

**PEW RESEARCH CENTER FOR THE PEOPLE AND THE PRESS
 IN ASSOCIATION WITH THE ASSOCIATED PRESS
 NOVEMBER 2007 PRIMARY STATES POLL
 FINAL LIKELY VOTER TOPLINE
 IA, NH, SC: November 7-25, 2007
 National: November 20-27**

- Due to rounding, percentages may not total 100%. The topline “total” columns always show 100%, however, because they are based on unrounded numbers.
- When the number of respondents in a category is less than one half of one percent (<0.5), the figure is rounded to zero (0%).
- Q.1 and Q.4 through Q.45 previously released.

	N (likely voters)
Natl.	915
IA	724
NH	1040
SC	841

Q.2 How much thought, if any, have you given to candidates who may be running for president in 2008? [READ]

	Natl.	IA	NH	SC
A lot	45	61	57	48
Some	35	30	31	31
Not much	13	4	7	11
None at all	7	4	3	9
DK/Refused	1	0	1	1
Total	100	100	100	100

Q.3 How closely have you been following news about candidates for the 2008 presidential election ... very closely, fairly closely, not too closely, or not at all closely?

	Natl.	IA	NH	SC
Very closely	24	40	36	31
Fairly closely	50	47	48	43
Not too closely	21	11	13	20
Not at all closely	5	2	3	5
DK/Refused	0	0	1	0
Total	100	100	100	100

Thinking about the campaigns again...

Q.46 How would you describe the presidential election campaign so far - is it interesting to you, or would you say it is dull?

	Natl.	IA	NH	SC
Interesting	45	71	57	48
Dull	51	26	39	46
Neither (VOL.)	3	2	3	4
DK/Refused	2	1	2	2
Total	100	100	100	100

Q.47 So far in the primary campaign, have you... (INSERT IN ORDER; ASKED OF FORM 1 ONLY IN NATIONAL SURVEY)

a. Received MAIL about one or more of the candidates

	Natl.	IA	NH	SC
Yes	28	80	83	43
No	69	20	16	56
DK/Refused	3	1	1	1
Total	100	100	100	100

b. Received EMAIL about one or more of the candidates

	Natl.	IA	NH	SC
Yes	17	34	28	18
No	81	65	71	80
DK/Refused	3	1	1	2
Total	100	100	100	100

c. Been VISITED AT HOME by someone talking about the campaign

	Natl.	IA	NH	SC
Yes	2	24	23	4
No	98	76	76	96
DK/Refused	0	0	0	0
Total	100	100	100	100

d. Received PRE-RECORDED telephone calls about the campaign

	Natl.	IA	NH	SC
Yes	24	81	68	40
No	75	19	31	60
DK/Refused	2	1	1	1
Total	100	100	100	100

e. Received a phone call from a LIVE PERSON about the campaign

	Natl.	IA	NH	SC
Yes	9	58	52	19
No	90	41	47	80
DK/Refused	1	1	1	1
Total	100	100	100	100

f. Contributed money to any of the presidential candidates

	Natl.	IA	NH	SC
Yes	10	17	11	8
No	90	83	89	91
DK/Refused	0	0	0	1
Total	100	100	100	100

g. Attended a campaign event

	Natl.	IA	NH	SC
Yes	4	39	24	11
No	95	61	75	89
DK/Refused	0	0	0	0
Total	100	100	100	100

IF RECEIVED PRE-RECORDED CALLS (1 IN Q.47d), ASK:

Q.48 When you receive pre-recorded telephone calls about the campaign, do you usually listen to them or usually hang up?

	Natl.	IA	NH	SC
Listen	32	43	28	41
Hang up	65	54	67	52
DK/Refused	4	3	5	7
Total	100	100	100	100

1. Based on respondents who have received pre-recorded calls. National N=122; Iowa N=612; New Hampshire N=742; South Carolina N=368. For results based on total respondents, see table in the report.

