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HFC_OCTOBER BRUSHFIRE_MQ_121008
HECK FOR CONGRESS
CONGRESSIONAL
LIKELY VOTERS
OCTOBER 7-8, 2012

SAMPLE:

n=400 Likely Voters
 MoE=+4.9%

NO CODE/ASK ALL QUESTIONS

INTRODUCTION: Good evening. May I speak with NAME ON FILE? My name is _____ and I'm calling from Wilson Perkins Allen Opinion Research, a national public opinion firm. This evening we're conducting a short scientific survey in Nevada and we'd like to get your opinions. We're not selling anything and your responses will be completely confidential.

1. First, are you or any member of your immediate family a member of the news media, a Public Relations company, or an active participant with any political campaign?
- | | |
|-----------------------|------------------|
| 1. Yes | TERMINATE |
| 2. No/All other | 100% |
2. And how likely would you say you are to vote in the November 2012 general elections for U.S. President, U.S. Senate, U.S. Congress, and various state and local offices? Would you say you will...**ROTATE TOP-TO-BOTTOM, BOTTOM-TO-TOP**
- | | |
|------------------------------|------------------|
| 1. Definitely vote | 99% |
| 2. Probably vote | 1% |
| 3. Probably not vote | TERMINATE |
| ...or... | |
| 4. Definitely not vote | TERMINATE |
| 5. DK/Refused | TERMINATE |

3. Thinking about the direction the country is headed today, do you believe things are going in the right direction or would you say things have pretty seriously gotten off on the wrong track?
- | | |
|---------------------------------|-----|
| 1. Right direction | 39% |
| 2. Unsure/DK/Refused DNR | 7% |
| 3. Wrong track | 55% |





4. If the election for United States Congress in your district were held today, would you vote for **ROTATE** the Republican candidate or the Democratic candidate?

IF REPUBLICAN/DEMOCRATIC, ASK:

And, would you DEFINITELY vote for the (Republican/Democratic) candidate, or just PROBABLY?

IF UNDECIDED/NOT SURE, ASK:

If you had to decide today, would you lean more toward the **ROTATE** the Republican candidate or the Democratic candidate?

TOTAL REPUBLICAN	50%
TOTAL DEMOCRATIC	44%
1. Definitely Republican	44%
2. Probably Republican	4%
3. Lean Republican	2%
4. Hard Undecided/Not Sure/Don't Know DNR	6%
5. Lean Democratic	1%
6. Probably Democratic	7%
7. Definitely Democratic	36%

Now I am going to read you a list of names of people active in politics. After I read each one, please tell me if you have a favorable or unfavorable impression of that person. If I read you one you have never heard of, just tell me and we'll move on to the next person.

IF FAVORABLE/UNFAVORABLE, ASK:

And, would you say you have a VERY (favorable/unfavorable) impression of that person, or just SOMEWHAT?

The (first/next) one is... **RANDOMIZE**

	Total Fav	Very Fav 1.	Somewhat Fav 2.	No Opinion DNR 3.	Never heard of 4.	Somewhat Unfav 5.	Very Unfav 6.	Total Unfav
5. Joe Heck	50%	29%	21%	8%	3%	13%	26%	39%
6. John Ocegüera (Os-uh-Gair-a)	31%	15%	16%	21%	21%	11%	16%	26%



7. Which of the following best represents your opinion regarding Congressman Joe Heck?

READ TOP-TO-BOTTOM OR BOTTOM-TO-TOP ONLY

- | | | |
|----|--|-----|
| 1. | I would vote to re-elect Joe Heck to congress regardless of who ran against him. | 39% |
| 2. | I would consider another candidate. | 19% |
| 3. | DK/Refused <u>DNR</u> | 9% |
| 4. | I would vote to replace Joe Heck in Congress regardless of who ran against him. | 32% |

Now, thinking about the elections this fall...

8. If the election for President of the United States were held today, for whom would you vote... RANDOMIZE

FIRST TWO

Mitt Romney, the Republican
 Barack Obama, the Democrat
 ...or...
 None of these candidates

IF ROMNEY/ OBAMA, ASK:

And, would you DEFINITELY vote for (Romney/ Obama), or just PROBABLY?

IF UNDECIDED/NOT SURE, ASK:

If you had to decide today, would you lean more toward ROTATE (repeat candidates)?

TOTAL ROMNEY	51%
TOTAL OBAMA	44%

- | | | |
|----|---|-----|
| 1. | Definitely Romney | 48% |
| 2. | Probably Romney | 1% |
| 3. | Lean Romney | 2% |
| 4. | Definitely Obama | 39% |
| 5. | Probably Obama | 3% |
| 6. | Lean Obama | 2% |
| 7. | None of these candidates | 2% |
| 8. | Hard Undecided/Not Sure/Don't Know <u>DNR</u> | 2% |



9. And, if the election for U.S. Congress were held today, for whom would you vote... **RANDOMIZE**

- Joe Heck, the Republican
- Jim Murphy, the Independent
- Tom Jones, Independent American
- ...or...
- John Oceguera, the Democrat

IF CHOICE, ASK:

And would you DEFINITELY vote for (repeat candidate) or just PROBABLY?

