

**Western New England University Polling Institute  
Massachusetts Statewide Survey, Oct. 21-30, 2014: Final Draft  
Landline Telephone Version**

Date: \_\_\_\_\_ Time: \_\_\_\_\_ Interviewer: \_\_\_\_\_

Respondent phone number: \_\_\_\_\_ Record number: \_\_\_\_\_

Q: INTRO \*\*\*\*\*

Hello, my name is (first name),

I am a student calling from Western New England University. We are conducting a public opinion survey. The survey takes eight minutes or less and all answers are confidential. I'd like to ask a few questions of the YOUNGEST MALE, age 18 or older, who is now at home.

IF NO MALE AT HOME NOW:

Then may I speak with the YOUNGEST FEMALE, age 18 or older, who is now at home?

IF NEW RESPONDENT GETS ON THE PHONE:

Repeat above intro

Q: Q1 \*\*\*\*\*

Are you a resident of Massachusetts?

- 1. Yes
- 2. No (GO TO TERM1)
- 9. Don't know / Refused (DO NOT READ) (GO TO TERM1)

Q: Q2 \*\*\*\*\*

GENDER (by observation)

- 1. Male
- 2. Female

Q: Q41 \*\*\*\*\*

Are you currently registered to vote at the address where you live or not?

- 1. Yes (GO TO Q42)
- 2. No (GO TO Q10A)
- 9. Don't know / Refused (DO NOT READ) (GO TO Q10A)

**Landline Telephone Version, Final Draft**

Q: Q42\*\*\*\*\*

In politics today, do you consider yourself a Democrat, Republican, Independent or something else?

- 1 Democrat (GO TO Q43)
- 2 Republican (GO TO Q43)
- 3 Independent (GO TO Q42A)
- 4 Something else / Other (GO TO Q42A)
- 9 Don't Know/Refused (DO NOT READ) (GO TO Q42A)

Q: Q42a \*\*\*\*\*

Do you lean more toward the Democratic Party or more toward the Republican Party?

- 1 Democratic
- 2 Republican
- 3 Other Party (DO NOT READ)
- 4 Neither (DO NOT READ)
- 9 Don't Know/Refused (DO NOT READ)

Q: Q43 \*\*\*\*\*

Next, please tell me if you have a favorable or unfavorable opinion of the following people. If you haven't heard of them or don't have an opinion of them, just tell me and we'll move on.

(Interviewer: if the respondent asks who these individuals are, reply, "They are simply active in public life. If you haven't heard of them or don't have an opinion of them, just tell me and we'll move on.")

(Names of candidates for governor rotate in random order, and names of Senate candidates rotate in random order.)

(HIT ANY KEY TO CONTINUE)

Q: Q44 \*\*\*\*\*

Do you have a favorable or unfavorable opinion of Charlie Baker?

(Interviewer: if the respondent asks who these individuals are, reply, "They are simply active in public life. If you haven't heard of them or don't have an opinion of them, just tell me and we'll move on.")

- 1. Favorable
- 2. Unfavorable
- 3. Haven't heard of
- 4. Have heard of the person, but have no opinion of the person
- 9. Don't Know/ Refused (DO NOT READ)

## Landline Telephone Version, Final Draft

Q: Q45 \*\*\*\*\*

Do you have a favorable or unfavorable opinion of Martha Coakley (pronounced Coke-lee)?

(Interviewer: if the respondent asks who these individuals are, reply, "They are simply active in public life. If you haven't heard of them or don't have an opinion of them, just tell me and we'll move on.")

1. Favorable
2. Unfavorable
3. Haven't heard of
4. Have heard of the person, but have no opinion of the person
9. Don't Know/ Refused (DO NOT READ)

Q: Q46 \*\*\*\*\*

Do you have a favorable or unfavorable opinion of Evan Falchuk (pronounced "fall-chuck")?

(Interviewer: if the respondent asks who these individuals are, reply, "They are simply active in public life. If you haven't heard of them or don't have an opinion of them, just tell me and we'll move on.")

1. Favorable
2. Unfavorable
3. Haven't heard of
4. Have heard of the person, but have no opinion of the person
9. Don't Know/ Refused (DO NOT READ)

Q: Q47 \*\*\*\*\*

Do you have a favorable or unfavorable opinion of Jeff McCormick?

(Interviewer: if the respondent asks who these individuals are, reply, "They are simply active in public life. If you haven't heard of them or don't have an opinion of them, just tell me and we'll move on.")