IF 'HANG UP' (2 IN Q.48), ASK:

Q.49 Would you say these pre-recorded calls make you angry, or are they just a minor annoyance?¹

	Natl.	IA	NH	SC
Makes me angry	24	11	20	10
Minor annoyance	76	87	79	90
DK/Refused	0	1	1	0
Total	100	100	100	100

1. Based on respondents who have received pre-recorded calls and who say they usually hang up. National N=80; Iowa N=337; New Hampshire N=510; South Carolina N=207. For results based on total respondents, see table in the report.

IF RECEIVED LIVE CALLS (1 IN Q.47e), ASK:

Q.50 When you receive telephone calls from a LIVE PERSON about the campaign, do you usually listen to them or usually hang up?¹

	Natl.	IA	NH	SC
Listen	52	86	76	75
Hang up	37	10	19	19
DK/Refused	11	4	6	6
Total	100	100	100	100

1. Based on respondents who have received live calls. National N=51; Iowa N=449; New Hampshire N=593; South Carolina N=169. For results based on total respondents, see table in the report.

Q.51 Do you go online to use the Internet, at least occasionally?

	Natl.	IA	NH	SC
Yes	78	79	78	71
No	21	21	22	29
DK/Refused	0	0	0	0
Total	100	100	100	100

Q.52 Do you send or receive email, at least occasionally?

	Natl.	IA	NH	SC
Yes	77	75	77	65
No	23	24	23	35
DK/Refused	0	1	0	0
Total	100	100	100	100

IF INTERNET USER (Q51=1 OR Q52=1) ASK:

Q.53 So far in the primary campaign, have you...

a. Visited any of the candidates' websites

	Natl.	IA	NH	SC
Yes	17	30	29	16
No	63	52	51	58
DK/Refused	0	0	0	0
Doesn't go online	19	19	20	27
Total	100	100	100	100

1. Based on total. "Doesn't go online" defined as No/DK in both Q.51 and Q.52.

b. Watched video clips about the candidates or the election that are available online¹

	Natl.	IA	NH	SC
Yes	28	31	29	23
No	53	51	51	50
DK/Refused	0	0	0	0
Doesn't go online	19	19	20	27
Total	100	100	100	100

1. Based on total. "Doesn't go online" defined as No/DK in both Q.51 and Q.52.

c. Visited a social network site like Facebook or MySpace to get information about a candidate or signed up as a "friend" for a candidate or group

	Natl.	IA	NH	SC
Yes	7	10	5	5
No	74	72	75	68
DK/Refused	0	0	0	0
Doesn't go online	19	19	20	27
Total	100	100	100	100

1. Based on total. "Doesn't go online" defined as No/DK in both Q.51 and Q.52.

Q.54 We are interested in different ways people learn about presidential candidates. For each item I read please tell me how helpful it has been to you so far in deciding which candidate to vote for? First, [INSERT ITEM; RANDOMIZE]. Has that been very helpful, somewhat helpful, not too helpful, or not at all helpful to you in deciding which candidate to vote for? How about [NEXT ITEM] [ASKED OF FORM 2 ONLY IN NATIONAL SURVEY]? a. The candidates' commercials

	Natl.	IA	NH	SC
Very helpful	5	9	8	9
Somewhat helpful	24	45	39	44
Not too helpful	30	26	24	19
Not at all helpful	35	17	27	22
DK/Refused	7	3	2	5
Total	100	100	100	100

b. The presidential debates

	Natl.	IA	NH	SC
Very helpful	26	29	28	28
Somewhat helpful	42	43	42	41
Not too helpful	14	14	10	11
Not at all helpful	13	10	15	14
DK/Refused	5	4	4	6
Total	100	100	100	100

c. What you have seen or read in the news

	Natl.	IA	NH	SC
Very helpful	27	31	29	27
Somewhat helpful	54	54	55	54
Not too helpful	10	9	9	9
Not at all helpful	7	4	5	7
DK/Refused	1	2	1	3
Total	100	100	100	100

Q.55 Not including this one, have you participated in any other polls about the presidential campaigns this year or not? IF YES (1 IN Q.55), ASK: Q.56 How many times have you been polled?

	Natl.	IA	NH	SC
Yes, once	3	10	9	4
Yes, twice	2	10	10	2
Yes, three times or more	2	12	9	2
No	93	67	71	92
DK/Refused	0	1	0	0
Total	100	100	100	100