IF UNDECIDED/NOT SURE, ASK

If you had to choose today, who would you lean toward (repeat candidates)?

	TOTAL HECK	48%
	TOTAL MURPHY	2%
	TOTAL JONES	2%
	TOTAL OCEGUERA	37%
1.	Definitely Heck	41%
2.	Probably Heck	4%
3.	Lean Heck	3%
4.	Definitely Murphy	1%
5.	Probably Murphy	1%
6.	Lean Murphy	<1%
7.	Definitely Jones	<1%
8.	Probably Jones	1%
9.	Lean Jones	0%
10.	Definitely Oceguera	30%
11.	Probably Oceguera	6%
12.	Lean Oceguera	2%
13.	Hard Undecided/DK/Refused DNR	12%

10. Party Registration:

- | | | |
|----|-------------------|-----|
| 1. | Republican | 39% |
| 2. | Independent/Other | 22% |
| 3. | Democrat | 39% |

11. (And,) Would you say you are a Conservative, a Moderate, or a Liberal in your political beliefs?

And, would you say you are VERY (conservative/liberal) or just SOMEWHAT (conservative/liberal)?

- | | | |
|----|---|------------|
| | TOTAL CONSERVATIVE | 39% |
| | TOTAL LIBERAL | 17% |
| 1. | Very Conservative | 25% |
| 2. | Somewhat Conservative | 14% |
| 3. | Moderate | 41% |
| 4. | DK/Refused <input type="text" value="DNR"/> | 2% |
| 5. | Somewhat Liberal | 9% |
| 6. | Very Liberal | 8% |

12. What is the highest level of formal education you have completed?

- | | | |
|----|---|-----|
| 1. | Less than high school graduate | <1% |
| 2. | High school graduate | 15% |
| 3. | Some College /Associates Degree | 34% |
| 4. | Bachelors Degree | 26% |
| 5. | Post graduate | 23% |
| 6. | DK/Refused <input type="text" value="DNR"/> | 1% |

13. And, which of the following categories best describes your annual household income?
 I understand your hesitation. We use this information for demographic purposes only and do not keep any personal information about you or your family. Which of these broad income categories best describes your annual household income?

- | | | |
|----|---|-----|
| 1. | Less than \$25,000 | 5% |
| 2. | \$25,000 to less than \$50,000 | 14% |
| 3. | \$50,000 to less than \$75,000 | 20% |
| 4. | \$75,000 to less than \$100,000 | 11% |
| 5. | \$100,000 to less than \$125,000 | 9% |
| 6. | \$125,000 to less than \$150,000 | 7% |
| 7. | More than \$150,000 | 14% |
| 8. | DK/Refused <input type="text" value="DNR"/> | 19% |



14. And thinking back to the presidential election in November of 2008, for whom did you vote **ROTATE FIRST**

TWO

John McCain, the Republican

Barack Obama, the Democrat

...or...

someone else

1.	McCain	44%
2.	Someone Else	2%
3.	Don't Remember/Did not Vote DNR	1%
4.	Refused DNR	<1%
5.	Obama	52%

15. Which of the following best describes your race or ethnicity?

1.	White	75%
2.	Hispanic, Mexican, Latino, Spanish	6%
3.	African-American	7%
4.	Asian	7%
5.	Other (specify) _____	2%
6.	Refused DNR	3%

16. In what year were you born? **RECORD EXACT FOUR DIGIT RESPONSE; RECODE INTO CATEGORIES**

1.	18-24	5%
2.	25-34	16%
3.	35-44	17%
4.	45-54	19%
5.	55-64	18%
6.	65-74	15%
7.	75 or over	9%
8.	Refused DNR	1%

17. Sex: **BY OBSERVATION**

1.	Male	48%
2.	Female	52%



18. Area: **PRE-CODE**

1.	SD 5	20%
2.	SD 6	1%
3.	SD 7	6%
4.	SD 8	15%
5.	SD 9	16%
6.	SD 10	1%
7.	SD 11	3%
8.	SD 12	17%
9.	SD 19	0%
10.	SD 20	20%
11.	SD 21	1%

19. District Territory: **PRE-CODE**

1.	Carry-Over	87%
2.	New	13%

20. Vote History: **PRE-CODE**

1.	0 of 4	2%
2.	1 of 4	9%
3.	2 of 4	9%
4.	3 of 4	16%
5.	4 of 4	63%