1. Favorable
2. Unfavorable
3. Haven't heard of
4. Have heard of the person, but have no opinion of the person
9. Don't Know/ Refused (DO NOT READ)

Q: Q48 \*\*\*\*\*

Do you have a favorable or unfavorable opinion of Scott Lively?

(Interviewer: if the respondent asks who these individuals are, reply, "They are simply active in public life. If you haven't heard of them or don't have an opinion of them, just tell me and we'll move on.")

- 1.. Favorable
2. Unfavorable
3. Haven't heard of
4. Have heard of the person, but have no opinion of the person
9. Don't Know/ Refused (DO NOT READ)

Q: Q49 \*\*\*\*\*

Do you have a favorable or unfavorable opinion of Ed Markey?

(Interviewer: if the respondent asks who these individuals are, reply, "They are simply active in public life. If you haven't heard of them or don't have an opinion of them, just tell me and we'll move on.")

1. Favorable
2. Unfavorable
3. Haven't heard of
4. Have heard of the person, but have no opinion of the person
9. Don't Know/ Refused (DO NOT READ)

Q: Q50 \*\*\*\*\*

Do you have a favorable or unfavorable opinion of Brian Herr?

(Interviewer: if the respondent asks who these individuals are, reply, "They are simply active in public life. If you haven't heard of them or don't have an opinion of them, just tell me and we'll move on.")

1. Favorable
2. Unfavorable
3. Haven't heard of
4. Have heard of the person, but have no opinion of the person
9. Don't Know/ Refused (DO NOT READ)

Q: Q52 \*\*\*\*\*

As you may know, there will be an election for governor of Massachusetts in November. How much INTEREST do you have in this election - a lot, some, a little, or none at all?

(INTERVIEWER: NO NEED TO READ THE RESPONSE CATEGORIES AGAIN BELOW)

1. A lot
2. Some
3. A little
4. None at all
9. Don't Know/ Refused (DO NOT READ)

Q: PROB \*\*\*\*\*

Do you plan to vote in the November election? Using a scale of one to seven, with

One representing that you definitely WILL NOT vote and

Seven representing that you definitely WILL vote

and all numbers in between, where would you place yourself on the scale?

(Interviewer: Enter a number from 1 to 7 in the box. If the respondent says don't know or refuses to answer, enter 0.)

**Landline Telephone Version, Final Draft**

Q: MATCH2 \*\*\*\*\*

Next, I am going to read a list of names, and I can repeat the list if that helps.

If the election for governor were held today, and the candidates were

Martha Coakley, the Democrat  
Charlie Baker, the Republican  
Evan Falchuk, the independent  
Scott Lively, the independent  
Jeff McCormick, the independent

for whom would you vote?

(Names rotate in random order)

- |   |                    |
|---|--------------------|
| 1. Martha Coakley, the Democrat         | (GO TO Q. GOVSURE) |
| 2. Charlie Baker, the Republican        | (GO TO Q. GOVSURE) |
| 3. Evan Falchuk, the independent        | (GO TO Q. GOVSURE) |
| 4. Jeff McCormick, the independent      | (GO TO Q. GOVSURE) |
| 5. Scott Lively, the independent        | (GO TO Q. GOVSURE) |
| 6. Some other candidate                 | (GO TO Q. MATCH2B) |
| 7. Wouldn't vote (DO NOT READ)          | (GO TO Q. MATCH2B) |
| 8. Don't know / Undecided (DO NOT READ) | (GO TO Q. MATCH2B) |
| 9. Refused (DO NOT READ)                | (GO TO Q. MATCH2B) |

Q: MATCH2B \*\*\*\*\*

At this moment do you lean more toward

Martha Coakley  
Charlie Baker  
Evan Falchuk  
Scott Lively  
Jeff McCormick

(Names rotate in random order)

- |   |                    |
|---|--------------------|
| 1. Martha Coakley, the Democrat         | (GO TO Q. GOVSURE) |
| 2. Charlie Baker, the Republican        | (GO TO Q. GOVSURE) |
| 3. Evan Falchuk, the independent        | (GO TO Q. GOVSURE) |
| 4. Jeff McCormick, the independent      | (GO TO Q. GOVSURE) |
| 5. Scott Lively, the independent        | (GO TO Q. GOVSURE) |
| 8. Don't know / Undecided (DO NOT READ) | (GO TO Q. CHOICE)  |
| 9. Refused (DO NOT READ)                | (GO TO Q. CHOICE)  |

**Landline Telephone Version, Final Draft**

Q: GOVSURE \*\*\*\*\*

Are you very sure about your choice for governor, or might you change your mind before Election Day?

