7 ( ) 150,000 up to 200,000  
4 ( ) 60,000 up to 80,000 8 ( ) over \$200,000 INCOME

That concludes our survey. Thank you for your cooperation. Please look for the results in your local media or at the Rockefeller Center web site at Dartmouth College. Go to [www.dartmouth.edu](http://www.dartmouth.edu) and search Rockefeller Center.