

**New Mexico First Congressional District Brushfire Survey**  
**MAGELLAN ID#: NMCD01-102011**  
**Field Dates: 10/20/11 - 10/21/11**

**Sample Size = 300n**  
**MoE +/- 5.66%**

Good evening, I'm \_\_\_\_\_ and I'm calling from Magellan Strategies, a national public opinion firm. We're conducting a survey with people in New Mexico this evening and would like to ask you a few questions on a confidential basis. We are not selling anything, nor will your participation result in any calls in the future to sell you anything. **(DO NOT PAUSE)**

TA. Are you registered to vote at this address?

YES;-1

NO;-2 **(ASK: MAY I SPEAK TO SOMEONE WHO IS REGISTERED TO VOTE?)**  
**(REPEAT INTRODUCTION) (TERMINATE IF NO REGISTERED VOTER IS AVAILABLE)**

TB. Are you or anyone in your household employed by a newspaper, television or radio station, a political party, an elected official, or by a candidate for political office?

YES; -1 **(TERMINATE)**

NO; -2

TC. How likely are you to vote in the November 2012 election for the United States Senate and Congress? Would you say that you are **(ROTATE TOP TO BOTTOM)**

EXTREMELY LIKELY;-1

VERY LIKELY;-2

SOMEWHAT LIKELY;-3

NOT VERY LIKELY;-4 **(TERMINATE)**

DON'T KNOW/REFUSED;-5 **(TERMINATE)**

I would like to read you a list of names of people active in government. For each one, please tell me first whether you have heard of this person. If so, then tell me whether you have a favorable or unfavorable impression of that person. If I name someone you do not know, just tell me and we'll go on to the next one.

**(IF FAVORABLE/UNFAVORABLE, ASK:)** Would that be VERY **(CHOICE)** or just SOMEWHAT **(CHOICE)**?

| TOT | TOT   | VERY | SMWT | SMWT  | VERY  | NO      | NVR   | REF   |
|-----|-------|------|------|-------|-------|---------|-------|-------|
| FAV | UNFAV | FAV  | FAV  | UNFAV | UNFAV | OPINION | HEARD | (DNR) |
|     |       | 1    | 2    | 3     | 4     | 5       | 6     | 7     |

The first name is... **(ROTATE T1 to T2)**

T1. GAIL SHEPPARD (SHEP-URD)

T2. BOB SMITH

T3. Thinking ahead now to the 2012 November election for Congress, if the election were being held today, for whom would you vote if the candidates were... **(ROTATE)**

Gail Sheppard (SHEP-URD), Democrat

Or.....

Bob Smith, Republican

**(IF SHEPPARD/SMITH, ASK:)** And do you DEFINITELY intend to vote for **(CHOICE)** or do you just PROBABLY intend to vote for **(CHOICE)**?

**(IF UNDEC/DON'T KNOW, ASK:)** If you had to decide today, would you lean more towards **(ROTATE)** Gail Sheppard (SHEP-URD) or Bob Smith?

DEFINITELY SHEPPARD;-1

PROBABLY SHEPPARD;-2

LEAN SHEPPARD;-3

HARD UNDECIDED;-4 **(DO NOT READ)**

LEAN SMITH;-5

PROBABLY SMITH;-6

DEFINITELY SMITH;-7

DON'T KNOW;-8 **(DO NOT READ)**

REFUSED;-9 **(DO NOT READ)**

T4. How much information have you seen, read or heard about Gail Sheppard (SHEP-URD) and her campaign for Congress recently? A lot, a little or nothing at all?

A LOT;-1

A LITTLE;-2

NOTHING AT ALL;-3

DON'T KNOW;-4 **(DO NOT READ)**

REFUSED;-5 **(DO NOT READ)**

**(IF T4 = 1, OR 2 ASK T5)**

**(IF T4 = 3 SKIP TO T6)**



- T5. And has the information that you have seen, read or heard about Gail Sheppard (SHEP-URD) and her campaign given you a positive or negative impression of her, or has it made no difference at all in your impression of her?

**(IF CHOICE POSITIVE/NEGATIVE, ASK)** And has the information given you a MUCH more **(POSITIVE/NEGATIVE)** impression of her or just a SOMEWHAT more **(POSITIVE/NEGATIVE)** impression of her?

MUCH MORE POSITIVE;-1  
SOMEWHAT MORE POSITIVE;-2  
SOMEWHAT MORE NEGATIVE;-3  
MUCH MORE NEGATIVE;-4  
NO DIFFERENCE AT ALL;-5  
DON'T KNOW;-6 **(DO NOT READ)**  
REFUSED;-7 **(DO NOT READ)**

- T6. How much information have you seen, read or heard about Bob Smith and his campaign for Congress recently? A lot, a little or nothing at all?