(INTERVIEWER: NO NEED TO RE-READ THE RESPONSE CATEGORIES BELOW)

- 1. Very sure
- 2. Might change mind
- 9. Don't know / Refused (DO NOT READ)

Q: CHOICE \*\*\*\*\*

(Asked only of voters who said they would vote for independent candidates Evan Falchuk, Jeff McCormick or Scott Lively in response to questions MATCH2 OR MATCH2B.)

If the election for governor were held today and the only candidates were

Martha Coakley, the Democrat

and

Charlie Baker, the Republican

for whom would you vote?

(Names rotate in random order)

- 1. Martha Coakley, the Democrat
- 2. Charlie Baker, the Republican
- 7. Wouldn't vote (DO NOT READ)
- 8. Don't know / Undecided (DO NOT READ)
- 9. Refused (DO NOT READ)

**Landline Telephone Version, Final Draft**

Q: Q495 \*\*\*\*\*

In your own words, what is the most important issue to you personally in determining whom to support for governor?

[DO NOT READ LIST. ACCEPT ONLY ONE ANSWER - PROBE FOR MOST IMPORTANT.]

- 01. The economy (general) / unemployment / jobs
- 02. Health care
- 03. Welfare reform
- 04. Education (pre-school, elementary, secondary, higher ed)
- 05. Taxes / government spending
- 06. Corruption among public officials
- 07. Abortion / choice
- 08. Services for senior citizens
- 09. Traffic / transportation / roads
- 10. Housing / housing costs
- 11. Gun control
- 12. Crime
- 13. Environment / climate change
- 14. Illegal immigration
- 95. No issue -- The candidate's ethics, morals, character
- 96. No Issue -- The candidate's party
- 97. No issue -- The candidate's professional background and experience
- 98. Other, specify:
- 99. Don't know/Refused

Q: MATCH1 \*\*\*\*\*

Voters also will elect a United States senator in November. If the election for Senate were held today, and the candidates were

Ed Markey, the Democrat, and Brian Herr, the Republican, for whom would you vote? (Names rotate in random order.)

- 1. Ed Markey, the Democrat (GO TO Q. CAS1)
- 2. Brian Herr, the Republican (GO TO Q. CAS1)
- 3. Some other candidate (GO TO Q. MATCH1B)
- 4. Wouldn't vote (DO NOT READ) (GO TO Q. MATCH1B)
- 5. Don't know / Undecided (DO NOT READ) (GO TO Q. MATCH1B)
- 9. Refused (DO NOT READ) (GO TO Q. MATCH1B)

Q: MATCH1B \*\*\*\*\*

At this moment do you lean more toward Ed Markey or Brian Herr? (Names rotate in random order.)

- 1. Ed Markey, the Democrat
- 2. Brian Herr, the Republican
- 8. Don't know / Undecided (DO NOT READ)
- 9. Refused (DO NOT READ)

Q: CAS1 \*\*\*\*\*

Voters also will vote on a ballot question regarding a state law that allows the state to license up to three casinos in Massachusetts.

A YES vote on the ballot question would prohibit casinos, any gaming establishment with slot machines, and wagering on simulcast greyhound races in Massachusetts.

A NO vote would make no change in the current laws regarding gaming.

If the election were held today, would you vote yes or no on the ballot question? (“Yes” and “no” options rotate in random order.)

1. Yes
2. No
3. Wouldn't vote (DO NOT READ)
4. Don't know / Undecided (DO NOT READ)
9. Refused (DO NOT READ)

Q: Q8 \*\*\*\*\*

Next, do you happen to know where people who live in your neighborhood go to vote?

(INTERVIEWER: DON'T READ RESPONSES. IF RESPONDENT SAYS YES,  
PROBE: Where is that?)

1. Yes, names location (enter location in box)
2. Yes, but does not name location
3. No
4. Refused (DO NOT READ)

Q: Q42B \*\*\*\*\*

Thinking about your voter registration that is on file with your local election office, are you **registered** as a...

- 1 Democrat
- 2 Republican
- 3 Unenrolled or independent voter
- 4 Or something else? (specify)
- 9 Don't Know/Refused (DO NOT READ)

Q: PRIM \*\*\*\*\*

Thinking back to the Massachusetts primary held on September 9th, did things come up that prevented you from voting, or did you happen to vote?

1. DID NOT vote in the primary
2. DID vote in the primary
3. Was not eligible to vote in the primary due to age (DO NOT READ)
4. Was not eligible to vote in the primary because respondent didn't live in MA (DO NOT READ)
9. Don't know / No response (DO NOT READ)

Q: vote12 \*\*\*\*\*

In the 2012 presidential election between Barack Obama and Mitt Romney, did things come up that kept you from voting, or did you happen to vote?

