

**Western New England University Polling Institute  
Massachusetts Statewide Survey, Oct. 1-8, 2015: Final Draft  
Cell Phone 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 survey that takes eight minutes or less, and all answers are confidential.. Would you be willing to take the survey?

IF YES, CLICK NEXT TO CONTINUE.

IF NO, HIT CTRL-END AND CODE AS A REFUSAL.

IF THEY WANT TO SCHEDULE A CALLBACK, HIT CTRL-END AND SCHEDULE A CALLBACK.

IF THERE IS NO ANSWER, HIT CTRL-END AND CODE THE PHONE NUMBER APPROPRIATELY.

IF RESPONDENT OBJECTS TO RECEIVING A CALL ON A CELL PHONE:

"I understand that this is a cell phone number. We are calling both cell phone and landline numbers to ensure we have a representative sample. Would you be willing to complete this short survey?"

Q: SAFE \*\*\*\*\*

Are you in a place where you can safely talk on the phone and answer my questions?  
For example, if you are driving we can schedule a time to call back.

IF THE ANSWER IS YES, CLICK NEXT TO CONTINUE.

IF THE ANSWER IS YES, BUT THE RESPONDENT SAYS HE / SHE IS DRIVING, SAY THAT WE WILL CALL THEM BACK. HIT CTRL-END AND SCHEDULE A CALLBACK.

IF THE ANSWER IS NO, HIT CTRL-END AND SCHEDULE A CALLBACK.

Q: SCREEN \*\*\*\*\*  
Are you age 18 or older?

IF THE ANSWER IS YES, CLICK NEXT TO CONTINUE.

IF THE ANSWER IS NO, THANK THE RESPONDENT FOR HIS / HER  
TIME, AND EXPLAIN THAT WE ARE ONLY INTERVIEWING ADULTS FOR  
THE SURVEY. THEN, HIT CTRL-END AND CODE THE RESPONDENT AS INELIGIBLE.

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: Q2a\*\*\*\*\*  
What is the name of the county in Massachusetts where you live?

(INTERVIEWER: DO NOT READ CHOICES)

- 1. Barnstable
- 2. Berkshire
- 3. Bristol
- 4. Dukes
- 5. Essex
- 6. Franklin
- 7. Hampden
- 8. Hampshire
- 9. Middlesex
- 10. Nantucket
- 11. Norfolk
- 12. Plymouth
- 13. Suffolk
- 14. Worcester
- 15. Other (Specify): \_\_\_\_\_
- 99. Don't know / refused

Q: Q2\*\*\*\*\*  
What is your gender?

- 1. Male
- 2. Female

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

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

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

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

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

- 1 Democrat GO TO Q. 42B
- 2 Republican GO TO Q. 42B
- 3 Independent GO TO Q. 42A
- 4 Something else / Other GO TO Q. 42A
- 9 Don't Know/Refused (DO NOT READ) GO TO Q. 42A

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: 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: 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.")

(HIT ANY KEY TO CONTINUE)

[Questions Q45 through Q51 rotate in random order]

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

Do you have a favorable or unfavorable opinion of Hillary Clinton?

(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. Refused (DO NOT READ)

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

Do you have a favorable or unfavorable opinion of Bernie Sanders?

(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. Refused (DO NOT READ)

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

Do you have a favorable or unfavorable opinion of Joe Biden?

(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. Refused (DO NOT READ)

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

Do you have a favorable or unfavorable opinion of Donald Trump?

(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. Refused (DO NOT READ)

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

Do you have a favorable or unfavorable opinion of Jeb Bush?

(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. Refused (DO NOT READ)

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

Do you have a favorable or unfavorable opinion of Ben Carson?

(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. Refused (DO NOT READ)

Q: Q51 \*\*\*\*\*

Do you have a favorable or unfavorable opinion of Carly Fiorina (pronounced fee-or-eena)?

(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. Refused (DO NOT READ)

Q: PRES1 \*\*\*\*\*

Next I would like to ask your views on possible match-ups in the presidential election that will take place in 2016.

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

Hillary Clinton, the Democrat

and

Donald Trump, the Republican

would you vote for

Hillary Clinton

Donald Trump

or some other candidate for President?

[Names of candidates rotate in random order in parts one and two of the question.]