A LOT;-1  
A LITTLE;-2  
NOTHING AT ALL;-3  
DON'T KNOW;-4 **(DO NOT READ)**  
REFUSED;-5 **(DO NOT READ)**

**(IF T6 = 1, OR 2 ASK T7)**  
**(IF T6 = 3 SKIP TO T8)**

- T7. And has the information that you have seen, read or heard about Bob Smith and his campaign given you a positive or negative impression of him, or has it made no difference at all in your impression of him?

**(IF CHOICE POSITIVE/NEGATIVE, ASK)** And has the information given you a MUCH more **(POSITIVE/NEGATIVE)** impression of him or just a SOMEWHAT more **(POSITIVE /NEGATIVE)** impression of him?

MUCH MORE POSITIVE;-1  
SOMEWHAT MORE POSITIVE;-2  
SOMEWHAT MORE NEGATIVE;-3  
MUCH MORE NEGATIVE;-4  
NO DIFFERENCE AT ALL;-5  
DON'T KNOW;-6 **(DO NOT READ)**  
REFUSED;-7 **(DO NOT READ)**



T8. Do you consider yourself to be a conservative, moderate or liberal in your fiscal beliefs, such as taxes and government spending? **(ROTATE TOP TO BOTTOM, BOTTOM TO TOP)**

CONSERVATIVE;-1  
MODERATE;-2  
LIBERAL;-3  
DON'T KNOW;-4 **(DO NOT READ)**  
REFUSED;-5 **(DO NOT READ)**

T9. Do you consider yourself to be a conservative, moderate or liberal in your social beliefs, such as abortion and same sex marriage? **(ROTATE TOP TO BOTTOM, BOTTOM TO TOP)**

CONSERVATIVE;-1  
MODERATE;-2  
LIBERAL;-3  
DON'T KNOW;-4 **(DO NOT READ)**  
REFUSED;-5 **(DO NOT READ)**

T10. Do you consider yourself to be a member of the Tea Party Movement?

YES;-1  
NO;-2  
DON'T KNOW;-3 **(DO NOT READ)**  
REFUSED;-4 **(DO NOT READ)**

And now I have a couple more questions for statistical purposes only

D1. First, in what year were you born?

\_\_\_\_ (9999 = DON'T KNOW/REFUSED)

D2. And in politics today, do consider yourself to be **(ROTATE)** a Republican, a Democrat or something else?

**(IF CHOICE REPUBLICAN/DEMOCRAT, ASK)** And do you consider yourself to be a STRONG **(REPUBLICAN/DEMOCRAT)** or a not-so-strong **(REPUBLICAN/DEMOCRAT)**?

**(IF CHOICE SOMETHING ELSE, ASK)** And which party do you lean more towards, the **(ROTATE)** Republican party or the Democrat party?

STRONG REPUBLICAN;-1  
NOT-SO-STRONG REPUBLICAN;-2



LEAN REPUBLICAN;-3  
HARD INDEPENDENT;-4  
LEAN DEMOCRAT;-4  
NOT-SO-STRONG DEMOCRAT;-6  
STRONG DEMOCRAT;-7  
DON'T KNOW;-8 **(DO NOT READ)**  
REFUSED;-9 **(DO NOT READ)**

- D3. For statistical purposes only, what is your race? Are you white, black or African American, Hispanic or Latino, Asian or do you belong to another ethnic group?

WHITE;-1  
BLACK;-2  
HISPANIC;-3  
ASIAN;-4  
SOMETHING ELSE;-5  
DON'T KNOW;-6 **(DO NOT READ)**  
REFUSED;-7 **(DO NOT READ)**

- D4. For statistical purposes only, which of the following income groups applies to your household income in 2010 before taxes?

\$15,000 OR LESS;-1  
\$16,000 DOLLARS TO \$20,000 DOLLARS;-2  
\$21,000 DOLLARS TO \$30,000 DOLLARS;-3  
\$31,000 DOLLARS TO \$40,000 DOLLARS;-4  
\$41,000 DOLLARS TO \$50,000 DOLLARS;-5  
\$51,000 DOLLARS TO \$60,000 DOLLARS;-6  
\$61,000 DOLLARS TO \$70,000 DOLLARS;-7  
\$71,000 DOLLARS TO \$100,000 DOLLARS;-8  
\$100,000 DOLLARS AND ABOVE;-9  
DON'T KNOW;-10 **(DO NOT READ)**  
REFUSED;-11 **(DO NOT READ)**

- D5. Sex **(BY OBSERVATION)**

MALE;-1  
FEMALE;-2