- 1. DID NOT vote in 2012
- 2. DID vote in 2012
- 3. Was not eligible to vote in 2012 due to age (DO NOT READ)
- 9. Don't know / No response (DO NOT READ)

Q: vote10 \*\*\*\*\*

In the election for governor of Massachusetts in 2010, did things come up that kept you from voting, or did you happen to vote?

- 1. DID NOT vote in the 2010 election for governor
- 2. DID vote in the 2010 election for governor
- 3. Not eligible to vote in 2010 due to age (DO NOT READ)
- 4. Not eligible to vote in Massachusetts in 2010 because lived outside of MA (DO NOT READ)
- 9. Don't know / Refused (DO NOT READ)

Q: Q10a \*\*\*\*\*

We're almost finished. We have just a few more questions to help us understand our survey results.

Thinking about your telephone use, do you have a working cell phone?

- 1. Yes, has a cell phone (GO TO Q10B)
- 2. No, does not have a cell phone (GO TO Q12)
- 9. Don't know / Refused (DO NOT READ) (GO TO Q12)

Q: Q10B \*\*\*\*\*

Of all the telephone calls that you receive, do you get

- 1. All or almost all calls on a cell phone
- 2. Some on a cell phone and some on a regular home phone
- 3. All or almost all calls on a regular home phone
- 9. Don't know / Refused (DO NOT READ)

Q: Q12 \*\*\*\*\*

What was the last grade in school that you completed?

(DO NOT READ CATEGORIES)

- 1. Eighth grade or less
- 2. High school incomplete (grades 9,10,11)
- 3. High school complete (grade 12)
- 4. Vocational/ technical school
- 5. Some college
- 6. Junior college graduate (2 yr, associate DEGREE)
- 7. Four year college graduate (bachelors)
- 8. Graduate work (masters, doctorate, law, medical school)
- 9. Don't know / refused

Q: Q13a \*\*\*\*\*

For statistical purposes only, in what year were you born?

(Interviewer: Enter the four-digit year. If the respondent refuses to answer the question, enter 9999.)

---

Q: ATTEND \*\*\*\*\*

How often do you attend church, synagogue, or other worship services--at least once a week, almost every week, about once a month, seldom, or never?

(Interviewer: No need to repeat the answer categories below.)

1. At least once a week
2. Almost every week
3. About once a month
4. Seldom
5. Never
8. Don't know (DO NOT READ)
9. Refused (DO NOT READ)

Q: REL \*\*\*\*\*

Do you consider yourself to be Catholic, Protestant, Jewish, Muslim, some other religion, atheist or agnostic?

(Interviewer: No need to repeat the answer categories below.)

1. Catholic
2. Protestant
3. Jewish
4. Muslim
5. Other, specify:
6. Atheist
7. Agnostic
8. Don't know (DO NOT READ)
9. Refused (DO NOT READ)

Q: Q14 \*\*\*\*\*

Are you of Latino or Hispanic origin, such as Mexican, Puerto Rican, Cuban or some other Spanish-speaking background?

1. Yes
2. No
9. Don't Know / Refused (DO NOT READ)

Q: Q15 \*\*\*\*\*

Which of the following describes your race? You can select as many as apply.

(INTERVIEWER: CHECK ALL THAT APPLY. IF THE RESPONDENT SAYS HISPANIC, ASK IF SHE / HE IS WHITE HISPANIC OR BLACK HISPANIC. IF THE RESPONDENT REFUSES TO SAY, CODE THE RESPONDENT AS SOME OTHER RACE.)

1. White or Caucasian
2. Black or African-American
3. Native American
4. Asian or Asian-American
5. Some other race (DO NOT READ)
9. Don't Know / Refused (DO NOT READ)

Q: Q16 \*\*\*\*\*

So that we can group answers, is your total annual family income before taxes....?

- 1 Under \$35,000
- 2 \$35,000 to just under \$70,000
- 3 \$70,000 to just under \$100,000
- 4 \$100,000 or more
- 9 Don't Know/ Refused (DO NOT READ)

Q: THANK1 \*\*\*\*\*

That concludes the survey. Thank you very much for your help. If you would like to see the results of the survey, they will be posted beginning on Friday, October 31<sup>st</sup>, on the Western New England University web site at [www.wne.edu](http://www.wne.edu). Have a good day / evening.

(HIT ANY KEY TO CONTINUE)

Q: TERM1 \*\*\*\*\*

We are only interviewing residents of Massachusetts for this study. Thank you for your time. Have a good day / evening.