- |   |                 |
|---|-----------------|
| 1. Hillary Clinton, the Democrat        | GO TO Q. PRES2  |
| 2. Donald Trump, the Republican         | GO TO Q. PRES2  |
| 3. Some other candidate                 | GO TO Q. PRES1B |
| 4. Wouldn't vote (DO NOT READ)          | GO TO Q. PRES1B |
| 5. Don't know / Undecided (DO NOT READ) | GO TO Q. PRES1B |
| 9. Refused (DO NOT READ)                | GO TO Q. PRES1B |

Q: PRES1B \*\*\*\*\*

At this moment do you lean more toward

Hillary Clinton, the Democrat

or more toward

Donald Trump, the Republican

[Names of candidates rotate in random order in the question.]

- 1. Hillary Clinton
- 2. Donald Trump
- 8. Don't know / Undecided (DO NOT READ)
- 9. Refused (DO NOT READ)

Q: PRES2 \*\*\*\*\*

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

Hillary Clinton the Democrat

and

Jeb Bush, the Republican

would you vote for

Hillary Clinton

Jeb Bush

or some other candidate for President?

[Names of candidates rotate in random order in parts one and two of the question.]

- |   |                 |
|---|-----------------|
| 1. Hillary Clinton, the Democrat        | GO TO Q. PRES3  |
| 2. Jeb Bush, the Republican             | GO TO Q. PRES3  |
| 3. Some other candidate                 | GO TO Q. PRES2B |
| 4. Wouldn't vote (DO NOT READ)          | GO TO Q. PRES2B |
| 5. Don't know / Undecided (DO NOT READ) | GO TO Q. PRES2B |
| 9. Refused (DO NOT READ)                | GO TO Q. PRES2B |



Q: PRES2B \*\*\*\*\*

At this moment do you lean more toward

Hillary Clinton, the Democrat

or more toward

Jeb Bush, the Republican

[Names of candidates rotate in random order in the question.]

- 1. Hillary Clinton
- 2. Jeb Bush
- 8. Don't know / Undecided (DO NOT READ)
- 9. Refused (DO NOT READ)

Q: PRES3 \*\*\*\*\*

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

Hillary Clinton, the Democrat

and

Carly Fiorina, the Republican

would you vote for

Hillary Clinton

Carly Fiorina

or some other candidate for President?

[Names of candidates rotate in random order in parts one and two of the question.]

- |   |                 |
|---|-----------------|
| 1. Hillary Clinton, the Democrat        | GO TO Q. PRES4  |
| 2. Carly Fiorina, the Republican        | GO TO Q. PRES4  |
| 3. Some other candidate                 | GO TO Q. PRES3B |
| 4. Wouldn't vote (DO NOT READ)          | GO TO Q. PRES3B |
| 5. Don't know / Undecided (DO NOT READ) | GO TO Q. PRES3B |
| 9. Refused (DO NOT READ)                | GO TO Q. PRES3B |

Q: PRES3B \*\*\*\*\*

At this moment do you lean more toward

Hillary Clinton, the Democrat

or more toward

Carly Fiorina, the Republican

[Names of candidates rotate in random order in the question.]

- 1. Hillary Clinton
- 2. Carly Fiorina
- 8. Don't know / Undecided (DO NOT READ)
- 9. Refused (DO NOT READ)

Q: PRES4 \*\*\*\*\*

Just three more match-ups to go.

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

Bernie Sanders, the Democrat

and

Donald Trump, the Republican

would you vote for

Bernie Sanders

Donald Trump

or some other candidate for President?

[Names of candidates rotate in random order in parts one and two of the question.]

- |   |                 |
|---|-----------------|
| 1. Bernie Sanders, the Democrat         | GO TO Q. PRES5  |
| 2. Donald Trump, the Republican         | GO TO Q. PRES5  |
| 3. Some other candidate                 | GO TO Q. PRES4B |
| 4. Wouldn't vote (DO NOT READ)          | GO TO Q. PRES4B |
| 5. Don't know / Undecided (DO NOT READ) | GO TO Q. PRES4B |
| 9. Refused (DO NOT READ)                | GO TO Q. PRES4B |

Q: PRES4B \*\*\*\*\*

At this moment do you lean more toward

Bernie Sanders, the Democrat

or more toward

Donald Trump, the Republican

[Names of candidates rotate in random order in the question.]

1. Bernie Sanders
2. Donald Trump
8. Don't know / Undecided (DO NOT READ)
9. Refused (DO NOT READ)

Q: PRES5 \*\*\*\*\*

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

Bernie Sanders, the Democrat

and

Jeb Bush, the Republican

would you vote for

Bernie Sanders

Jeb Bush

or some other candidate for President?

[Names of candidates rotate in random order in parts one and two of the question.]

- |   |                 |
|---|-----------------|
| 1. Bernie Sanders, the Democrat         | GO TO Q. PRES6  |
| 2. Jeb Bush, the Republican             | GO TO Q. PRES6  |
| 3. Some other candidate                 | GO TO Q. PRES5B |
| 4. Wouldn't vote (DO NOT READ)          | GO TO Q. PRES5B |
| 5. Don't know / Undecided (DO NOT READ) | GO TO Q. PRES5B |
| 9. Refused (DO NOT READ)                | GO TO Q. PRES5B |

Q: PRES5B \*\*\*\*\*

At this moment do you lean more toward

Bernie Sanders, the Democrat

or more toward

Jeb Bush, the Republican

[Names of candidates rotate in random order in the question.]

- 1. Bernie Sanders
- 2. Jeb Bush
- 8. Don't know / Undecided (DO NOT READ)
- 9. Refused (DO NOT READ)

Q: PRES6 \*\*\*\*\*

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

Bernie Sanders, the Democrat

and

Carly Fiorina, the Republican

would you vote for

Bernie Sanders

Carly Fiorina

or some other candidate for President?

[Names of candidates rotate in random order in parts one and two of the question.]

- |   |                 |
|---|-----------------|
| 1. Bernie Sanders, the Democrat         | GO TO Q. Q495   |
| 2. Carly Fiorina, the Republican        | GO TO Q. Q495   |
| 3. Some other candidate                 | GO TO Q. PRES6B |
| 4. Wouldn't vote (DO NOT READ)          | GO TO Q. PRES6B |
| 5. Don't know / Undecided (DO NOT READ) | GO TO Q. PRES6B |
| 9. Refused (DO NOT READ)                | GO TO Q. PRES6B |

Q: PRES6B \*\*\*\*\*

At this moment do you lean more toward

Bernie Sanders, the Democrat

or more toward

Carly Fiorina, the Republican

[Names of candidates rotate in random order in the question.]

- 1. Bernie Sanders
- 2. Carly Fiorina
- 8. Don't know / Undecided (DO NOT READ)
- 9. Refused (DO NOT READ)

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

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

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

- 01. The economy (general) / unemployment / jobs / stock market
- 02. Health care
- 03. Banking reform / Wall Street reform
- 04. Education
- 05. Taxes and tax reform
- 06. Budget deficit
- 07. Abortion / choice
- 08. Illegal immigration
- 09. Social Security / retirement
- 10. Character / morals / ethics / personal integrity of the candidate
- 11. Defense / war on terror / national security / homeland security
- 12. Gun control
- 13. Environment
- 14. Crime
- 95. No Issue / The professional background of the candidate
- 96. No Issue / The party of the candidate
- 98. Other, specify: \_\_\_\_\_
- 99. Don't know/Refused

Q: ENTHUS \*\*\*\*\*

How enthusiastic would you say you are about voting for president in next year's election?

- 1. Extremely enthusiastic
- 2. Very enthusiastic
- 3. Somewhat enthusiastic
- 4. Not too enthusiastic
- 5. Not at all enthusiastic
- 9. No opinion (DO NOT READ)

Q: FIELD \*\*\*\*\*

Thinking about the field of candidates for president, which of the following statements comes closest to your view?

- 1. I am satisfied with the current field of candidates                      GO TO Q. Q10A
- 2. I would like to see someone else enter the race                      GO TO Q. NEWCAND
- 9. Don't know / Refused (DO NOT READ)                      GO TO Q. Q10A

Q: NEWCAND \*\*\*\*\*

Whom would you like to see enter the race for president?

(Interviewer: Enter the name below.)

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, is there at least one telephone INSIDE your home that is currently working and is not a cell phone?

- 1. Yes, has a home telephone                      (Go to Q. Q10b)
- 2. No, does not have a home telephone                      (Go to Q. Q12)
- 9. Don't know / Refused (DO NOT READ)                      (Go to Q. Q12)

Q: Q10b\*\*\*\*\*

Of all the PERSONAL 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: 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 9th, on the Western New England University web site at [www.wne.edu](http://www.wne.edu). Have a good day / evening.

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

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